Millennial Families in the City: The New Urban School

James J. Brinson, LEED AP
Regional Vice President, Brailsford & Dunlavey, Inc.

Karl Moritz
Planning Director, City of Alexandria, Virginia
Millennials make up the largest share of the U.S. population, at 28.7 percent.
Millennials, Generally

Millennials

Workforce Population (in Millions)

- Millennials: 80
- Gen Xers: 64.8
- Boomers: 76.1
- Silents: 40.3

Marital Status

- Single
- Married
- Divorced/Separated

Education

- Women:
  - < HS
  - HS
  - Some College
  - 4+ yrs of College
- Men:
  - < HS
  - HS
  - Some College
  - 4+ yrs of College

Source: U.S. Census Bureau, Pew Research
Millennials, Generally

What they’re saying about millennials

- Creative
- Pragmatic
- Tech savvy; highly connected
- Multitaskers
- Instant gratification and recognition
- Work-life balance and flexibility
- “Sharing economy”
- Experiential
- Transit-oriented; don’t own cars
WANT: Cheap stuff
The Millennial generation cares more about price than quality.

DON'T WANT: A house
Millennials will still want to own a home of their own one day, but for a majority, it's just not that important.
**WANT:** Cheap stuff
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**DON'T WANT:** A house
*Millenials will still want to own a home of their own one day, but for a majority, it's just not that important.*
**WANT: To be healthy**
*Millennials put a premium on eating right and overall health.*

**DON'T WANT: A TV**
*Millennials have grown accustomed to consuming media on other devices; they still love cable TV and movies, but they watch it differently.*

**DON'T WANT: A car**
*Millennials are gravitating toward cities, where they can use public transit, car-sharing services, Uber, taxis, bicycles and their feet to get around.*
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Millennials, Generally

**LIVING SPACE**

Change in Apartment Size 2002-2012

- San Francisco
- Seattle
- Boston
- Austin
- Atlanta
- Denver

**WORKING SPACE**

225 sf

176 sf

100 sf

Source: Axiometrics, Inc., CoreNet Global
Urban light

“Big city suburbs and lower density cities” saw the most Millennial population growth 2012-13

Source: Trulia
An RCLCO survey from 2007 found that 43 percent of Gen-Yers would prefer to live in a close-in suburb, where both the houses and the need for a car are smaller.

Source: RCLCO, The Atlantic
• Former bedroom communities
• The Washington DC Metro Council of Governments (COG) “Activity Centers”
• 104% of projected household growth (2005 to 2040)
• 57% of Metro Area Jobs by 2040
• Areas in transition
  • Increasing densities
  • Expanding transit options
Children in Cities

With the exception of dense urban areas, population between 0-5 years old declined in the US between 2012-2013.

Source: Trulia
Millennials as Parents

MILLENIALS as MOM + DAD

WHAT ARE MILLENNIALS LIKE WHEN THEY BECOME PARENTS?

THEIR PRE-SCHOOL AGED CHILDREN ARE MOSTLY RAISED AT HOME

- 59% cared for by parent at home
- 22% go to licensed daycare
- 16% cared for by relative in relative’s home
- 10% cared for by relative in child’s home

CHILD-REARING RESPONSIBILITIES ARE SHARED, THOUGH MEN FEEL THINGS ARE MORE EQUAL

- 64% of MEN feel responsibilities are equally shared
- 50% of WOMEN feel responsibilities are equally shared

BIGGEST PARENTING INFLUENCES

- Their own mothers: 74%
- Good friends: 43%
- The pediatrician: 41%

WHAT VALUES DO THEY INTEND TO INSTILL IN THEIR CHILDREN?

- A sense of environmental responsibility: 37% Agree, 6% Disagree
- Support of same-sex marriage: 36% Agree, 25% Disagree

MILLENNIALS’ TOP THREE FAVORITE BRANDS

- Nike: 45%
- Target: 44%
- Sony: 31%

Photo credit (top): AP Photo/Ted S. Warren
What millennial parents need/want in order to stay in the city:

- Safety
- Schools
- Day care
- Parks/recreation
- Alternatives to the owned automobile
- Services for daily living ("5 minute living")

Photo credit: Matt McClain for the Washington Post, Charles Allen
Projected Activity Center/Urban Light Growth
- Lack of Available Land
- Increasing Property Values
- Increasing Demand for Classroom Space

Schools Constructed During Baby Boom Era
- Poorly Located
- Need Updates

Planning for students in urban light areas: Challenges

- Legacy Zoning Limitations
- Silo Planning
  - Separate Elected Bodies
  - Lack of Trust
  - Lack of Coordination and Collaboration
- Public buildings slower to transition to urban models than private sector
  - Joint use is complicated
  - Funding Challenges
Planning for students in urban light areas: Challenges

• Baby boomers possibly the most active in local decision making.
• Baby boomer concept of what a school should be: 1960/1970s campus style.
  • Located in isolated, residential areas
  • Single story buildings on a sprawling campus
• Baby boomers also very protective of their children.

