



EMORY  
UNIVERSITY

## GRADUATE & PROFESSIONAL STUDENT HOUSING INITIATIVE

### GRADUATE/PROFESSIONAL STUDENT UPDATE

April 2021



BRAILSFORD & DUNLAVEY





# Agenda

## PROJECT CONCEPT OVERVIEW

- 01 Project Review**
- 02 Student Engagement Synopsis**
- 03 Student Survey Findings**
- 04 Wrap-Up & Discussion**



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# 01

## Review of Project Goals



# University Strategic Framework



- Faculty Excellence
- **Academic Community of Choice**
- Innovation Through Scholarship and Creative Expression
- Atlanta as a Gateway to the World

# Master Planning Principles



- Empower a Fully Integrated Enterprise-wide Mindset
- **Foster the Best Student Experience**
- Advance Research Growth and Partnerships
- Engage with Atlanta
- Promote Stewardship
- Support Competitive Context
- Enhance Connectivity and Institutional Identity

# Emergent Themes



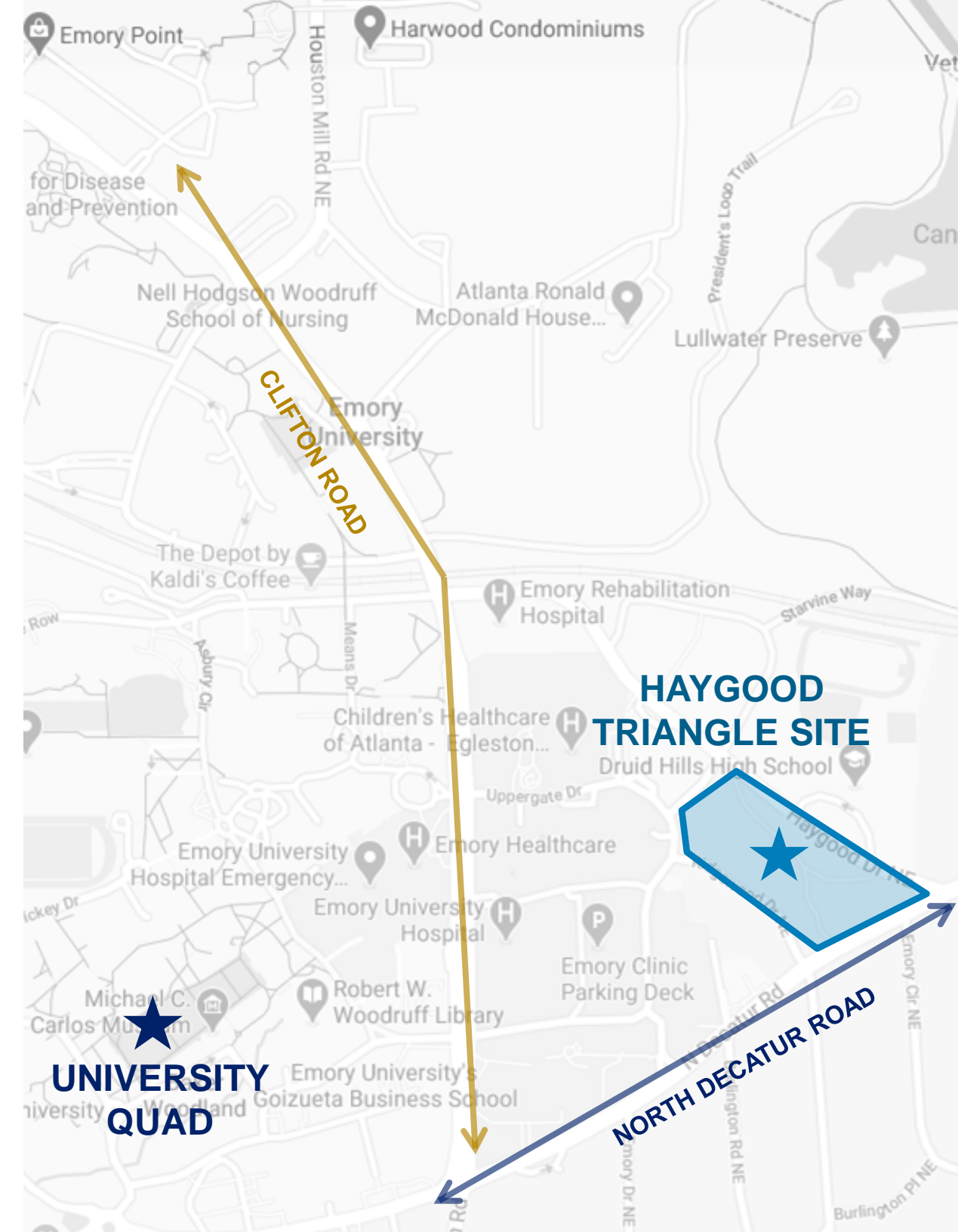
- **Student Experience**
- Research and Innovation
- The Arts
- Activate the Quad
- Transportation
- Continue Investments in Oxford



# Graduate Student Housing Initiative

## Haygood Triangle background and current use:

- Emory has been acquiring residential properties on the Haygood Triangle site for 28 years
- Haygood Triangle consists of low-density single-family housing



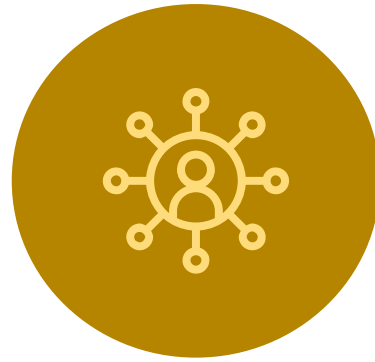
# Value Proposition

ORIGINAL PROJECT CONCEPT

*This Project gives students the opportunity to:*



Live within  
**close proximity**  
to campus,



As **part of a**  
**community**  
with other graduate  
& professional  
students,



In a single-  
occupant,  
**private unit,**



**At or below** area  
market rates.





# Project Profile

NEW GRADUATE HOUSING DEVELOPMENT

## PUBLIC-PRIVATE PARTNERSHIP TO:

Build Approximately

500

Apt-style Beds  
as Phase One of  
Multi-phase Initiative\*

\*Between 1,490 and 1,600 beds  
of total apartment demand based  
on benchmark demand analysis,  
which indicates a potential  
capture rate of 27%



