



HEYDAY

LIVE LIKE A HOMEOWNER.

WWW.HEYDAYCO.COM

HELLO, WE'RE HEYDAY

FOCUS ON SINGLE FAMILY ATTACHED RENTAL COMMUNITIES



THE CHALLENGE: A GROWING HOME SHORTAGE

There are fewer homes on the market than ever before.
The lack of housing stems from several factors:





1. **Chronic underproduction** especially in affordable segments
2. **Demographics and Demand** – more people seeking smaller homes, including young buyers and downsizers
3. **Infrastructure and Land Use Challenges** – excessive impervious surfaces and car dependent sprawl
4. **Zoning and Regulatory Barriers** – which often make Missing Middle Housing difficult or impossible to build

HEYDAY delivers the ever-elusive Missing Middle Housing — quality homes that fill the gap between high-density apartments and single-family homes.



COMPLETED PROJECTS

Heyday Sun Prairie (Madison, WI)

| 170 homes

| 40-acre site



COMPLETED
PROJECTS

Heyday Oak Creek (Milwaukee, WI)

| 130 homes

| 91-acre site, 30-acre footprint



vocon.

HEYDAY AURORA

SITE

Site Data	Past Approval		Current Site Plan		Variance
Total Site Size	350,746 SF	8.05 AC	350,746 SF	8.05 AC	-
Total Homes		102		108	6.00
Enclosed Private Garage Parking		204		216	12.00
Driveway Apron Parking		24		198	174.00
Surface Parking		86		14	(72.00)
Total Parking Spaces		314		428	114.00
<i>Parking Ratio</i>		3.08		3.96	0.88
Curb Cuts on Nelson		5		5	-
Curb Cuts on Independence		15		2	(13.00)
Curb Cuts on Constitution		-		-	-

MASTERPLAN



PROJECT DATA	
(2) STORY TOWNHOMES	
UNIT COUNT	108
PARKING COUNTS	
GARAGE	216
APRON	198
SURFACE	14
LAND BANKED	6
TOTAL PARKING	434
4.2 SPACES PER UNIT	



