

BOROUGH OF FAIRVIEW RESOLUTION

Council Member	Moved	Seconded	Aye	Nay	No Vote	Abstain	Absent	Table
Martin			X					
Gomez			X					
Asto			X					
Burke	X		X					
Schmitt		X	X					
Bussanich			X					
Bellucci								

Dated: 3/3/26

Resolution: R- 26
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RESOLUTION APPROVING AFFIRMATIVE MARKETING PLAN FOR THE BOROUGH OF FAIRVIEW

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 Borough of Fairview 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 4, the Housing Region encompassing the Borough of Fairview.

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

Affirmative Marketing Plan Borough of Fairview

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 Fairview 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

- Passaic County Office on Aging
 - Bergen County Housing Coalition
 - 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.

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

Fairview 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, Fairview may contract with one or more administrative agents to administer some of all of the affordability controls and/or the Affirmative Marketing Plan in accordance with the provisions of Fairview's Code and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26 et. seq. If Fairview 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 Fairview in accordance with the provisions of Fairview's Code and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26 et. seq. If Fairview 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).

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in **(REGION 1)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number		1b. Development or Program Name, Address	
1c. Number of Affordable Units: Number of Rental Units: Number of For-Sale Units:	1d. Price or Rental Range From To	1e. State and Federal Funding Sources (if any)	
1f. <input type="checkbox"/> Age Restricted <input type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: Occupancy:		
1h. County Bergen, Hudson, Passaic, Sussex	1i. Census Tract(s):		
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

(Sections II through IV should be consistent for all affordable housing developments and programs within the municipality. 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

<p>2. Describe the random selection process that will be used once applications are received.</p> <p>Each pre-application received by the published cut-off date will be logged and assigned a unique identification number. On a date to be announced, a public random selection (lottery) will be conducted. All households that submit a timely pre-application will be notified of the date, time and location of the lottery and will be permitted to attend.</p> <p>At the lottery, all identification numbers will be placed in a receptacle and drawn at random. A representative of the Administrative Agent and at least one staff person from the developer or property manager shall be present to conduct and witness the drawing and to record the numbers in the order in which they are drawn. The final lottery list will establish the priority order in which applicants will be invited to submit full applications and, if found income-eligible and otherwise qualified, to be offered available units.</p>

III. MARKETING

<p>3a. 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)</p> <p> <input type="checkbox"/> White (non-Hispanic) <input checked="" type="checkbox"/> Black (non-Hispanic) <input checked="" type="checkbox"/> Hispanic <input type="checkbox"/> American Indian or Alaskan Native <input checked="" type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group: </p>			
<p>3b. HOUSING RESOURCE CENTER (www.nihousing.gov) A free, online listing of affordable housing <input checked="" type="checkbox"/></p>			
<p>3c. Commercial Media (required) (Check all that applies)</p>			
	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
TARGETS ENTIRE HOUSING REGION 1			
Daily Newspaper			
<input checked="" type="checkbox"/>		Star-Ledger	Northern and Central New Jersey
TARGETS PARTIAL HOUSING REGION 1			
Daily Newspaper			
<input type="checkbox"/>		Record, The	Bergen
<input type="checkbox"/>		Jersey Journal	Hudson
<input checked="" type="checkbox"/>		Herald News	Passaic
<input type="checkbox"/>		New Jersey Herald	Sussex
<p>3e. Employer Outreach (names of employers throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing) (Check all that applies)</p>			
	DURATION & FREQUENCY OF OUTREACH	NAME OF EMPLOYER/COMPANY	LOCATION
Hudson County			
<input type="checkbox"/>		United Parcel Service Inc. NY Corp	492 County Ave, Secaucus
<input type="checkbox"/>		USPS	80 County Road, Jersey City
<input type="checkbox"/>		Liz Claiborne Inc	1 Claiborne Ave, North Bergen
<input type="checkbox"/>		Credit Suisse First Boston LLC	1 Pershing Plz Jersey City
<input type="checkbox"/>		HealthCare Staffing and Consult	26 Journal Square, Jersey City
<input type="checkbox"/>		Ritter Sysco Food Service	20 Theodore Conrad Dr. Jersey City
<input type="checkbox"/>		Jersey City Medical Center Inc.	50 Grand St, Secaucus