## FEATURED UNITS:

**Demand is High**  
across unit types in the  
Emory graduate &  
professional market,  
allowing program flexibility.



**Flexible Unit Mix**  
Studio  
Micro-unit  
**1-Bedroom**  
**2-Bedroom**



# Operations & Design

NEW GRADUATE HOUSING DEVELOPMENT

## COMPLETION GOAL:

### Flexible Delivery Year (2023 or 2024)

With resident move in dates aligned with academic program start dates



# 12

Month Leases

## LEASING:

### Operations by Third Party Property Manager

Residents will have summer sub-lease opportunities and departments will have opportunity to reserve or pre-lease units

## DESIGN GOALS:

### 25% Asset Useful Life

remaining at the end of the ground lease term - ensures long-term structural quality



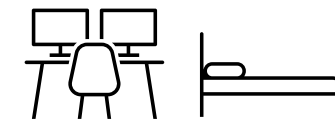
## SPACE DESIGN:

### Graduate Commons

Non-residential Communal Space

### Furnishings

Impact on unit pricing





# 02

## Student Engagement



# Student Engagement Strategy

## PROGRESS UPDATE



- Four 30-minute sessions
- July 20 - July 29
- 17 participants

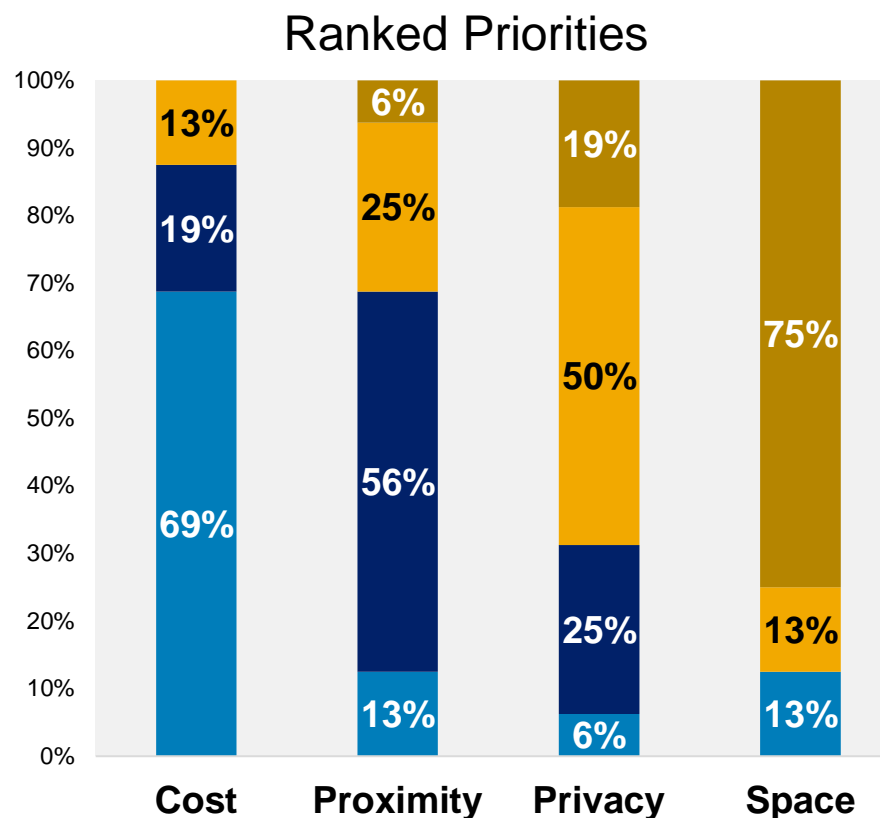
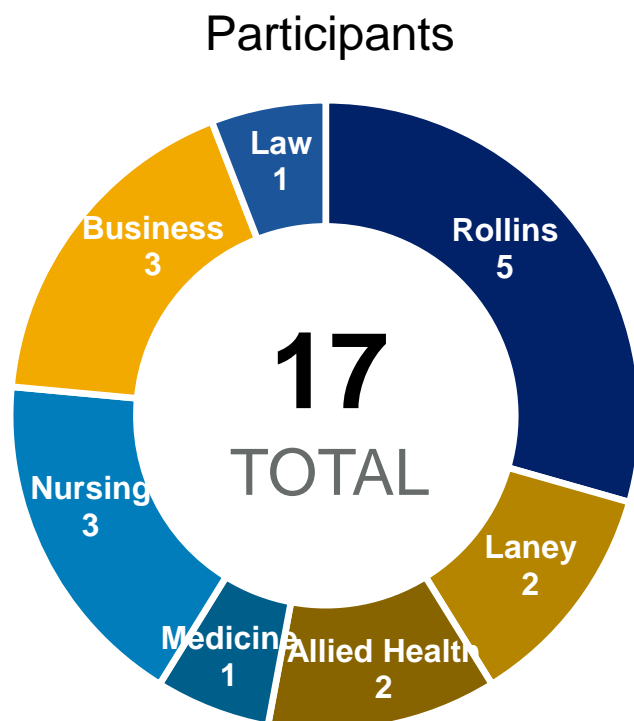
- Survey open 14 days
- August 24 - September 6
- 29% response rate
- 2,229 completed responses

- Updates on project concept via G/P communications and project website (following partner selection; BoT approval)
- GSGA update
- Three focus groups April 15-19



# Student Focus Group Summary (July 2020)

## PROGRESS UPDATE



**% Ranking each category as their:**

- Top Priority
- Second Priority
- Third Priority
- Last Priority

## Conversation Themes

### › Current housing considerations:

- Cost / affordability
- Proximity to Emory
- Proximity to food, amenities, and activities
- Walkability / public transportation
- Sense of community
- Safety

### › Future Emory GPH considerations:

- Cost / affordability
- Accessibility to public transportation & other off-campus resources
- Minimal space needs
- Sense of community
- Pre-furnished units
- Dedicated common space for grad students
- International student-specific difficulties
- Targeted option for first-year students unfamiliar with Atlanta

### › COVID impacts on housing decisions

# Student Survey Response (survey open 8/24/20-9/6/20)

## PROGRESS UPDATE

- › **29%** Completed Response Rate (2,229 responses)
- › **99%** Confidence Level; **+/- 2.3%** Margin of Error

	Survey Response <sup>1</sup>	Population <sup>2</sup>
Candler School of Theology	6%	7%
Goizueta Business School	11%	11%
Laney Graduate School	29%	27%
Nell Hodgson Woodruff School of Nursing	10%	7%
Rollins School of Public Health	25%	17%
School of Law	12%	14%
School of Medicine / Allied Health	13%	18%
Joint Degree Program	1%	-

<sup>1</sup> Response % will not add to 100% as students are able to choose more than one school affiliation on the survey.

