

**BOROUGH OF UPPER SADDLE RIVER
RESOLUTION #71-26
March 5, 2026**

RESOLUTION ADOPTING FOURTH ROUND AFFIRMATIVE MARKETING PLAN

WHEREAS, the Borough of Upper Saddle River (the “Borough” or “Upper Saddle River”) filed a resolution of participation in the Affordable Housing Dispute Resolution Program (the “Program”) and a declaratory judgment action on January 24, 2025; and

WHEREAS, the Court entered an order on June 16, 2025, setting the Borough’s Fourth Round fair share obligations as a Present Need of zero (0) units and a Prospective Need of 233 units, which no party appealed, and ordering the Borough to file a Housing Element and Fair Share Plan (“HEFSP”) by June 30, 2025; and

WHEREAS, on June 16, 2025, the Upper Saddle River Planning Board adopted a Housing Element and Fair Share Plan, (“2025 HEFSP”), to address the Borough’s Fourth Round affordable housing obligations; and

WHEREAS, the Borough filed its 2025 HEFSP on June 24, 2025, on eCourts; and

WHEREAS, Fair Share Housing Center (“FSHC”) filed a challenge pursuant to N.J.S.A. 52:27D-304.1(f)(2)(b) regarding the Borough’s 2025 HEFSP on August 29, 2025; and

WHEREAS, representatives of the Borough and FSHC entered into a Mediation Agreement on or about February 20, 2026 that resolved the issues raised in the challenge subject to, among other requirements, the adoption of an Affirmative Marketing Plan; and

WHEREAS, the Borough has prepared a Fourth Round Affirmative Marketing Plan that is consistent with the applicable statutes and regulations.

NOW, THEREFORE, BE IT RESOLVED by the Governing Body of the Borough of Upper Saddle River, County of Bergen, State of New Jersey as follows:

1. The Borough of Upper Saddle River (“Borough”) does hereby adopt the Fourth Round Affirmative Marketing Plan attached hereto.
2. This Resolution shall take effect immediately.

Councilperson	Moved	Second	Ayes	Nays	Absent	Abstain
Abaid			X			
Drennan			X			
Florio	X					
Friedlander			X			
Lyons		X				
Masi					X	

I hereby certify that the above resolution was adopted by the Mayor and Council on March 5, 2026.

Joy C. Convertini, R.M.C., Borough Clerk

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.)

Administrative Agent Name, Address, Phone Number CGP&H LLC 1249 South River Road, Suite 301 Cranbury, NJ 08512		Development or Program Name, Address	
Number of:	Affordable Rental Units	Affordable For-Sale Units	
Affordable Units Total			
Affordable Age Restricted Units			
Affordable Non-Age Restricted Units			
Affordable Supportive Housing Units			
Price or Rental Range	Approximate Starting Dates		
From:	Advertising:	Occupancy:	
To:			
Counties:	Preferences, if any: (veteran, regional, NJ)		
Bergen, Hudson, Passaic, Sussex			
Accessibility Features, if any:			
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

<p>Describe the random selection process that will be used once applications are received.</p> <p>The Administrative Agent will assign random numbers to each applicant through a computerized random number generator thereby creating a waiting list. After the list of applications submitted during the initial lottery period is exhausted, the priority of preliminary applications is established by the date that the households submits their preliminary application ("Interest Date").</p> <p>In addition to the random number assigned to the household and/or the interest date, there are other factors impacting waiting list priority which are described below: Regional Preference: Applicants that indicated that they live or work in the Affordable Housing Region will be</p>

contacted first. Once those applicants are exhausted, applicants outside the region will be contacted.
State Preference: Subsequent to the Regional Preference, applicants that indicated that they live or work in the State will be contacted first. Once those applicants are exhausted, applicants outside of the State will be contacted.
Household Size: Whenever possible, there will be at least one person for each bedroom. If the waiting list is exhausted and there are no in or out of region or state households with a person for each bedroom size, units will be offered to smaller sized households that do not have a person for each bedroom. The Administrative Agent cannot require an applicant household to take an affordable unit with a greater number of bedrooms, as long as overcrowding is not a factor. A household can be eligible for more than one unit category.

