TOWNSHIP OF OLDMANS RESOLUTION #2026-69

RESOLUTION OF THE TOWNSHIP COMMITTEE OF THE TOWNSHIP OF OLDMANS ADOPTING AN "AFFIRMATIVE MARKETING PLAN" FOR THE TOWNSHIP OF OLDMANS

WHEREAS, in accordance with P.L. 2024, Chapter 2 and the New Jersey Uniform Housing Affordability Controls ("UHAC") (N.J.A.C. 5:80-26.1 et seq.), the Township of Oldmans is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created are affirmatively marketed to very low-, low- and moderate-income households, particularly those living and/or working within Housing Region 6, the Housing Region encompassing the Township of Oldmans.

NOW, THEREFORE, BE IT RESOLVED, that the Township Committee of the Township of Oldmans, County of Salem, State of New Jersey, does hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

A. 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, English-speaking ability, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children, source of lawful income, or any other characteristic described in the New Jersey Law Against Discrimination, 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 that 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 Oldmans is located in Housing Region 6, consisting of Atlantic, Cape May, Cumberland, and Salem Counties.

B. The Township of Oldmans has a plan to address both its Prior Round Obligation (1987-2025) and its Fourth Round Obligation (2025-2035). This Affirmative Marketing Plan shall apply to all developments that contain or will contain very low-, low- and moderate-income units, including those that are part of the Township's Housing Element and Fair Share Plan, and those that may be constructed in future developments not yet anticipated by the Housing Element and Fair Share Plan.

C. The Affirmative Marketing Plan shall be implemented by the Administrative Agent under contract to the Township of Oldmans, or the Administrative Agent of any specific developer approved by the municipality.

D. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable unit(s), and all such advertising and affirmative marketing shall be subject to approval and oversight by the designated Administrative Agent.

E. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days prior to expected occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low-, low- and moderate-income housing units are initially occupied and for as long as the affordable units remain deed restricted such that qualifying new tenants and/or purchasers continues to be necessary.

F. The Affirmative Marketing Plan is a continuing program that shall be followed throughout the entire period of affordability restrictions. In implementing the Affirmative Marketing Plan, the Administrative Agent, whether acting on behalf of the Township of Oldmans or on behalf of a specific developer, shall meet the following requirements at a minimum:

1. The primary marketing and advertising must be employed at the start of the marketing program and continue until all units are leased or sold or until the number of applications received is at least three times the number of units. 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 all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.

2. The advertisements shall, at a minimum, include:

    a. The name and location of the housing project;

    b. An address sufficient to find directions to the housing units;

    c. A range of prices or rents for the affordable housing units;

    d. The sizes, as measured in number of bedrooms of the affordable housing units;

    e. The types (that is, family, age-restricted, or supportive) and number of affordable units available;

    f. The number of units available to very low-, low-, and moderate-income households;

    g. The accessibility features, if any, of the affordable housing units;

    h. The maximum income permitted to qualify for the affordable housing units;

    i. The population(s), if any, given preference in the selection process pursuant to N.J.A.C. 5:80-26.17(k)2;

j. Where applications (paper and online) for the affordable housing units may be found;

k. The expected lease-up/closing date(s) for the affordable housing units;

l. The expected date of the random selection;

m. The business hours when interested households may obtain paper applications for the affordable housing units;

n. Contact information, including an email address and phone number that are regularly monitored by the administrative agent;

o. The name of the sales agent and/or rental manager; and

p. Application fees, if any.

3. Affirmative fair marketing of affordable units must be completed in accordance with the requirements set forth in UHAC at N.J.A.C. 5:80-26.16 in all media and outlets required by the rules.

4. The Administrative Agent of the affordable housing development shall complete the Affirmative Fair Housing Marketing Plan, attached hereto as Attachment A, for review and approval by the Municipal Housing Liaison or the Township's Administratrive Agent, as the case may be, prior to commencement of advertising to the public.

5. Each affordable housing development must complete worksheet substantially in the form of the model affirmative marketing worksheet published by the state.

6. Affordable units must be listed on the New Jersey Housing Resource Center's website (www.njhrc.gov) in accordance with N.J.A.C. 5:80-26.16(f)1 at least 60 days before the random selection.

7. Applications, or notices thereof, used as part of the affirmative marketing program must be available in the following locations:

a. Atlantic County Administration Building, 5901 Main Street, Mays Landing, NJ 08330

b. Atlantic County Library, 40 Farragut Avenue, Mays Landing, NJ 08330

c. Cape May County Administration Building, 4 Moore Road, Cape May Court House, NJ 08210

d. Cape May County Main Library, 30 Mechanic Street, Cape May Courthouse, NJ

e. Cumberland County Administration Building, 164 W. Broad St., Bridgeton, NJ 08302

f. Cumberland County Library, 800 East Commerce Street, Bridgeton, NJ 08302

g. Salem County Administration Building, 110 Fifth Street; Salem, NJ 08079

h. Salem Free Public Library, 112 W Broadway, Salem, NJ 08079

8. The Affirmative Marketing Plan shall require specific notice to the following community and regional organizations: Fair Share Housing Center (FSHC), the New Jersey State Conference of the NAACP, and Salem County NAACP.