<sup>2</sup> Population shown by students' primary enrolled school (one per student).



# 03

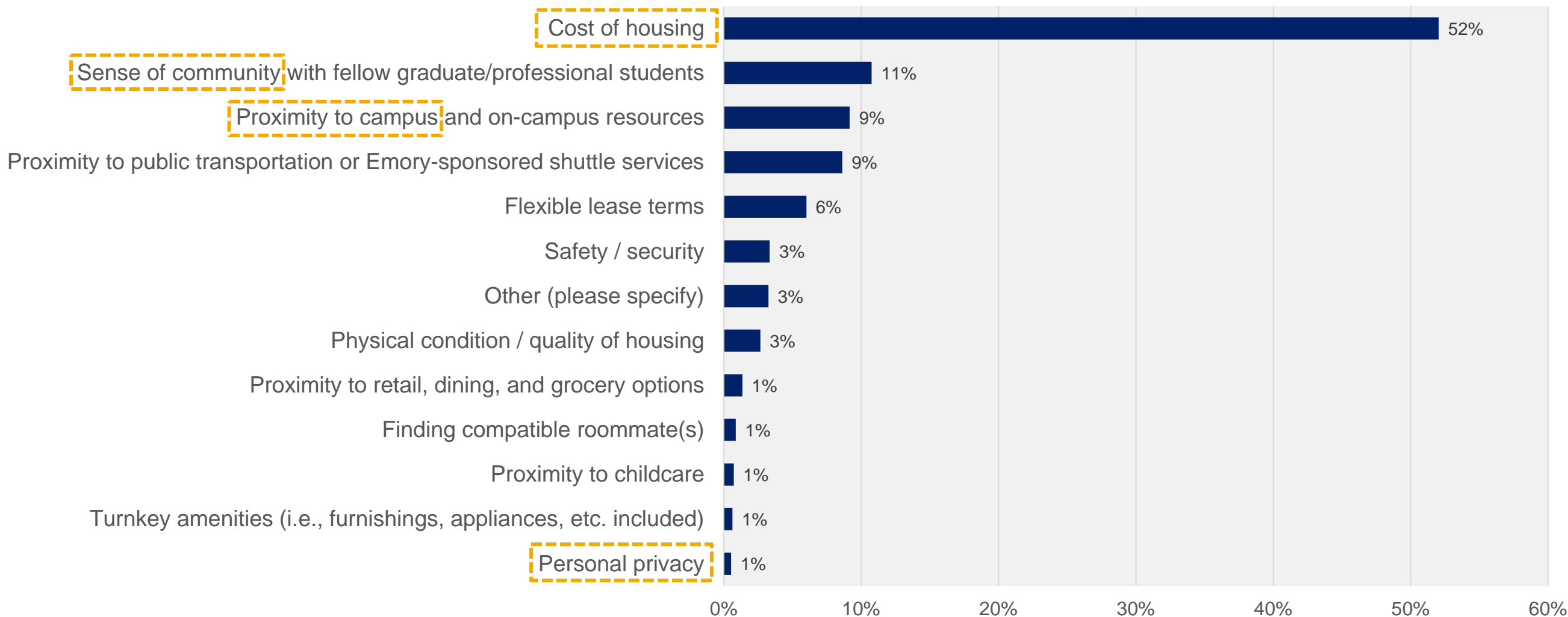
## Student Survey Results



# Top Housing Concerns

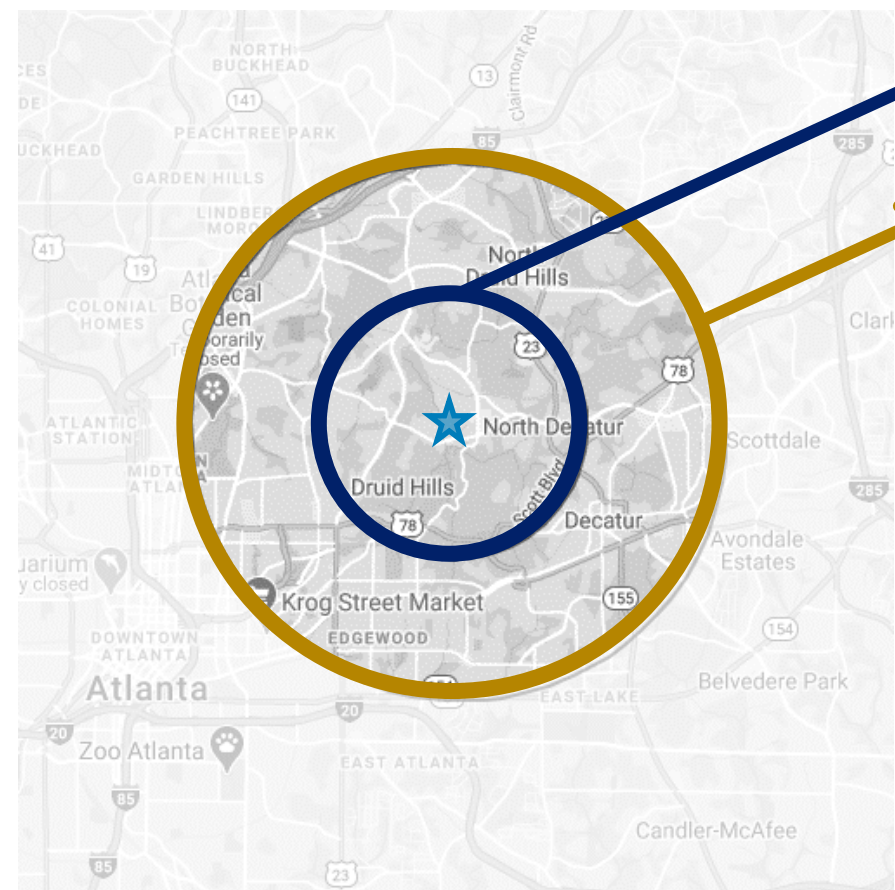
## PROJECT CONCEPT REFINEMENT

*If Emory could address your **most pressing concern related to housing** as a graduate or professional student, what would it be?*



