

XS



*The emerging concept of
commercial co-living and
its influence on users-affordability
and developers-profitability*

XL

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Management in the Built Environment
Housing Graduation Lab

guided by
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Ing. Peter de Jong

P5 presentation
April 8th 2019

Amstel Activity Route
Landscape of Movement

Health Stimulating Public Space of Amsterdam 2050



birdseye view

XS>XL

- 1 Introduction**
 - 2 Research Framework**
 - 3 Research Part 1**
 - 4 Analytical Framework**
 - 5 Research Part 2**
 - 6 Conclusions**
-

introduction

1



**"Housing shortage reaches
highpoint in 2018."**

CAPITAL VALUE

13 februari 2017



**"Many people in their thirties are
stuck on the housing market."**

NOS

27 december 2017

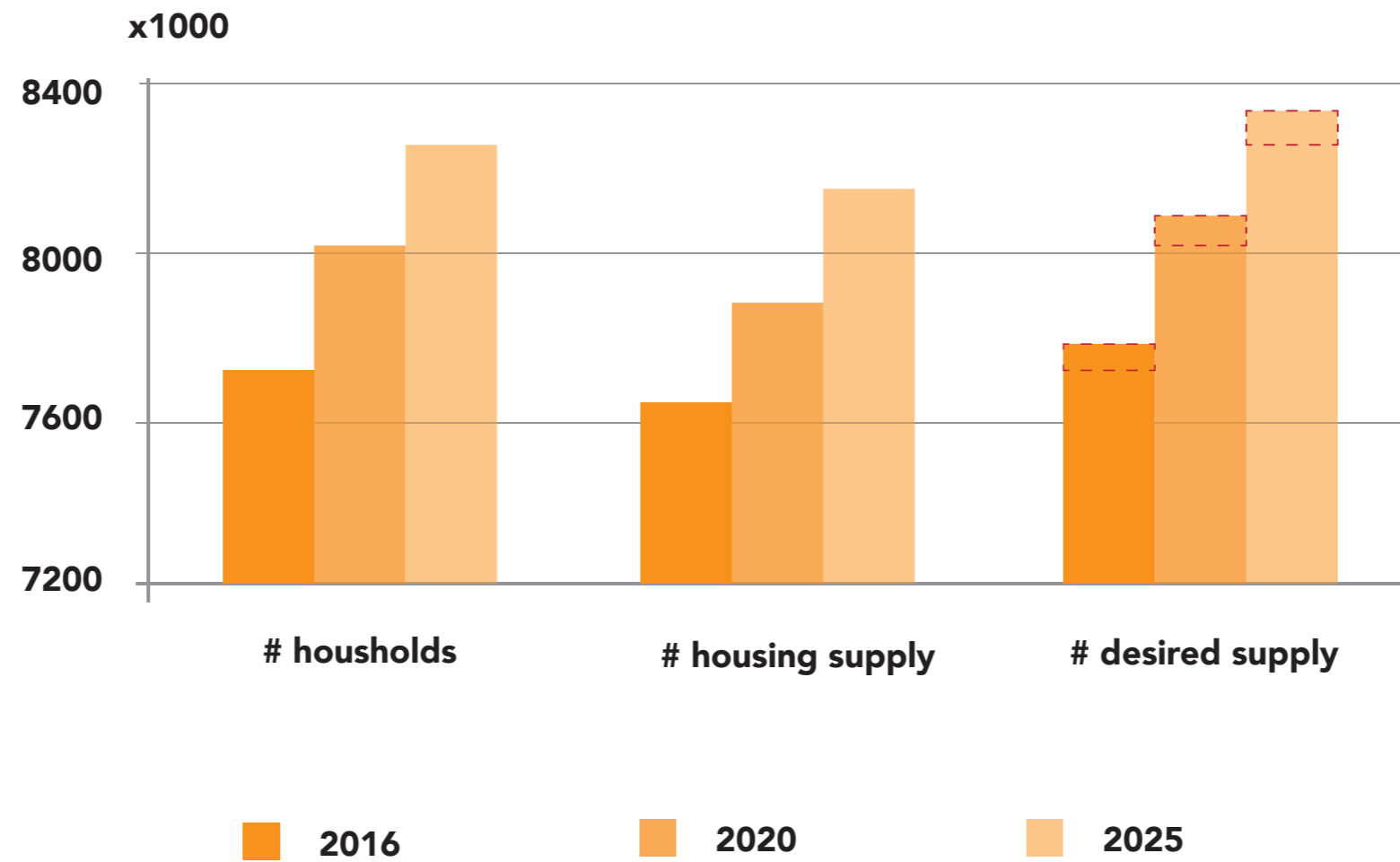


**"Housing shortages for mid-income
housholdes in Amsterdam"**

HET PAROOL

17 april 2016

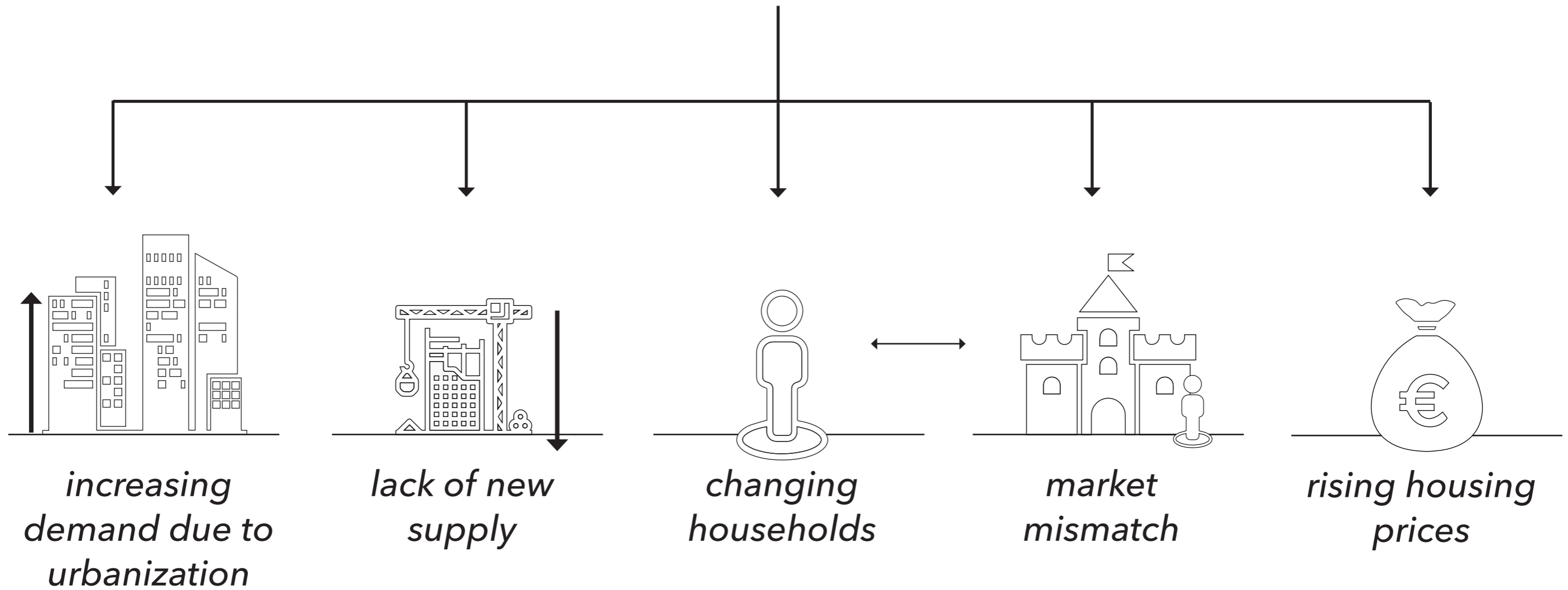
issues on the housing market



housing shortages

source:
Primos, 2016

issues on the housing market



collection of factors influencing the housing issues



migration



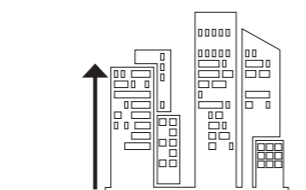
immigration



**high birth &
low mortality rate**

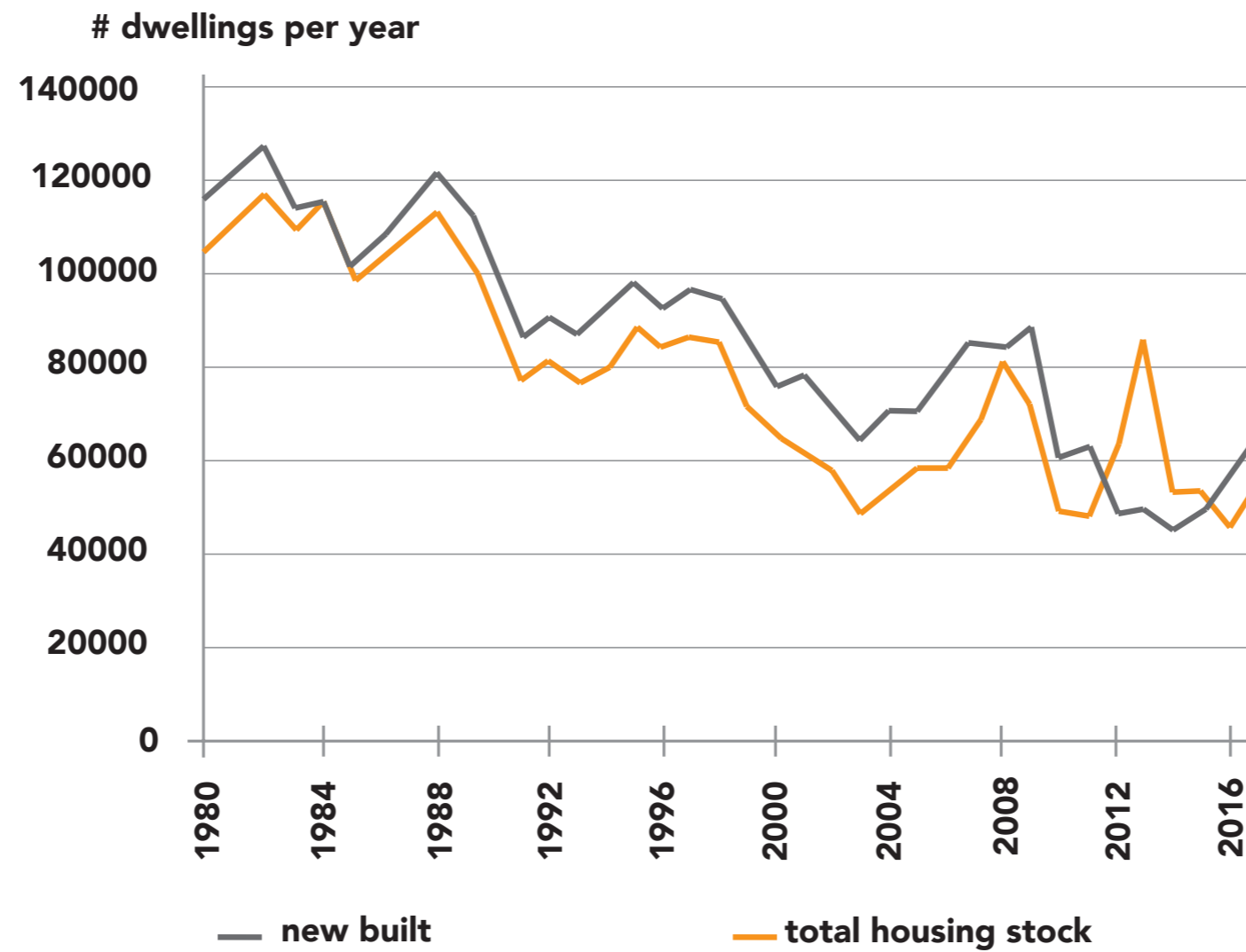


**compact city
approach**



increasing demand due to urbanization

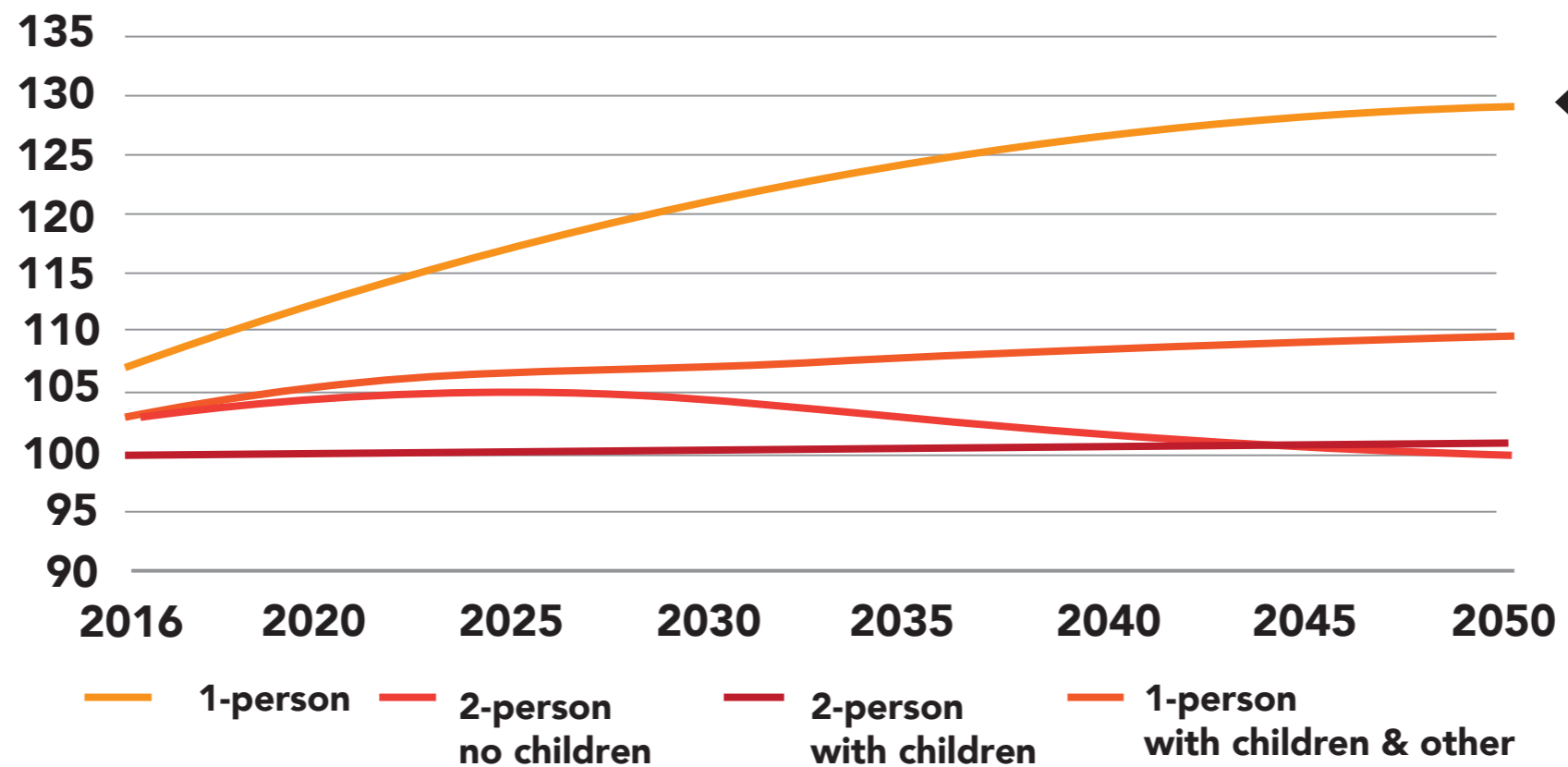
source:
CBS, 2016



source:
Rabobank, 2018

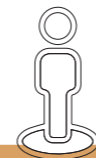


index household size (2016=100)



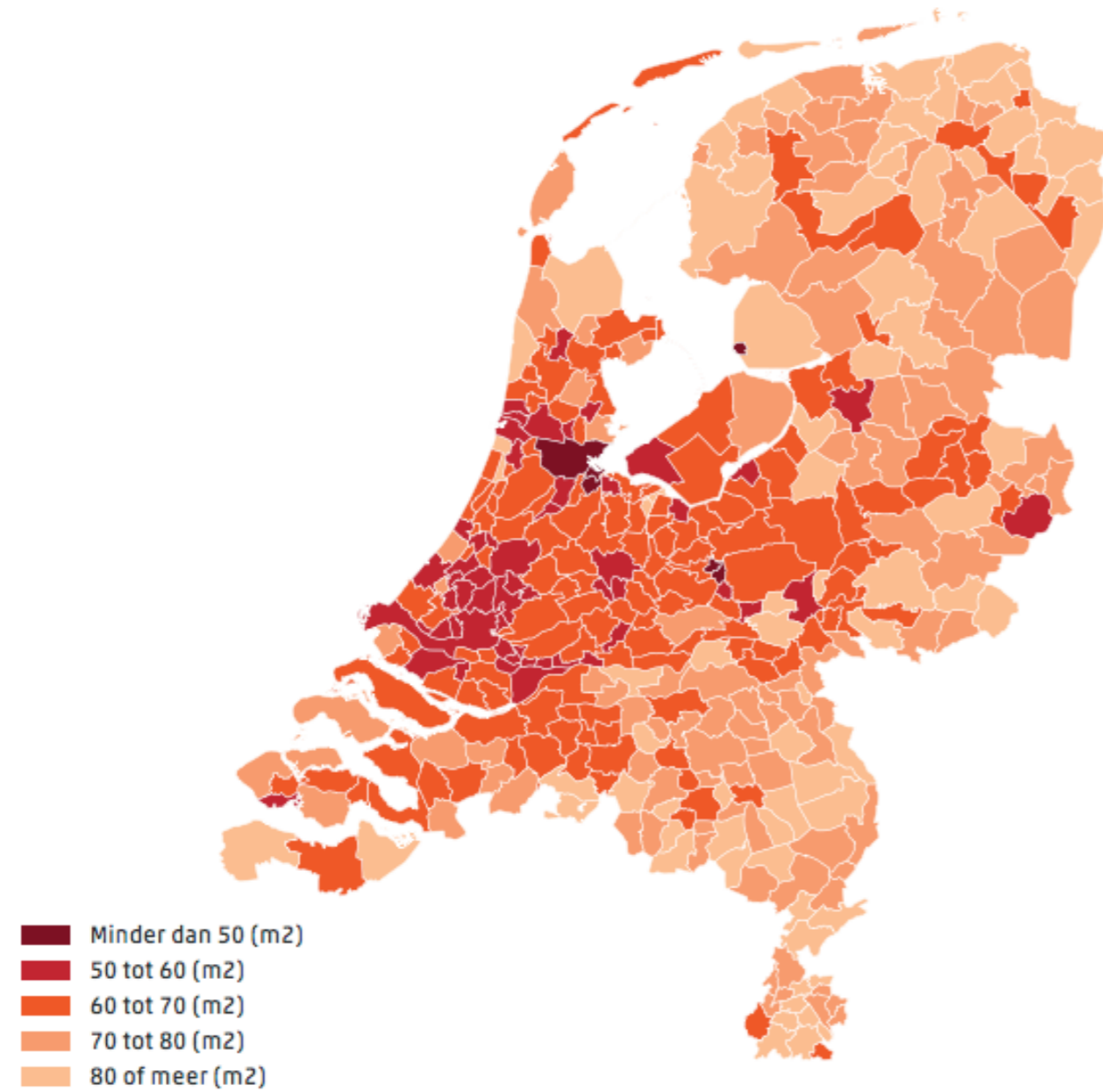
towards
1-pers
households
↓
urban
loneliness

source:
JLL, 2016



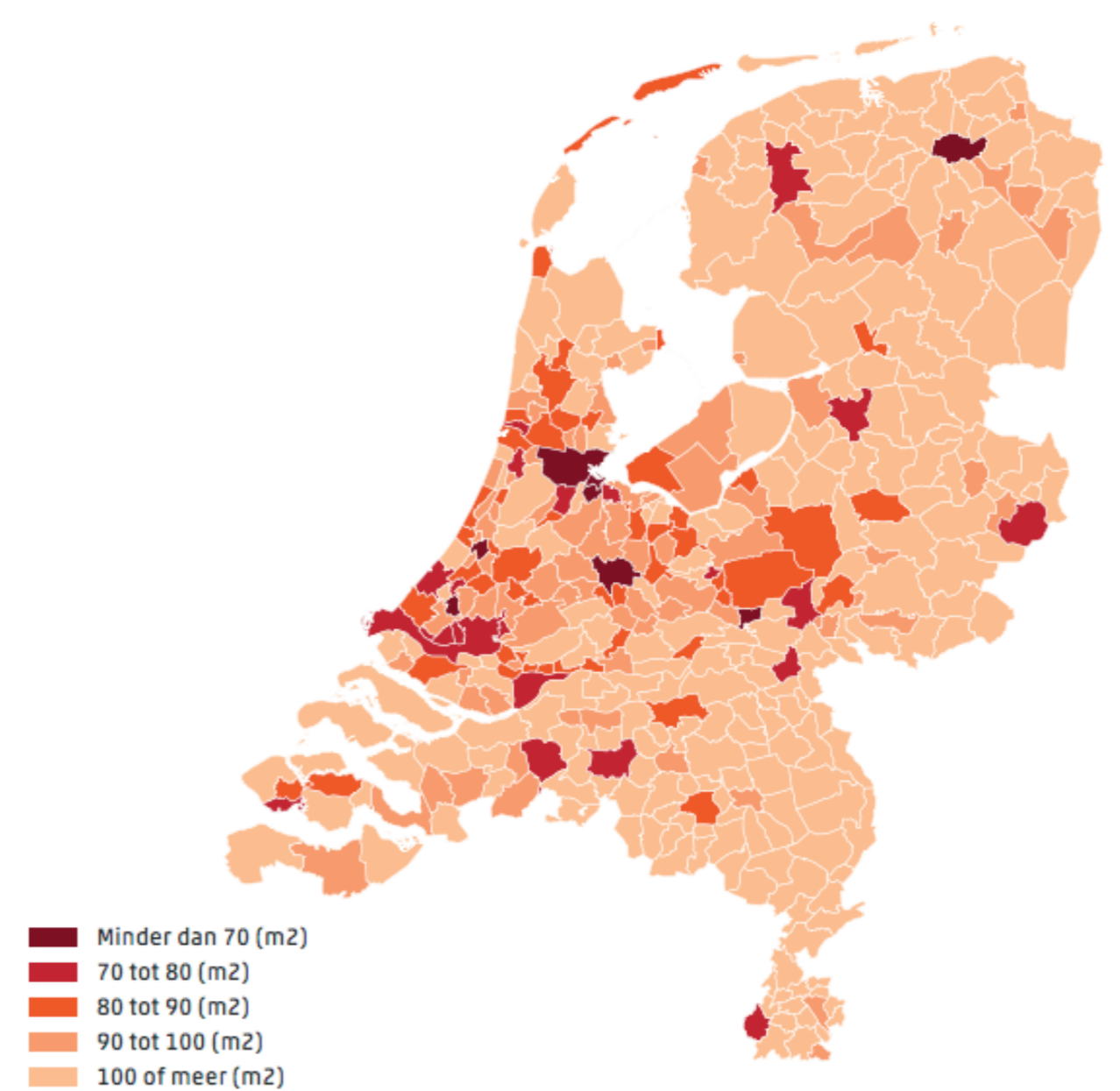
changing households

Gemiddelde woonoppervlakte per persoon



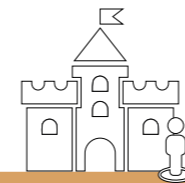
traditional housing
1 pers living space +/-50m2