Source: Alexandria Department of Planning and Zoning
Hypotheses: Planning for students in urban light areas

1. A different, more urban, model for schools is required to address the changing needs

2. New processes for formalized collaboration among agencies is necessary to achieve the change
### Millennials in Alexandria

#### Alexandria: A hub for Millennial parents

<table>
<thead>
<tr>
<th>County Name</th>
<th>State</th>
<th>% Change in Millennial Population</th>
<th>% Millennials of Total Population (2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington County</td>
<td>VA</td>
<td>82%</td>
<td>39%</td>
</tr>
<tr>
<td>Alexandria City</td>
<td>VA</td>
<td>81%</td>
<td>34%</td>
</tr>
<tr>
<td>Orleans Parish</td>
<td>LA</td>
<td>71%</td>
<td>30%</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>CA</td>
<td>66%</td>
<td>32%</td>
</tr>
<tr>
<td>Denver County</td>
<td>CO</td>
<td>57%</td>
<td>33%</td>
</tr>
<tr>
<td>Montgomery County</td>
<td>TN</td>
<td>46%</td>
<td>31%</td>
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<tr>
<td>Hudson County</td>
<td>NJ</td>
<td>44%</td>
<td>31%</td>
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<tr>
<td>New York County</td>
<td>NY</td>
<td>43%</td>
<td>32%</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>OR</td>
<td>41%</td>
<td>28%</td>
</tr>
<tr>
<td>Davidson County</td>
<td>TN</td>
<td>37%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: RealtyTrac
Alexandria: A hub for Millennial parents

Source: Census Bureau, Alexandria Department of Planning and Zoning
2008: the year everything changed

- Home sales fell
- Unemployment rate rose
- Gas prices rose

2008: the year everything changed

ACPS K-12 School Enrollment and Population Since 1960

Source: Alexandria City Public Schools, Alexandria Department of Planning and Zoning
2008: the year everything changed

Source: Census Bureau, 2007-2009 and 2010-2012 ACS 3-year estimates; chart from Richard Florida, Where Millennials Are Moving Now
Planning for Students: Urban Light

Long Range Educational Facilities Plan

Joint City Council/ACPS Subcommittee
(4 members)

LREFP Work Group
Explores the major issues that will impact public school facilities over the long term and guides staff in the development of a draft Long-Range Educational Facilities Plan for consideration by the School Board and City Council.

Sub Committees

- Enrollment Forecasts / Demographics
  Establishing sustainable short and long-term enrollment forecast program

- Facility Capacity Needs Analysis
  Understanding current conditions and needs of the existing facilities

- Educational Specifications / School of the Future
  Planning for our future and matching of facilities to our students and our vision.

Joint Long-Range Educational Facilities Plan
To improve facilities planning, accommodate the growing student population, and enhance educational programs and services.
Alexandria’s Long Range Education Facilities Plan

• **What’s the demand?** Short, medium, and long term enrollment forecasts

• **What do we have now?** Condition of existing buildings and sites, facility capacity and utilization

• **What’s the goal?**
  - Education specifications, “school of the future.”

• **What do we need?** Gap analysis

• **How do we get there?**
  - Mini-master plans
  - Planning and implementation policies
  - Fiscal challenges
  - Urban school models
Sources of Enrollment
Growth: not new development

Where kids live:
- Single family detached 30+ years old
- Garden apartments 30+ years old
- Subsidized housing
- Building very little of these housing types

Source: Alexandria City Public Schools, Alexandria Department of Planning and Zoning
Student generation by housing type and age

ACPS K-12 Student Generation per Dwelling Unit from Market-Rate Housing by Unit Type and Age of Unit, 2013-14 Academic Year

Source: Alexandria City Public Schools, Alexandria Department of Planning and Zoning
Student generation: highly correlated to affordability

![Graph showing student generation by average project rent in 2012-13 academic year.]