# Off-Campus Market Comparison

## PROJECT CONCEPT REFINEMENT



Limited supply of recently-delivered properties within 1.5 miles of campus (~1,000 beds at Emory Point)

Greater supply of recently-delivered properties within 3 miles of campus (~8,800 beds total)

COMPARATIVE RENTAL RATES AT PROPERTIES BUILT AFTER 2012

	1.5 Miles		3 Miles	
Comparison Units	Avg. Rent	Supply (Beds)*	Avg. Rent	Supply (Beds)*
Studio	\$1,371	40	\$1,416	455
1-Bedroom	\$1,720	440	\$1,579	3,209
2-Bedroom	\$1,240	494	\$1,077	4,426
Weighted Avg.	\$1,462		\$1,295	

\* 3- and 4-bedroom units not included in average, as they are not directly comparable to Project



# Current & Desired Commute

## PROJECT CONCEPT REFINEMENT

**Graduate and professional student commutes vary by school, with *Candler students traveling the furthest* and *Rollins students living the closest*:**

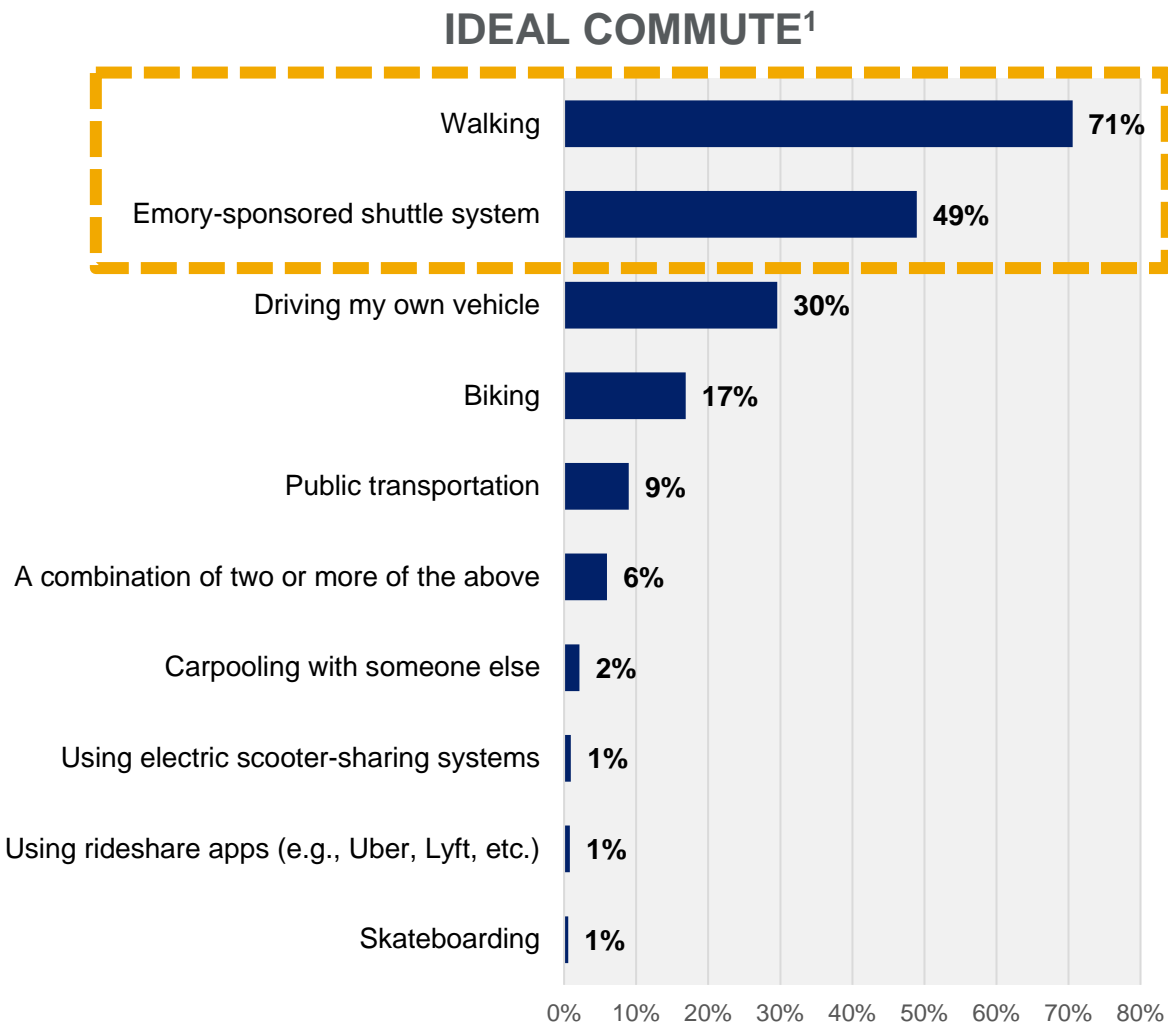
### CURRENT COMMUTE<sup>1</sup>

	< 5 minutes	6-10 minutes	11-20 minutes	21-30 minutes	31-45 minutes	Over 45 minutes	Average
Candler School of Theology	5%	10%	33%	30%	15%	7%	23 Minutes
Goizueta Business School	4%	23%	42%	21%	9%	1%	18 Minutes
Laney Graduate School	4%	23%	44%	18%	9%	1%	18 Minutes
Nell Hodgson Woodruff School of Nursing	8%	31%	36%	14%	9%	1%	16 Minutes
Rollins School of Public Health	9%	40%	31%	14%	4%	2%	14 Minutes
School of Law	6%	36%	37%	13%	6%	3%	16 Minutes
School of Medicine / Allied Health	3%	31%	47%	14%	3%	0%	15 Minutes

<sup>1</sup> Includes all students currently renting in the off-campus market.

# Parking

## NEW GRADUATE HOUSING DEVELOPMENT



<sup>1</sup>Includes all students who said they would live in new Emory graduate housing; students could choose up to two ideal forms of commuting to campus.

### PROJECT GOAL:

Create residential experience responsive to student’s prioritization of walkability.