<input type="checkbox"/>		Marsh USA Inc.	121 River St, Hoboken
<input type="checkbox"/>		National Retail Systems Inc.	2820 16th St North Bergen
<input type="checkbox"/>		Community Corrections Corp	Lincoln Hwy Kearny
<input type="checkbox"/>		Marine Personnel & Provisioning Inc.	1200 Harbor Blvd Weehawken
<input type="checkbox"/>		Port Authority of NY and NJ	241 Erie St. Jersey City and 120 Academy St. Jersey City
<input type="checkbox"/>		Christ Hospital Health Service	176 Palisade Ave, Jersey City
<input type="checkbox"/>		Bayonne Hospital	29th Street and Ave E, Bayonne
<input type="checkbox"/>		Salson Logistics Inc.	2100 88th St.and 7373 West Side Ave, North Bergen, NJ
<input type="checkbox"/>		National Financial Service	1000 Plaza, Jersey City
<input type="checkbox"/>		Fleet NJ Company Development Corp.	10 Exchange Place, Jersey City
<input type="checkbox"/>		Maidenform Inc	154 Ave E, Bayonne
<input type="checkbox"/>		Lord Abbett & Company	90 Hudson City, Jersey City
<input type="checkbox"/>		Liberty Health Plan Inc.	50 Baldwin Ave Jersey City
<input type="checkbox"/>		Port Imperial Ferry Corp.	Pershing Rd Secaucus
<input type="checkbox"/>		Hudson News	1305 Paterson Plank Rd, North Bergen
<input type="checkbox"/>		Palisades General Hospital	7600 River Rd North Bergen, NJ
<input type="checkbox"/>		Equiserve Inc.	525 Washington Blvd Jersey city
<input type="checkbox"/>		Ciricorp Data Systems Incorporated	1919 Park Ave Secaucus
<input type="checkbox"/>		Meadowlands Hospital Medical Center	Meadowlands Pkwy Secaucus
<input type="checkbox"/>		Retailers & Manufacturers Dist Marking Serv.	50 Metro Way Secaucus
<input type="checkbox"/>		Dynamic Delivery Corp	125 Pennsylvania Ave Kearny, NJ
<input type="checkbox"/>		Bowne Business Communications Inc.	215 County Ave Secaucus
<input type="checkbox"/>		North Hudson Community Action Corp.	5301 Broadway West New York 07093
<input type="checkbox"/>		Goya Foods Inc.	100 Seaview Dr. Secaucus
<input type="checkbox"/>		Cristi Cleaning Service	204 Paterson Plank Rd Union, NJ
Bergen County			

<input type="checkbox"/>		Hackensack University Medical Center	30 Prospect Ave, Hackensack, NJ 07601
<input type="checkbox"/>		Professional Employer Group Service	2050 Center Ave Ste 336 Fort Lee
<input type="checkbox"/>		County of Bergen, NJ	1 Bergen County Plaza Hackensack, NJ 07601
<input type="checkbox"/>		Society of the Valley Hospital	223 N Van Dien Ave Ridgewood
<input type="checkbox"/>		NJ Sports & Expo Authority	50 State Highway 120 East Rutherford
<input type="checkbox"/>		Merck-Medco Managed Care LLC	100 Parsons Pond Dr. Franklin Lakes 07417
<input type="checkbox"/>		Quest Diagnostics Incorporated	1 Malcolm Ave Teterboro ,NJ 07608
<input type="checkbox"/>		AT&T	15 E Midland Ave Paramus
<input type="checkbox"/>		Englewood Hospital and Medical Center	350 Engle St. Englewood
<input type="checkbox"/>		Aramark Svcs Management of NJ Inc	50 Route 120 East Rutherford
<input type="checkbox"/>		Holy Name Hospital	718 Teaneck Road Teaneck
<input type="checkbox"/>		Doherty Enterprises Inc	7 Pearl Ct Allendale
<input type="checkbox"/>		Bergen Regional Medical Center	230 East Ridgewood Ave Paramus
<input type="checkbox"/>		Inserra supermarkets, Inc.	20 Ridge Rd Mahwah
<input type="checkbox"/>		Howmedica Osteonics Corp	59 Route 17 Allendale
<input type="checkbox"/>		Becton Dickinson & Company Corp	1 Becton Dr. Franklin Lakes
<input type="checkbox"/>		Pearson Education, Inc.	1 Lake St. Upper Saddle River
Passaic County			
<input type="checkbox"/>		D&E Pharmaceutical Co.	206 Macoprin Rd Bloomingdale, NJ 07403
<input type="checkbox"/>		Acme Markets	467 AllWood Rd Clifton, NJ 07012
<input type="checkbox"/>		St. Mary's Hospital	350 Boulevard Passaic, NJ 07055
<input type="checkbox"/>		Merry Maids	14 Riverside Square Mall, Bloomingdale, NJ 07403
<input type="checkbox"/>		Health Center at Bloomingdale	255 Union Ave Bloomingdale, NJ 07403
<input type="checkbox"/>		Sommers Plastic Product Co. Inc.	31 Styertowne Rd Clifton, NJ 07012
<input type="checkbox"/>		St. Joseph's Hospital	703 Main St. Paterson, NJ 07503
<input type="checkbox"/>		BAE Systems	164 Totowa Rd, Wayne, NJ 07470

