



MEMORANDUM

TO: Jonathan H. Hayes, City Manager

CC: Nevin J. Zimmerman, Esq., City Attorney
Leslie A. Glaze, City Clerk-Treasurer
Brandy L. Waldron, Assistant City Manager
Jared Jones, Assistant City Manager
Shelia Ware, Housing & Community Services Director
J. Michael Fuller, Development Services Director

FR: Shawn Selph, Logistics Director *SS*

RE: Evaluation - RFP PC26-044 Cottage Court Development for 2215 East 3rd Street

DT: October 2, 2026

SUMMARY:

At its July 28, 2026, meeting, the City Commission requested an RFP for cottage-court-related development at 2215 E. 3rd Street (parcel 22545-000-000). RFP PC26-044 was advertised on July 29th and closed on September 16th, 2026. Aday Construction Services and Marco Design, LLC, submitted responsive proposals. After reviewing both, the Directors of Housing & Community Services, Development Services, and Logistics believes the proposal submitted by Marco Design, LLC is more in alignment with the design desire(s) of the Commission. They propose (Marco Design) purchasing the property for \$20,000.

BACKGROUND:

The proposals are summarized as follows:

- A. Millville Cottages/**Aday Construction Services, Inc.** – proposes a 12-unit cottage court ; 6 units on each side of the property served by a central landscaped walkway/path; a 12-lot parking area immediately adjacent to E. 3rd Street. The proposal assumes \$40,000 in land cost (purchase) and approximately \$1,254,000 for the entire development project. The units are all proposed to be one-bedroom units.

- B. 2215 E. 3rd Street Development/**Marco Design, LLC** – proposes a 13-unit cottage court; 4 units facing E. 3rd Street and 9 units surrounding a central courtyard/stormwater pond/rain garden; a 10-lot parking area setback from the road ROW behind the front 4 units. The proposal assumes \$20,000 in land cost and approximately \$2.8 million for the entire development project. The units are all proposed to be two-bedroom units.

(1) Based purely on a technical planning/zoning perspective, I (Michael Fuller, Director of Planning and Development) recommend the RFP be awarded to Marco Design, LLC. The subject property is zoned Neighborhood General (NG), which allows for development of cottage courts meeting certain design criteria including the following:

Cottage courts that meet the following conditions:

- i. Maximum cottage footprint of 800 square feet per building.*
- ii. Maximum cottage height of one story plus an attic story*
- iii. The central court shall be a green space not more than 1/3rd paved, and at least 20' in width (parallel to the street) and 40' in depth (perpendicular to the street).*

Table 104-36.2.A: Neighborhood General Setbacks	
Building Location	
<i>Front and Side/Street Setbacks</i>	<i>0' min / 15' max</i>
<i>Side/Mid-Block and Rear/Alley Setback</i>	<i>5' min / no max</i>
<i>Rear/No Alley Setback</i>	<i>10' min / no max</i>
<i>Frontage Occupancy</i>	<i>65% minimum</i>
Parking Location	
<i>Parking Setback (front and side/street)</i>	<i>25' min.</i>
<i>Parking Setback (side/mid-block)</i>	<i>0' min.</i>
<i>Parking Setback (rear)</i>	<i>5' min.</i>

Parking Exceptions:

All applications (for new development or building reuse) within the Neighborhood General district that meet all standards of this district, including for building and parking location (Table 104-36.2.A) and building design ([section 105-15](#)), shall be exempt from minimum parking requirements.

The proposal from Marco Design, LLC better meets the development standards in the NG zoning. In this proposal, parking is setback from the front property line as provided in the table above. In addition, the central courtyard/stormwater pond/rain garden better meets the intent of the third condition for cottage courts.

(2) Evaluation of Millville Cottages (Shelia Ware, Housing & Community Services Director)

General Overview

Development consists solely of 1-bedroom cottages, which is very limited for the local housing market.

Product type and square footage (approx. 621 sq. ft.) make the project more likely to function as a rental community rather than owner-occupied.

Structures appear more like small single-family homes than traditional cottages, limiting the “cottage neighborhood” character.

Key Questions / Considerations

Tenure: Will units be rental or for resale?

Maintenance: Who will be responsible for maintaining shared greenspace and any common areas?

Market Fit: Limited bedroom mix may restrict long-term demand and neighborhood diversity.

Evaluation of Marco Designs:

General Overview

Includes a mix of both 1- and 2-bedroom cottages, adding variety and improving market appeal.

Landscaping, outdoor spaces, and overall layout contribute to a stronger cottage community feel.

Incorporates innovative 3D-printed construction elements, though clarification is needed on why construction time remains long despite using 3D-printing technology.

Provides additional features such as rain gardens, more accessible parking, and ADA-compliant components.

Key Questions / Considerations

Tenure: Will units be rental or offered for resale?

Maintenance: Who is responsible for ongoing greenspace and common-area upkeep?

Construction Timeline: Need explanation for projected schedule given 3D printing efficiencies.

Site Design: Rain Garden and improved parking accessibility support sustainability and usability.

CONCLUSION:

Two responsive proposals were received; Aday Construction Services, Inc. and Marco Design, LLC. Based on the findings listed above the evaluation committee believes Marco Designs proposal is more in alignment with the design desire(s) of the Commission and requests their direction on the award of this RFP to move the development forward.