### PARKING:



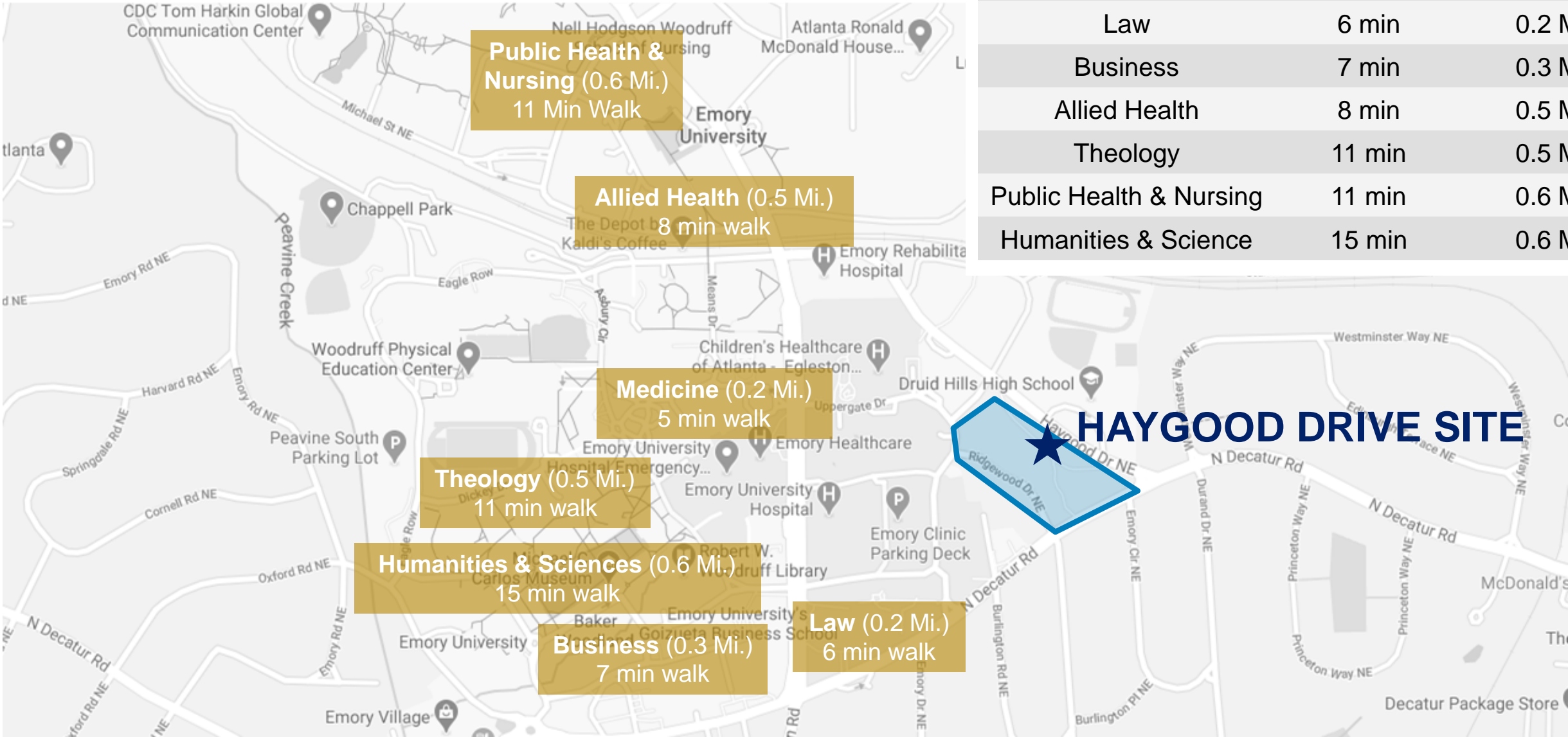
On-site parking will be limited and priced as a premium add-on to rent.

Any additional demand will be met with existing on-campus parking.

# Walkability

## NEW GRADUATE HOUSING DEVELOPMENT

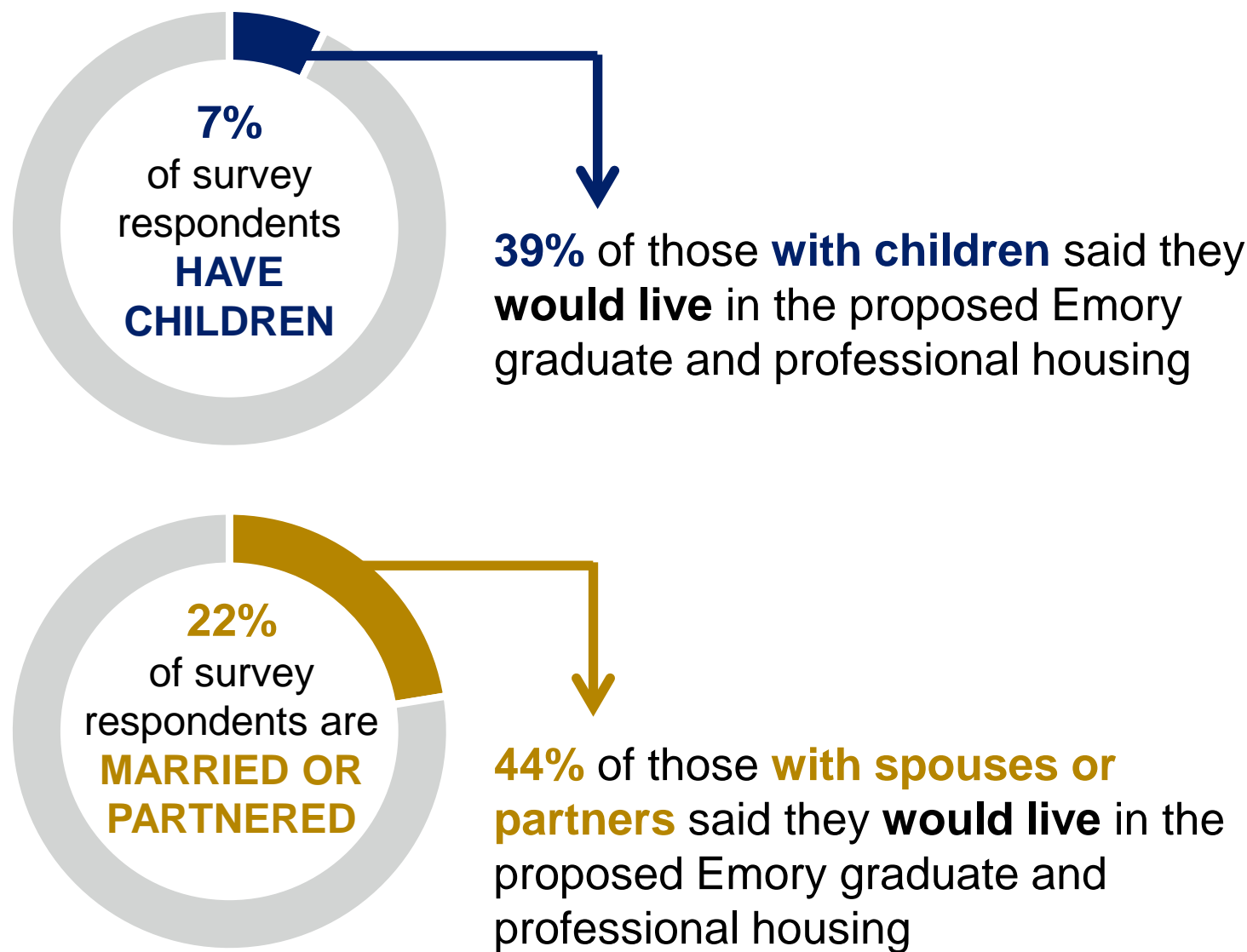
Graduate School	Walk Time	Distance
Medicine	5 min	0.2 Mi.
Law	6 min	0.2 Mi.
Business	7 min	0.3 Mi.
Allied Health	8 min	0.5 Mi.
Theology	11 min	0.5 Mi.
Public Health & Nursing	11 min	0.6 Mi.
Humanities & Science	15 min	0.6 Mi.