Gemiddelde woonoppervlakte voor eenpersoonshuishoudens

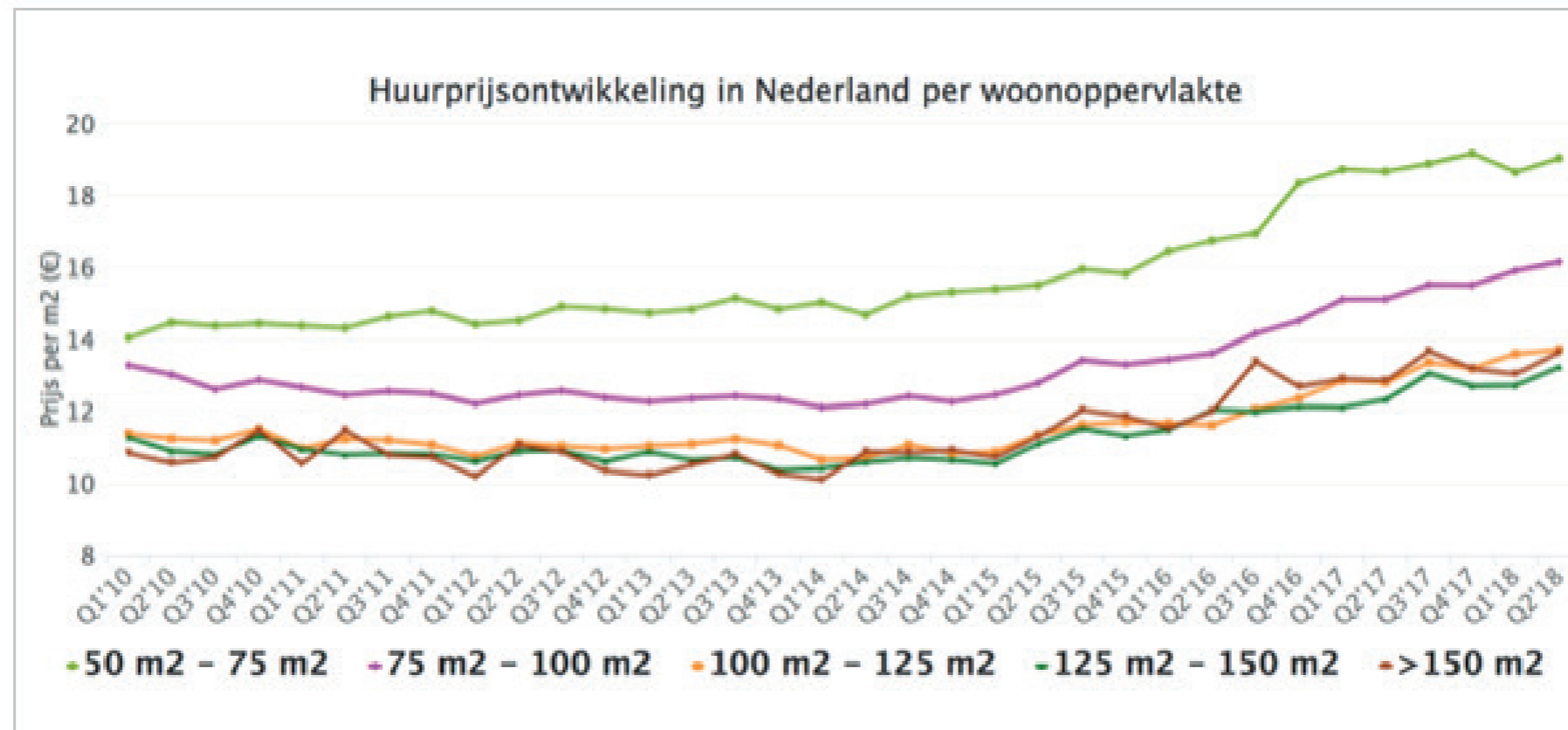


traditional housing
1 pers dwelling >70 m2

source:
CBS, 2013



market mismatch

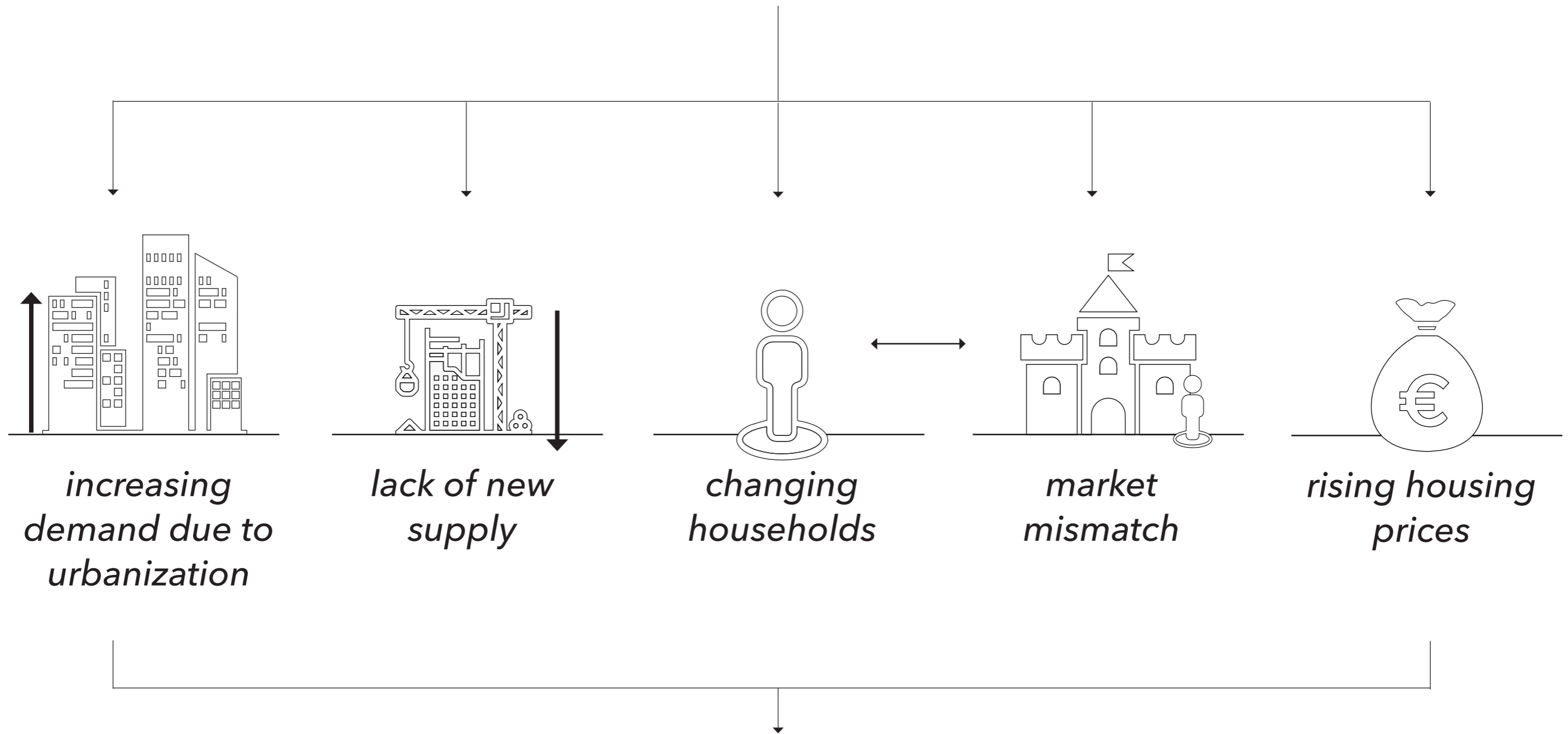


source:
Pararius, 2018



rising housing prices, especially 1-pers dwellings

issues on the housing market



increasing demand due to urbanization

lack of new supply

changing households

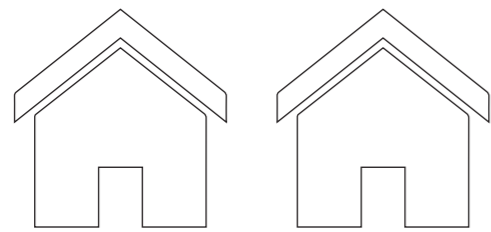
market mismatch

rising housing prices

affects user and developer



"Lack of affordable and available housing"



traditional housing

more of the same
>70 m²



micro housing

smaller housing
<27 m²



co-housing

shared housing

market response

sources:
French, 2015
Overstreet, 2018



co-housing

shared housing

collaborative

*sharing of
organization*

cooperative

*sharing of
ownership*

communal

*sharing of
ideology*

collective

*sharing of
living environment*

bottom up

self operation

top down

*commercial
operation*

sources:

Vestbro & Horrelli, 2012

Czischke, 2017

Tummers, 2017

and others

co-housing



collective

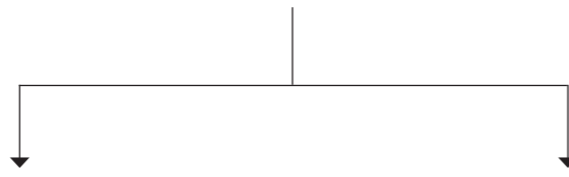


top down



commercial co-living

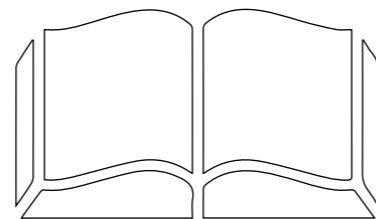
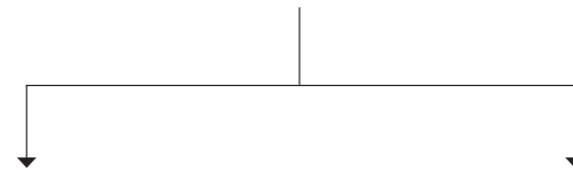
*sharing of living environment
commercial operation*



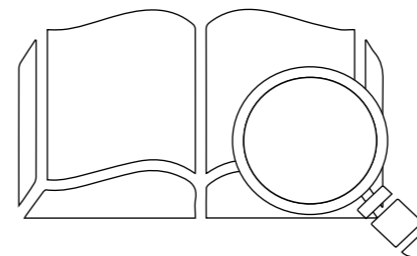
user

developer

commercial co-living
sharing of living environment
commercial operation



*understanding
the concept*

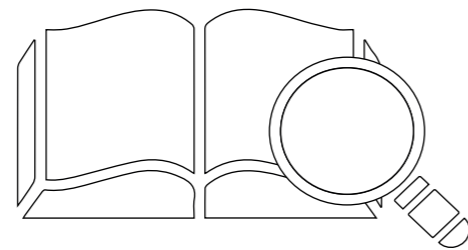
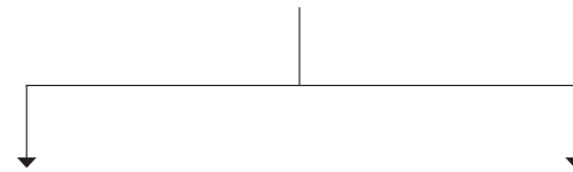


*analysing its
opportunities for user & developer*

**research
framework**

2

commercial co-living
*sharing of living environment
commercial operation*

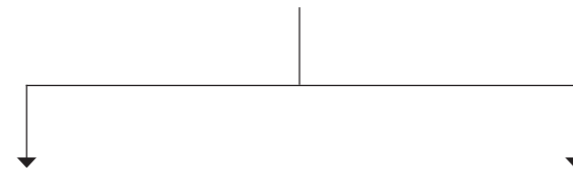


*understanding
the concept*

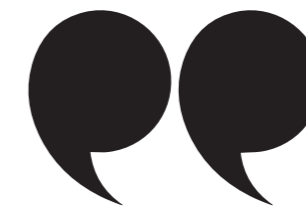


*analysing its
opportunities for user & developer*

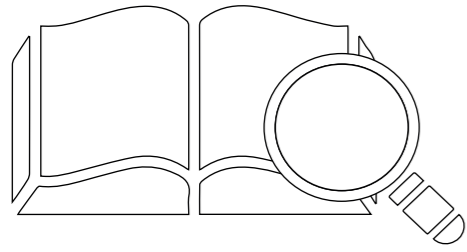
commercial co-living
sharing of living environment
commercial operation



“What is commercial co-living?”



“How do its (physical and operational) characteristics influence the users-affordability and developers-profitability?”



understanding



“What is commercial co-living?”

1

What is the concept of commercial co-living?

What are the elements of the concept?

2

What is the co-living concept on user-affordability and developers-profitability?

3

What are the physical and operational characteristics of commercial co-living?



“How do its (physical and operational) characteristics influence the users-affordability and developers-profitability?”

4

How can users-affordability be determined?

How can developers-profitability be determined?

5

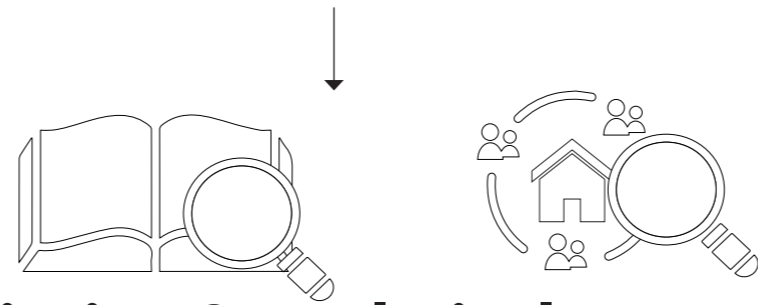
How do the physical and operational characteristics influence the users-affordability?

How do the physical and operational characteristics influence the developers-profitability?

analytical framework

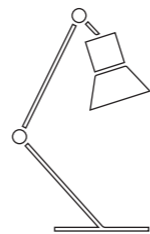


“What is commercial co-living and how do its (physical and operational) characteristics influence the users-affordability and developers-profitability?”

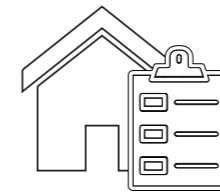


descriptive & analytical research

concept

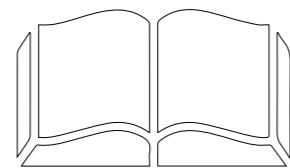


desk research

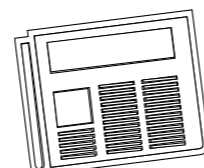


case study analysis

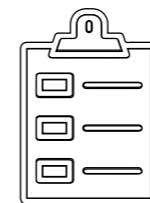
methods



scientific literature



journalistic reviews



project documentation



empirical findings



interviews

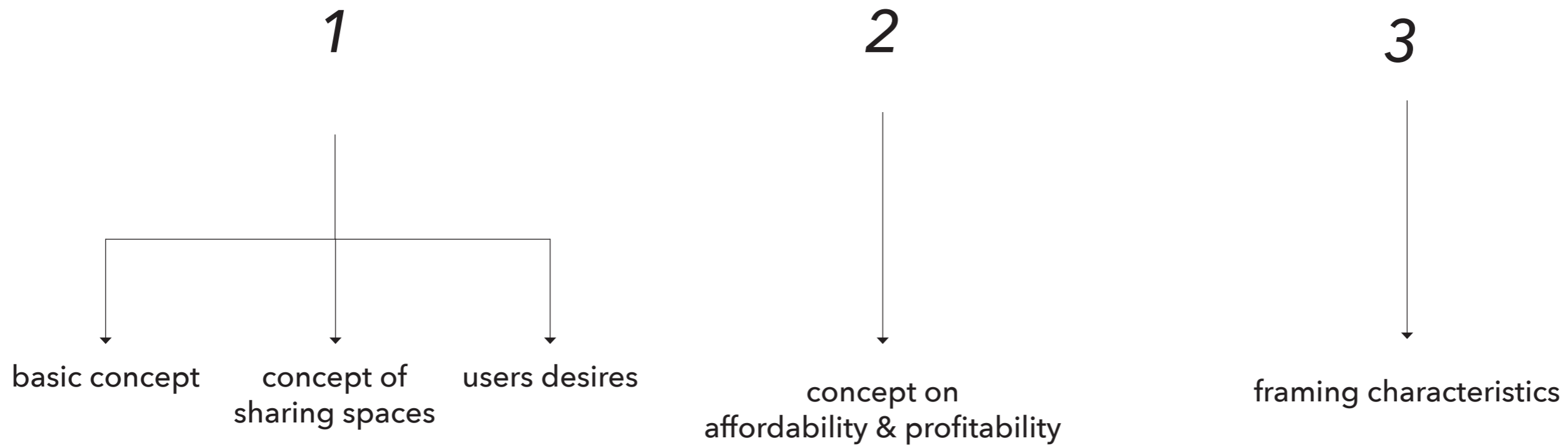
data collection

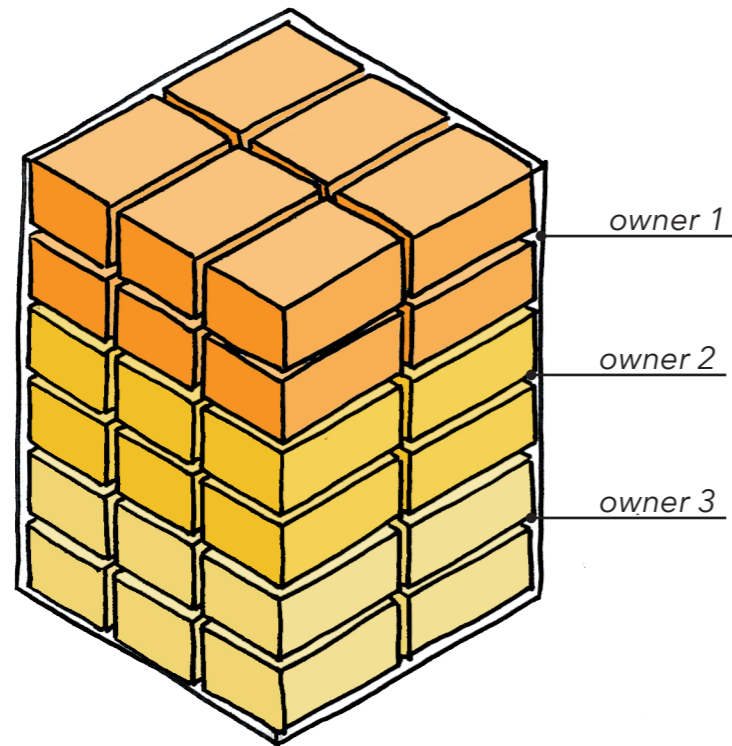
research part 1

4

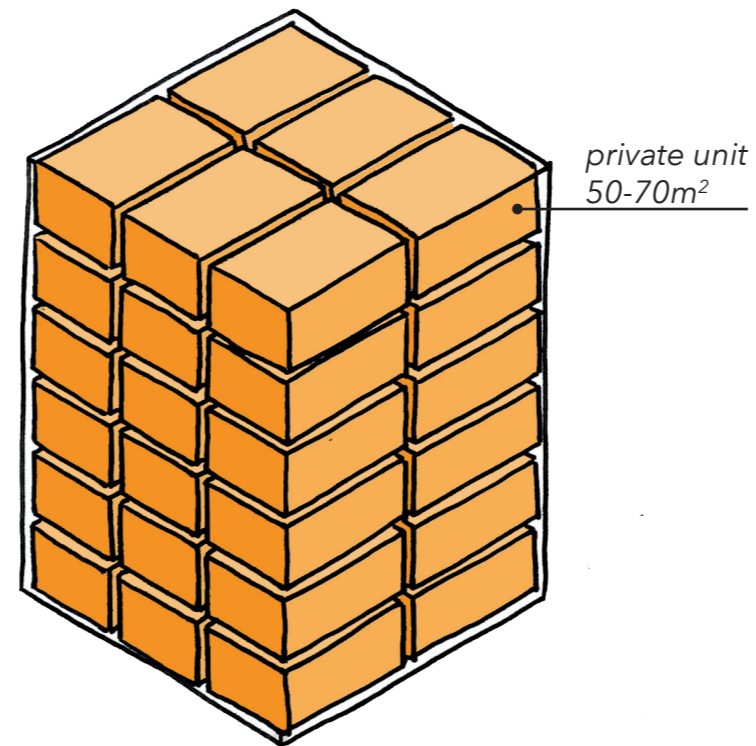


“What is commercial co-living?”