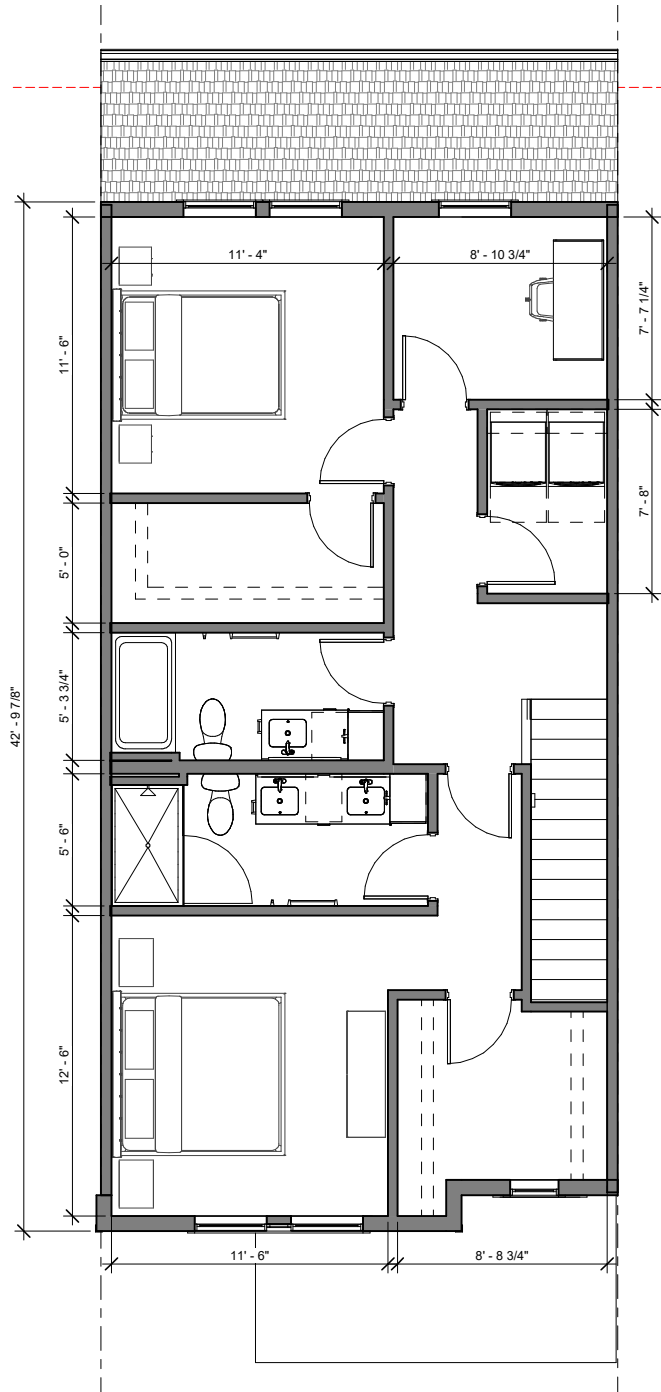


	#BUILDINGS	#UNITS
6C 3-BR	6	36
6B 2-BR	6	36
5C 3-BR	1	5
5B 2-BR	4	20
5B-L 2-BR	1	5
2B 2-BR	2	4
2C 3-BR	1	2
21 BUILDINGS		108 UNITS