# Family Demand / Preferences

## PROJECT CONCEPT REFINEMENT



*Of all survey respondents who would live in new graduate/professional housing:*



1% said **proximity to childcare** would be an important feature



2% said a **child-friendly living arrangement** would be important



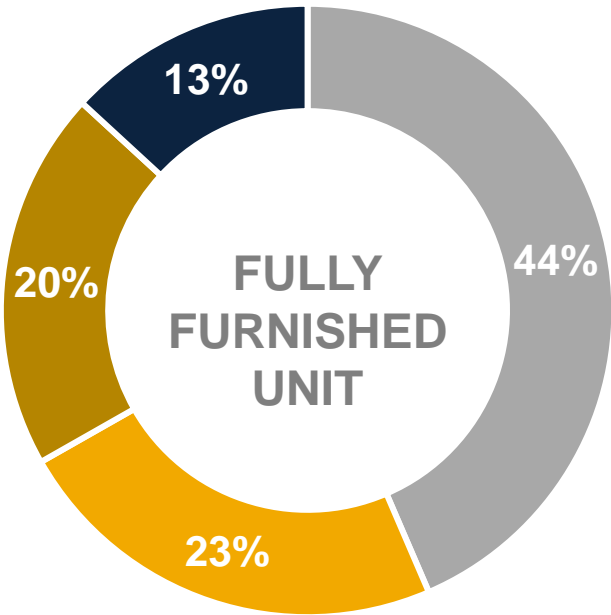
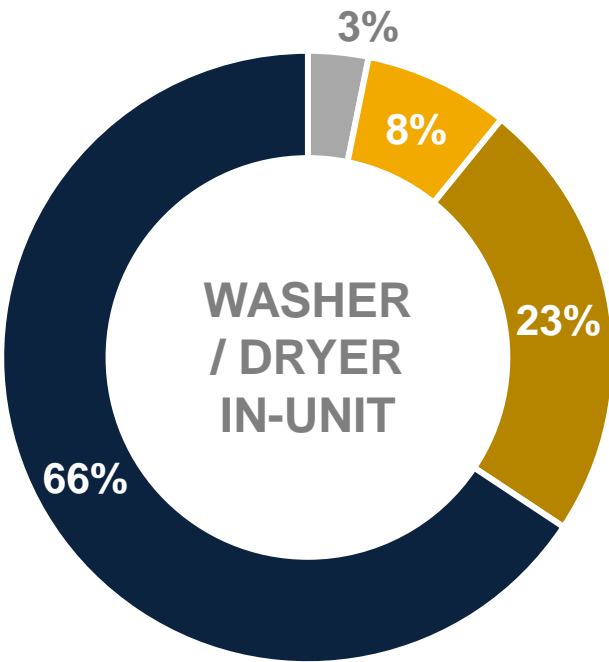
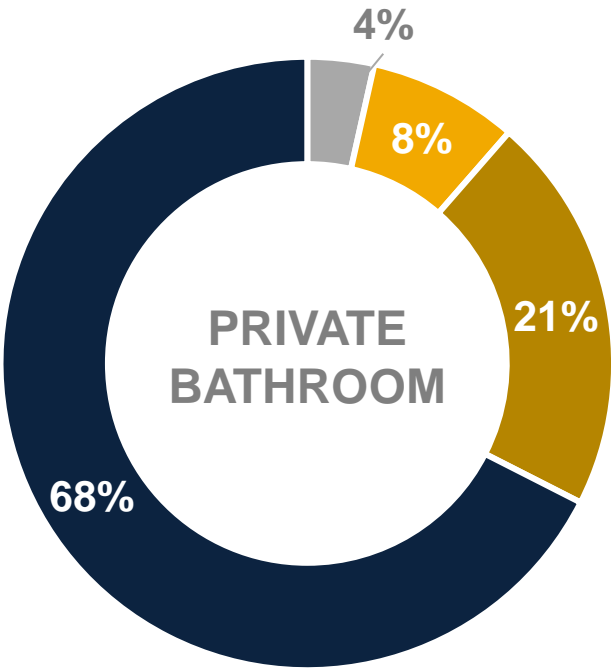
4% said they'd choose a unit with **multiple bedrooms** for family

# Amenity Preferences

## PROJECT CONCEPT REFINEMENT

*New graduate and professional housing should prioritize **bed-to-bath parity** and having **washer/dryers in unit**:*

*How important are the following amenities when deciding whether to live in new Emory-affiliated graduate/professional housing?*