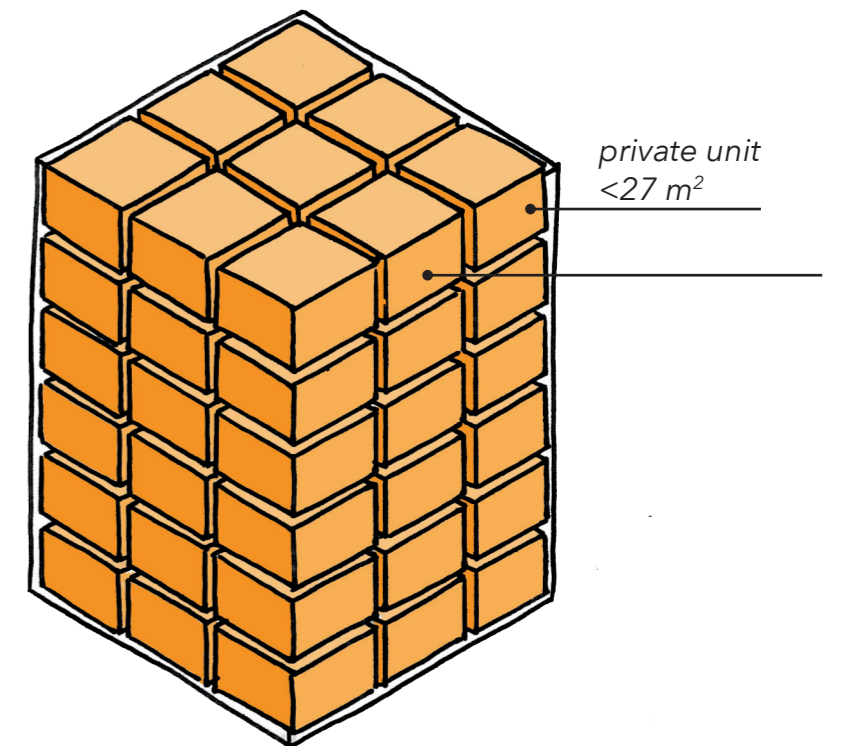




traditional rental housing
multiple owners

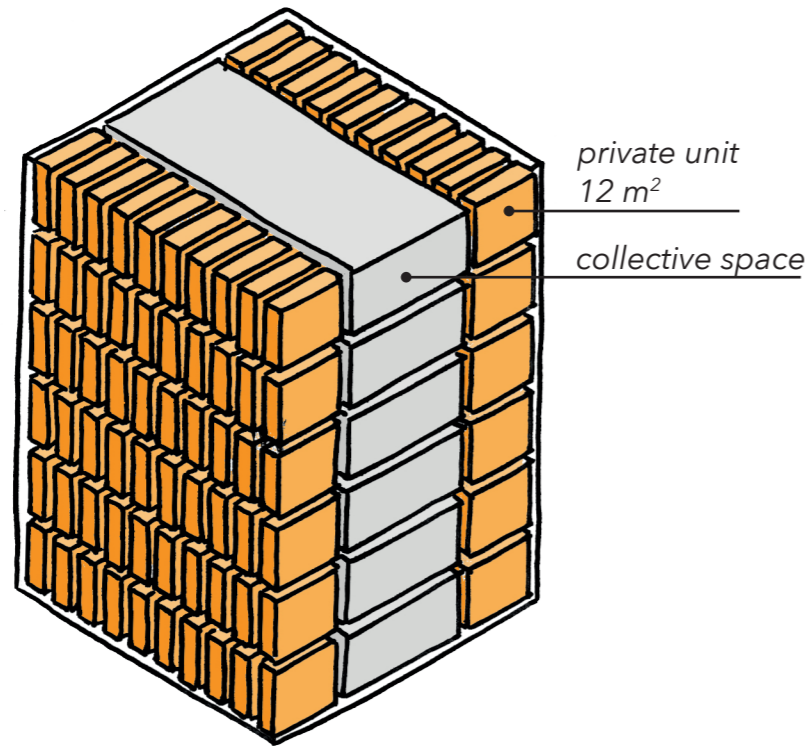


traditional rental housing
1 owner

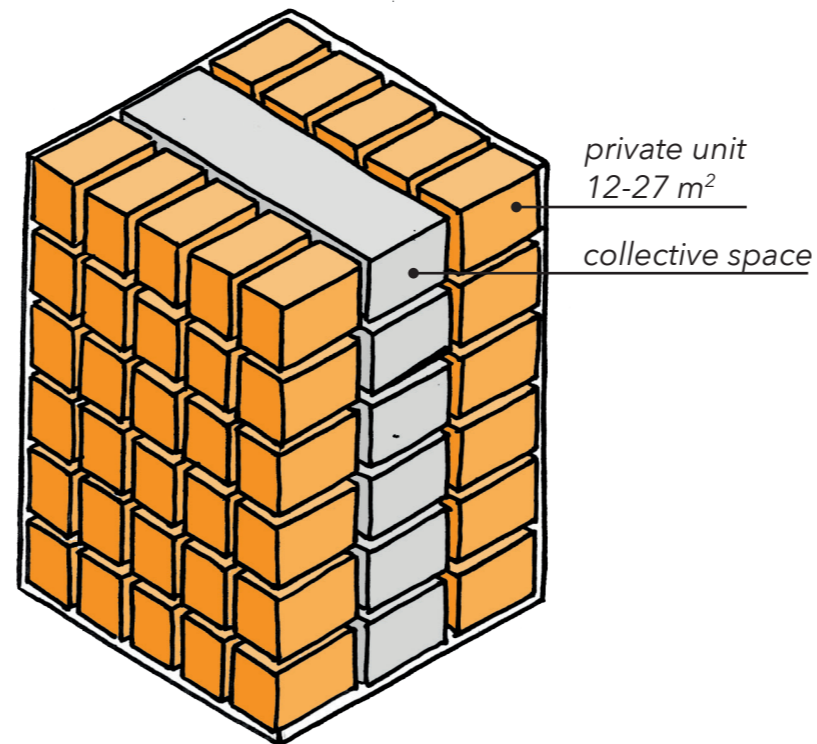


micro-housing
1 owner

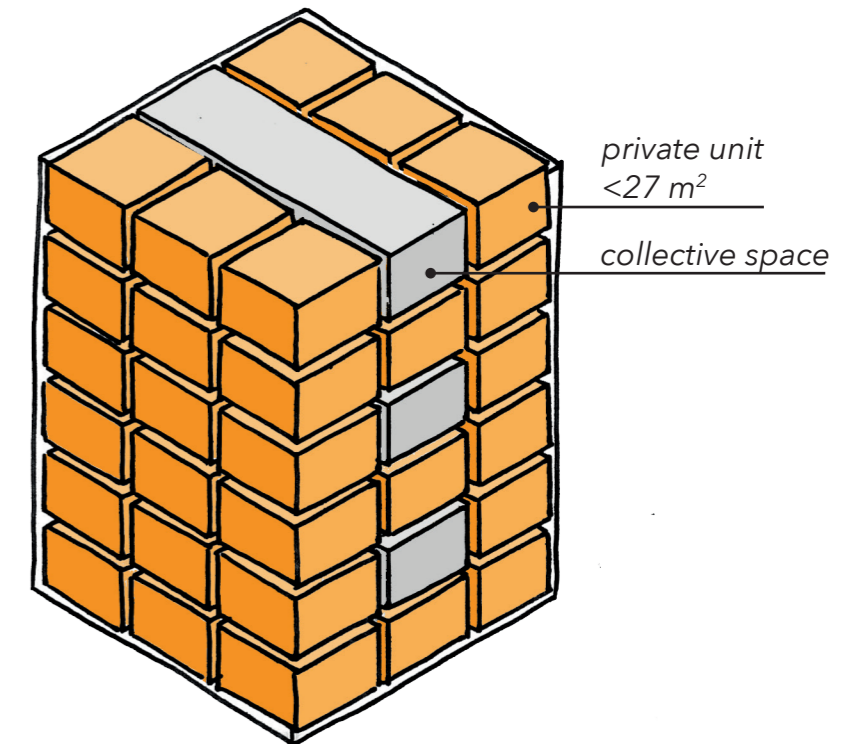
basic concept



commercial co-living
replacing homey functions

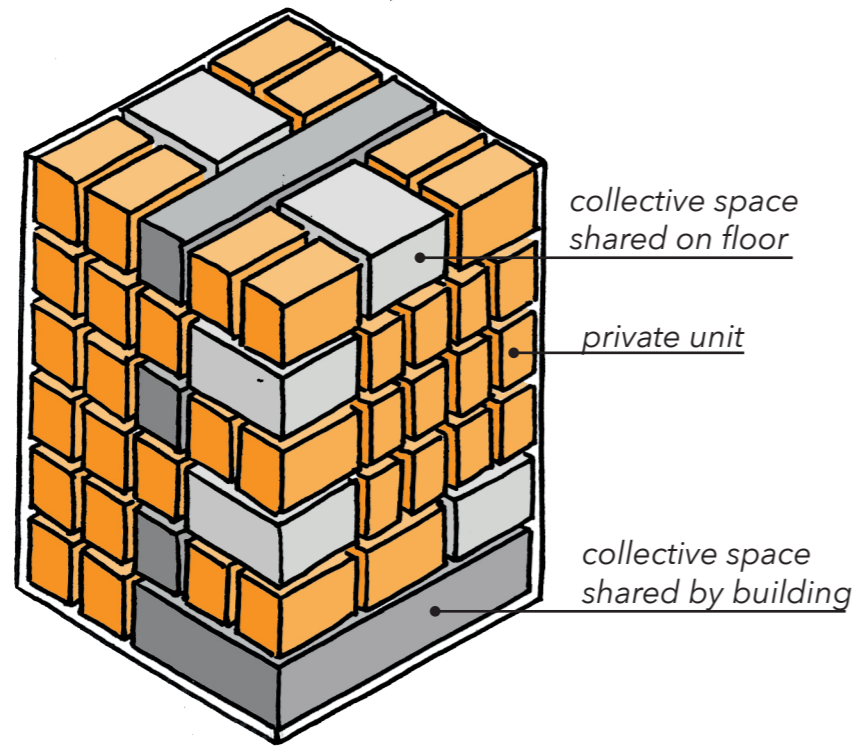


commercial co-living
*replacing homey functions +
 additional living space*

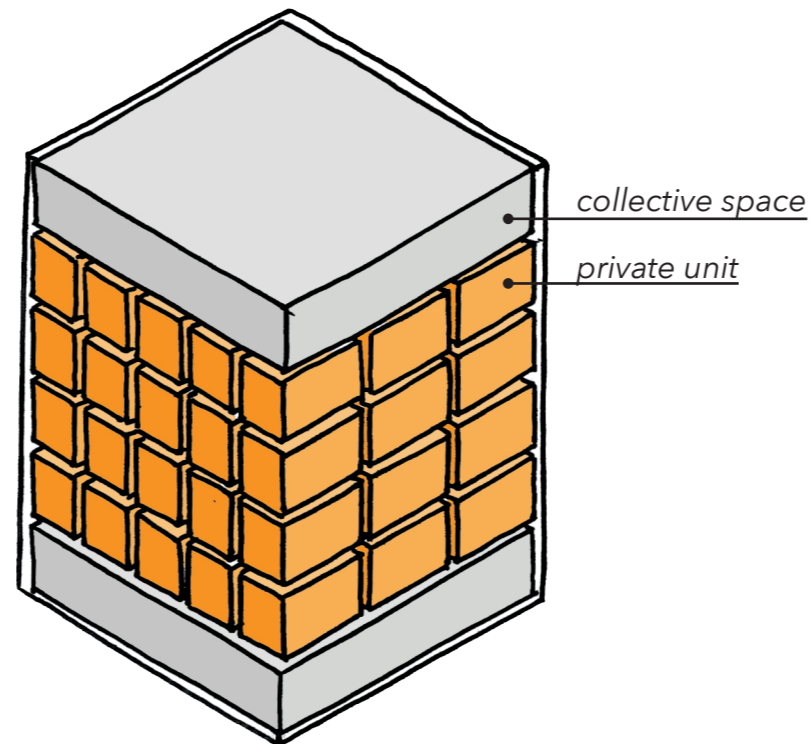


commercial co-living
additional living space

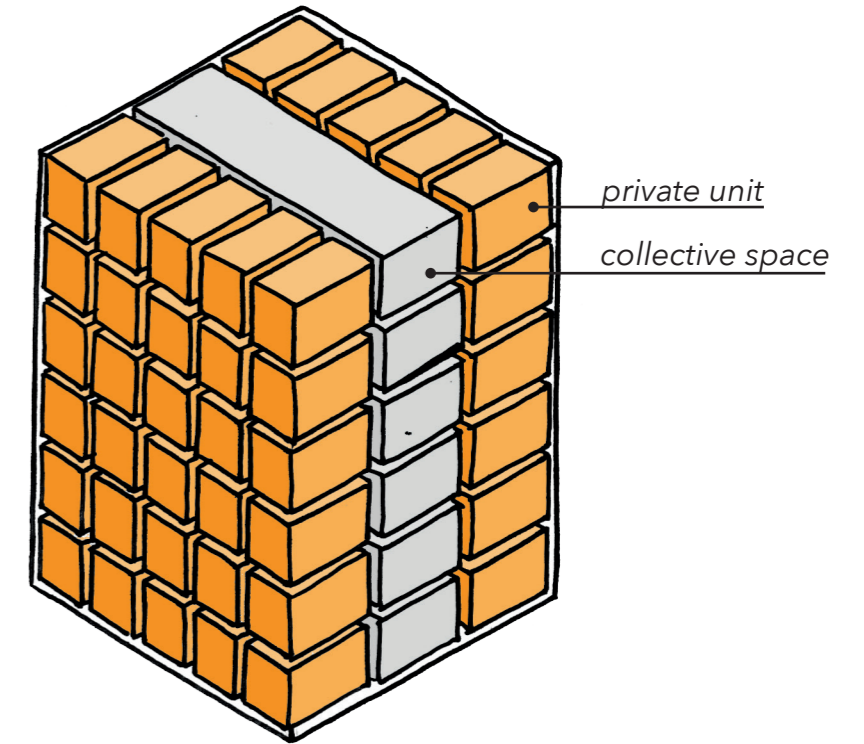
basic concept



commercial co-living
hierarchy in collective spaces



commercial co-living
clustered collective spaces



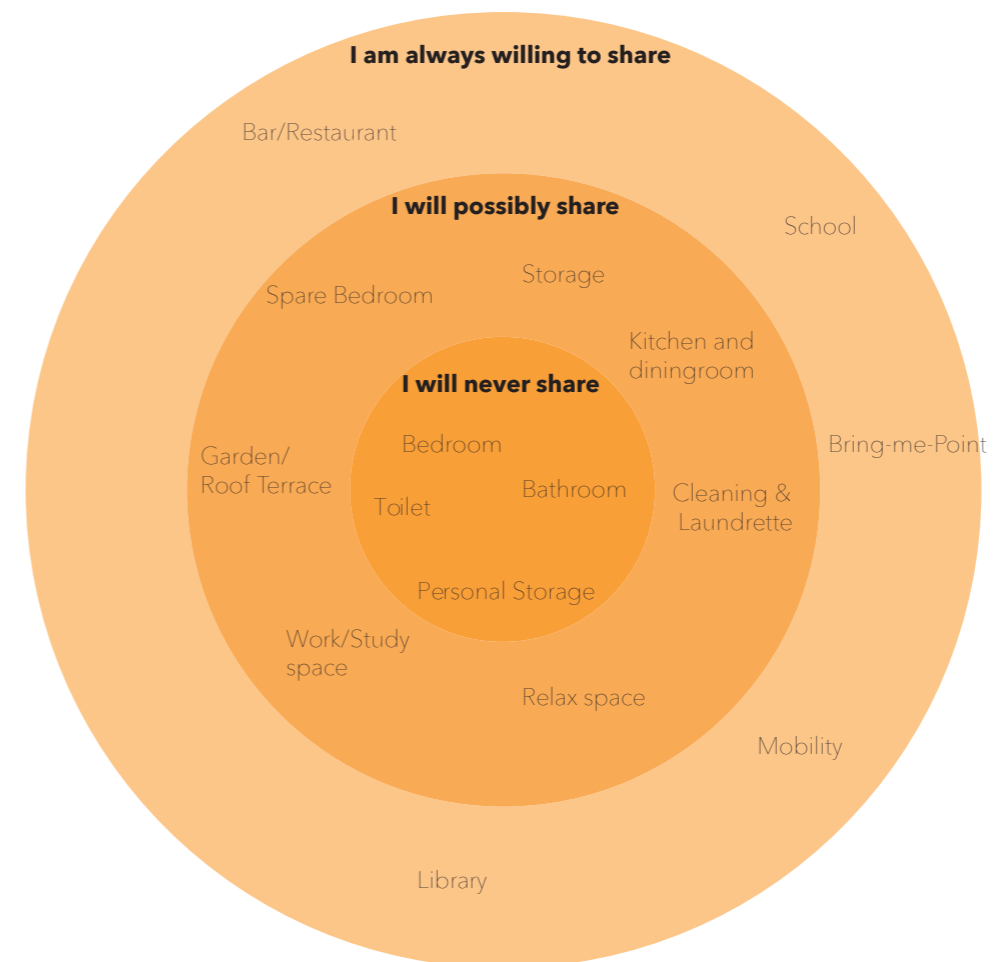
commercial co-living
collective spaces per floor

basic concept



Overdimensioned space in an traditional apartment in comparison to shared housing

Traditional Housing Block



source: Me&We, Millennial Living - AM development (2018)

Millennial Living

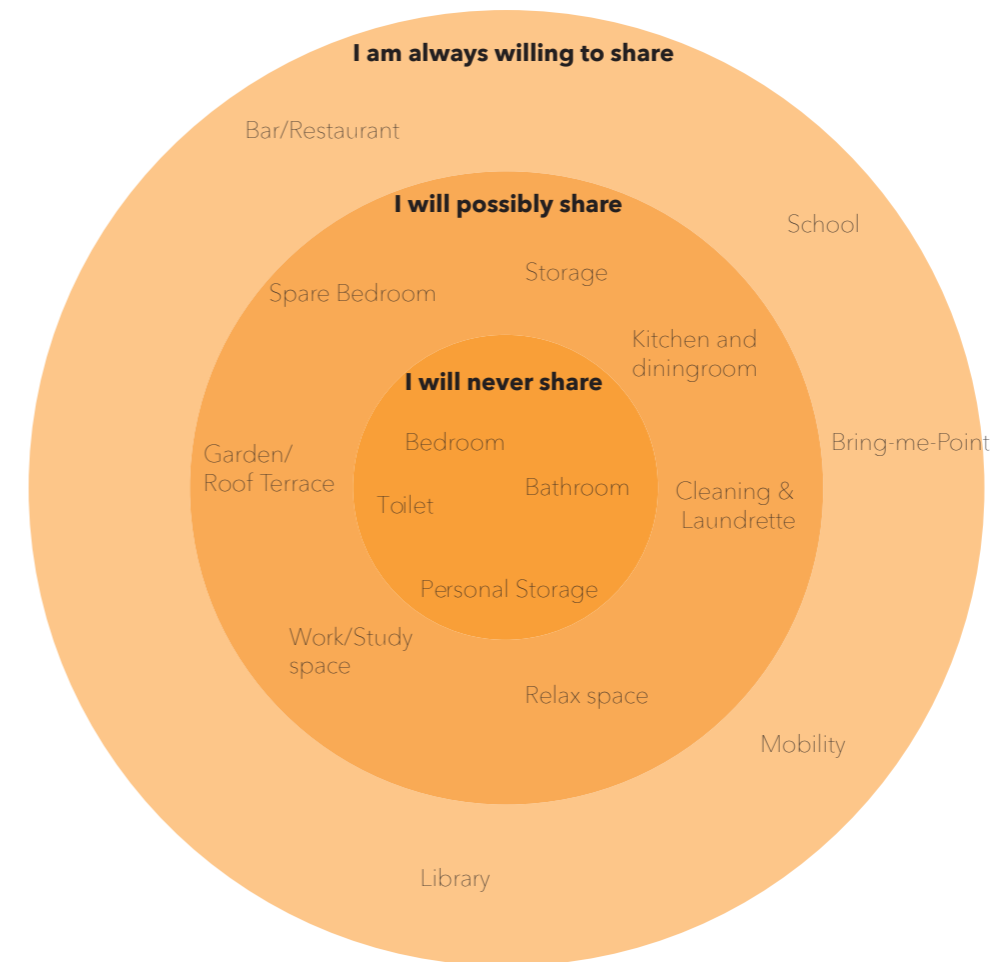
source:
AM, 2018

concept of sharing spaces



Co-Living

source: Co-Liv Lab, Space 10 research (2018)



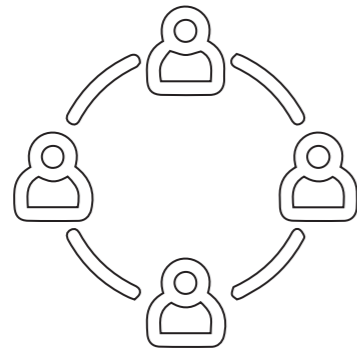
Millennial Living

source: Me&We, Millennial Living - AM development (2018)

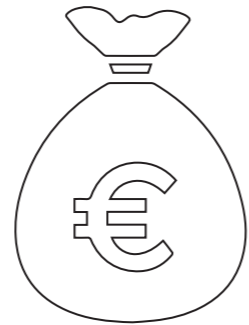
sources:
 AM, 2018
 Co-Liv Lab, Space 10, 2018

concept of sharing spaces

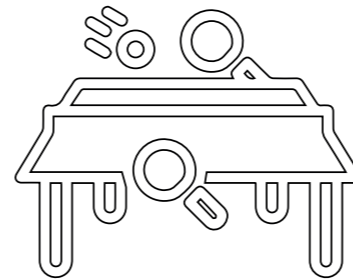
desires



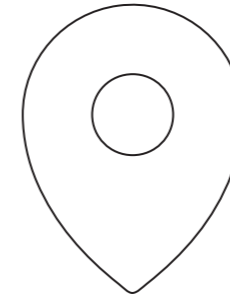
Community



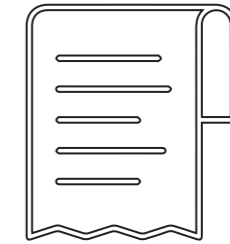
Saving housing costs



Amenities



Central location

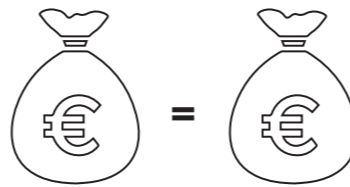


Flexibility

fears



Privacy



Equality in costs

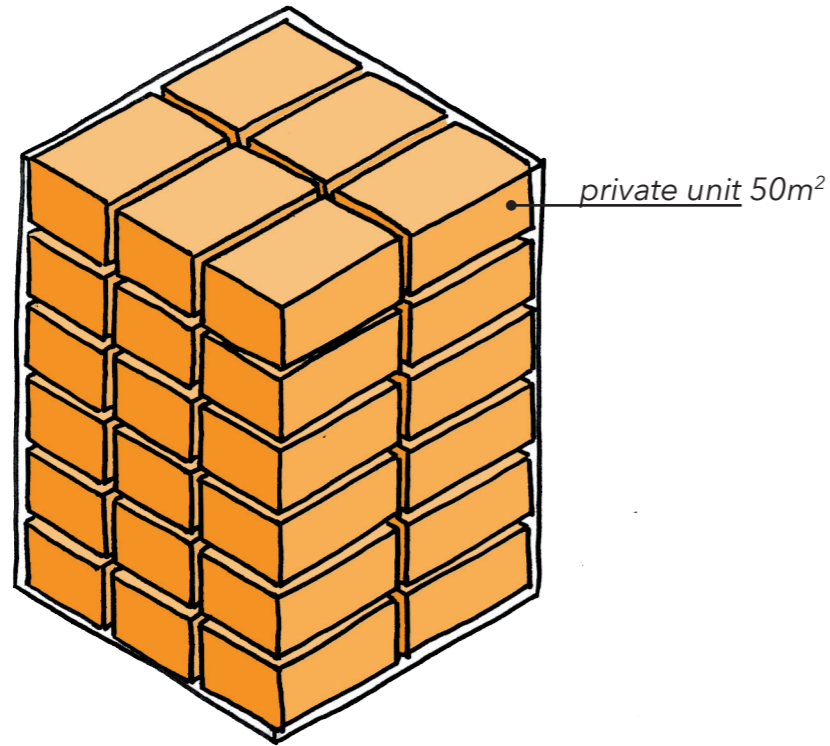


messy environment

sources:
Co-Liv Lab, Space 10, 2018

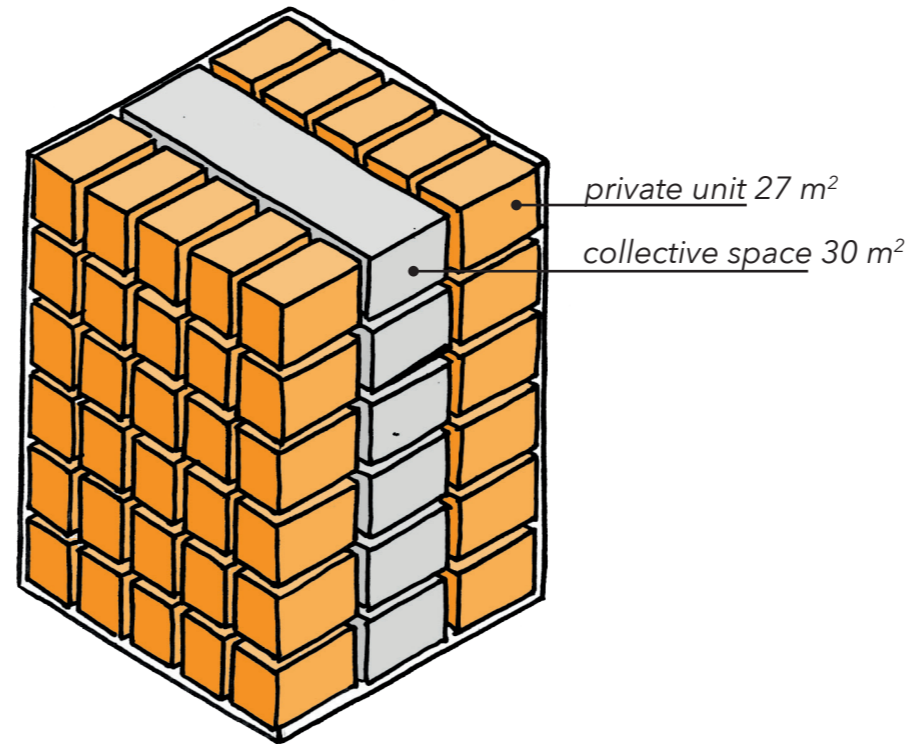
physical and operational desires and fears

