

**TOWNSHIP OF WARREN**  
**RESOLUTION NO. 2019- 122**

**AFFORDABLE HOUSING AFFIRMATIVE MARKETING PLAN**

**WHEREAS**, in accordance with the Fair Housing Act and the New Jersey Uniform Housing Affordability Controls (N.J.A.C. 5:80-26.1 *et seq.*), the Township of Warren is required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created within the Township of Warren, are affirmatively marketed to low- and moderate-income households, particularly those living and working within the applicable Housing Region 3 (the "Housing Region"), the Housing Region encompassing the Township of Warren.

**NOW, THEREFORE, BE IT RESOLVED**, that the Township Committee of the Township of Warren, in the County of Somerset, State of New Jersey, does hereby adopt the following Affirmative Marketing Plan:

**AFFIRMATIVE MARKETING PLAN**

A. All affordable housing units in the Township of Warren shall be marketed in accordance with the provisions herein unless otherwise provided by law or regulation of the State of New Jersey.

B. The Township of Warren has a Prior Round obligation that it has fulfilled, with a surplus of credits to be applied in the Third Round. The total Third Round obligation is 865 plus additional crediting approved by the Court. This Affirmative Marketing Plan shall apply to all developments that contain or will contain low- and moderate-income units, including those that are part of the Township's prior round Fair Share Plan and its current Fair Share Plan and those that may be constructed in future developments not yet anticipated by the Fair Share Plan.

C. The Affirmative Marketing Plan shall be implemented by an Administrative Agent designated by and/or under contract to the Township of Warren. All of the costs of advertising and affirmatively marketing housing units shall be borne by the developer/seller/owner of the affordable unit(s).

D. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of the Township of Warren, shall undertake all of the following strategies:

1. Publication of one (1) advertisement in a newspaper of general circulation within the Housing Region.

2. Broadcast of one (1) advertisement by a radio or television broadcasting throughout the Housing Region.

3. At least one additional regional marketing strategy using one of the other sources listed below.

E. The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin,

ancestry, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children, to housing units which are being marketed by a developer or sponsor of affordable housing. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in the region. It is a continuing program that directs all marketing activities toward the Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. The Township of Warren is located in Housing Region 3, consisting of Hunterdon, Middlesex and Somerset Counties.

F. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restriction and shall meet the following requirements:

1. All newspaper articles, announcements and requests for applications for low- and moderate income units shall appear in the *Home News Tribune, Courier News, Hunterdon Democrat/Hunterdon Observer, Star Ledger and Echoes-Sentinel*.

2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspapers once a week for four consecutive weeks. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of publication to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.

3. The advertisement shall include a description of:

- a. Location of the units;
- b. Directions to the units;
- c. Range of prices for the units;
- d. Size, as measured in bedrooms, of units;
- e. Maximum income permitted to qualify for the units;
- f. Location of applications;
- g. Business hours when interested households may obtain an application; and
- h. Application fees.

4. Newspaper articles, announcements and information on where to request applications for low- and moderate-income housing shall appear at least once a week for four consecutive weeks in at least three locally oriented weekly newspapers within the region, one of which shall be circulated primarily within Somerset County, and the other two of which shall be circulated primarily outside of Somerset County but within the Housing Region.

5. The following regional cable television stations or regional radio stations shall be used during the first month of advertising. The developer must provide satisfactory proof of public dissemination:

- a. Cablevision of Raritan Valley
- b. Patriot Media & Communications
- c. WPAT-FM 93.1
- d. WAXQ 104.3

G. Applications, brochure(s), sign(s), and/or poster(s) used as part of the affirmative marketing program shall be available/posted in the following locations:

1. Warren Town Hall
2. Warren Township Web Site
3. Developer's Sales/Rental offices
4. Somerset County Administration Building
5. Hunterdon County Administration Building
6. Middlesex County Administration Building
7. Warren Township Library
8. Somerset County Library Headquarters
9. Hunterdon County Library Headquarters

Applications shall be mailed by the Administrative Agent and Municipal Housing Liaison to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office and shall be mailed to prospective applicants upon request.