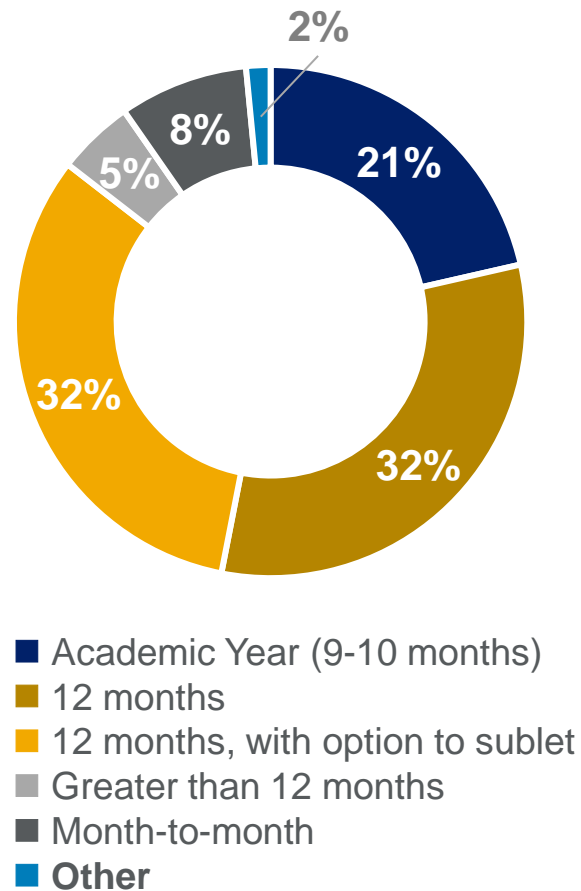


- Very important
- Moderately important
- Slightly important
- Not at all important

# Lease Preferences

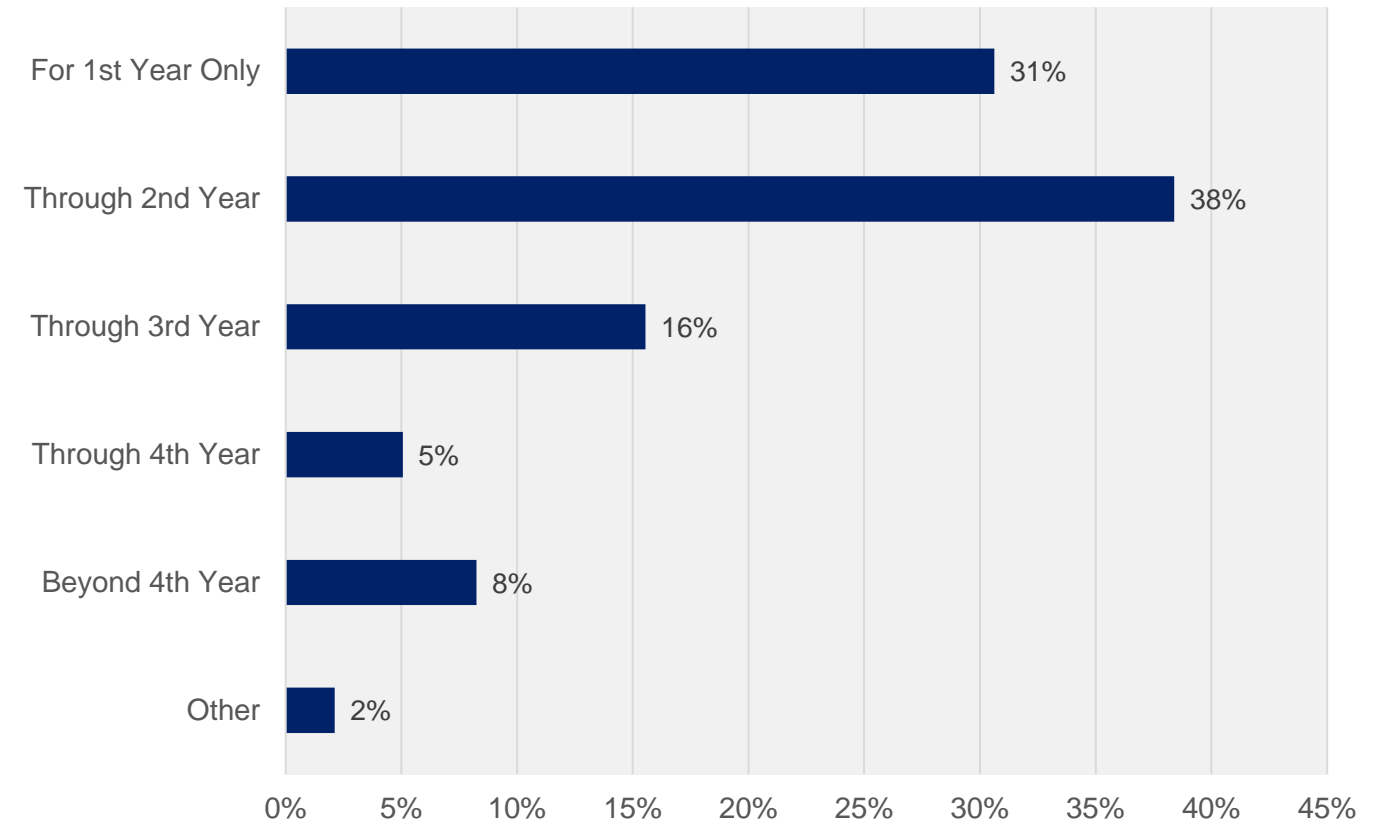
## PROJECT CONCEPT REFINEMENT

Which of the following would be your **ideal lease term** in new graduate / professional student housing offered by Emory?



Emory's **target market** will likely be students in the **first or second year** of programs looking for **12-month leases**:

For which of the following **years of your degree program** would you choose (or would have chosen) to live in Emory-sponsored graduate and professional housing?