users desires in respect to sharing



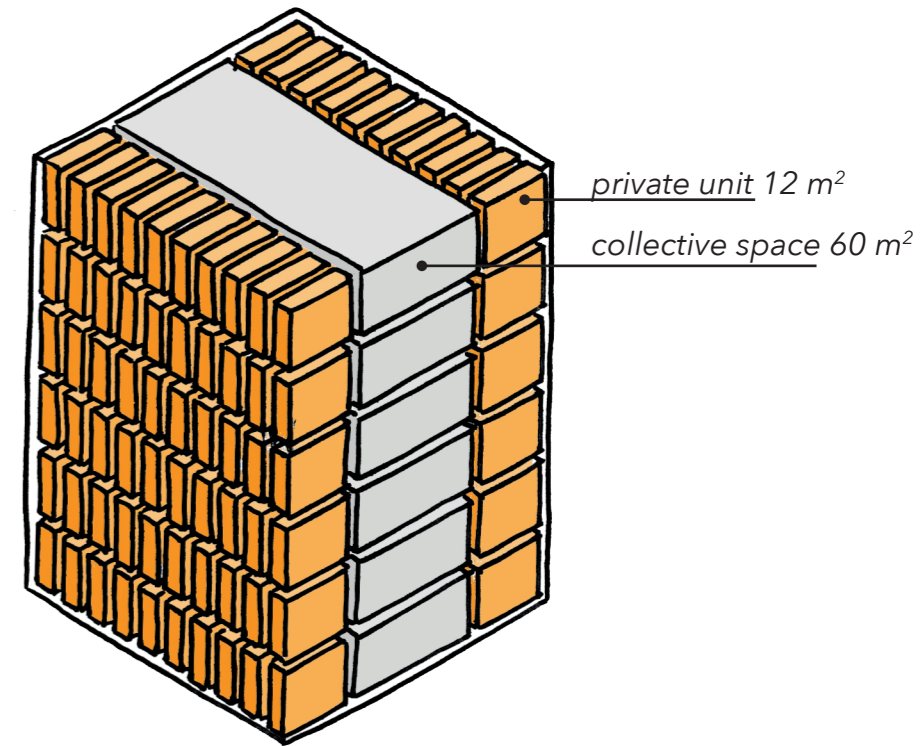
traditional rental housing

rentable space 50m^2
 living space 50m^2



commercial co-living

rentable space 27m^2
 living space 57m^2



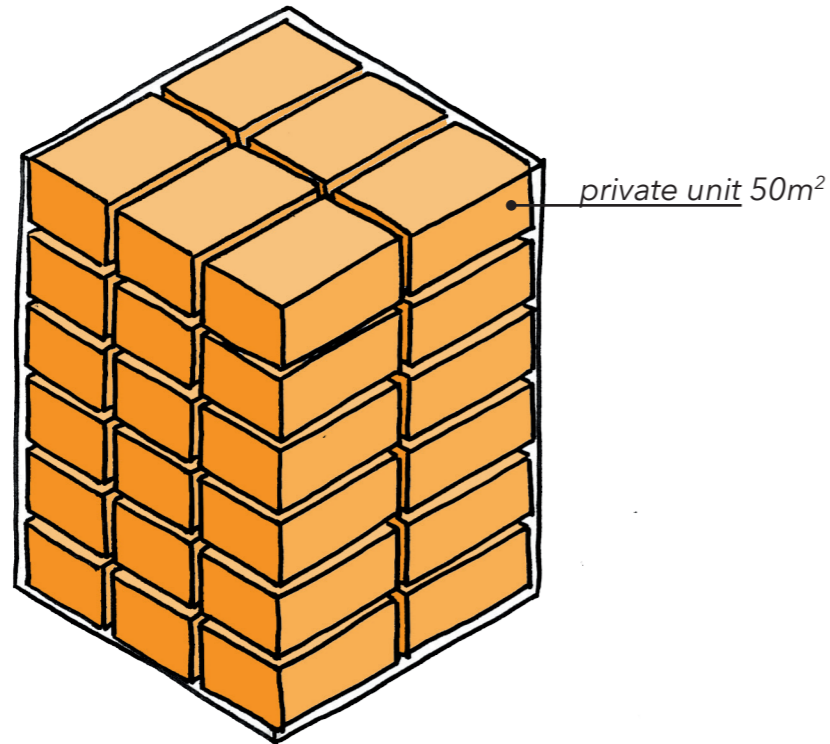
commercial co-living

rentable space 12m^2
 living space 72m^2

lower rentable space, same/higher living space

concept on affordability

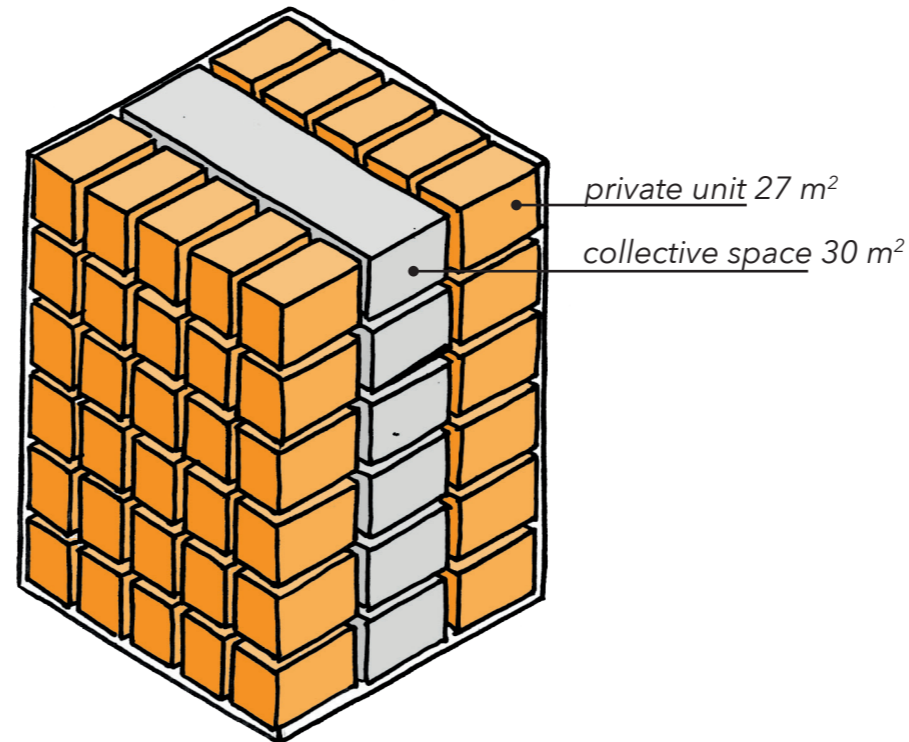
space:rent
1:1



traditional rental housing

*36 lettable units
rental income €100 per unit
LFA 1800 m²*

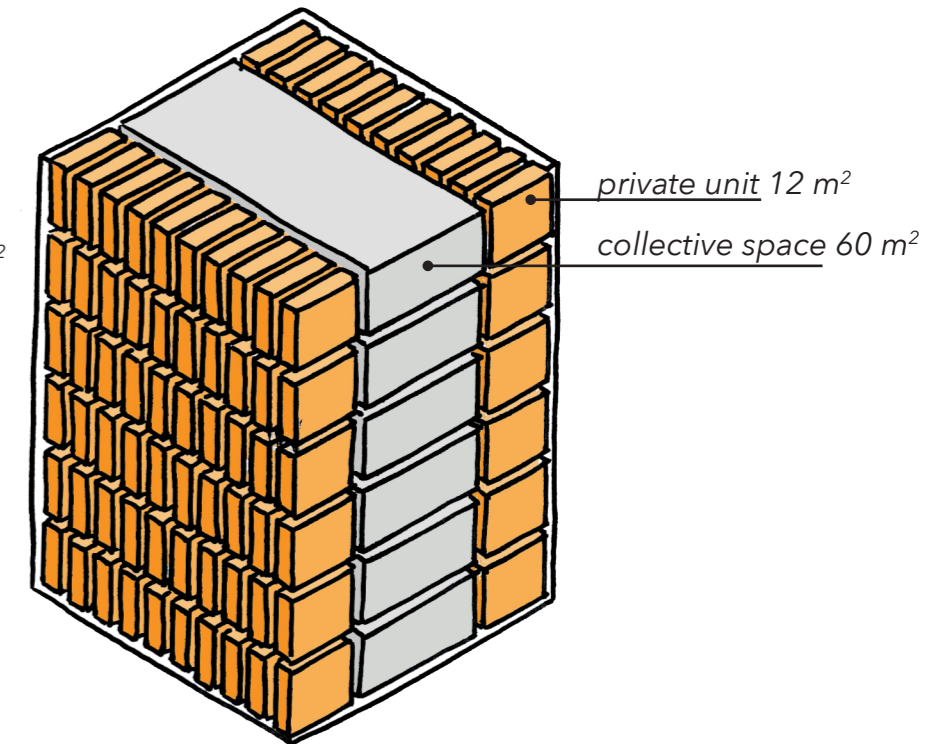
space:rent
0,54:0,6



commercial co-living

*60 lettable units
rental income >€60 per unit
LFA 1800 m²*

space:rent
0,12:0,3

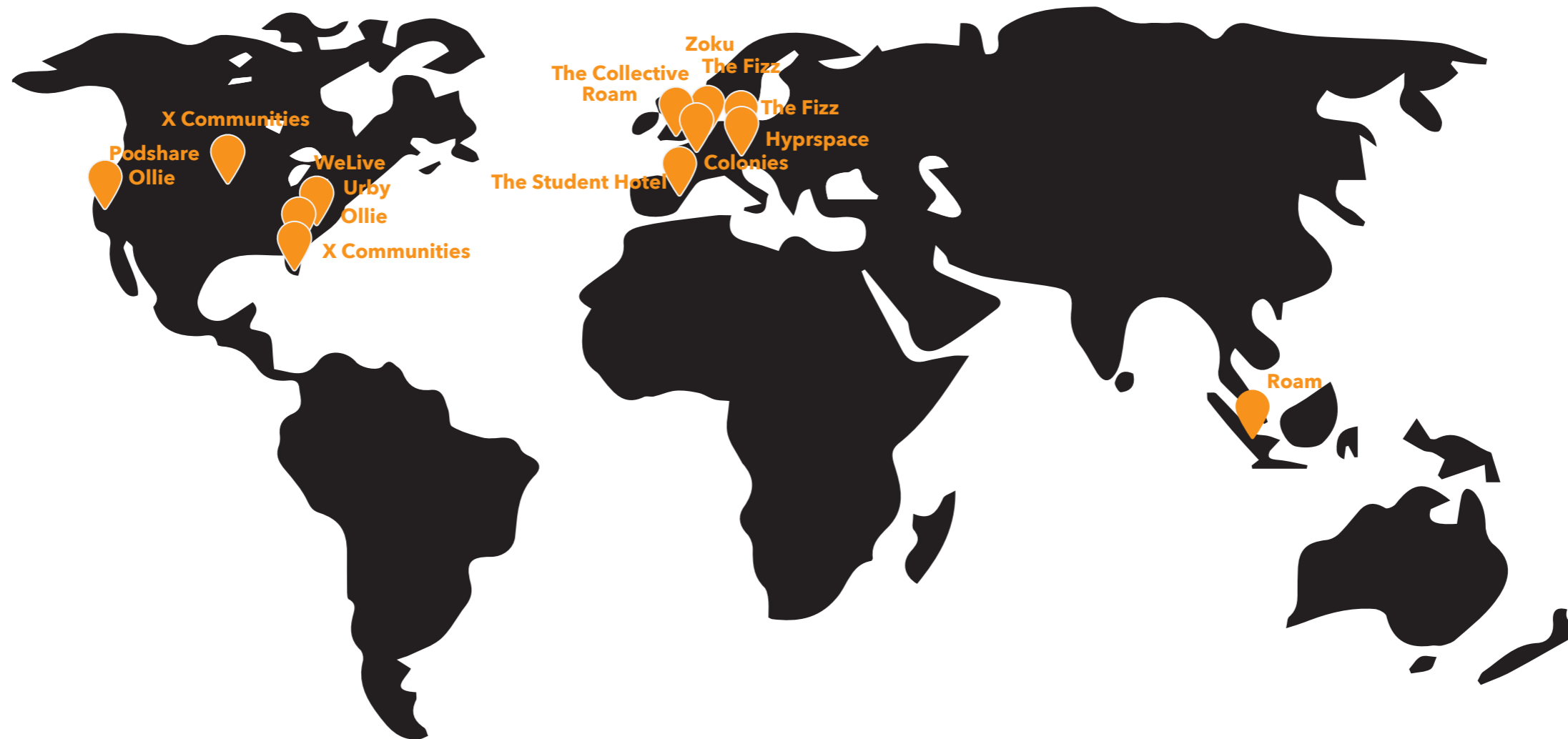


commercial co-living

*120 lettable units
rental income >€30 per unit
LFA 1800 m²*

more lettable units, higher €/m²

concept on profitability



state-of-the-art commercial co-living
locations

ROAM



URBY

THE FIZZ



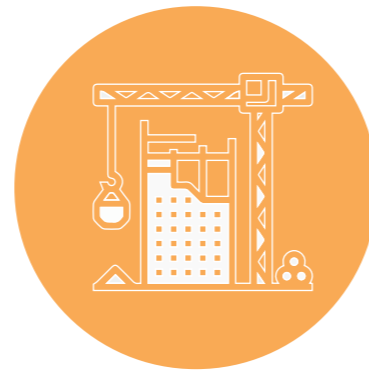
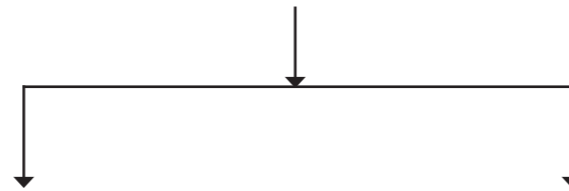
welive

THE COLLECTIVE

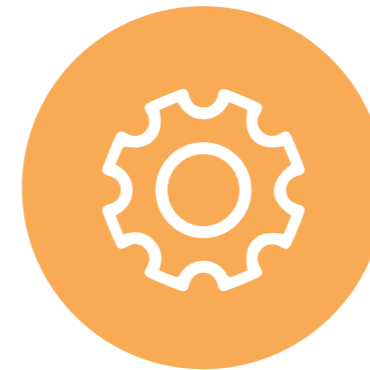
state-of-the-art commercial co-living
brands/initiators



commercial co-living characteristics



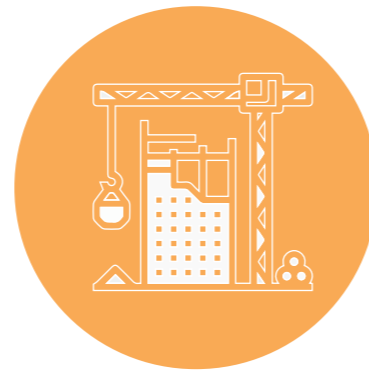
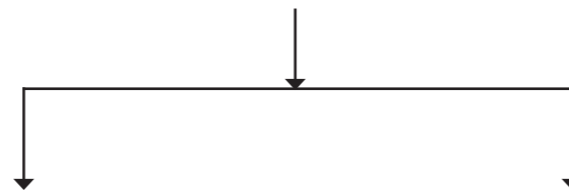
physical



operational

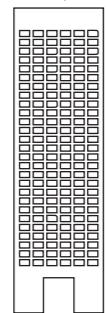
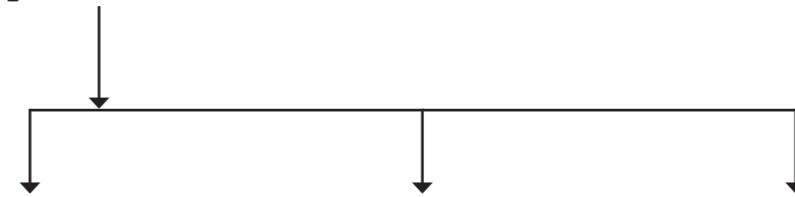


commercial co-living characteristics



physical

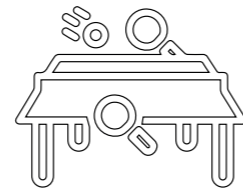
operational



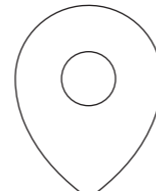
Project Size



Private Spaces



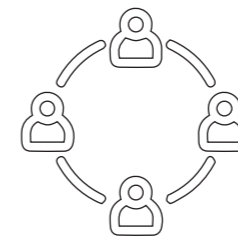
Shared Spaces



Project Location



Leasing Contracts



Community



Services



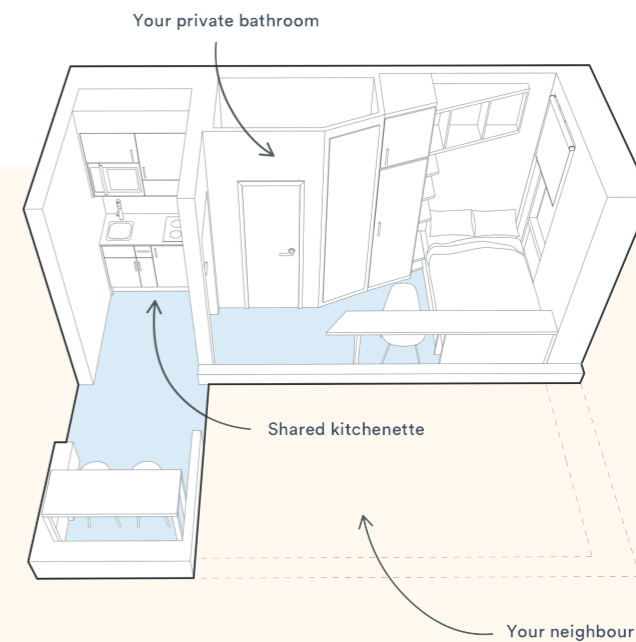
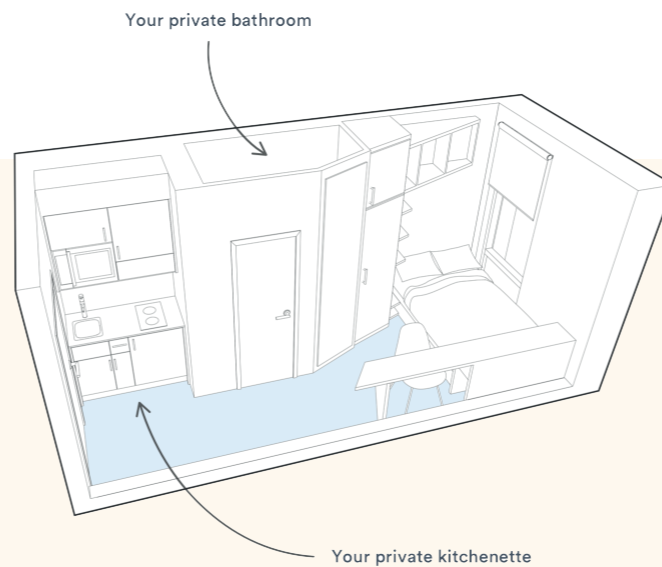
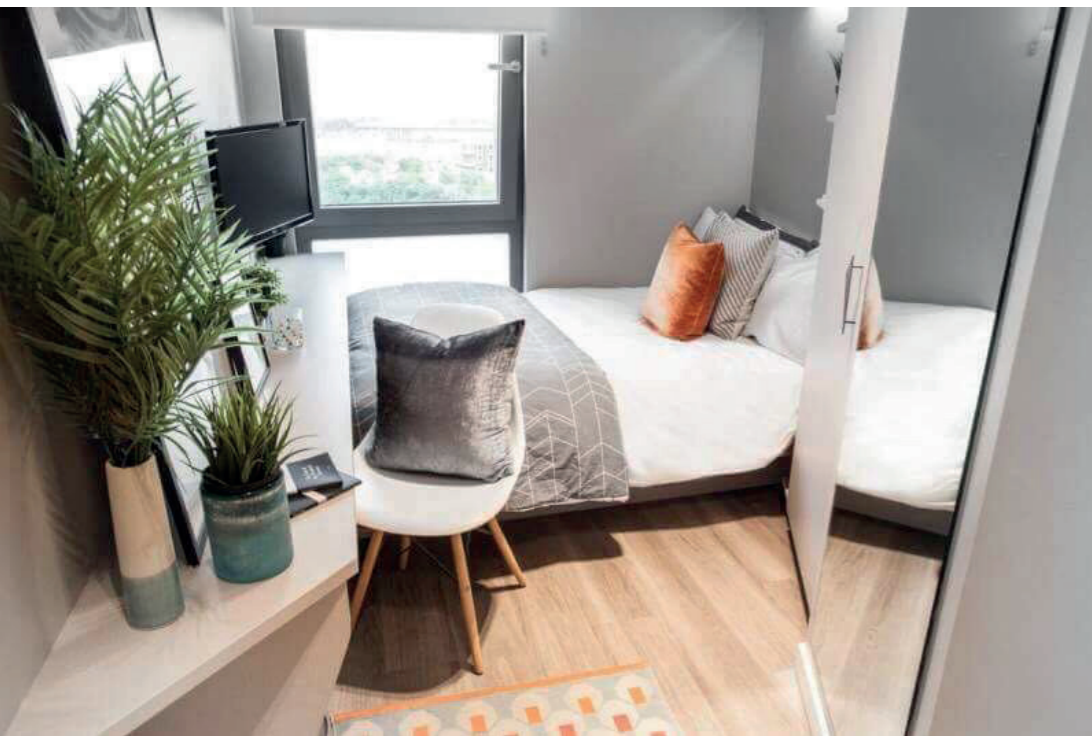
traditional block
 <50 units
 <20% collective space



commercial co-living
 >50 units
 >20% collective space

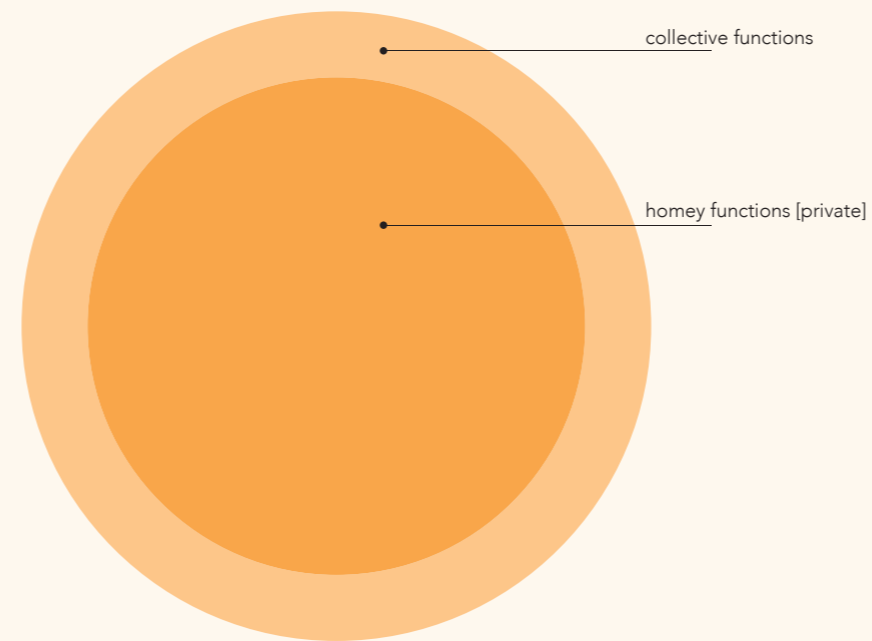
Co-Housing Project	Building Size	Private Units	Communal Space
WeLive New York	20.275 m2	200	27 %
WeLive Washington DC	x	250	x
The Collective Old Oak	16.000 m2	546	59 %
The Fizz Little Manhattan	26.000 m2	278	22 %
The Fizz The Lofts	x	212	x
The Fizz Cobana	x	375	x
The Fizz Don Bosco	x	429	x
Urby Staten Island	33.800 m2	571	37 %
Urby Jersey City	64.000 m2	762	45 %
Urby Harrison	x	409	x
Ollie Manhattan	x	55	x
Ollie Long Island	x	426	x
Ollie Pittsburgh	x	127	x
Zoku Amsterdam	4.500 m2	133	20%
Average	27.429 m2	341	35%

project size

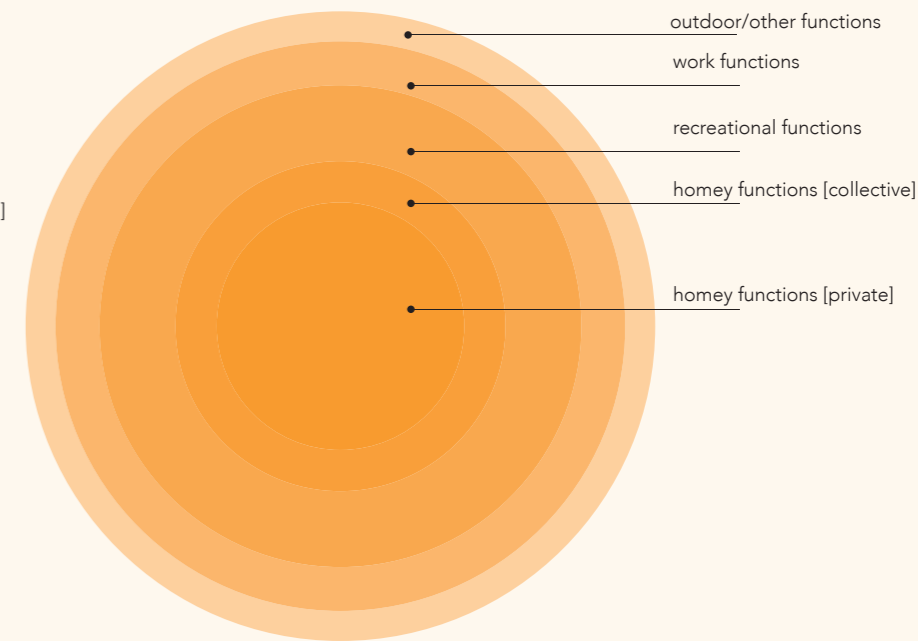


Co-Housing Project	Studio	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
WeLive	41 m ²				93 m ²
The Collective Old Oak	12 m ²	16 m ²	21 m ²	x	x
The Fizz Little Manhattan	30 m ²	41 m ²	x	x	x
The Fizz The Lofts	x	30 m ²	60 m ²	x	x
Urby Staten Island	29 m ²	47 m ²	66 m ²	x	x
Urby Jersey City	37 m ²	55 m ²	74 m ²	x	x
Ollie Manhattan	24 m ²	x	x	x	X
Zoku					
Average	29 m ²	38 m ²	55 m ²		93 m ²
Traditional housing	Studio	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
New York Manhattan	51 m ²	64 m ²	108 m ²	154 m ²	x
London White City	x	50 m ²	65 m ²	x	x
Amsterdam	55 m ²	55 m ²	83 m ²	133 m ²	X
Average	53 m ²	56 m ²	85 m ²	144 m ²	x

private spaces



traditional housing



co-living

Home	Eating areas	Kitchens	Living Rooms	Laundrette			
Recreation	Gym/Spa	Retail	(Grocery)Store	Restaurant/Bar	Games Room	Library	Event Spaces
Work	Workspaces	Meetingrooms	Makerspaces				
Mobility/ Outdoor	Bike Storage	Car Parking	Outdoor space	Pool			

shared spaces



- 📍 Co-Living location
- ★ City centre



Amsterdam

London

Manhattan, New York

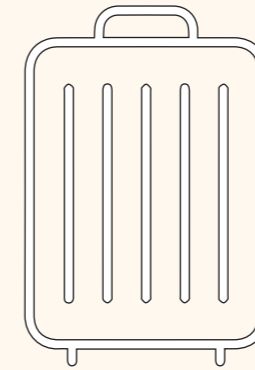
public transport
 <45 min to city centre

inner-city location

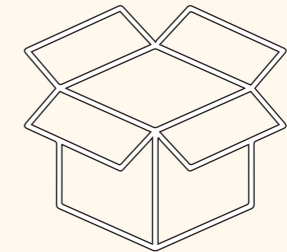
location



Days



Months



Years

The Collective Old Oak

Short-stay		Long-stay Studio *			
Per day	Per week	Per 4 months	Per 6 months	Per 9 months	Per 12 months
Not possible	Not possible	€1608 / month	€1533 / month	€1484 / month	€1434 / month

WeLive

Days	Short-stay studio pricing	Long-stay studio pricing	Difference
1	€291	€90	323%
31	€9021	€2799	

leasing contracts



2211 N Milwaukee Ave,
Chicago, IL

2017 COMMUNITY EVENTS CALENDAR

Friends are always welcome. Dates subject to change.

POTLUCK HALL CRAWL [WAS DELICIOUS]

Wednesday, March 15th @ 8pm

Share your favorite crowd-pleasing dish with the guys and gals next door. Bring a friend or two. We'll bring the wine!