Source: Alexandria City Public Schools, Alexandria Department of Planning and Zoning
Example: Beauregard Corridor Plan

Source: Alexandria Department of Planning and Zoning
Example: Beauregard Corridor Plan

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### Example: Beauregard Corridor Plan

<table>
<thead>
<tr>
<th>Housing type</th>
<th>Existing</th>
<th>5 years</th>
<th>10 years</th>
<th>15 years</th>
<th>20 years</th>
<th>25 years</th>
<th>30 years</th>
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<tbody>
<tr>
<td>Detached</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
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<tr>
<td>Townhouse</td>
<td>0</td>
<td>20</td>
<td>98</td>
<td>149</td>
<td>149</td>
<td>241</td>
<td>275</td>
</tr>
<tr>
<td>Garden Apartment</td>
<td>2,560</td>
<td>2,066</td>
<td>1,757</td>
<td>1,541</td>
<td>1,390</td>
<td>536</td>
<td>130</td>
</tr>
<tr>
<td>Mid-Rise Apartment</td>
<td>0</td>
<td>1,729</td>
<td>2,819</td>
<td>3,239</td>
<td>3,894</td>
<td>5,592</td>
<td>6,272</td>
</tr>
<tr>
<td>High-Rise Apartment</td>
<td>2,925</td>
<td>2,925</td>
<td>2,925</td>
<td>2,925</td>
<td>2,925</td>
<td>2,925</td>
<td>2,925</td>
</tr>
<tr>
<td>Total Dwelling Units</td>
<td>5,500</td>
<td>6,740</td>
<td>7,599</td>
<td>7,854</td>
<td>8,358</td>
<td>9,294</td>
<td>9,617</td>
</tr>
<tr>
<td>Students</td>
<td>823</td>
<td>770</td>
<td>744</td>
<td>715</td>
<td>703</td>
<td>583</td>
<td>521</td>
</tr>
</tbody>
</table>

Source: Alexandria Department of Planning and Zoning
The Alexandria school building boom ended 40 years ago

Mount Vernon 1923
Matthew Maury 1929
George Washington 1935
George Mason 1939
Douglas MacArthur1942
Charles Barrett 1949
Patrick Henry 1953
Minnie Howard 1954
Cora Kelly 1955
Francis Hammond 1956
Lyles-Crouch 1958
James Polk 1965
John Adams 1966
Samuel Tucker 2000
TC Williams 2007
Jefferson Houston 2014

Buildings over 60 years old
Buildings 40-60 years old

Source: Alexandria City Public Schools
Alexandria planning and implementation policies

**Master Plan**
- Identify infrastructure needed to support growth
  - Concept-level design
  - Cost estimates
- Calculate “value added” by Plan
  - To developer
  - To the City
- Create funding strategy based on sharing the cost
- Phasing growth and infrastructure

**Rezoning**
- Coordinated development district zone(s).
- Customized for plan.
- Includes concept plan, design guidelines, etc.
- Interim step between general guidelines of Master Plan and the specific conditions on individual development projects

**Development Review**
- Development special use permit
- Individual requirements for a specific development project
- Consistent with Master Plan guidance: what, how much, and when

**Public share of contribution provided through CIP**

Source: Alexandria Department of Planning and Zoning
Long Range Education Facilities Plan

Guidance for urban school models

- Smaller sites
- Smaller building footprints
- Acceptance of co-location
  - Other public uses (rec centers, etc.)
  - Private uses (office, housing)
- Student outdoor space: rooftops and nearby parks
- Urban approaches to bus, auto, and non-auto travel
- Zoning

Source: Alexandria City Public Schools, Alexandria Department of Planning and Zoning
What is an urban school model?

- Vertical/Multi-level
- Smaller footprint
- Mixed – Use Education
- Multi-Use
- Joint-Use
- Creative Ownership
- Repurposing Existing Buildings
The new urban school model is an opportunity to maximize community benefit while creating synergies with education programs by finding creative ways to:

- Create facilities which provide greater benefits to the neighborhood through joint use of the facility.

- Generate capital revenue or cash flows to offset either or both school development and ongoing operations and maintenance costs.

- Utilize properties more efficiently where buildings/space/resources are in short supply.

- **Recruit, retain and empower** talented teachers.

- Make possible synergies with school activities and educational programing.
Two Rival Schools + City Agency = One consolidated High School

- 2,200 seat **joint use** synthetic turf football, soccer and baseball stadium.
- Four story school housing classrooms for 1,850 students
- Three court 2,400 seat gym
- Black box theater
- Cafeteria
- Health center
- Media labs
The school is able to pay for the debt service on two new schools **without using any tax-payer dollars** by leasing the development rights.

The mixed-use development totals 925,000 square feet
Developing Creative Solutions – Bailey’s Upper Elementary School – Fairfax, VA
Developing Creative Solutions – Northwest School – Seattle, WA

- 6,000 SF rooftop field
- 6,000 SF rooftop field
- Large Size gym, 175 seat
- Large Size gym, 175 seat
- Black Box Theater
- Black Box Theater
- Two tiered dining room
- Two tiered dining room
First college preparatory aviation-themed high school in the nation.

Open to students all across the region.

AHS outperformed most high schools district and statewide in test scores.

Local workforce development benefits
• Recruit, retain and empower talented teachers
  
  • Mixed-use development that includes
    
    • Two school buildings with three charter schools and a daycare center
    • Rental apartments for Newark teachers.
    • 70,000 square feet of retail space.