# Unit Typologies Concept A:

**Studio Apartment A**  
78 Beds | 303 SF



**Studio Apartment B**  
68 Beds | 351 SF



**1 Bedroom / 1 Bathroom Apartment**  
100 Beds | 527 SF

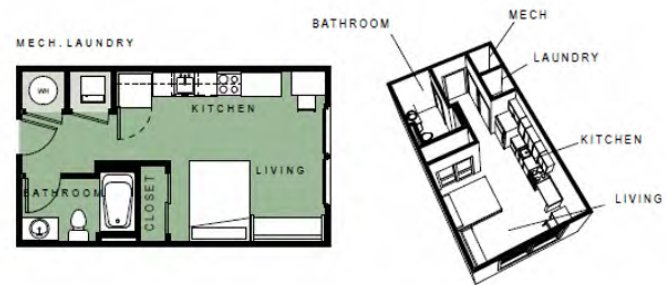


**2 Bedroom / 2 Bathroom Apartment**  
266 Beds | 767 SF

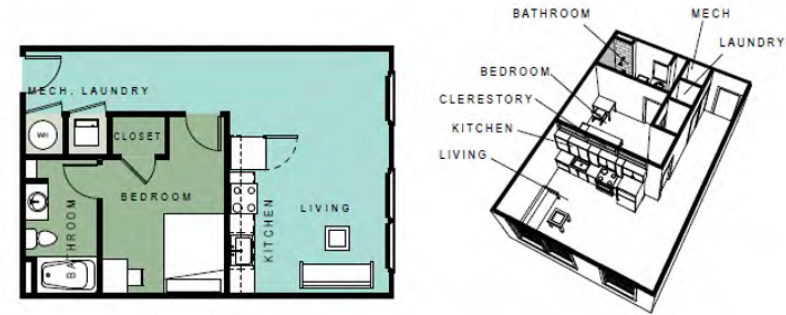


# Unit Typologies Concept B:

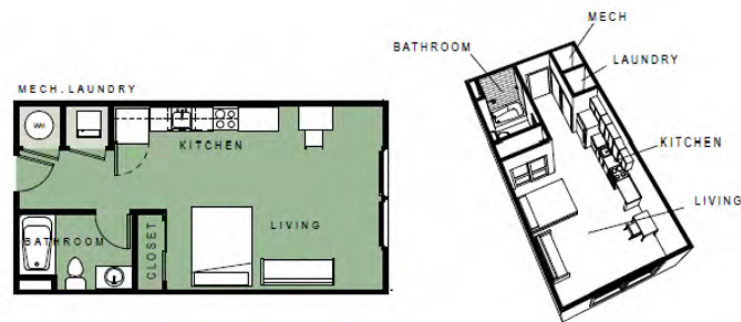
## UNIT PLANS



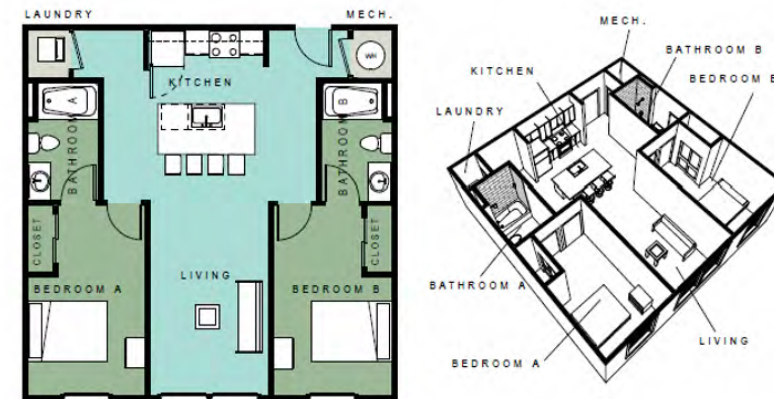
MICRO STUDIO  
350 SF



1 BEDROOM  
475 SF



STUDIO  
400 SF



2 BEDROOM  
750 SF

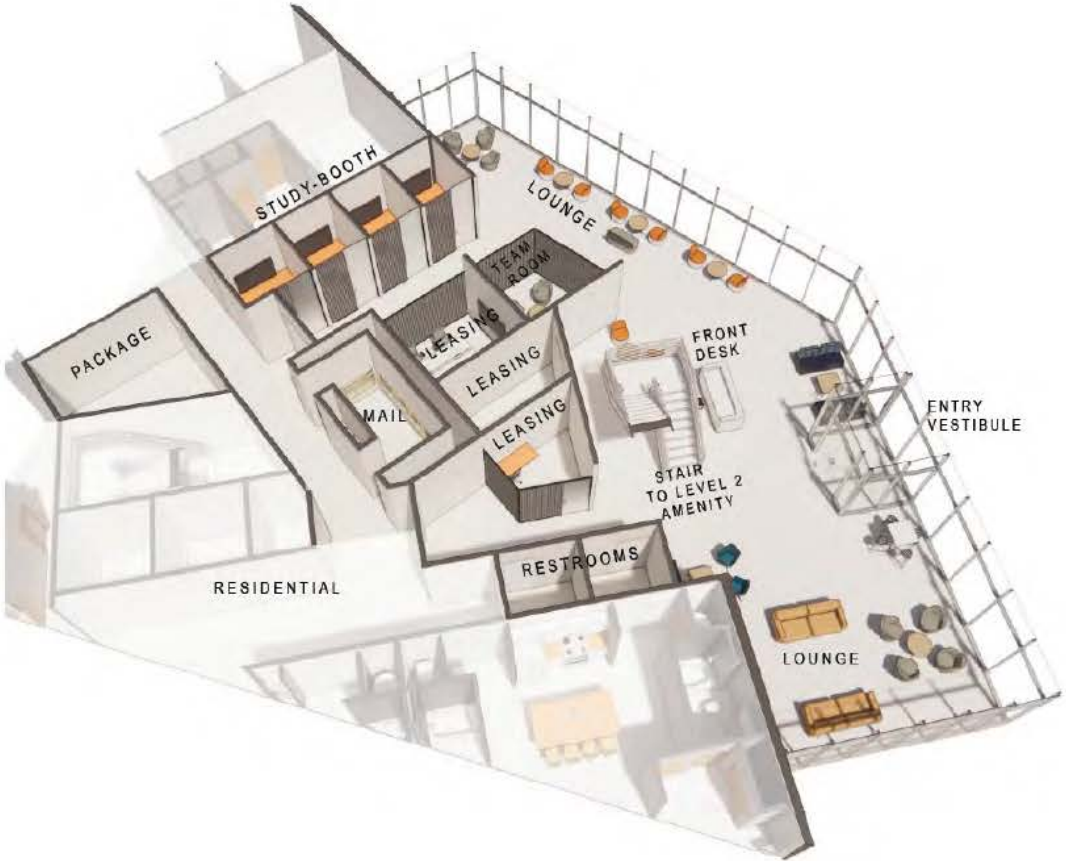
# Concept A – Graduate/Professional Student Space





# Concept B – Graduate/Professional Student Space

- MAIN AMENITY AREA PROGRAM
- MAIL ROOM
  - PACKAGE ROOM
  - TEAM ROOMS / SEMINAR ROOMS
  - FLEX SPACE / MAKER SPACE
  - STUDY BOOTHS
  - LOUNGE SPACES
  - GAME AREA
  - RESTROOMS
  - LEASING OFFICES



AMENITY SPACE - LEVEL 1

4,000 SF



AMENITY SPACE - LEVEL 2

4,000 SF



# Discussion