<input type="checkbox"/>		Drake Bakeries Inc	75 Demarest Dr, Wayne, NJ 07470
<input type="checkbox"/>		Toys R Us National Headquarters	1 Geoffrey Way, Wayne, NJ 07470
<input type="checkbox"/>		GAF Materials Corporation	1361 Alps Rd, Wayne, NJ 07470
<input type="checkbox"/>		Valley National Bank Headquarters	1455 Valley Road Wayne, New Jersey 07470

Sussex County

<input type="checkbox"/>		Selective Insurance	40 Wantage Ave, Branchville, NJ
<input type="checkbox"/>		Andover Subacute and Rehab Center	99 Mulford Rd Bldg 2, Andover, NJ
<input type="checkbox"/>		Mountain Creek Resorts	200 State Rt 94, Vernon, NJ
<input type="checkbox"/>		County of Sussex	One Spring Street, Newton, NJ 07860
<input type="checkbox"/>		Newton Memorial Hospital Inc.	175 High St, Newton, NJ
<input type="checkbox"/>		Vernon Township Board of Education	539 State Rt 515, Vernon, NJ
<input type="checkbox"/>		F.O. Phoenix (Econo-Pak)	1 Wiebel Plz, Sussex, NJ
<input type="checkbox"/>		Hopatcong Board of Education	2 Windsor Ave, Hopatcong, NJ
<input type="checkbox"/>		Saint Clare's Hospital	20 Walnut St, Sussex, NJ
<input type="checkbox"/>		Ames Rubber Corp	19 Ames Blvd, Hamburg, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing)

Name of Group/Organization	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach

IV. APPLICATIONS

Applications for affordable housing for the above units will be available at the following locations:

4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)

	BUILDING	LOCATION
<input type="checkbox"/>	Sussex County Main Library	125 Morris Turnpike, Newton, NJ 07860

<input type="checkbox"/>	Hudson County Administration Building	595 Newark Avenue, Jersey City, NJ 07306
<input type="checkbox"/>	Passaic County Administration Building	401 Grand Street, Paterson, NJ 07505 (973) 225-3632
<input checked="" type="checkbox"/>	Bergen County Administration Building	One Bergen County Plaza, Hackensack, NJ 07601 (201)336-6000
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Borough of Fairview – 59 Anderson Avenue, Fairview, NJ, 07022		
Fairview Public Library – 213 Anderson Avenue, Fairview, NJ 07022		
4c. Sales/Rental Office for units (if applicable)		

V. CERTIFICATIONS AND ENDORSEMENTS

<p>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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).</p>	
<hr/> <p>Name (Type or Print)</p>	
<hr/> <p>Title/Municipality</p>	
<hr/> <p>Signature</p>	<hr/> <p>Date</p>

ATTEST:

BOROUGH OF FAIRVIEW



DIANE T. TESTA, Borough Clerk/Adm.



VIOLETTA BERISHA, Mayor

This resolution was adopted by the Mayor and Council of Fairview at a meeting held on March 3, 2026.



Diane T. Testa, Administrator/Municipal Clerk