MIXOLOGY CLASS [BUZZED BY]

Thursday, April 6th @ 7:30pm

Up your cocktail game by learning from expert mixologists how to make all the classics with style. Limit to 15 residents with a guest each.

BIKE TUNE-UP #1

Saturday, May 3rd @ 9:30-11:30am

Get your bike prepped for the good weather Logan Square Art Bike Tour. Visit local art installations & hear from the artists themselves about their motivation and technique.

YOGA ON THE LAWN

Thursday, May 18 @ 7:30pm

Bend and stretch with the neighbors, then hang out for wine and cheese.

STOP NETWORKING! HOW TO BUILD SUSTAINABLE RELATIONSHIPS

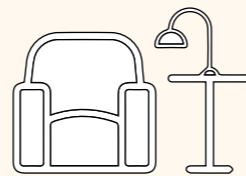
Wednesday, June 4th @ 7 PM

Professional development workshop hosted by the founders of the Second Shift coworking space.

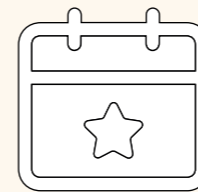


**"Just a space does not yet make
a community"**

Crobach of Zoku, 2018



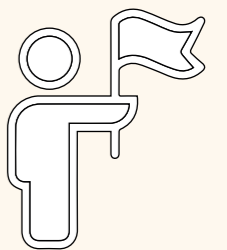
Collective spaces



Events & Activities

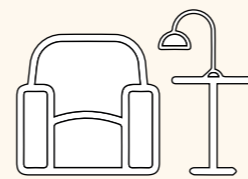


Clubs & Organizations

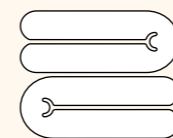


Community Manager

community



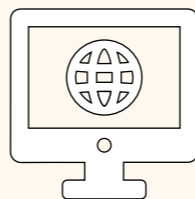
Furnishings



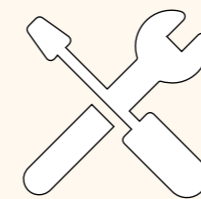
Linen & Towels



Laundry & Cleaning



Wi-Fi & TV



Maintenance



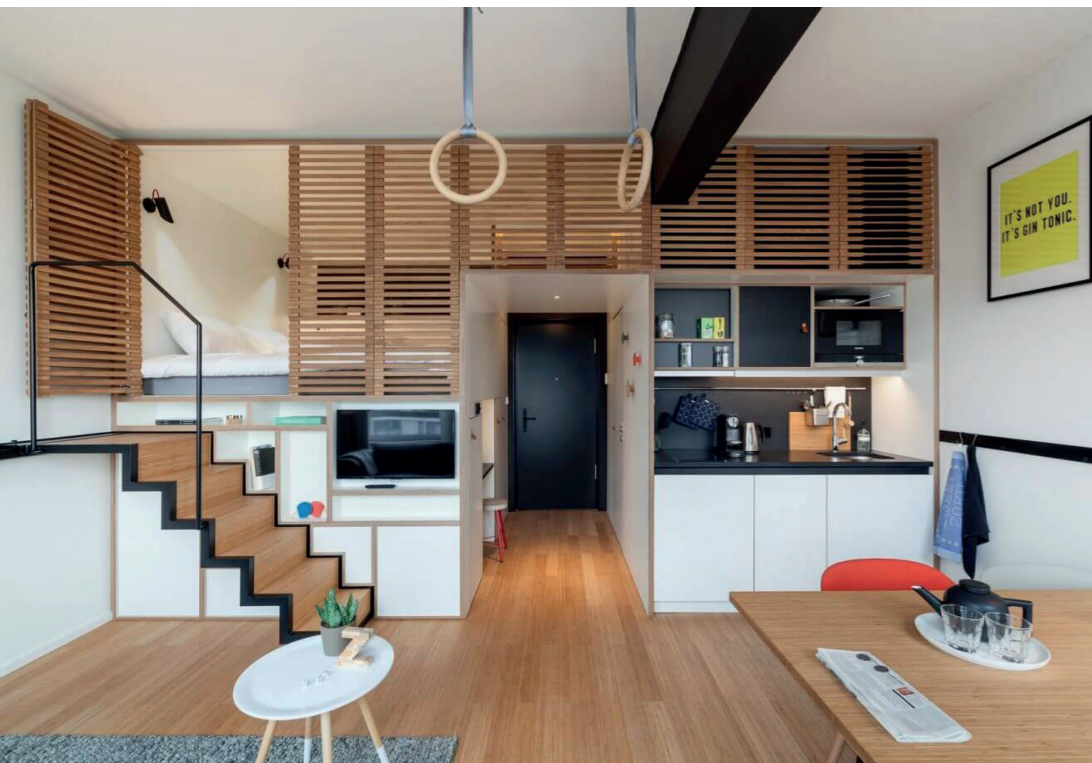
Mobility (Rental)



Security

Household service	Task	Monthly costs [approx.]	Source
Laundry	Leasing washing machine & dryer	€35,-	Meolease (2018)
Internet & Television	Subscription	€60,-	KPN (2018)
Maintenance	Replacing of lamps, painting etc.	€15,-	
Cleaning	Cleaning services	€105,- (twice a month)	22 %
	Helping (2018)	212	x
Water	Use of water	€15,-	Evides (2019)
Electricity & Gas	Use of electricity and gass	€80,-	Nuon (2019)
Taxes	Municipal taxes	€15,-	
Total		€325,-	

services



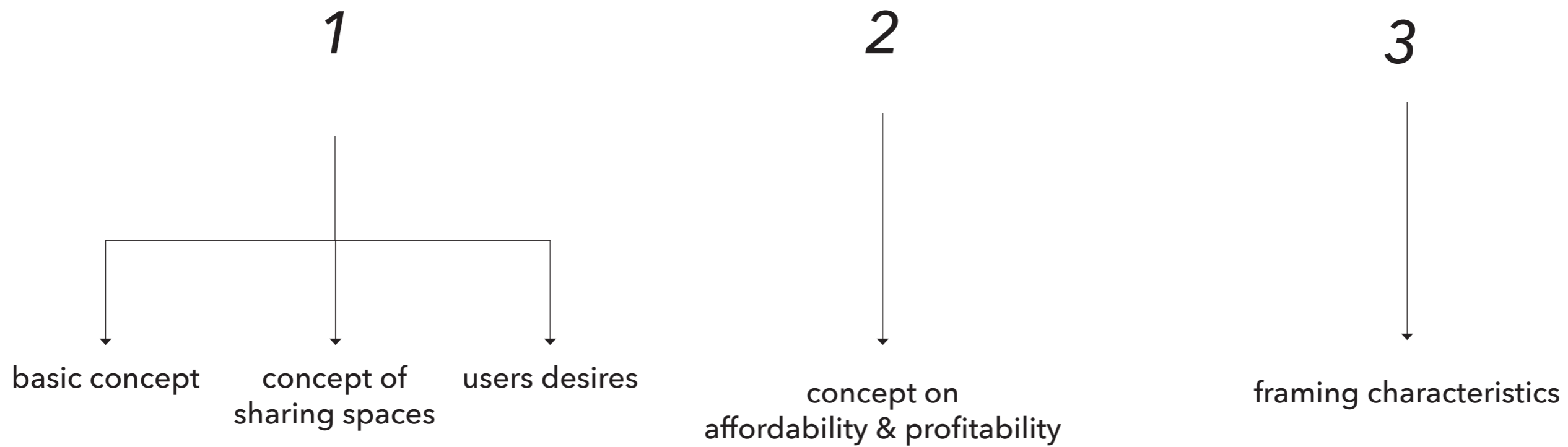
City / Co-Housing project	Traditional Studio/1-Bed		Co-Housing Studio/1-Bed		Difference	
	Monthly Rent	Size	Monthly Rent	Size	Monthly Rent	Size
Amsterdam / The Fizz	€1430	55 m2	€751	30 m2	-47%	-45%
Amsterdam / Zoku	€1430	55 m2	€5370	30 m2	+275%	-45%
NYC Staten Island / Urby	€1062	59 m2	€1498	29 m2	+29%	-37%
NYC Jersey City / Urby	€2009	41 m2	€2413	29 m2	+20%	-29%
NYC Manhattan/WeLive	€2958	51 m2	€2460	41 m2	-17%	-19%
London / The Collective	€1750	50 m2	€1428	12 m2	-18%	-76%

City / Co-Housing project	Traditional Studio/1-Bed		Co-Housing Studio/1-Bed		Difference	
	Monthly Rent	Size	Monthly Rent	Size	Monthly Rent	Size
Amsterdam / The Fizz	€26 /m2	55 m2	€21 /m2	30 m2	-19%	-45%
Amsterdam / Zoku	€26 /m2	55 m2	€179/m2	30 m2	+575%	-45%
NYC Staten Island / Urby	€18 /m2	59 m2	€51 /m2	29 m2	+183%	-37%
NYC Jersey City / Urby	€49 /m2	41 m2	€83 /m2	29 m2	+69%	-29%
NYC Manhattan/WeLive	€58 /m2	51 m2	€60 /m2	41 m2	+3%	-19%
London / The Collective	€35/m2	50 m2	€119,-/m2	12 m2	+240%	-76%

rental prices

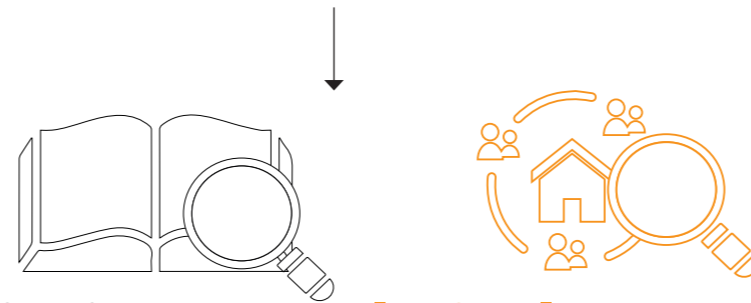


“What is commercial co-living?”



part 2

“What is commercial co-living and how do its (physical and operational) characteristics influence the users-affordability and developers-profitability?”



descriptive & analytical research

part 1

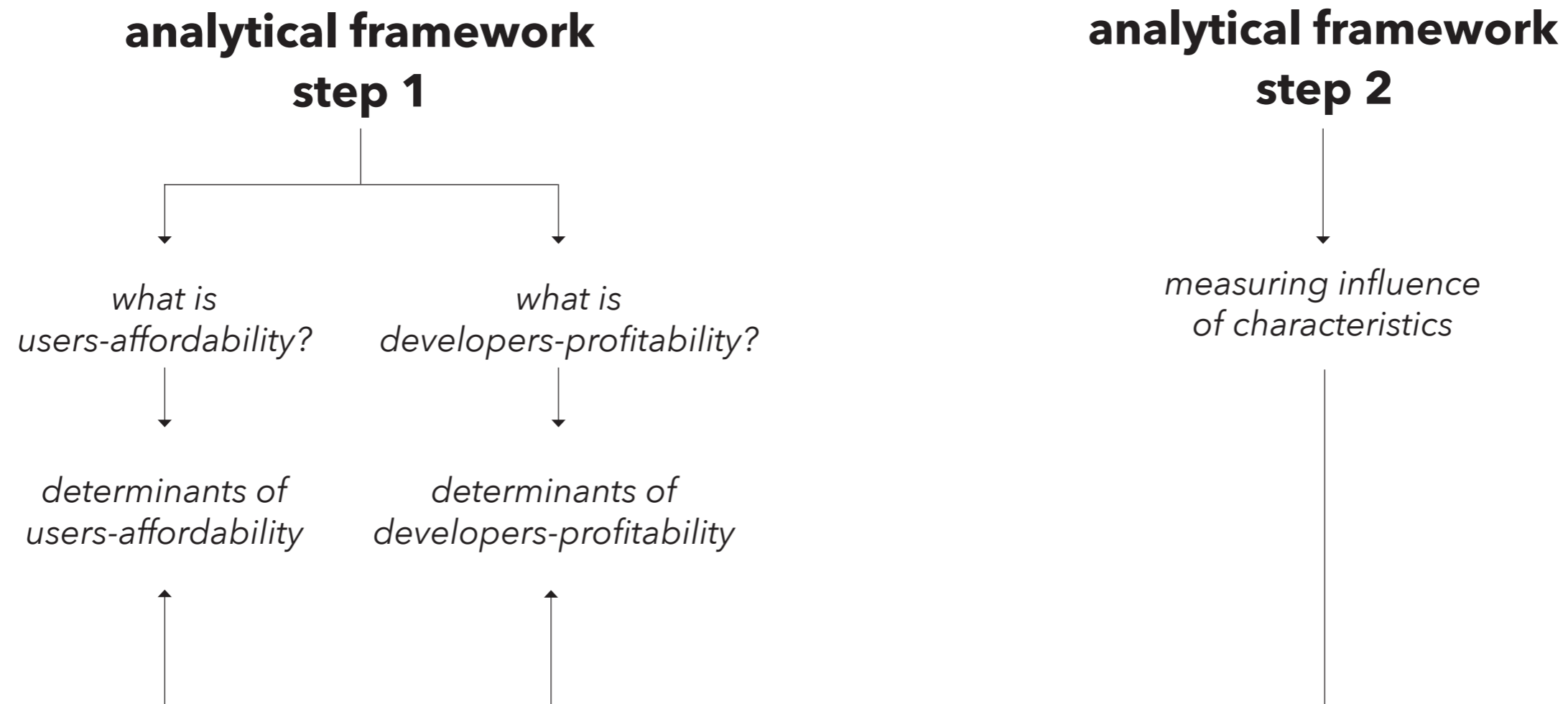
part 2

analytical framework

**analytical
framework**

3

“What is commercial co-living and how do its (physical and operational) characteristics influence the users-affordability and developers-profitability?”



USER-AFFORDABILITY

who is the user?

what is
affordability?

what determines
affordability?

measuring influence
on affordability



one-person household



income



*mid-segment
rental housing*



with certain desires

USER-AFFORDABILITY

who is the user?

**what is
affordability?**

what determines
affordability?

measuring influence
on affordability

*“The state of **being cheap enough**
for people to **be able to rent**”*

Cambridge Dictionary, 2019

Expenditure-to-income ratio

Hulchanski (1995), Czischke & Van Bortel (2018),

Stone (2016), Haffner & Heylen (2011)

*20-30% affordable
>30% unaffordable*

Housing Quality / Value

Haffner & Heylen (2011), Fallis (1985)

‘given standard’

*“Housing affordability means the balance
between the required rent as part of the
households income and the value of the
acquired housing that is provided”*

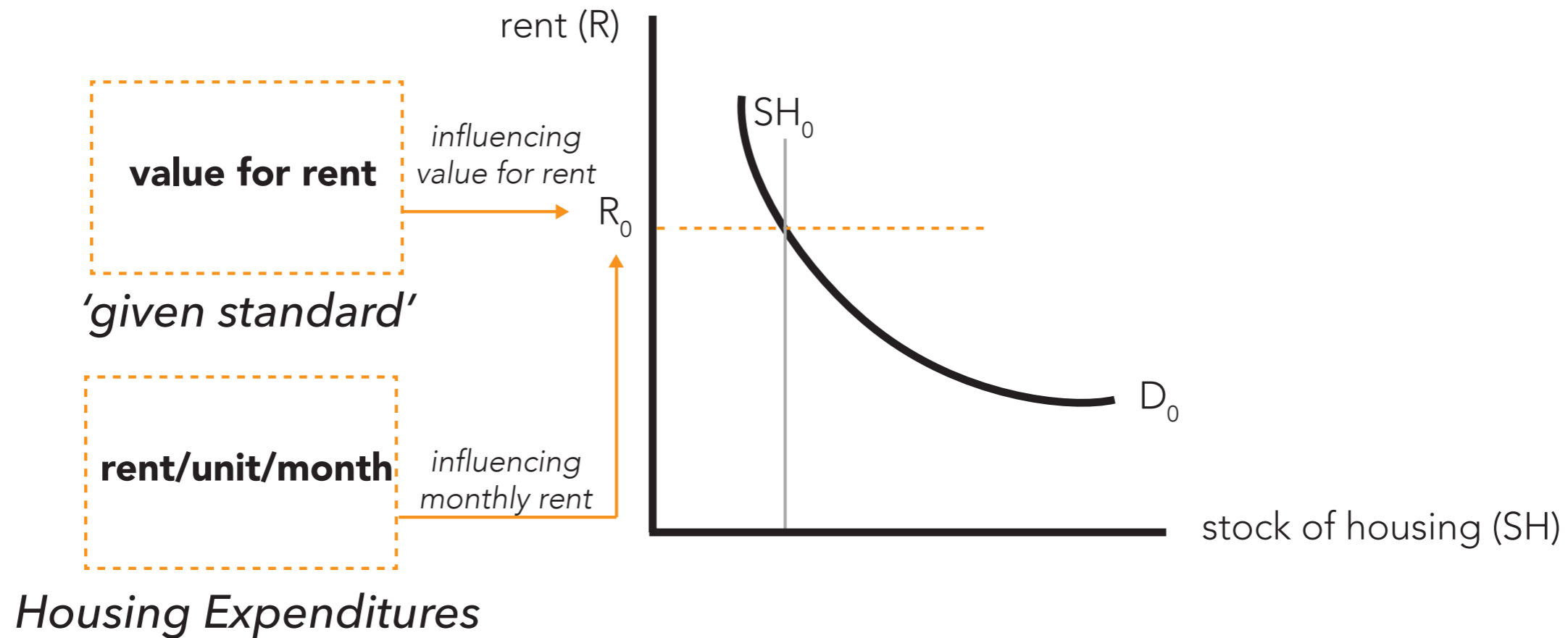
USER-AFFORDABILITY

who is the user?

what is affordability?

what determines affordability?

measuring influence on affordability



sources:
Fallis, 1985

rent equilibrium =
balance between determinants

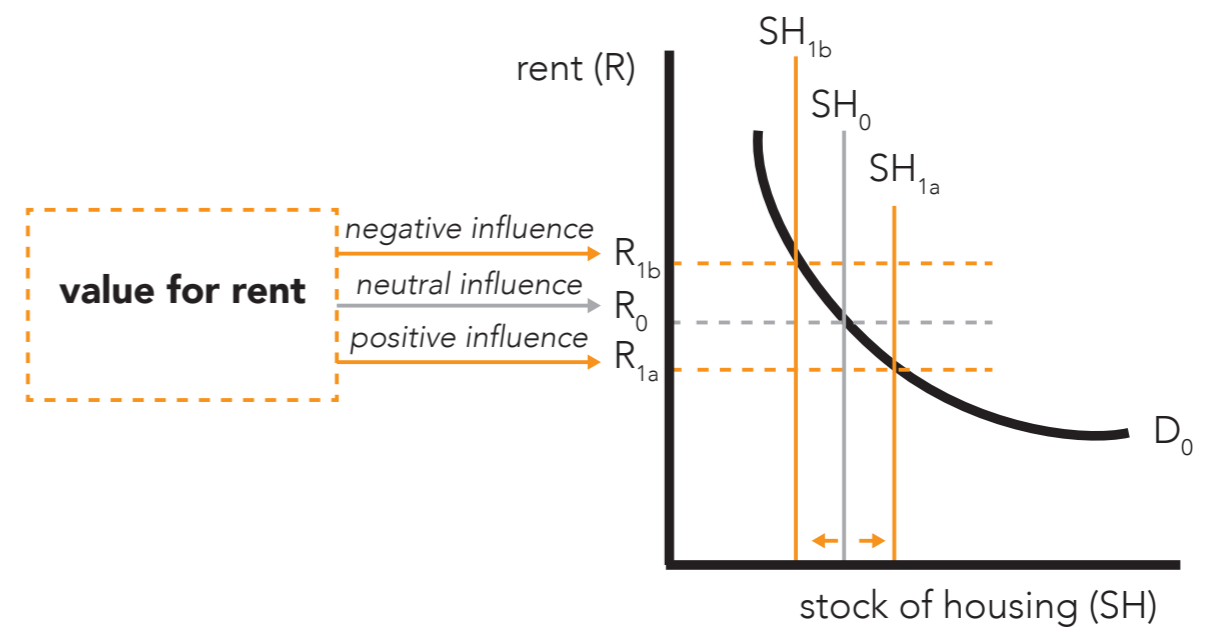
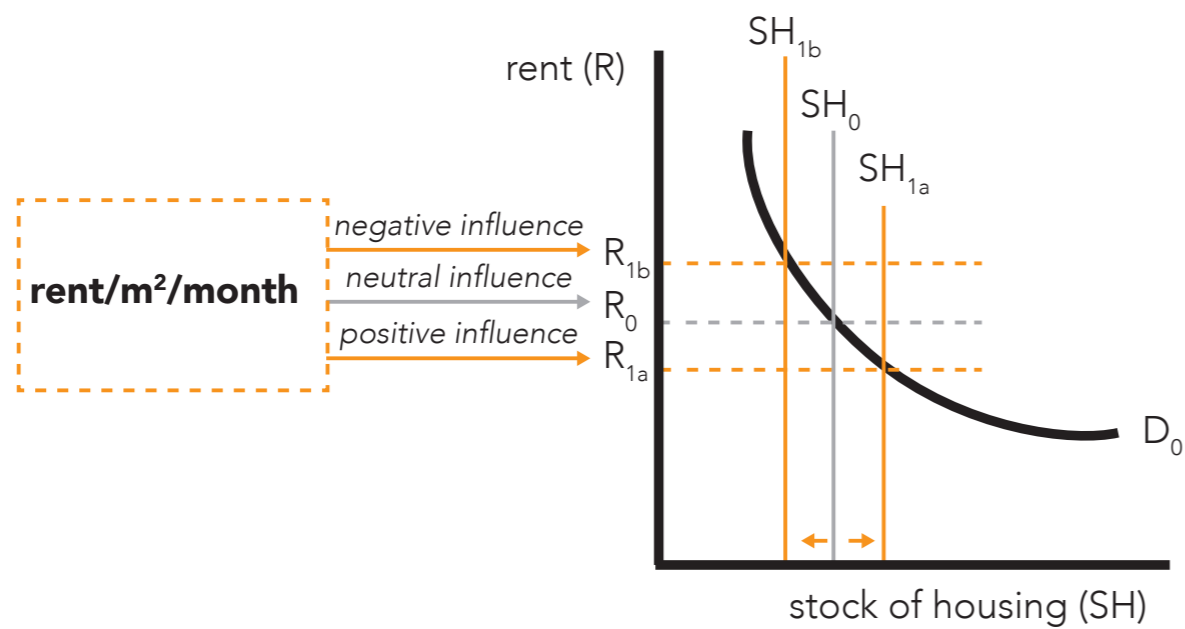
USER-AFFORDABILITY

who is the user?

what is affordability?

what determines affordability?

measuring influence on affordability



relative affordability

sources:
Fallis, 1985

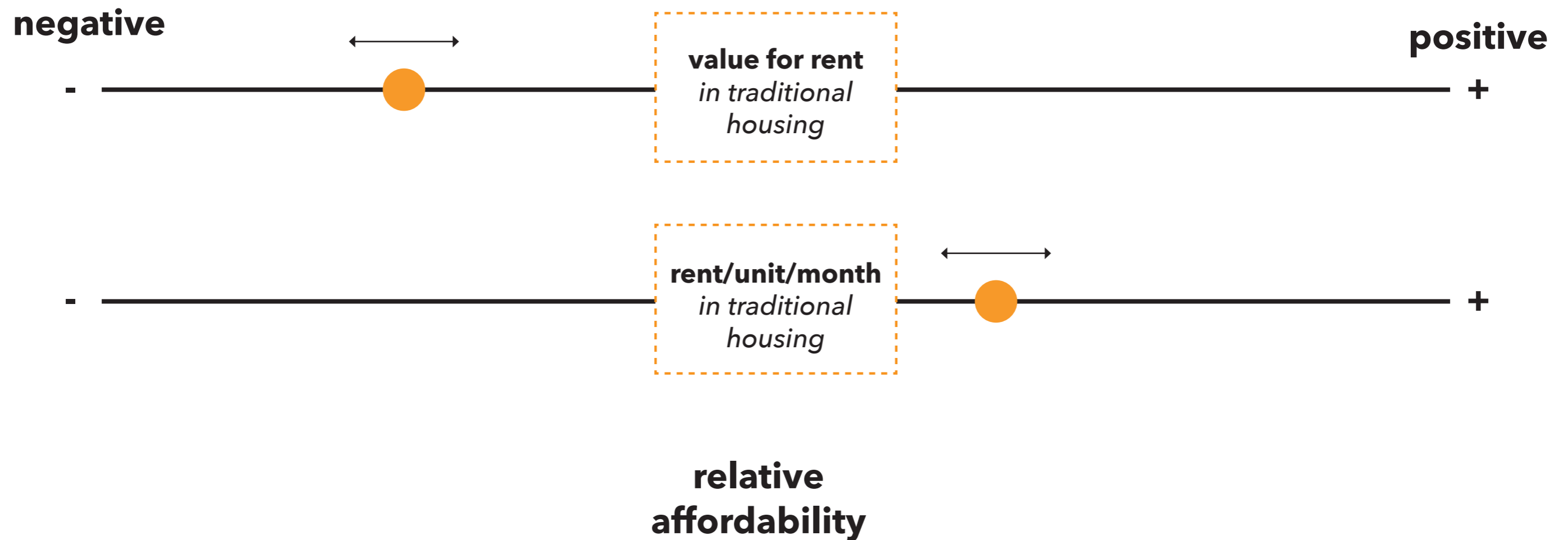
USER-AFFORDABILITY

who is the user?

what is
affordability?

what determines
affordability?

measuring influence
on affordability



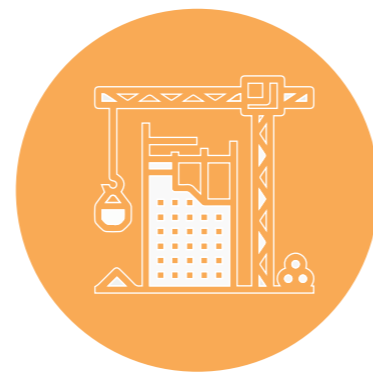
DEVELOPERS-PROFITABILITY

who is the developer?

what is
profitability?

what determines
profitability?

measuring influence
on profitability



developer



operator

DEVELOPERS-PROFITABILITY

who is the developer?