H. The Administrative Agent shall develop, maintain and update a list of community contact persons and/or organizations in Somerset, Hunterdon and Middlesex Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely to apply for housing within the region, including major regional employers identified in Attachment A, Part III, Marketing, Section 3e of the ***Affirmative Fair Housing Marketing Plan for Affordable Housing in Region 3*** (attached to and made a part of this Resolution).

1. Quarterly informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members:

Somerset County Board of Realtors  
Hunterdon County Board of Realtors

Middlesex County Board of Realtors

2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the counties of Somerset, Hunterdon and Middlesex:

Welfare or Social Service Board (via the Director)  
Rental Assistance Office (local office of DCA)  
Office on Aging  
Housing Authority (municipal or county)  
Community Action Agencies  
Community Development Departments

3. Quarterly informational circulars and applications shall be sent to the chief personnel administrators of all of the major employers within the region, as listed on Attachment A, Part III, Marketing, Section 3e.

I. The following is a listing of community contact persons and/or organizations in Somerset, Hunterdon and Middlesex Counties that will aid in the affirmative marketing program and provide guidance and counseling services to prospective occupants of low and moderate income units:

1. Fair Share Housing Center  
510 Park Boulevard  
Cherry Hill, New Jersey 08002
2. New Jersey State Conference of the NAACP  
4326 Harbor Beach Blvd. #775  
Brigantine, New Jersey 08203
3. New Brunswick Area NAACP  
P.O. Box 235  
New Brunswick, New Jersey 08903
4. Plainfield Area NAACP  
P.O. Box 368  
Plainfield, New Jersey 07060
5. Perth Amboy Area NAACP  
P.O. Box 1219  
Perth Amboy, New Jersey 08862
6. Warren/ Sussex Branch NAACP  
P.O. Box 229  
Washington, New Jersey 07882
7. Metuchen/Edison Branch NAACP  
P.O. Box 86  
Edison, New Jersey 08818

8. Latino Action Network  
P.O. Box 943  
Freehold, New Jersey 07728
  
9. Northwest New Jersey Community Action Program (NORWESCAP)  
350 Marshall Street  
Phillipsburg, NJ 08865
  
10. Supportive Housing Association of New Jersey  
185 Valley Street  
South Orange, New Jersey 07079
  
11. Central Jersey Housing Resource Center  
600 First Avenue, Suite 3  
Raritan, New Jersey 08869

This list of organizations shall be provided by the Administrative Agent to any other entities, including developer(s), person(s), or companies retained to do affirmative marketing.

J. A random selection method to select occupants of low and moderate income housing will be used by the Administrative Agent, in conformance with N.J.A.C. 5:80-26.16(1). The Affirmative Marketing Plan shall provide a regional preference for all households that live and/or work in Housing Region 3 comprised of Somerset, Hunterdon and Middlesex Counties.

K. The Administrative Agent shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to income qualify low and moderate income households; to place income eligible households in low and moderate income units with income qualified households; to continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; to assist with outreach to low and moderate income households; and to enforce the terms of the deed restriction and mortgage loan as per N.J.A.C. 5:80-26.1 et seq.

L. The Administrative Agent shall provide or direct qualified low and moderate income applicants to counseling services on subjects such as budgeting, credit issues, mortgage qualifications, rental lease requirements and landlord/tenant law and shall develop, maintain and update a list of entities and lenders willing and able to perform such services.

M. All developers/owners of low and moderate income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the Administrative Agent.

N. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days before the issuance of either a temporary or permanent certificate of occupancy. The implementation of the Affirmative Marketing Plan shall continue until all low income housing units are initially occupied and for as long as affordable units

exist that remain deed restricted and for which the occupancy or re-occupancy of units continues to be necessary.

O. The Administrative Agent shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to N.J.A.C. 5:80-26.1 *et seq.*

INTRODUCED	SECONDED	COMMITTEE	AYE	NAY	ABSTAIN	ABSENT
x		LAZO	x			
	x	GARAFOLA	x			
		SORDILLO	x			
		MARION	x			
		DINARDO	x			

CERTIFICATION

I, Cathy Reese, Township Clerk of the Township of Warren, in the County of Somerset, New Jersey, do hereby certify the foregoing to be a true and correct copy of a resolution adopted at a meeting of the Township Committee held on May 9, 2019.

Cathy Reese, RMC  
Township Clerk