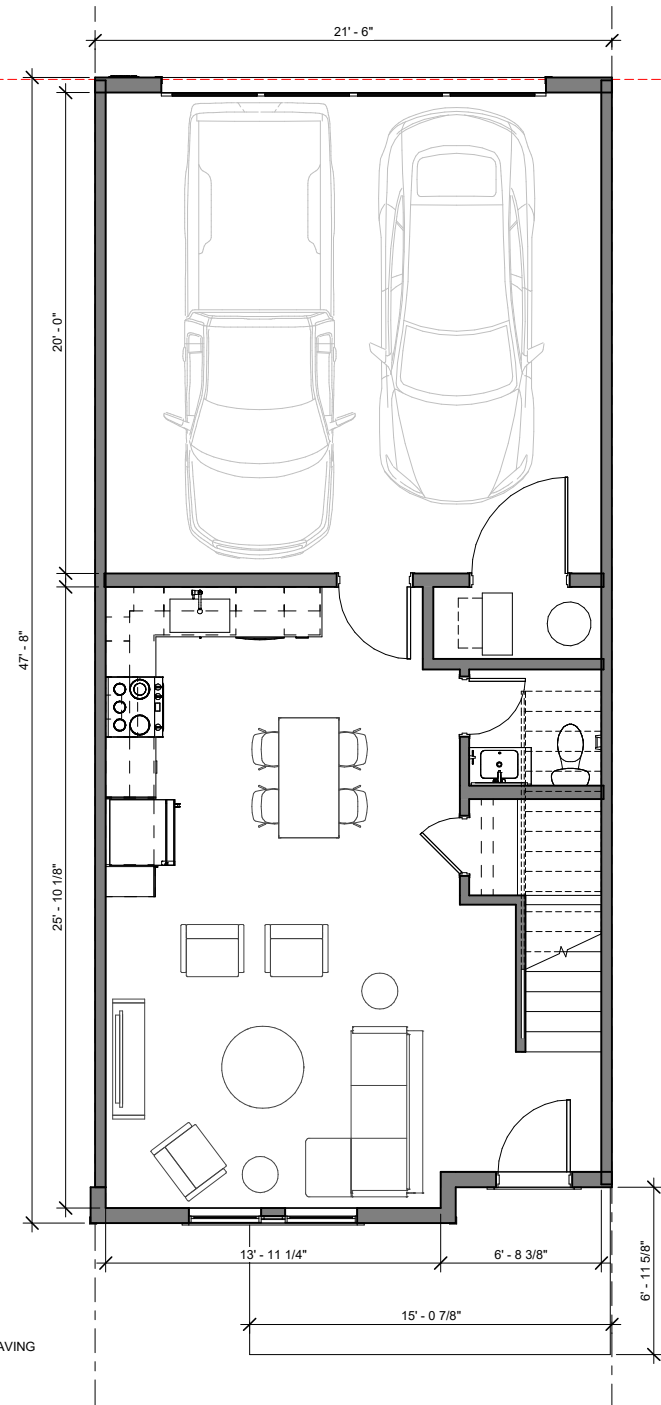


2-STORY TOWNHOMES

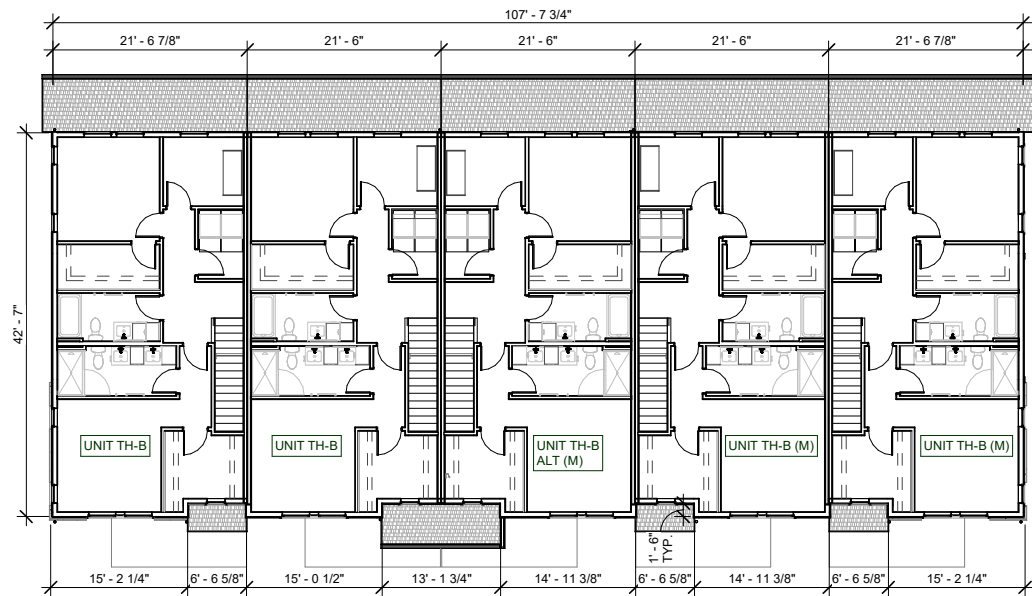
2 BEDROOM UNIT | Floor Plans



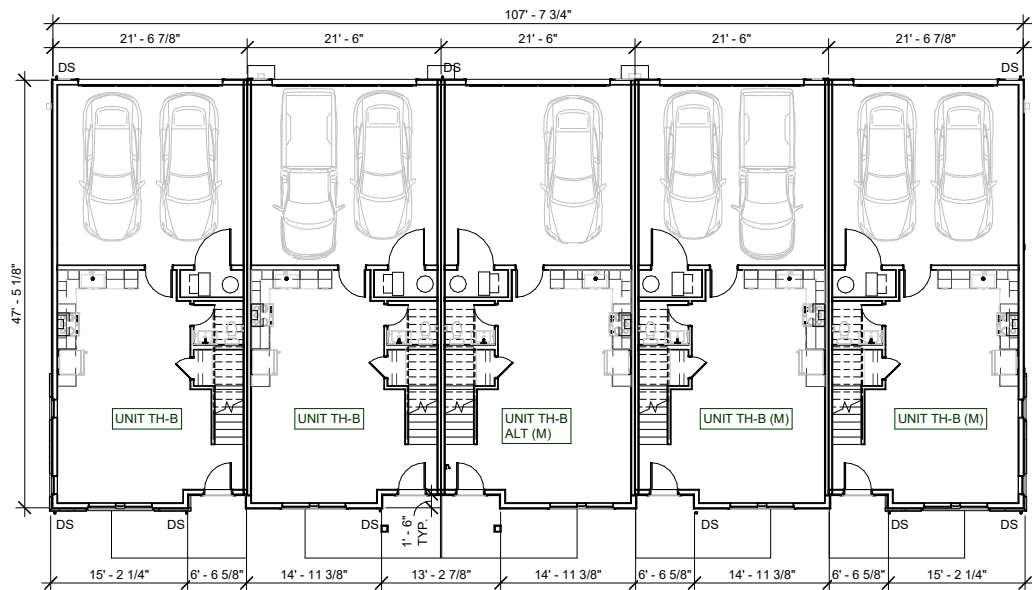
TH-B LEVEL 2



TH-B LEVEL 1

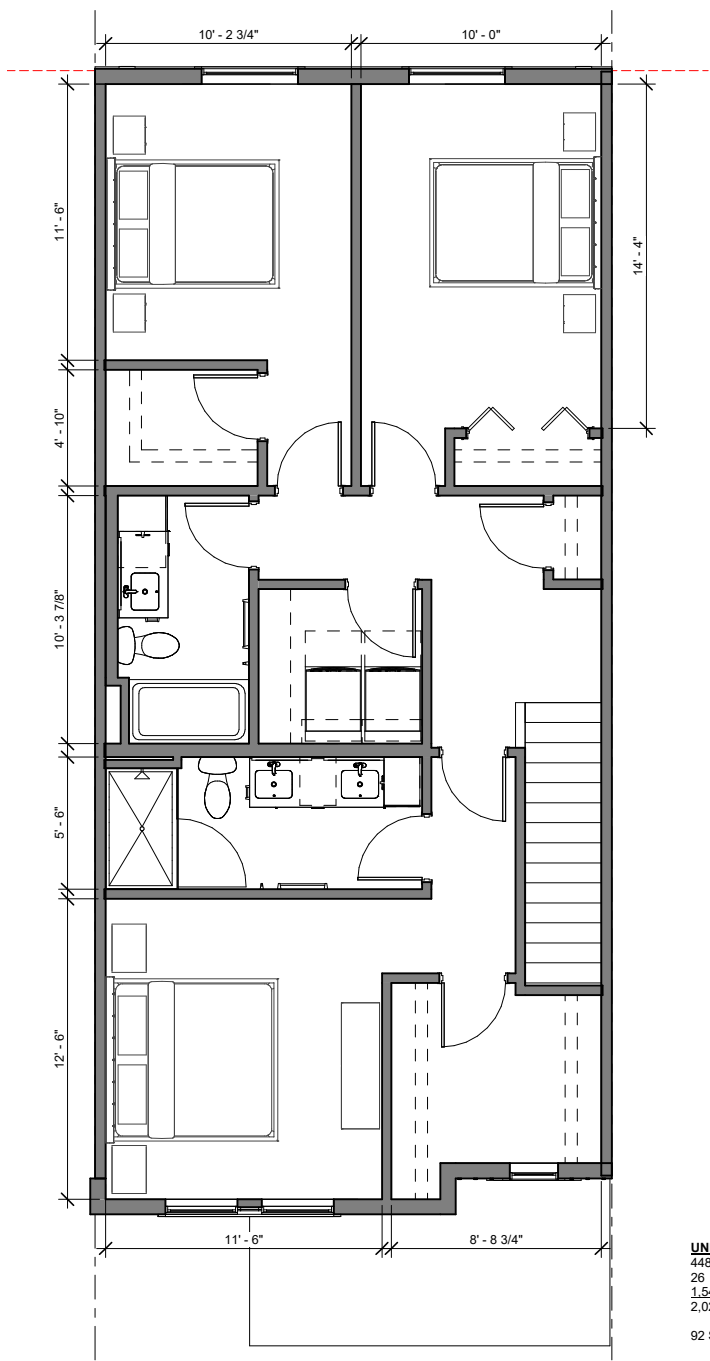


5B BUILDING LEVEL 2 PLAN



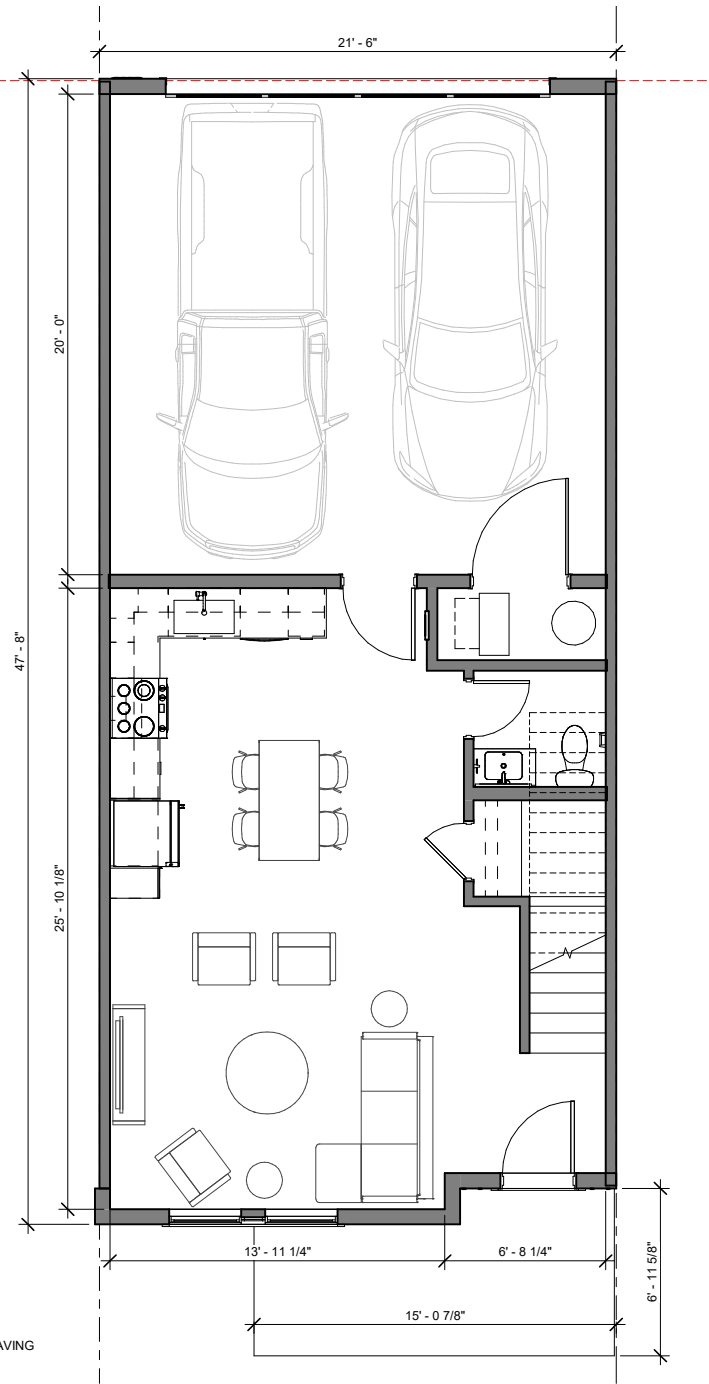
5B BUILDING LEVEL 1 PLAN

3 BEDROOM UNIT | Floor Plans

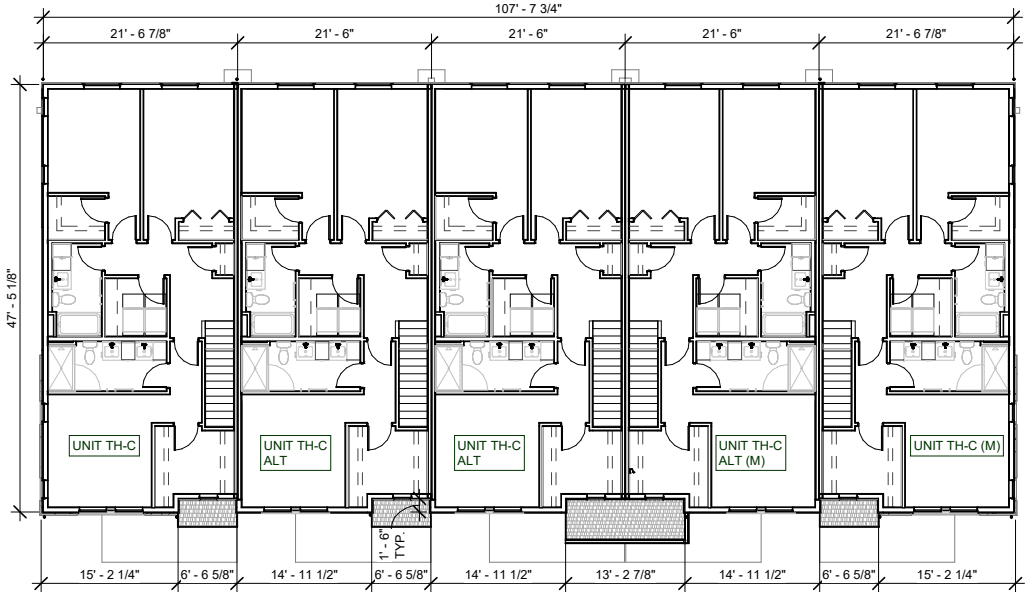


TH-C LEVEL 2

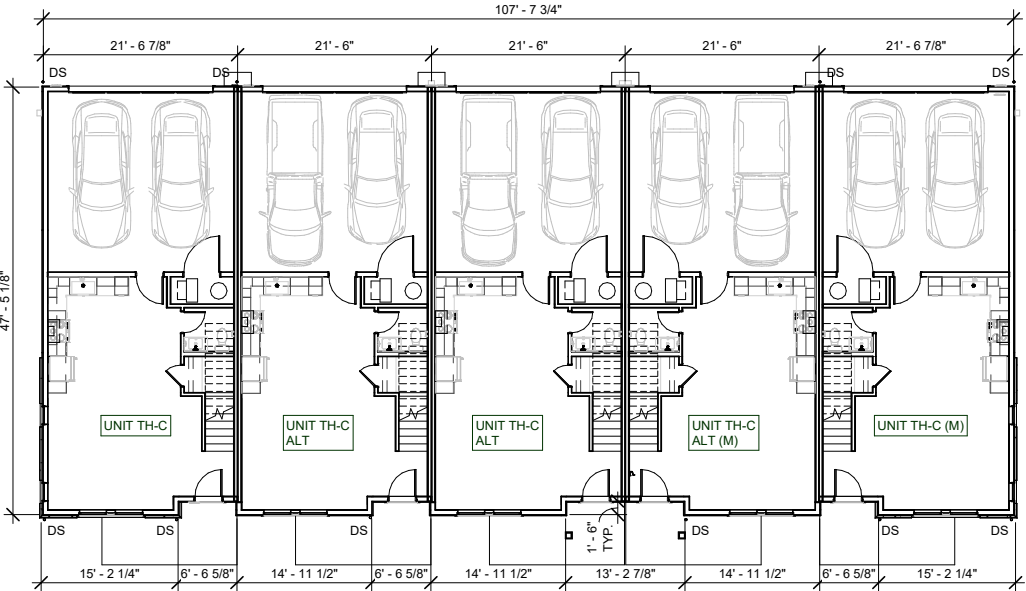
UNIT TH-C
448 GARAGE
26 MECH CL
1,549 INTERIOR
2,023 SF TOTAL
92 SF EXTERIOR PAVING



TH-C LEVEL 1



5C BUILDING LEVEL 2 PLAN



5C BUILDING LEVEL 1 PLAN

2-STORY TOWNHOMES | Unit Interiors



COMMUNITY CHARACTER

















Discount to Home Ownership

Monthly Cost of Home Ownership		
Median Home Value (Zip Code 60542)		\$ 405,500
Mortgage Payment (P&I)	2,158	
Mortgage Insurance Premium	-	
Homeowner Insurance	143	
Property Taxes	730	
Repairs and Maintenance	500	