**what is
profitability?**

what determines
profitability?

measuring influence
on profitability

profitability:

***“The situation in which a company
is producing a profit.”***

Cambridge Dictionary, 2019

profit:

***“Money earned in business after
paying the costs of producing and
selling goods and services.”***

Cambridge Dictionary, 2019

developer types/drivers

Profitability means ...

Profit-driven	“The profitability of the investment.” (54%) “The safety of a long-term asset.” (43%) “A steady flow of rental income.” (4%)
Social-driven	“Does not need profitability, just cost coverage” (44%) “Applies the criteria of the authorities.” (44%)
Revenue-driven	“The return must not lie below some rate” (63%) “Does not need profitability, just cost coverage” (36%)

sources:

Thalman, 2008

DEVELOPERS-PROFITABILITY

who is the developer?

what is
profitability?

what determines
profitability?

measuring influence
on profitability

$$\text{profitability} = \boxed{\text{income}} \times \boxed{\text{risk}} - \boxed{\text{costs}}$$

“Development profitability means a positive balance between the acquired income through rent, the risk on this potential income and the costs of development.”

sources:
Geltner, 2008

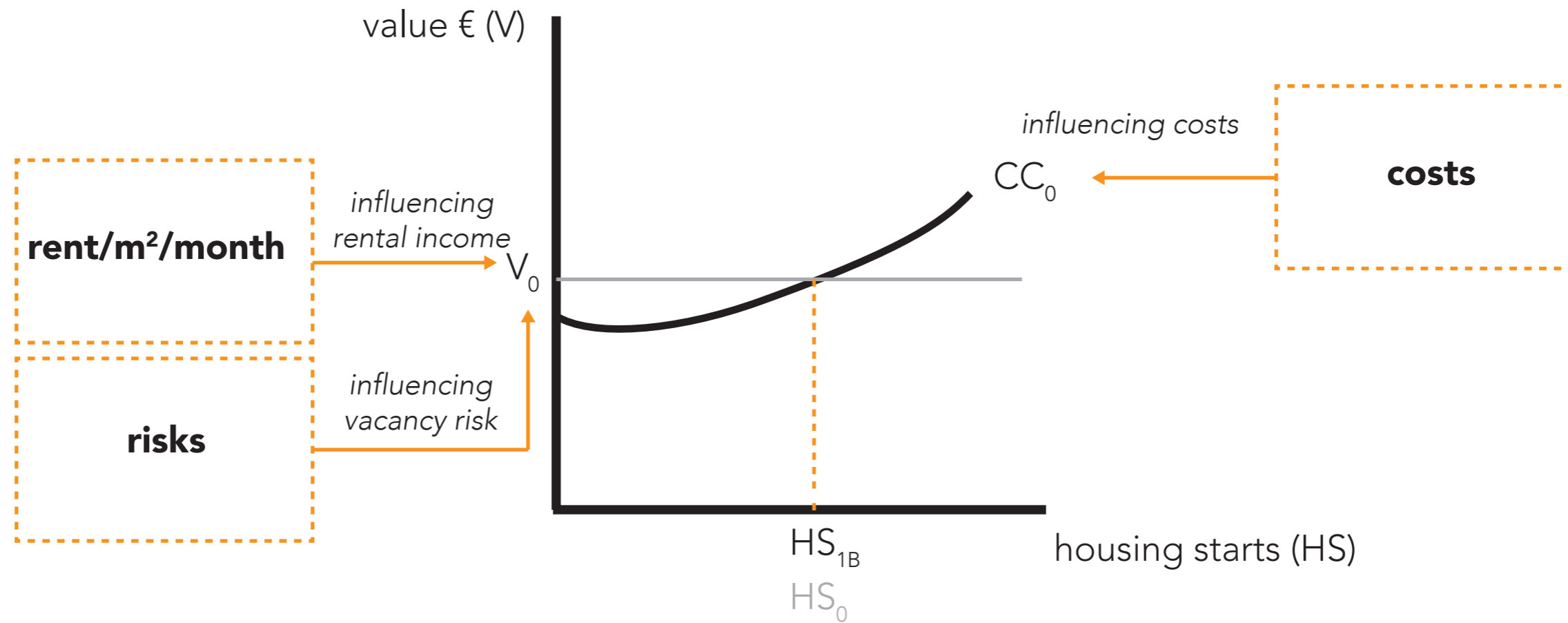
DEVELOPERS-PROFITABILITY

who is the developer?

what is profitability?

what determines profitability?

measuring influence on profitability



**value equilibrium =
balance between determinants**

sources:
Fallis, 1985

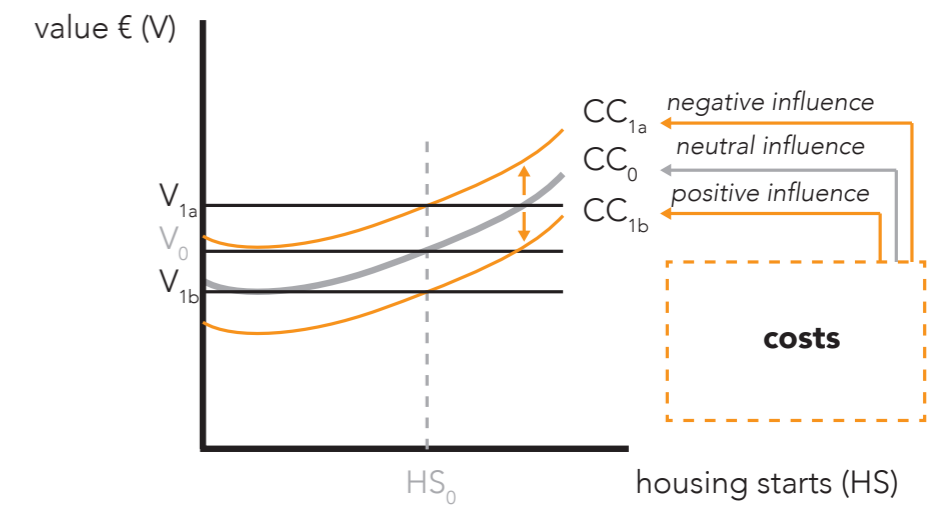
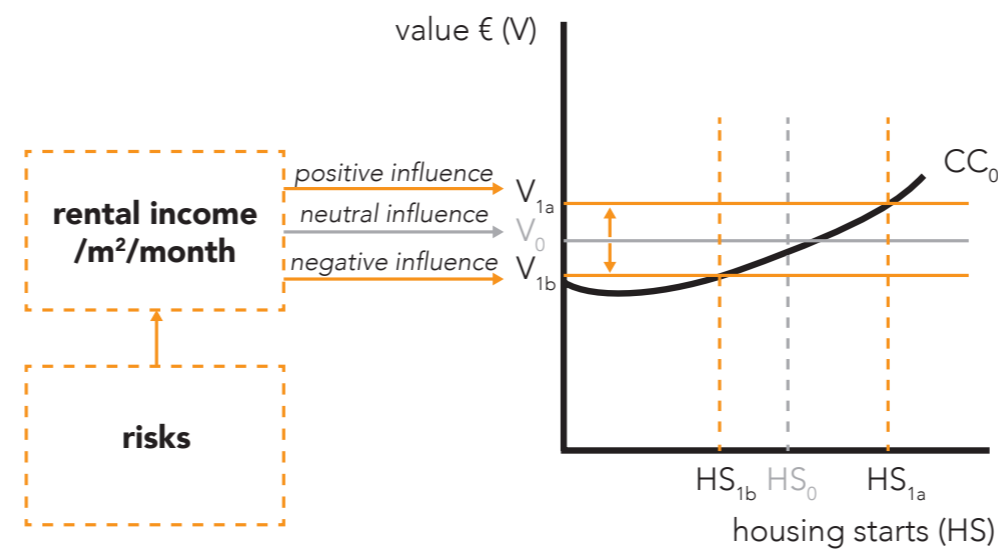
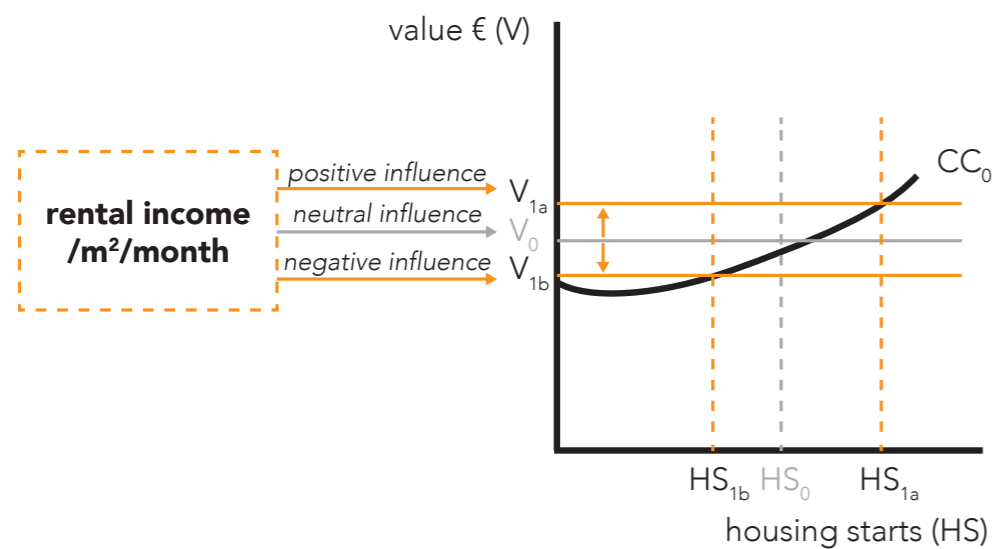
DEVELOPERS-PROFITABILITY

who is the developer?

what is profitability?

what determines profitability?

measuring influence on profitability



sources:
Fallis, 1985

determinants influencing profitability

DEVELOPERS-PROFITABILITY

who is the developer?

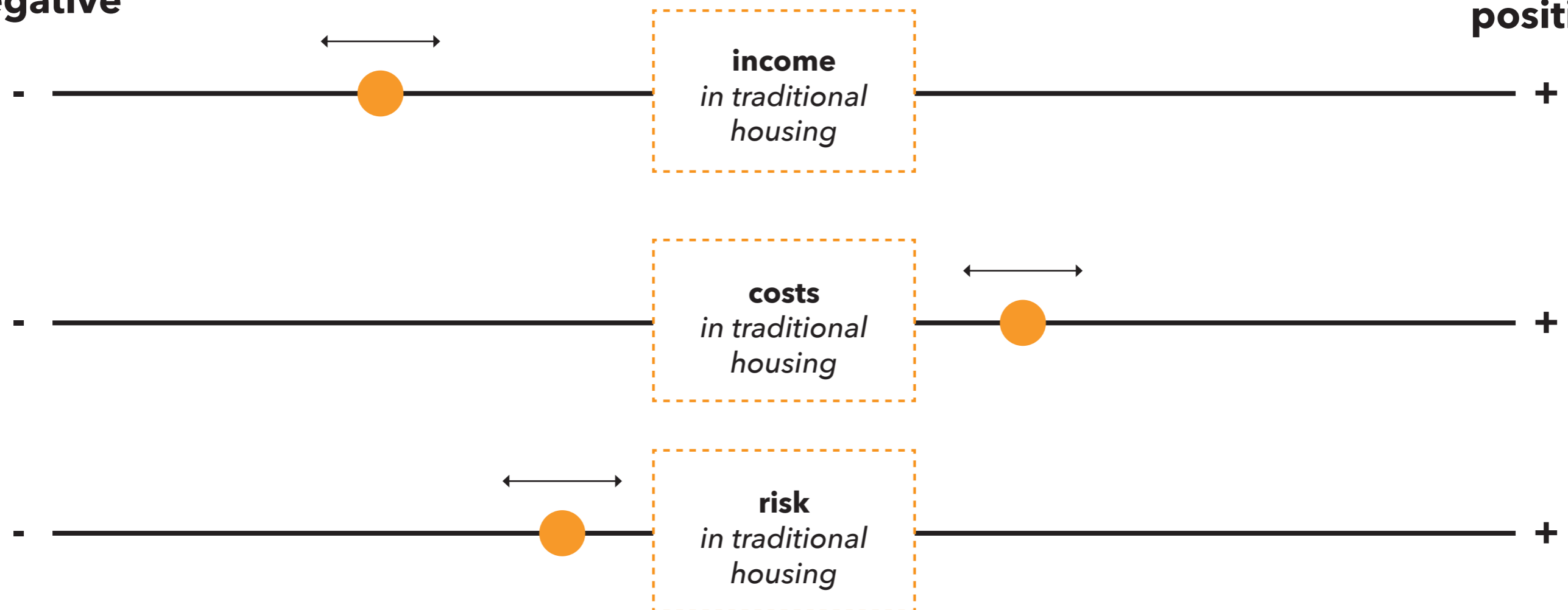
what is profitability?

what determines profitability?

measuring influence on profitability

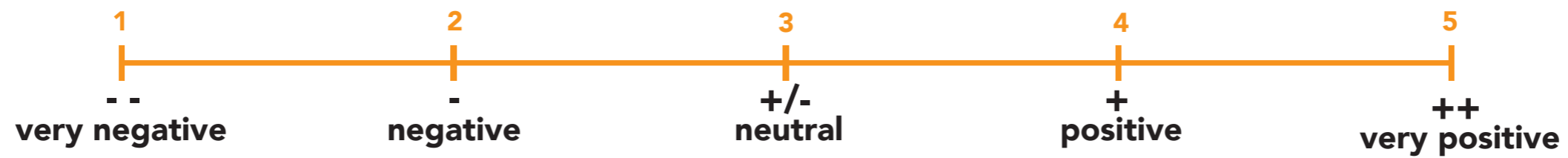
negative

positive



relative profitability

measuring relative affordability & profitability

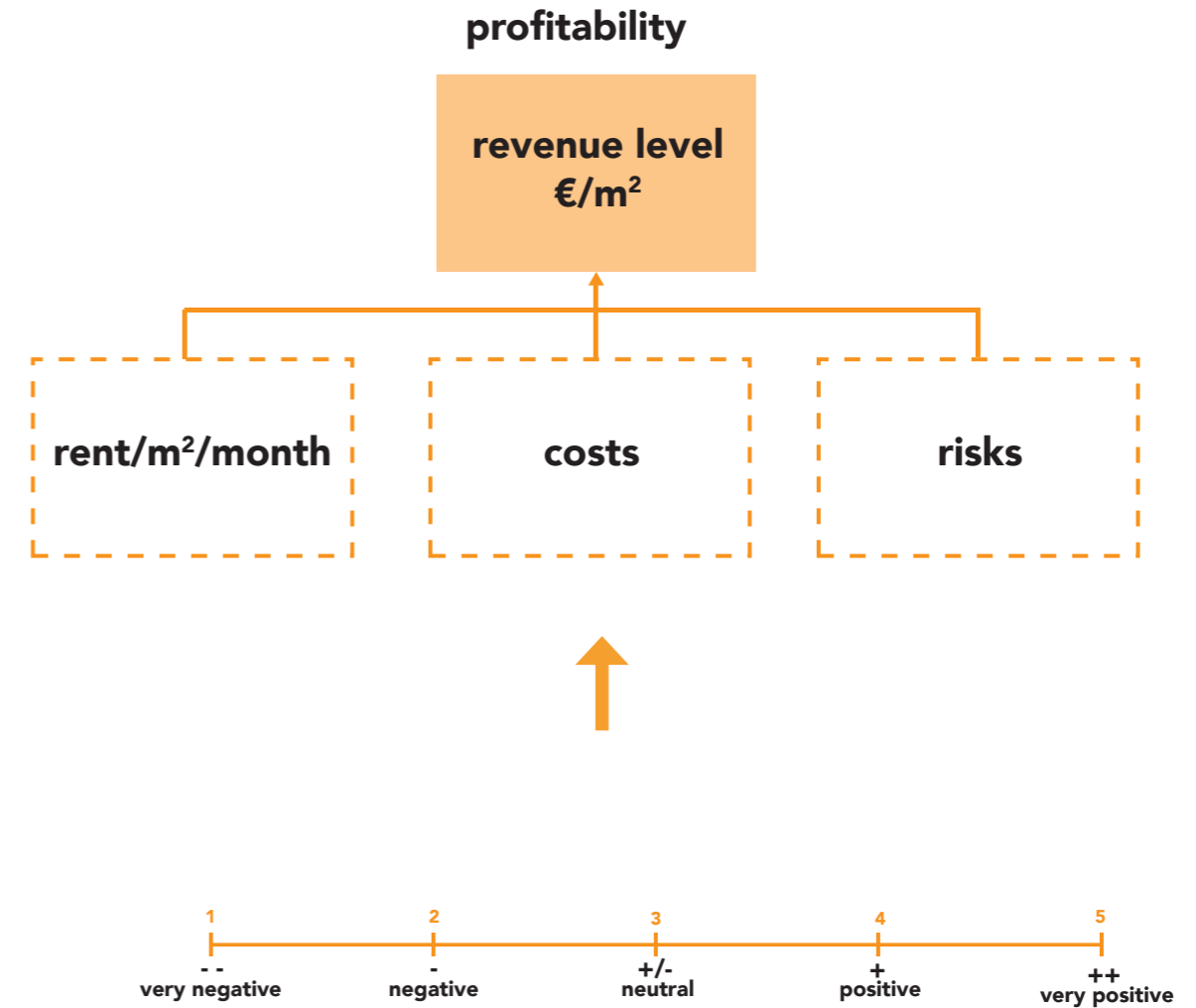
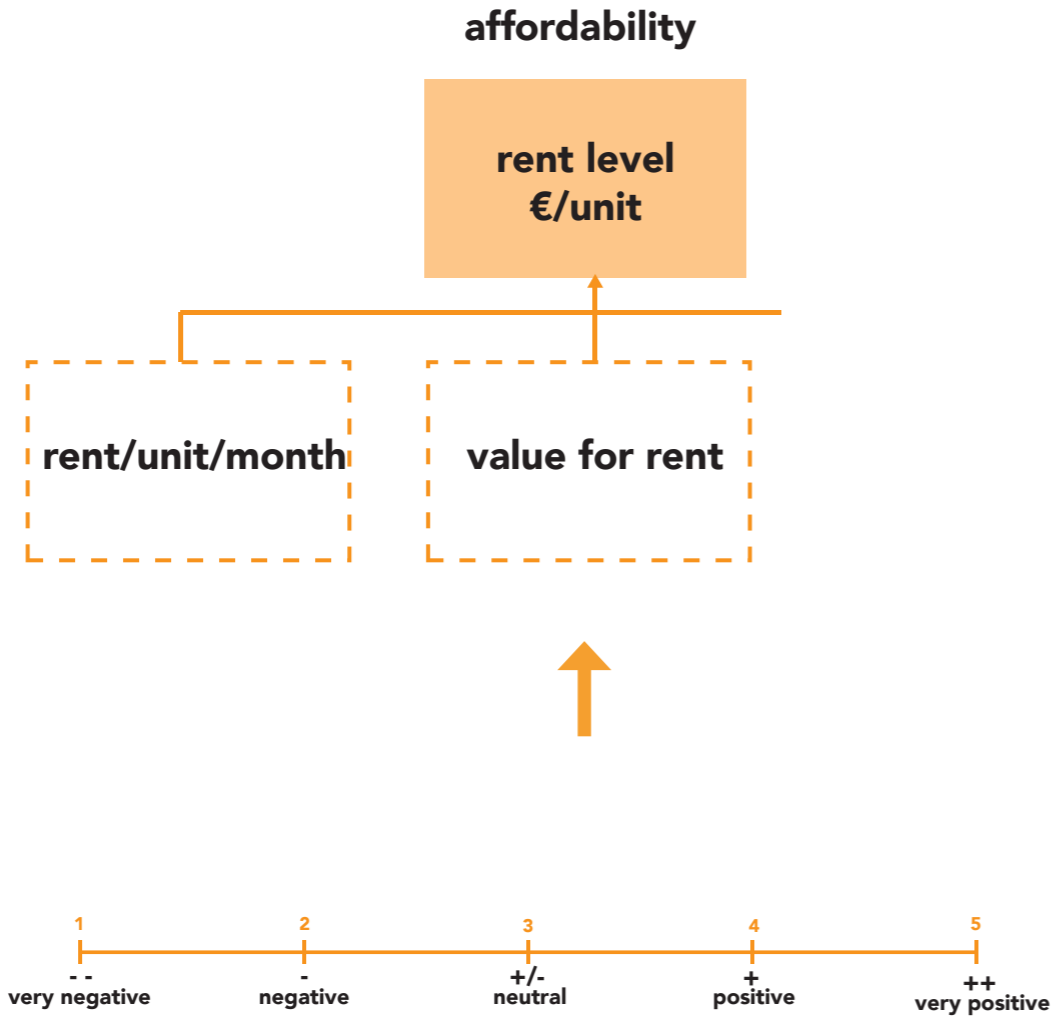


relative influence based on users desires,
traditional housing and the basic concept

step 1

determining users-affordability

determinants of developers-profitability



step 2

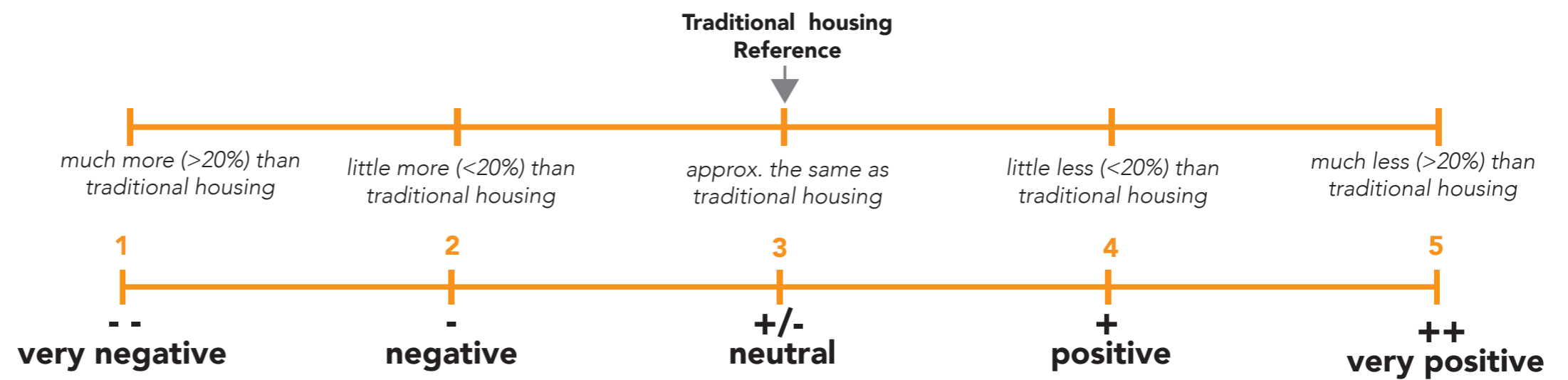
influence of characteristics

influence of characteristics

determinants for affordability & profitability



€/m²
private spaces



relative influence based on users desires,
traditional housing and the basic concept