9. The municipality's Administrative Agent, or the Administrative Agent of a specific developer, shall comply with all requirements set forth in N.J.S.A. 52:27D-321.3 et seq. with regard to the affirmative marketing of affordable housing units.

G. The municipality's Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Atlantic, Cape May, Cumberland, and Salem 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.

H. The municipality's Administrative Agent shall develop, maintain and update a list of major employers in Atlantic, Cape May, Cumberland, and Salem Counties that will aid in the affirmative marketing program.

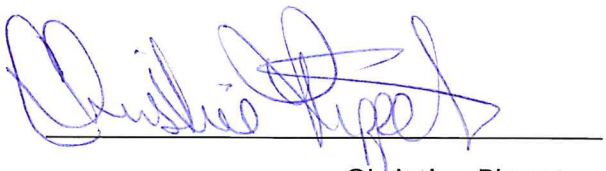
I. A random selection method to select occupants of very low-, low- and moderate-income housing will be used by the municipality's Administrative Agent, or the Administrative Agent of any specific developer, in conformance with N.J.A.C. 5:80-26.16(d). This Affirmative Marketing Plan provides a state-wide and regional preference for very low-, low- and moderate-income households that live and/or work in Housing Region 6, which is comprised of Atlantic, Cape May, Cumberland, and Salem Counties. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an agreement to this effect has been executed between the developer or landlord and the municipality prior to the affirmative marketing of the units.

J. All developers/owners of very low-, 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 municipality's Administrative Agent.

BE IT FURTHER RESOLVED that the appropriate municipal officials and professionals are authorized to take all actions required to implement the terms of this Resolution.

BE IT FURTHER RESOLVED that this Resolution shall take effect pursuant to law.

I, Christine Pippet, Acting Municipal Clerk of the Township of Oldmans, do hereby certify that the above is a true copy of a resolution adopted by the Township Committee at a meeting held on March 11, 2026.



Christine Pippet

Acting Municipal Clerk

ATTACHMENT A

Affirmative Fair Housing Marketing Plan

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in **(REGION 6)**

I. APPLICANT AND PROJECT INFORMATION

(Complete Section I individually for all developments or programs within the municipality.)

<table>
<tr><td colspan="2">Administrative Agent Name, Address, Phone Number</td><td colspan="2">Development or Program Name, Address</td></tr>
<tr><td rowspan="2">Number of:

Affordable Units Total</td><td colspan="2">Affordable Rental Units</td><td>Affordable For-Sale Units</td></tr>
<tr><td colspan="2"></td><td></td></tr>
<tr><td colspan="2">Affordable Age Restricted Units</td><td colspan="2"></td></tr>
<tr><td colspan="2">Affordable Non-Age Restricted Units</td><td colspan="2"></td></tr>
<tr><td colspan="2">Affordable Supportive Housing Units</td><td colspan="2"></td></tr>
<tr><td colspan="2">Price or Rental Range

From:

To:</td><td colspan="2">Approximate Starting Dates

Advertising: Occupancy:</td></tr>
<tr><td colspan="2">Counties:

Atlantic, Cape May, Cumberland, Salem</td><td colspan="2">Preferences, if any (veteran, regional, NJ):</td></tr>
<tr><td colspan="4">Accessibility Features, if any:</td></tr>
</table>

Managing/Sales Agent's Name, Address, Phone Number
Application Fees (if any):

Attach a copy of the pricing calculator and a spreadsheet with information about all units, including number of bedrooms, income level, accessibility features, and square footage to this plan.

(Sections II through V should be consistent for all affordable housing developments and programs within the municipality and with the municipal Affordable Housing Ordinance. Sections that differ must be described in the approved contract between the municipality and the administrative agent and in the approved Operating Manual.)

II. RANDOM SELECTION

Describe the random selection process that will be used once applications are received.

III. MARKETING

Direction of Marketing Activity: (indicate which group(s) in the housing region are least likely to apply for the housing without special outreach efforts because of its location and other factors)

☐ White (non-Hispanic X Black (non-Hispanic) X Hispanic ☐ American Indian or Alaskan Native

☐ Asian or Pacific Islander ☐ Other group:

REQUIRED

5:80-26.16(g)1 requires you to advertise your project on the New Jersey Housing Resource Center for at least sixty days before conducting the random selection.

☐ **HOUSING RESOURCE CENTER** (www.njhousing.gov) A free, online listing of affordable housing

Regional Newspapers

5:80-26.16(g)3 requires you to advertise your project in at least one regional newspaper (either online or in print). You may also select several papers with partial regional coverage, as long as all counties in the region are covered.

