

**BOROUGH OF CLIFFSIDE PARK
BERGEN COUNTY, NEW JERSEY**

RESOLUTION 2026-69

MARCH 3, 2026

**RESOLUTION OF THE MAYOR AND COUNCIL OF THE
BOROUGH OF CLIFFSIDE PARK, COUNTY OF BERGEN, STATE OF NEW JERSEY
ADOPTING AN AFFIRMATIVE MARKETING PLAN PERTAINING TO
LOW- AND MODERATE-INCOME HOUSING FOR THE
BOROUGH OF CLIFFSIDE PARK**

WHEREAS, in accordance with the New Jersey Fair Housing Act, N.J.S.A. 52:27D-301, et seq. and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26, et seq., and the Consent Order for Conditional Compliance Certification executed by and between the Borough of Cliffside Park and Fair Share Housing Center in Matter of the Declaratory Judgment Action of the Borough of Cliffside Park, Bergen County, Docket No. BER-L-511-25, the Borough of Cliffside Park is required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units contained in developments in the Borough of Cliffside Park that contain low- and moderate-income units are affirmatively marketed to low and moderate income households, particularly those living and/or working without Housing Region 1, which encompasses the Borough of Cliffside Park.

NOW THEREFORE, BE IT RESOLVED, that the Mayor and Council of the Borough of Cliffside Park, County of Bergen, State of New Jersey, do hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan of Borough of Cliffside Park

This Affirmative Marketing Plan applies to all developments that contain low- and moderate-income units.

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/sponsor, municipality and/or designated administrative agency or affordable housing. The plan addresses the requirements of N.J.A.C. 5:94-7 and N.J.A.C. 5:80-26. In addition, the plan prohibits discrimination in the sale, rental, financing or other services related to housing on the basis of race, color, sex, affectional or sexual orientation, religion, handicap, age familial status/size or national origin.

The Borough of Cliffside Park is in Housing Region 1 consisting of Bergen, Hudson, Passaic, and Sussex Counties.

The affirmative marketing program is a continuing program and will meet the following requirements:

- The affirmative marketing process for available and affordable units shall begin at least four months prior to expected occupancy. Advertising and outreach shall take place during

the first week of the marketing program and each month thereafter until all available units have been leased or sold.

- One advertisement will be published in the following newspaper(s) of general circulation within the housing region:
 - o The Record, Newark Star Ledger, the Ridgewood News, the Jersey Journal, The Herald News and the New Jersey Herald.
- The advertisement will include the following:
 - o The location of the units;
 - o Directions to the housing units;
 - o A range of prices for the housing units;
 - o The size as measured in bedrooms, of the housing units;
 - o The maximum income permitted to qualify for the housing units;
 - o The business hours when interested households may obtain an application for a housing unit; and
 - o Application fees, if any.
- One advertisement will be broadcast on the following regional radio and/or cable television station(s):
 - o Cablevision of New Jersey, WXXW 101.5
- Additionally, all newspaper articles, announcements and requests for applications for low- and moderate-income housing will appear in the following:
 - o The Record, Newark Star Ledger, the Ridgewood News, the Jersey Journal, The Herald News and the New Jersey Herald.
- Applications will be mailed to prospective applicants upon request.
- The following is the location of applications, brochures, signs, and/or posters used as part of the affirmative marketing programs:
 - o The county administrative building and/or the county library for each county within the housing region;
 - o The municipal administrative building and the municipal library;
 - o The developer's sales/rental office.
- The following is a list of community and regional organizations that will aid in soliciting low- and moderate-income applicants:
 - o Religious Groups
 - o Tenant Organizations
 - o Civic Organizations
 - o Fair Share Housing Center
 - o New Jersey NAACP
 - o Latino Action Network
 - o Bergen County NAACP
 - o Bergen County United Way
 - o Bergen County Board of Social Services
 - o Bergen County Housing Authority
 - o Hudson County Office on Aging
 - o Sussex County Office on Aging
 - o Passaic County Office on Aging
 - o Bergen County Housing Coalition
 - o Urban League of Bergen County

- Urban League of Sussex County
- Bergen County Dept. of Senior Services
- Bergen County Housing, Health, and Human Services center
- Latino Action Network
- New Jersey Community Development Corporation
- Habitat for Humanity
- Interreligious Fellowship for the Homeless of Bergen County
- The following is a description of the random selection method that will be used to select occupants of low- and moderate-income housing:
 - Each applicant upon submission of an application will be designated a number. Two categories will be created: one for a low-income household and one for moderate-income household. A blind drawing will be undertaken; one each for low- and moderate-income households who are eligible for the specific affordable units.
- A waiting list of all eligible candidates will be maintained in accordance with the provisions contained in N.J.A.C. 5:80-26 et. Seq.
- Household who live or work in Housing Region 1 shall be given preference for sales and rentals units constructed within this Housing Region. Applicant living outside this Housing Region will have an equal opportunity for units after regional applicants have been initially serviced.

Cliffside Park is ultimately responsible for administering the affordability controls and the Affirmative Marketing Plan.

Cliffside Park will create the position of a Municipal Liaison and delegate the responsibility to a municipal employee, who shall administer the affordable housing program, including administering and enforcing the affordability controls and this Affirmative Marketing Plan, in accordance with the provisions of the ordinance creating the position of the Municipal Liaison, the regulations of the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26 et. seq.

Subject to approval, Cliffside Park may contract with one or more administrative agents to administer some or all of the affordability controls and/or the Affirmative Marketing Plan in accordance with the provisions of Cliffside Park's Code and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26 et. seq. If Cliffside Park enters into such a contract, the Municipal Liaison shall supervise the contracting administrative agent(s) and shall serve as liaison to the contracting administrative agent(s).

Developers of low- and moderate-income units may assist in the marketing of the affordable units in their respective developments if so designated by the Governing Body of Cliffside Park in accordance with the provisions of Cliffside Park's Code and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26 et. seq. If Cliffside Park enters into such a contract, the Municipal Liaison shall supervise the contracting administrative agent(s) and shall serve as liaison to the contracting administrative agent(s).



Sercan Zoklu, Borough Clerk



Thomas Calabrese, Mayor

	Moved	Second	Yes	No	Abstain	Absent
MAYOR T. CALABRESE						
D. MARTINOTTI			✓			
K. CORCORAN			✓			
P. COLAO			✓			
S. NIKAJ	✓		✓			
J. CHMIELEWSKI		✓	✓			
E. ROJAS			✓			