INFLUENCING AFFORDABILITY

value for rent	--	-	+/-	+	++
project size	1 0% collective space	2 1-10% collective space	3 10-20% collective space	4 20-40% collective space	5 >40% collective space
private spaces	1 < 12 m² & not fully equipped	2 12-27 m² & not fully equipped	3 12-27 m² & fully equipped	4 27-50 m² & fully equipped	5 >50 m² & fully equipped
shared spaces	1 none	2 replacing some private functions	3 only replacing private functions	4 replacing private functions + extra functions	5 extra functions
location	1 outer-city >60 min to city centre	2 outer-city <60 min to city centre	3 edge of city >30min to city centre	4 within city ring <30 min to city centre	5 inner-city
leasing contracts	1 >24 month lease	2 12-24 month lease	3 12 month lease	4 1-11 month lease	5 < 1 month lease
community & lifestyle	1 none	2 public facilities	3 collective facilities	4 + collective clubs, events & organizations	5 + community manager
services	1 none	2 none but offered against €	3 none but offered against reduced €	4 utilities (heating, electricity & water)	5 utilities, maintaining services & furniture
availability	--	-	+/-	+	++
project size	1 <5 units	2 5-10 units	3 10-50 units	4 50-200 units	5 >200 units
€/unit/month	--	-	+/-	+	++
€/private spaces	1 much more (>20%) than traditional housing	2 little more (<20%) than traditional housing	3 approx. the same as traditional housing	4 little less (<20%) than traditional housing	5 much less (>20%) than traditional housing
€/services	1 none	2 none but offered against €	3 none but offered against reduced €	4 utilities (heating, electricity & water)	5 utilities, maintaining services & furniture

INFLUENCING PROFITABILITY

risks	--	-	+/-	+	++
project size	1 0% collective space	2 1-10% collective space	3 10-20% collective space	4 20-40% collective space	5 >40% collective space
private spaces	1 >200 units	2 50-200 units	3 10-50 units	4 5-10 units	5 <5 units
shared spaces	1 none	2 replacing some private functions	3 only replacing private functions	4 replacing private functions + extra functions	5 extra functions
location	1 outer-city >60 min to city centre	2 outer-city <60 min to city centre	3 edge of city >30min to city centre	4 within city ring <30 min to city centre	5 inner-city
leasing contracts	1 < 1 month lease	2 1-11 month lease	3 12 month lease	4 12-24 month lease	5 >24 month lease
community & lifestyle	1 none	2 public facilities	3 collective facilities	4 + collective clubs, events & organizations	5 + community manager
services	1 none	2 none but offered against €	3 none but offered against reduced €	4 utilities (heating, electricity & water)	5 utilities, maintaining services & furniture
costs	--	-	+/-	+	++
project size	1 >40% collective space	2 20-40% collective space	3 10-20% collective space	4 1-10% collective space	5 0% collective space
private spaces	1 >50 m² & fully equipped	2 27-50 m² & fully equipped	3 12-27 m² & fully equipped	4 12-27 m² & not fully equipped	5 < 12 m² & not fully equipped
shared spaces	1 extra functions	2 replacing private functions + extra functions	3 only replacing private functions	4 replacing some private functions	5 none
location	1 inner-city	2 within city ring <30 min to city centre	3 edge of city >30 min to city centre	4 outer-city <60 min to city centre	5 outer-city >60 min to city centre
leasing contracts	1 < 1 month lease	2 1-11 month lease	3 12 month lease	4 12-24 month lease	5 >24 month lease
community & lifestyle	1 + community manager	2 + collective clubs, events & organizations	3 collective facilities	4 public facilities	5 none
services	1 utilities, maintaining services & furniture	2 utilities (heating, electricity & water)	3 none but offered against reduced €	4 none but offered against €	5 none
rental income €/m²	--	-	+/-	+	++
€/m²/private spaces	1 much less (>20%) than traditional housing	2 little less (<20%) than traditional housing	3 approx. the same as traditional housing	4 little more (<20%) than traditional housing	5 much more (>20%) than traditional housing
€/services	1 utilities, maintaining services & furniture	2 utilities (heating, electricity & water)	3 none but offered against reduced €	4 none but offered against €	5 none
project size	1 <5 units	2 5-10 units	3 10-50 units	4 50-200 units	5 >200 units

level of influence analytical tool

research part 2

6

London, UK

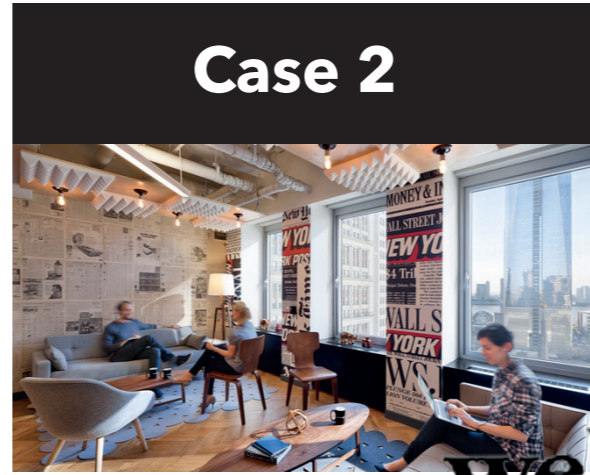


Case 1



THE COLLECTIVE

Manhattan, New York, USA



Case 2

welive

Amsterdam, The Netherlands



Case 3

ZOKU

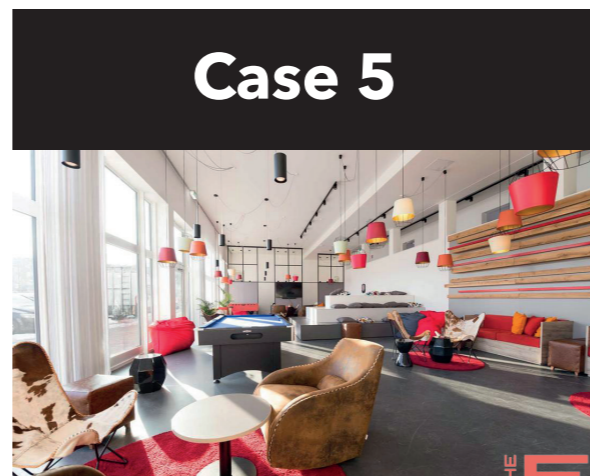
Staten Island, New York USA



Case 4

URBY

Amsterdam, The Netherlands



Case 5

THE FIZZ

Jersey City, New York, USA

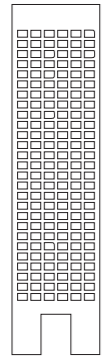


Case 6

URBY



€/m²
private spaces



project size



private spaces



shared spaces



location

-20%
per unit



+240%
per m²



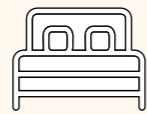
551
people



323
units



59%
collective space



12 m²
= -63%

"not fully equipped"

9 types

replacing homey functions + extra



40 min
to city centre



€/m²
service



leasing
contracts



community
& lifestyle



services

included
in monthly rent

starting at 4 months



Collective spaces



Clubs & Organizations



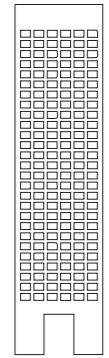
Community Manager



**case study analysis
factsheet**



€/m²
private spaces



project size



private spaces




shared spaces




location

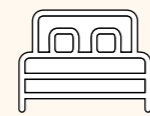
-17%
per unit

 **+3,4%**
per m²


360
people


207
units


27%
collective space



41 m²
= -19% "fully equipped"

10 types
extra functions



inner-city



€/m²
service



leasing
contracts



community
& lifestyle



services

moving fee + *amenities fee*
one-time monthly

possible per night
for higher rent (+323%)



Collective spaces



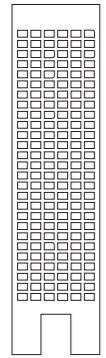
Events & Activities



case study analysis
factsheet



€/m²
private spaces



project size



private spaces



shared spaces



location

+172%
per unit



+661%
per m²



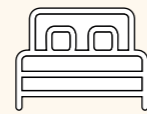
133
people



133
units



20%
collective space



24 m²
= -56% "fully equipped"

14 types
extra functions



inner-city



€/m²
service



leasing
contracts



community
& lifestyle



services

included
in monthly rent

possible per night
for higher rent (+53%)



Collective spaces



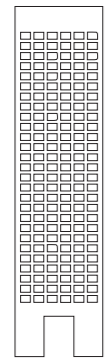
Community Manager



case study analysis
factsheet



€/m²
private spaces



project size



private spaces



shared spaces



location

+41%
per unit



+183%
per m²



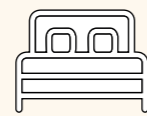
571
people



?
units



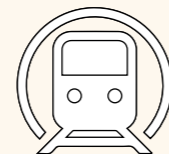
37%
collective space



29 m²
= -51% "fully equipped"

10 types

replacing homey functions + extra



45-60 min
to city centre



€/m²
service



leasing
contracts



community
& lifestyle



services

included
in monthly rent

starting at 4 months



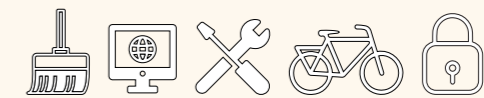
Collective spaces



Events & Activities



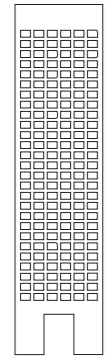
Community Manager



case study analysis
factsheet



€/m²
private spaces



project size



private spaces



shared spaces



location

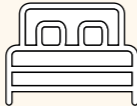
-64%
per unit

 **-19%**
per m²


279
people


279
units


22%
collective space

 **30 m²**
= -45% "fully equipped"

8 types
extra functions


inner-city



€/m²
service



leasing
contracts



community
& lifestyle



services

furniture fee + amenities fee
monthly lease monthly

starting at 12 months



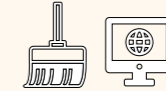
Collective spaces



Events & Activities



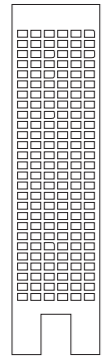
Community Manager



**case study analysis
factsheet**



€/m²
private spaces



project size



private spaces



shared spaces



location

+18%
per unit



+69%
per m²



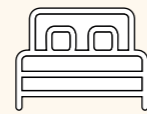
762
people



?
units



45%
collective space



29 m²
= -29% "fully equipped"

9 types

replacing homey functions + extra



30 min
to city centre



€/m²
service



leasing
contracts



community
& lifestyle



services

amenities fee
monthly

starting at 12 months



Collective spaces



Events & Activities

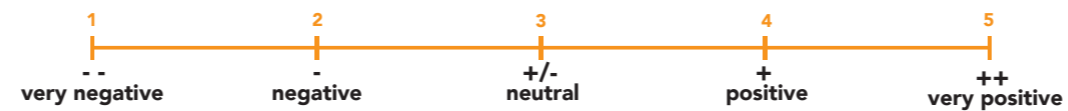


Community Manager

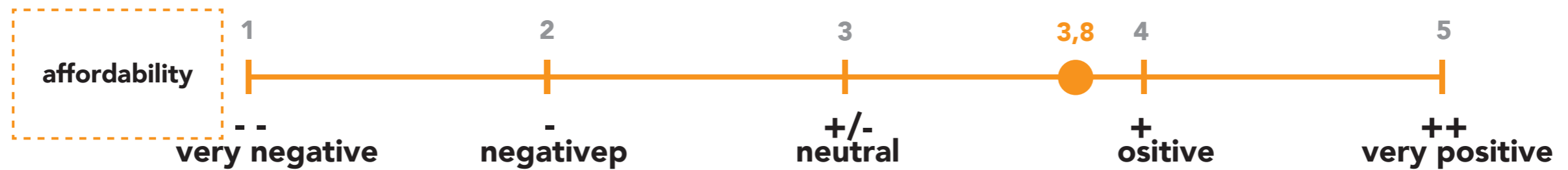
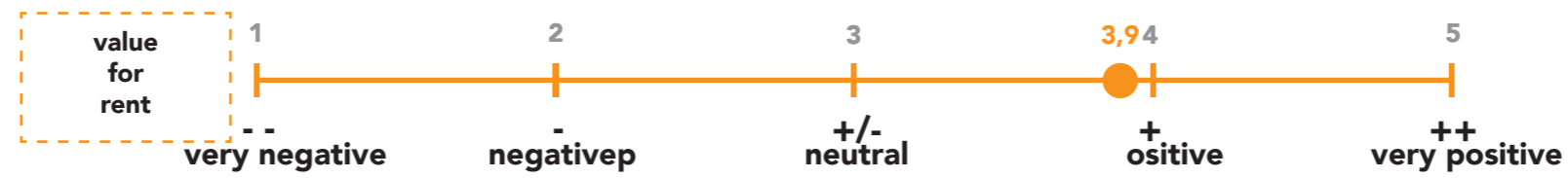
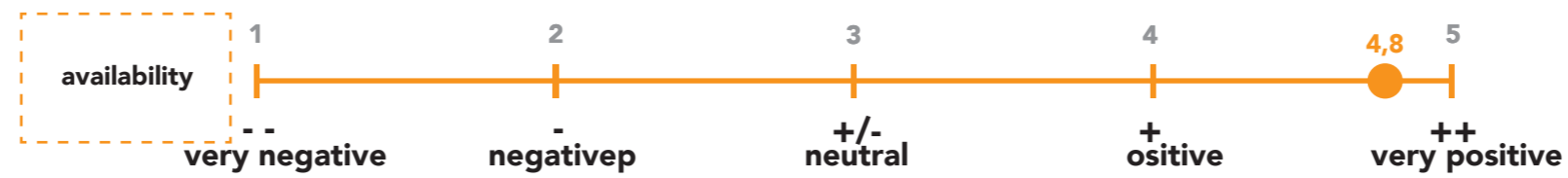
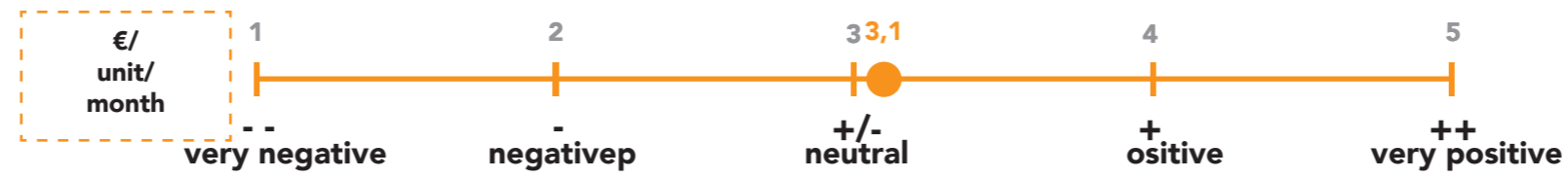
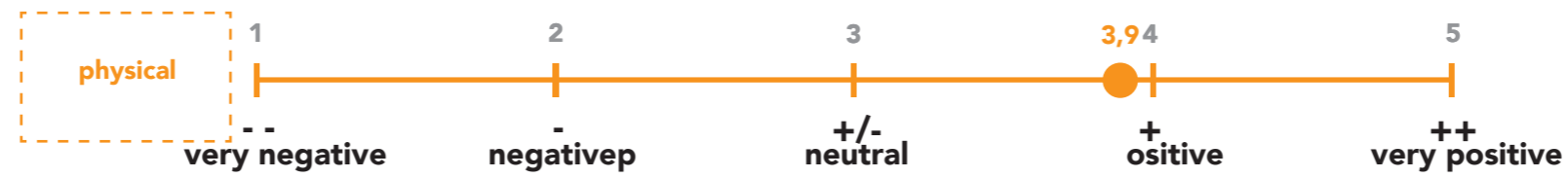
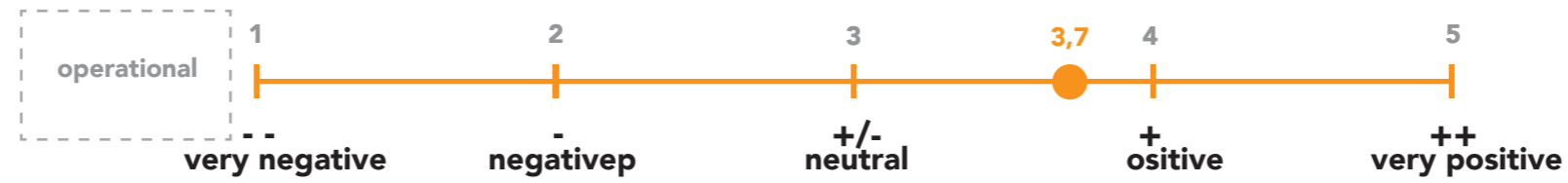


INFLUENCING AFFORDABILITY

Aim	rent-level €/unit									
Determinant	housing costs/unit/month		value for rent							availability
Structure	Physical Structure	Operational Structure	Physical Structure				Operational Structure			Physical Structure
Characteristic	€/private spaces	€/m ² service	project size % coll.	private spaces	shared spaces	location	leasing contracts	community & lifestyle	services	project size # units
The Collective Old Oak	4	5	5	2	4	3	4	5	5	5
WeLive New York	4	2	4	4	5	5	4	4	2	5
Zoku Amsterdam	1	5	3	2	3	5	5	5	5	4
URBY Staten Island	1	3	4	4	5	2	2	5	3	5
URBY Jersey City	2	3	5	4	3	4	2	5	3	5
The Fizz Little Manhattan	5	2	4	4	5	5	3	4	2	5
Conclusion on characteristic	2,8	3,3	4,2	3,3	4,2	4	3,3	4,7	3,3	4,8
Conclusion on type of structure	3,9					3,7				
Conclusion on determinant	3,1		3,9							4,8
Conclusion on aim	3,8									



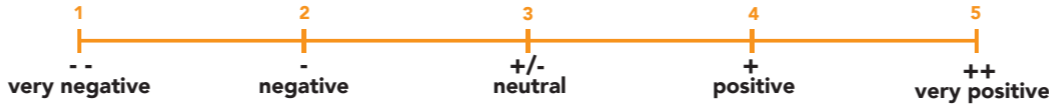
characteristical levels of influence on the affordability



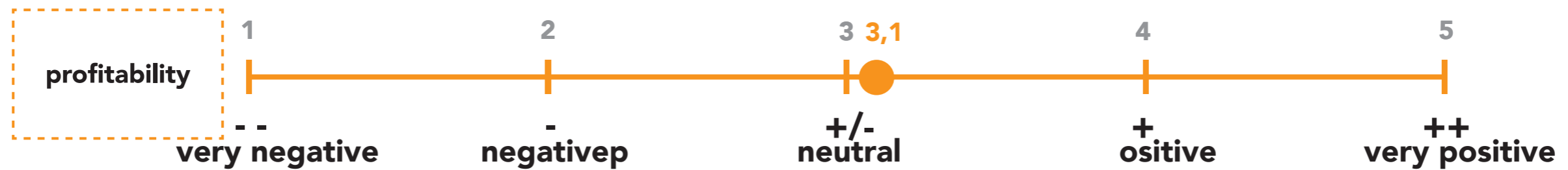
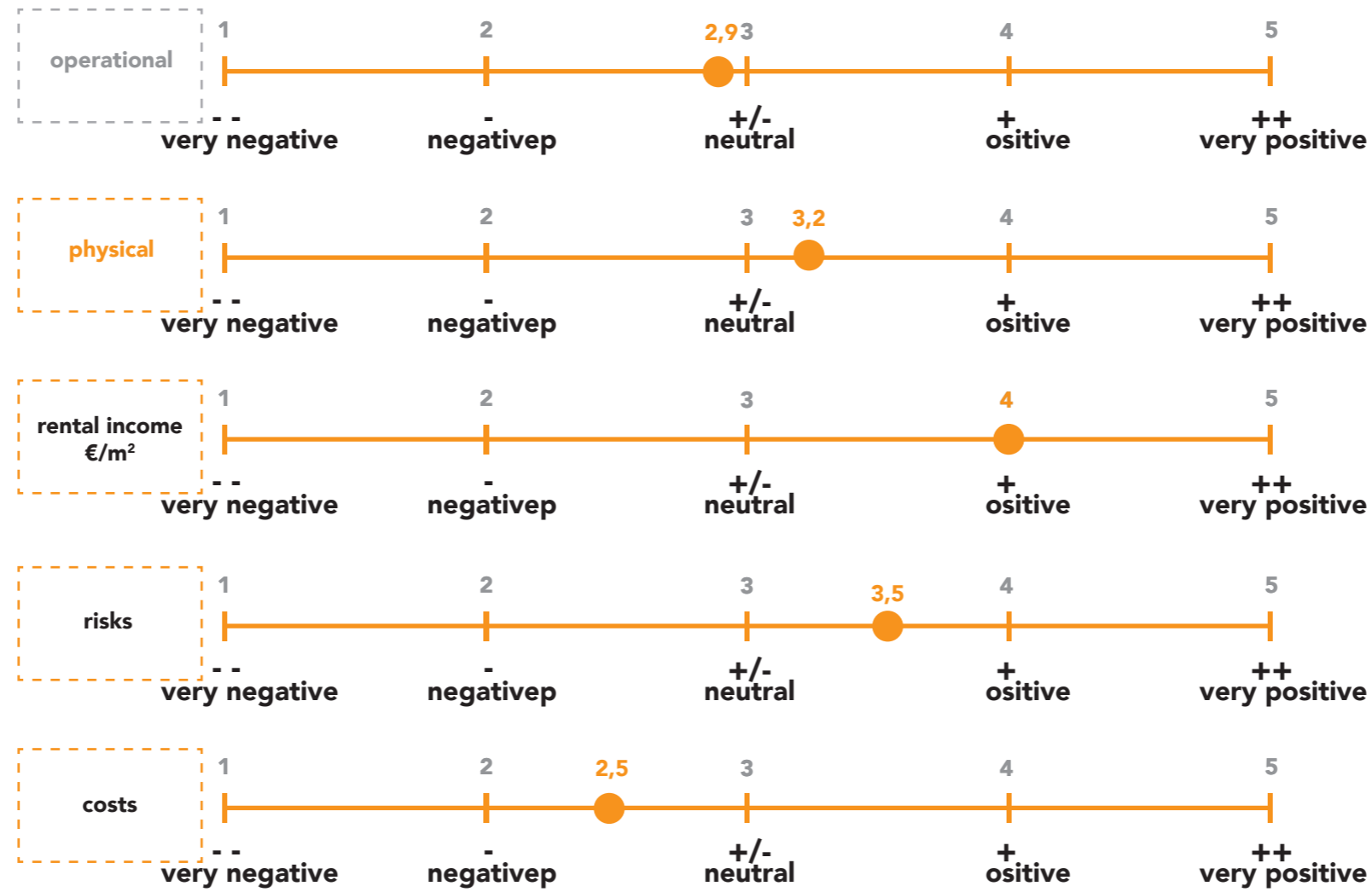
characteristical levels of influence on the affordability

INFLUENCING PROFITABILITY

Aim	income €/m ²																		
Determinant	rent/m ² /month			costs								risks							
Structure	Physical Structure		Operational Structure	Physical Structure				Operational Structure				Physical Structure			Operational Structure				
Characteristic	€/m ² private spaces	project size	€/m ² service	project size	private spaces	shared spaces	location	leasing contracts	community & lifestyle	services	project size	private spaces	shared spaces	location	leasing contracts	community & lifestyle	services		
				% coll.	# units					% coll.	# units								
The Collective Old Oak	5	5	1	1	5	4	2	3	2	1	1	5	1	2	4	3	2	5	5
WeLive New York	4	5	4	2	5	2	1	1	2	2	4	4	1	4	5	5	2	4	2
Zoku Amsterdam	5	4	1	3	4	4	3	1	1	1	1	2	2	2	3	5	1	5	5
URBY Staten Island	5	5	3	2	5	2	1	4	4	1	3	4	1	4	5	2	4	5	3
URBY Jersey City	5	5	3	1	5	4	1	2	4	1	3	5	1	4	5	4	4	5	3
The Fizz Little Manhattan	3	5	4	2	5	2	1	1	3	2	4	4	1	4	5	5	3	4	2
Conclusion on characteristic	4,5	4,8	2,7	1,8	4,8	3	1,5	2	2,7	1,3	2,7	4	1,2	3,3	4,5	4	2,7	4,7	3,3
Conclusion on structure	3,2									2,9									
Conclusion on determinant	4			2,5								3,5							
Conclusion on aim	3,1																		



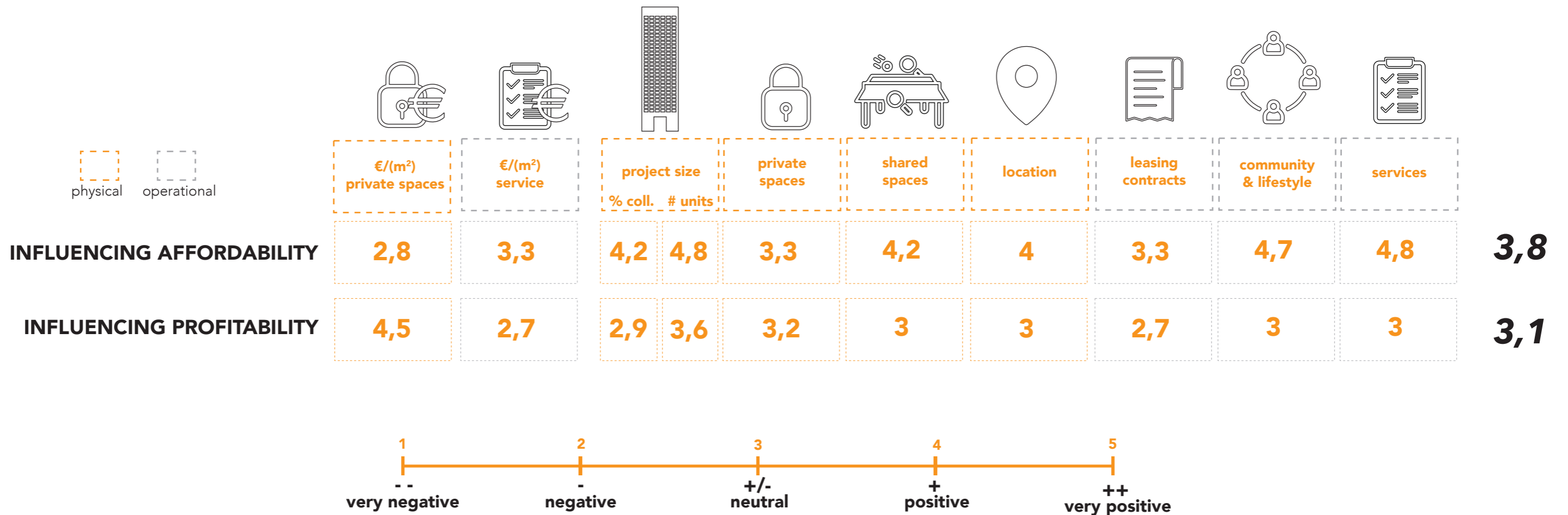
characteristical levels of influence on the profitability



characteristical levels of influence on the profitability



“How do the physical and operational characteristics influence the users-affordability and developers-profitability?”