Monthly Homeownership Expense	\$ 3,532	

1-yr Avg.

6.39%

0.00%

0.42%

2.16%

1.48%

Monthly Cost of Home Ownership		
Median Home Value (Zip Code 60542)		\$ 405,500
Mortgage Payment (P&I)	2,428	
Mortgage Insurance Premium	417	
Homeowner Insurance	143	
Property Taxes	730	
Repairs and Maintenance	500	
Monthly Homeownership Expense	\$ 4,219	

1-yr Avg.

7.19%

1.24%

0.42%

2.16%

1.48%

Discount to Home Ownership		
Monthly Home Ownership Expense	\$ 3,532	
Avg Rent at Heyday Aurora	2,920	
Difference (Discount)	\$ 612	

17.32%

Discount to Home Ownership		
Monthly Home Ownership Expense	\$ 4,219	
Avg Proforma Rent at Heyday Aurora	2,920	
Difference (Discount)	\$ 1,299	

30.78%

Notes:

Assumes 20% downpayment.

Assumes 7.00% current avg interest rate, fixed-rate, 30-year mortgage loan.

Notes:

Assumes 10% downpayment.

Assumes 7.0% current avg interest rate, fixed-rate, 30-year mortgage loan.

Assumes median of avg MIP range (0.22% to 2.25%).



