

Ordinance #2005-1018

**AFFIRMATIVE MARKETING ORDINANCE
FOR THE BOROUGH OF MANVILLE**

The Borough of Manville, Somerset County, has a fair share obligation of twenty-five (25) rehabilitation units which provide affordable housing opportunities. This Ordinance will apply to all new developments that contain proposed low and moderate income units, and any further developments that may occur.

The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of sex, age or number of children, to have the units which are being marketed by a developer/sponsor, municipality and/or designated administrative agency of affordable housing. The Plan will address the requirements of N.J.A.C. 5:93-11. In addition, the Plan prohibits discrimination in the sale, rental, financing or other services related to housing on the basis of race, color, sex, religion, handicap, age, familial status/size or national origin. The Borough of Manville is in the housing region consisting of Somerset, Middlesex and and Hunterdon Counties. The Affirmative Marketing Program is a continuing program and will meet the following requirements:

1. All newspaper articles, announcements and requests for applications for low and moderate income units will appear in the following daily newspapers/publications.

The Courier News

2. The primary marketing will take the form of at least one press release sent to the above publications and a paid display advertisement in each of the above newspapers. Additional advertising and publicity will be on an "as needed" basis.

3. The advertisement will include the following:

- a. Street address;
- b. Direction to housing units;
- c. Number of bedrooms per unit;
- d. Range of selling prices/rent;
- e. Size of unit;
- f. Household income limits; and
- g. Location of applications including business hours and where/how applications made be obtained.

4. All newspaper articles, announcements and requests for applications for low and moderate income housing will appear in the

following neighborhood-oriented weekly newspapers, religious publications and organizational newsletters within the region: The Manville News, The Somerset Reporter.

5. If applicable, the following regional radio and/or cable television stations will be used: WMGQ, WCTC, Cablevision.

6. The following is a location of applications, brochure(s), sign(s), and/or poster(s) used as part of the affirmative marketing program including specific employment centers within the region;

- a. Municipal building;
- b. Municipal library;
- c. Developer's sales/rental office on site;
- d. Senior center; and

e. Other: Recreation Building

7. The following is a list of community contact person(s) and/or organization(s) in Somerset, Hunterdon and Middlesex Counties that will aid in the affirmative marketing program with particular emphasis on contracts that will reach out to groups that are least likely to apply for housing within the region: County Social Services Agencies, the ARC of Somerset County, Habitat for Humanity.

8. Applications will be mailed to perspective applicants upon request.

9. Additionally, applications will be sent to the chief administrative employees of each of the following agencies in the counties of Somerset and Hunterdon;

- a. Office on Aging;
- b. Housing Agency or Authority;
- c. Library; and
- d. Area community action agencies.

10. The following is a description of the random selection method that will be used to select occupants of low and moderate income housing;

A list will be kept of potential applicants, and a lottery will be used to choose selection order.

11. The Borough of Manville is ultimately responsible for administering the Affirmative Marketing Program. The Borough of Manville has delegated this responsibility to the Borough

Administrator. The Borough Administrator will income qualify low and moderate income households; place income eligible households in low and moderate income units upon initial occupancy; provide for the initial occupancy of low and moderate income units with income qualified households; continue to qualify households for re-occupancy of units as they become vacant during the period of affordability control; assist with advertising and outreach to low and moderate income households if in contract; and enforce the terms of the deed restriction and mortgage loan as per N.J.A.C. 5:93-9. The Borough Finance Officer within the Borough of Manville is designated housing office to act as liaison to the Borough Administrator. The Borough Administrator will provide counseling services to low and moderate income applicants on subjects such as budgeting, credit issues, mortgage qualification, responsibilities of home ownership, rental lease requirement and landlord/tenant law.

12. Households who live or work in the COAH-established housing reason may be given preference for sales and rentals units constructed within that housing region. Applicants living outside the housing region will have an equal opportunity for units after regional applicants have been initially serviced. The Borough of Manville intends to comply with N.J.A.C. 5:93-11.7.

13. Developers of low and moderate income housing units may assist in the marketing in the affordable units in their respective developments if so designated by the Borough of Manville.

14. The marketing program will commence at least 120 days before the issuance of either temporary or permanent Certificates of Occupancy. The marketing program will continue until all low and moderate income housing units are initially occupied and for as long as affordable units are deed restricted and occupancy or re-occupancy of units continues to be necessary.

15. The Borough Administrator will comply with monitoring and reporting requirements as per N.J.A.C. 5:93-11.6 and 12.1.

Borough of Manville

Angelo Corradino, Mayor

ATTEST:

Philip E. Petrone, Borough Clerk

ORDINANCE #2005-1018

FIRST READING:

Introduced	Seconded	Council	Yes	No	Abstain	Absent
	√	ALLAN	√			
		ASHER	√			
√		OTRIMSKI	√			
		PETROCK	√			
		PETRONE	√			
		WEISS	√			
		MAYOR CORRADINO				

PASSED this 8th day of August, 2005.

Attest:

Philip E. Petrone, Borough Clerk

SECOND READING:

Introduced	Seconded	Council	Yes	No	Abstain	Absent
√		ALLAN	√			
		ASHER	√			
	√	OTRIMSKI	√			
		PETROCK				√
		PETRONE	√			
		WEISS				√
		MAYOR CORRADINO				

PASSED this 26th day of September, 2005.

Attest:

Philip E. Petrone, Borough Clerk