**conclusions
& reflection**

7

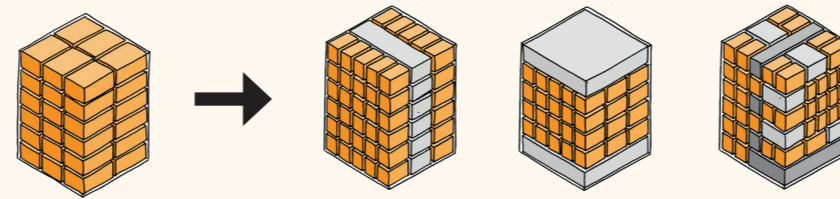


“What is commercial co-living and how do the physical and operational characteristics influence the users-affordability and developers-profitability?”

conclusions



What is commercial co-living?



basic concept
smaller private + collective spaces

↓ **€/unit** ↑ **€/m²**

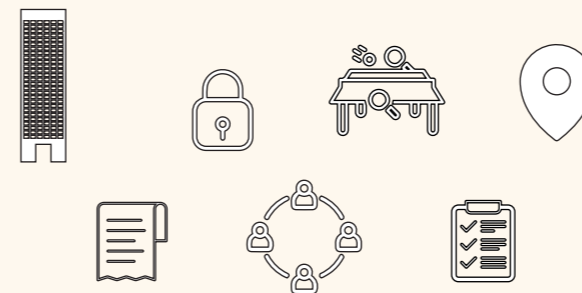
aff. & prof. concept



users desires



concept on sharing

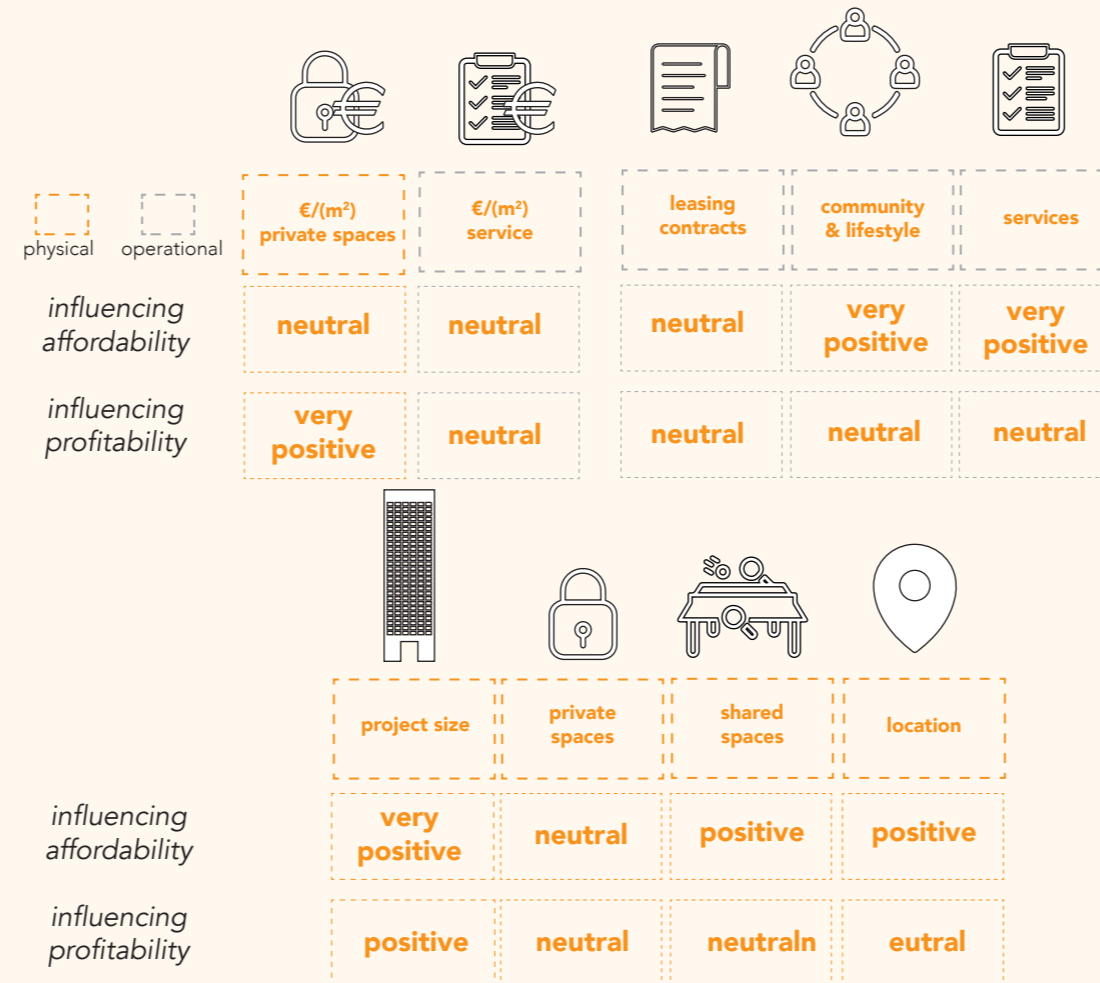


co-living characteristics

conclusions



How do its physical and operational characteristics influence the users-affordability and developers-profitability?



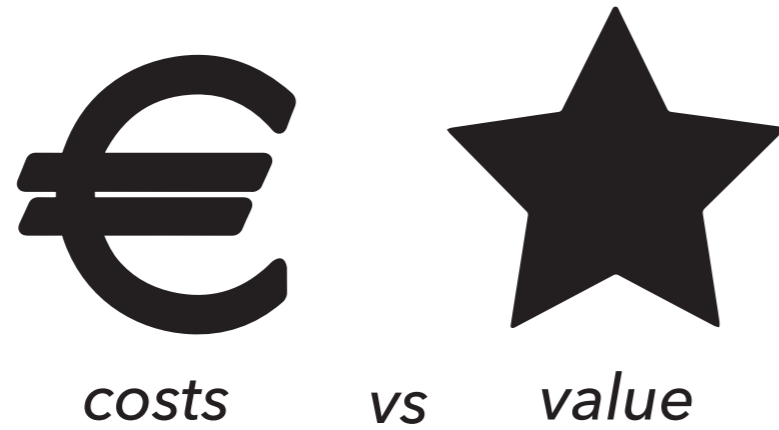
relative affordability
positive (3,8)

relative profitability
neutral (3,1)

expenditure-to-income
neutral (2,8)

value
positive (3,9)

conclusions



“measuring the importance of housing expenditure versus housing value”



“the levels of influence give insight in opportunity but not in how much influence, thus not on the actual profitability”

reflection & follow-up research

"flexibility in leasing terms"

"much higher m² rental income"

"fully equipped micro-housing"

"services included"

"community creates demand = lower risk"

"approx. same rental price as traditional housing"

X S



X L

"higher operational costs"

"less private space"

commercial co-living <27 m²

traditional housing 50-70 m²

"being part of a community"

"vast range of communal spaces"

"efficient use of m²"

"inner city or well connected locations"

"maximizing units on footprint"

XS



*The emerging concept of
commercial co-living and
its influence on users-affordability
and developers-profitability*

XL

Thank you for your attention.

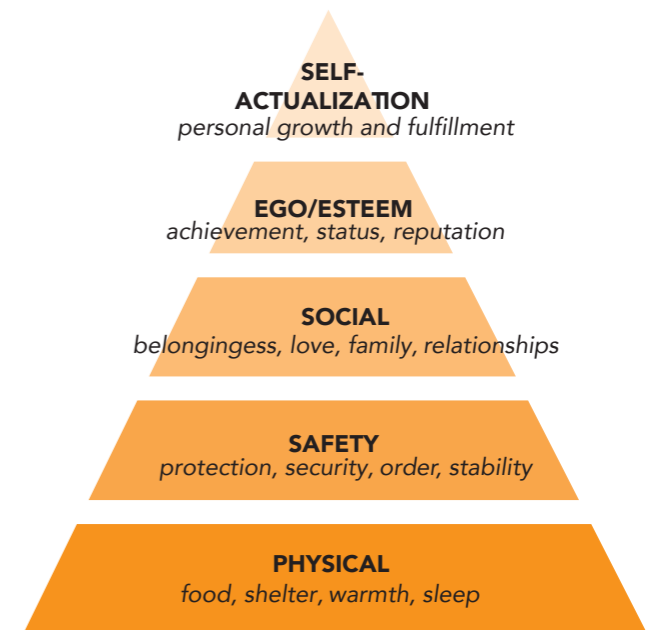
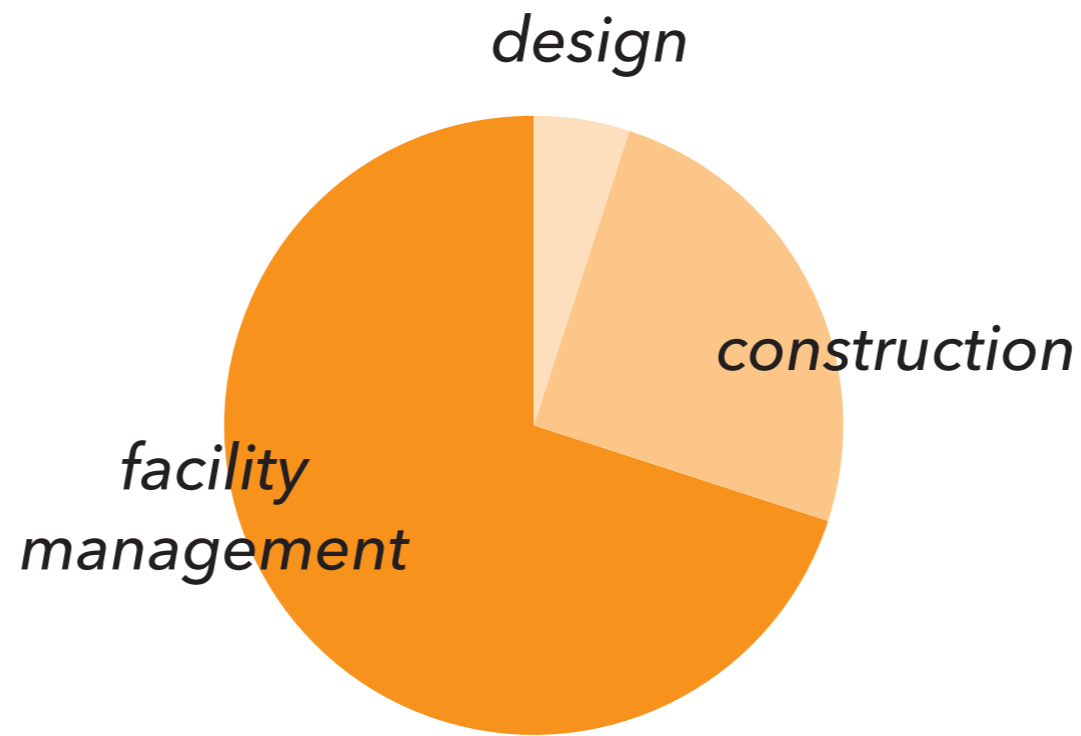
Any questions?



“from how to how much influence...”

Maximale huurprijsgrenzen voor zelfstandige woonruimten per 1 juli 2017

punten	bedrag	punten	bedrag	punten	bedrag	punten	bedrag	punten	bedrag
40	189,00	82	388,27	124	606,08	166	823,84	208	1041,63
41	193,72	83	393,46	125	611,26	167	829,02	209	1046,81
42	198,44	84	398,63	126	616,43	168	834,20	210	1052,02
43	203,16	85	403,84	127	621,61	169	839,42	211	1057,18
44	207,88	86	409,03	128	626,84	170	844,59	212	1062,36
45	212,59	87	414,20	129	631,97	171	849,77	213	1067,55
46	217,34	88	419,39	130	637,18	172	854,95	214	1072,73
47	222,05	89	424,56	131	642,36	173	860,15	215	1077,92
48	226,79	90	429,77	132	647,53	174	865,31	216	1083,10
49	231,51	91	434,94	133	652,74	175	870,51	217	1088,30
50	236,23	92	440,11	134	657,91	176	875,69	218	1093,47
51	240,92	93	445,32	135	663,12	177	880,87	219	1098,66
52	245,68	94	450,49	136	668,27	178	886,07	220	1103,87
53	250,38	95	455,68	137	673,48	179	891,25	221	1109,02
54	255,12	96	460,86	138	678,67	180	896,41	222	1114,22
55	259,84	97	466,07	139	683,83	181	901,63	223	1119,40



Point system

value of building elements

LCC

costs of building elements and operations

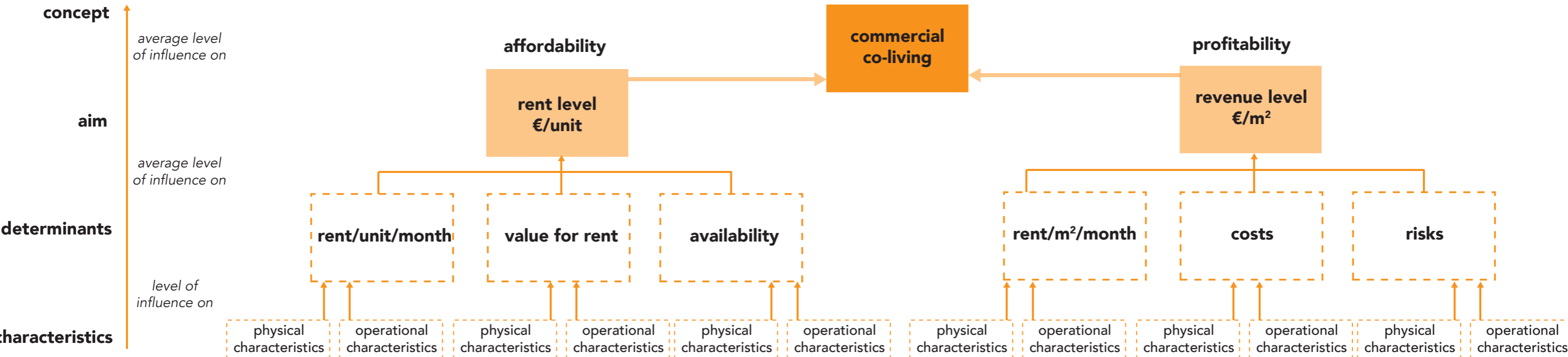
Maslow

hierarchy in priority of building elements

Expenditure-to-income

research follow-up

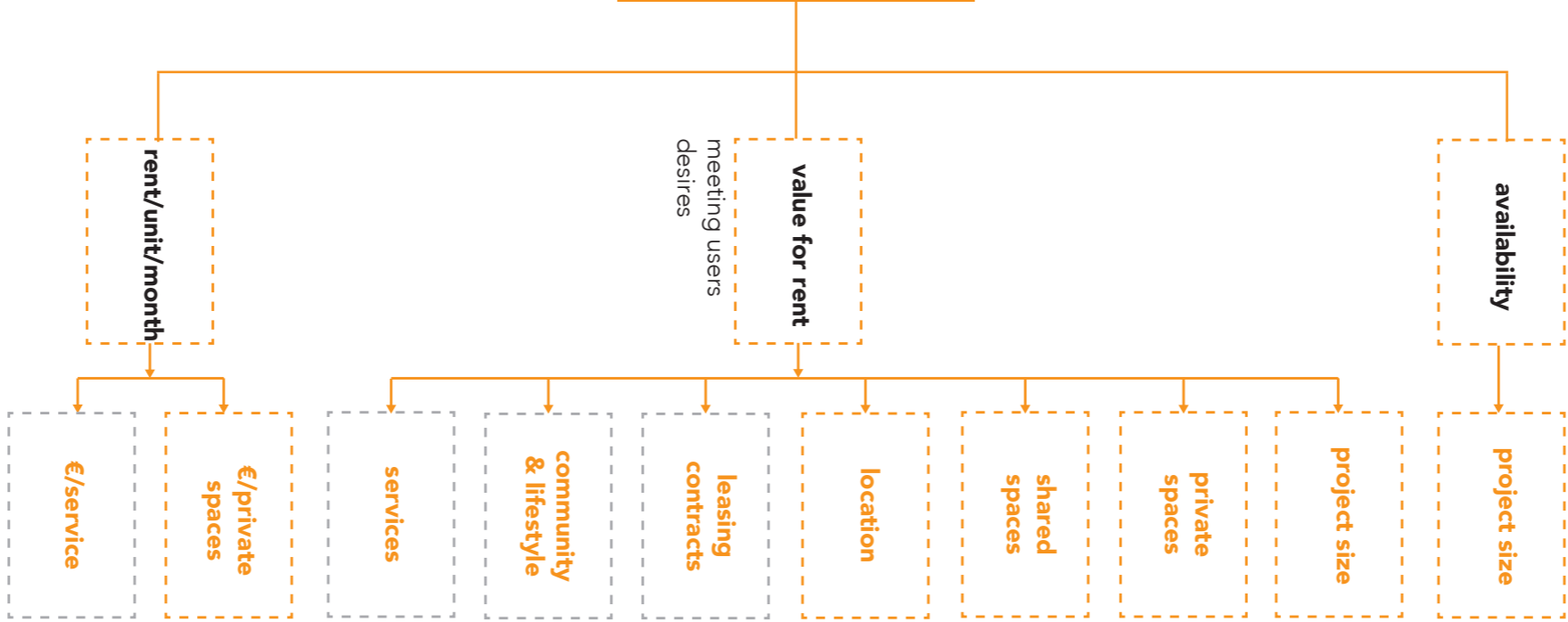
analytical framework



determining users-affordability

affordability

**rent-level
€/unit**



step 1
determinants

step 2
characteristics

influence of characteristics

determinants for affordability

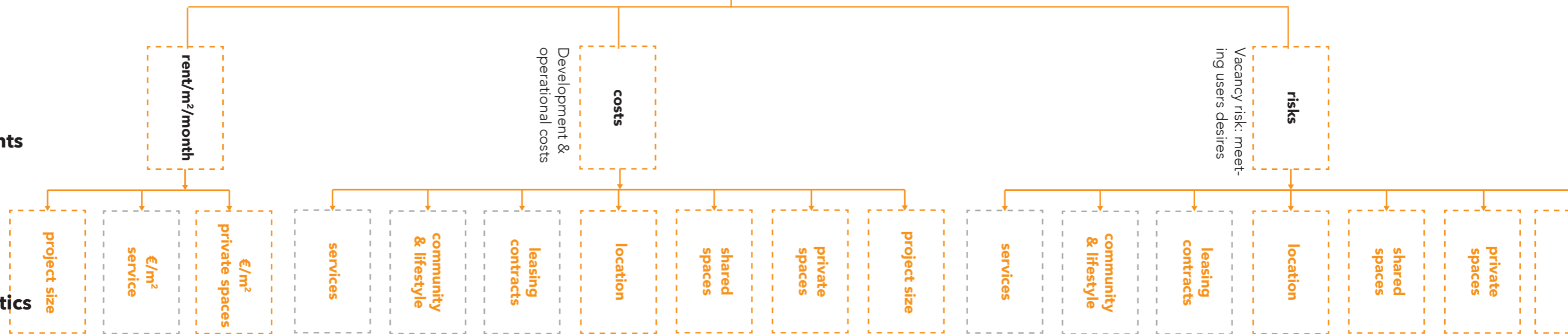
determining
developers-profitability

profitability

rent-level
€/m²

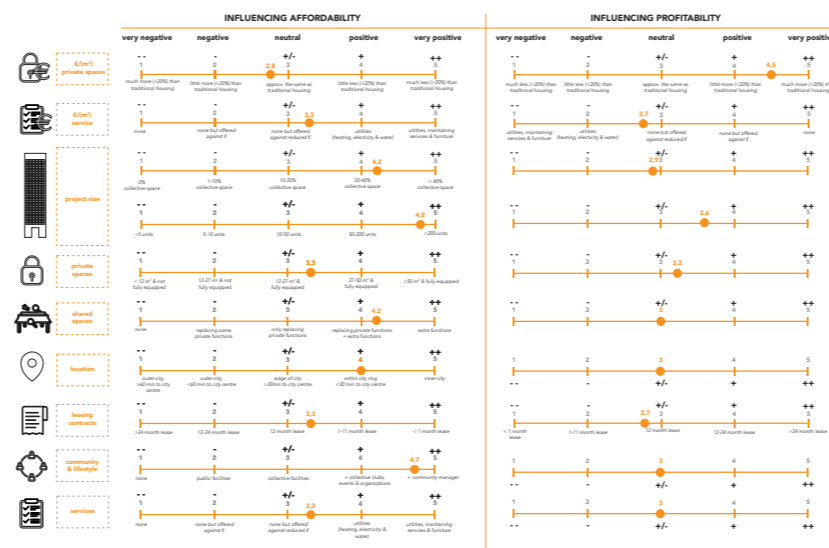
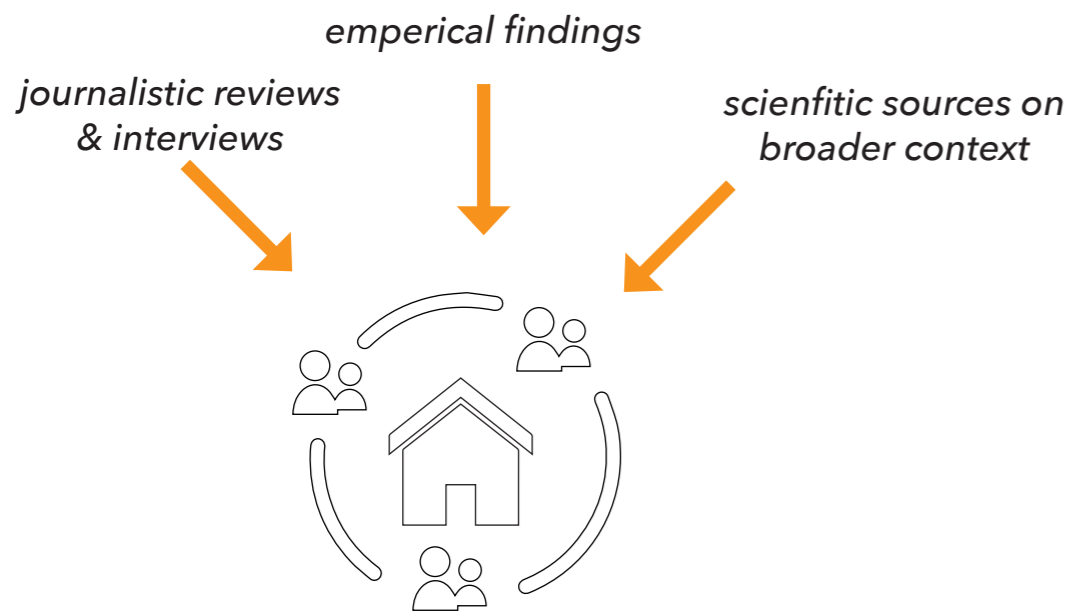
step 1
determinants

step 2
characteristics



influence of characteristics

determinants for profitability



influence
≠
€



“understanding of the concept through collection of different sources: risk on biased sources”



“gives a proper average for affordability but not for profitability as risk and costs level out with certain characteristics”



“the levels of influence give insight in opportunity but not in how much influence, thus not on the actual profitability”

reflection on conclusions