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) Black (non-Hispanic) 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 1				D-Digital or ND-Non-Digital
<input type="checkbox"/>	The Record	https://www.northjersey.com/	Bergen, Hudson, Passaic	
<input type="checkbox"/>	Herald News	https://www.njherald.com/	Passaic	
<input type="checkbox"/>	New Jersey Herald	https://www.njherald.com/	Sussex	

TARGETS PARTIAL HOUSING REGION 1

<input type="checkbox"/>	Bergen County Review	https://www.bergenreview.com/bergen-county-blog	Bergen	
<input type="checkbox"/>	Hudson County View	https://hudsoncountyview.com/	Northern Bergen	
<input type="checkbox"/>	Jersey City Times	https://jcitytimes.com/	Hudson	
<input type="checkbox"/>	The Observer	https://www.theobserver.com/	Hudson	
<input type="checkbox"/>	RLS Media	https://www.rlsmedia.com/	Passaic	
<input type="checkbox"/>	Township Journal	https://www.townshipjournal.com/	Hudson/Sussex	

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:

Affordablehomesnewjersey.com
[Upper Saddle River Borough NJ - Home](http://UpperSaddleRiverBoroughNJ.com)

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.		
<input type="checkbox"/> Specific Radio and Television Stations – ND – Non-Digital		
<i>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.</i>		
<input type="checkbox"/>		
AND Paid Targeted Digital Advertising (must be selected in addition to stations above) – D – Digital		
<i>5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.</i>		
<input type="checkbox"/>	Google Ads	
<input type="checkbox"/>	Microsoft Ads	
<input type="checkbox"/>	Bing Ads	
<input type="checkbox"/>	Other (please list)	
<input type="checkbox"/> Specific Newspapers and Other Publications		
<i>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.</i>		
		D-Digital or ND-Non-Digital
<input type="checkbox"/>		
<input type="checkbox"/> Employers Throughout the Housing Region – ND – Non-Digital		
<i>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.</i>		
<input type="checkbox"/> Community Organizations Throughout the Housing Region – ND – Non-Digital		
<i>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.</i>		
<input type="checkbox"/> 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:

<https://www.hcnj.us/>

<https://bergencountynj.gov/>

<https://www.passaiccountynj.org/>

<https://sussex.nj.us/>

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.

<input type="checkbox"/>	Facebook
<input type="checkbox"/>	TikTok
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Reddit
<input type="checkbox"/>	YouTube
<input type="checkbox"/>	Snapchat
<input type="checkbox"/>	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
<input type="checkbox"/> Sussex County Administration Building	1 Spring Street, Newton, NJ 07860 (973)579-0200
<input type="checkbox"/> Sussex County Main Library	125 Morris Turnpike, Newton, NJ 07860 (973)948-3660
<input type="checkbox"/> Hudson County Administration Building	595 Newark Avenue, Jersey City, NJ 07306 (201) 795-6000
<input type="checkbox"/> Passaic County Administration Building	401 Grand Street, Paterson, NJ 07505 (973) 225-3632
<input type="checkbox"/> Passaic County Library	195 Gregory Avenue, Passaic, NJ 07055 (973) 779-0474
<input type="checkbox"/> Bergen County Administration Building	One Bergen County Plaza, Hackensack, NJ 07601 (201)336-6000
<input type="checkbox"/> Bergen County	21-00 Route 208 South, Suite 130, Fair Lawn, NJ 07410 bccls@bccls.org
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)	
Borough of Upper Saddle River 376 W. Saddle River Road Upper Saddle River, NJ 07458	Borough Clerk: (201)-934-3975
Upper Saddle River Public Library 245 Lake Street Upper Saddle River, NJ 07458	Library Director: (201)-327-2583
4c. 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 (select one: Municipality’s substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).

Name (Type or Print)

Title/Municipality

Signature Date