Summary of Typical Public Concern Responses

Public Concerns

Multifamily developments would negatively impact their community by:

1. Lowering nearby home values.
2. Increasing crime and reducing neighborhood cohesion.
3. Burdening schools, infrastructure, and local government finances.
4. Creating traffic congestion and parking issues.
5. Straining public infrastructure.
6. Negatively impacting apartment maintenance and appearance long-term.

Home Values

Multifamily housing does not typically lower property values and can sometimes increase them, especially near economic hubs.

Diversified housing tends to be concentrated near economic drivers which drive higher values.

Social Interaction & Crime

Multifamily residents are as socially engaged as other community members, and multifamily housing does not inherently increase crime.

Crime rates are more closely tied to socioeconomic conditions than housing type.

Schools & Taxes

Rental homes typically produce fewer school-age children and contribute more to property taxes than single-family homes because apartments are taxed as commercial real estate, benefiting local revenues.

Infrastructure

Multifamily developments use infrastructure more efficiently than single-family detached housing, resulting in lower costs and less burden on municipal resources like utilities, roads, and emergency services.

Traffic

Multifamily residents typically own fewer cars (correlated to bedrooms/occupants) and generate less traffic than single-family homes due to proximity to amenities and employment centers.

Conclusion

Research indicates well-planned multifamily rental housing generally does not create increased local costs, traffic, or crime, and often enhances rather than reduces neighborhood property values.





THANK YOU

HEYDAY TEAM

Principals

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