TARGETS ENTIRE HOUSING REGION 6				**D-Digital or ND-Non-Digital**
☐	South Jersey Times	www.NJ.com/southjerseytimes	Atlantic, Cape May, Cumberland, Salem	
TARGETS PARTIAL HOUSING REGION 6				
☐	Ocean City Sentinel	www.oceancitysentinel.com	Cape May	
☐	The Sentinel of Somers Point, Linwood and Northfield	www.oceancitysentinel.com	Cape May	

☐	Upper Township Sentinel	www.oceancitysentinel.com	Cape May	
☐	Cape May County Herald Times	www.capemaycountyherald.com	Cape May	
☐	The Hammonton Gazette	www.hammontongazette.com	Atlantic	
☐	The Daily Journal	www.thedailyjournal.com	Atlantic, Cumberland	
☐	Press of Atlantic City	https://pressofatlanticcity.com	Atlantic, Cape May, Cumberland	

Housing Search Websites – D – Digital

5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. ***"Housing search website"*** *means any publicly accessible internet-based platform used to advertise residential dwelling units to the general public, including but not limited to:*

- *Online real estate sections of newspapers or news organizations;*
- *Internet websites operated or maintained by a municipal AA or affordable housing service provider that advertise affordable units in one or more municipalities;*
- *Commercial real estate listing platforms; and*
- *Other comparable online platforms customarily used to market rental or ownership housing.*

List below all housing search websites to be used:

ELECTIVES

If you selected a print newspaper(s) as your regional paper above, select TWO additional strategies below with AT LEAST ONE NON-DIGITAL MARKETING STRATEGY.

If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.

☐ **Specific Radio and Television Stations – ND – Non-Digital**

5:80-26.16(e)1 lists specific radio stations, and television stations throughout the housing region as marketing opportunities. If choosing this option, make sure your proposed stations cover the entire

region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.	
☐	
☐	
☐	
☐	
AND Paid Targeted Digital Advertising (must be selected in addition to stations above) – D - Digital	
5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.	
☐	Google Ads
☐	Microsoft Ads
☐	Bing Ads
☐	Other (please list)

☐ **Specific Newspapers and Other Publications**

5:80-26.16(e)2 lists "specific newspapers and other publications circulated within the housing region" as an option, including neighborhood-oriented weekly papers, religious publications, and organizational newsletters. If choosing this option, make sure your proposed publications cover the entire region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.

		D-Digital or ND-Non-Digital
☐		
☐		
☐		

☐		
☐		

☐ **Employers Throughout the Housing Region – ND – Non-Digital**

5:80-26-16(e)3 offers outreach to regional employers as an option. A comprehensive and regularly updated list of employers is available in the Marketing Outreach Tool. Please reach out to each listed employer in the region; you may add more if desired. If an employer no longer exists or has moved, please inform DCA.

☐ **Community Organizations Throughout the Housing Region – ND – Non-Digital**

5:80-26-16(e)4 offers community and regional organizations as an option, including nonprofit, religious, governmental, fraternal, civic, and other organizations. A comprehensive and regularly updated list of organizations is available in the Marketing Outreach Tool. Please reach out to each listed organization in the region. You may add more if desired. If an organization no longer exists or has moved, please inform DCA.

☐ **Municipal and County Websites – D – Digital**

5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality. To ensure regional outreach, advertise in all county websites listed below.

Municipality:
www.atlanticcountynj.gov
capemaycountynj.gov
www.cumberlandcountynj.gov
www.salemcountynj.gov

☐ **Social Media– D – Digital**

5:80-26.16(e)6 offers social media as an option. Some common platforms are listed below. You may place ads on these platforms or market for free on your own page.

☐	Facebook
☐	TikTok
☐	Instagram

☐	Reddit
☐	YouTube
☐	Snapchat
☐	Other (please list)

☐ **Public Transit Stops – ND – Non-Digital**

A comprehensive and regularly updated list of NJ Transit stops is available at https://www.nj.gov/dca/hmfa/about/has/, or in map form at njogis-newjersey.opendata.arcgis.com.

Note that you **must** get permission from NJ Transit to post flyers.

☐ **Other Advertising Efforts to Groups Least Likely to be Reached**

IV. SUMMARY

Non-Digital Outreach	Digital Outreach

V. APPLICATIONS

Applications for affordable housing or notices thereof, if offered online, for the above units will be available in all County Administration Buildings and Libraries for all counties in the housing region:		
	BUILDING	**LOCATION**
☐	Atlantic County	5901 Main Street, Mays Landing, NJ 08330 (609)625-4011
☐	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330, (609) 625-2776
☐	Cape May County	4 Moore Road, Cape May Court House, NJ 08210 (609)465-1000
☐	Cape May County Main Library	30 Mechanic Street, Cape May Courthouse, NJ
☐	Cumberland County	164 W. Broad St., Bridgeton, NJ 08302, (856) 453-2125
☐	Cumberland County Library	800 East Commerce Street, Bridgeton, NJ 08302
☐	Salem County	110 Fifth Street; Salem, NJ 08079, (856)935-7510
☐	Salem Free Public Library	112 W Broadway, Salem, NJ 08079, (856) 935-0526
Municipality in which the units are located (list municipal building and municipal library and address)		
Sales/Rental Office for units (if applicable)		

V. CERTIFICATIONS AND ENDORSEMENTS

I hereby certify that the above information is true and correct to the best of my knowledge. I understand that knowingly falsifying the information contained herein may affect the Municipality's compliance and/or any state funding.

_____

Name (Type or Print)

_____

Title/Municipality

_____

Signature Date