

March 16, 2026

**RESOLUTION #2026.36**

**AFFORDABLE HOUSING AFFIRMATIVE MARKETING AND AFFORDABLE HOUSING TRUST FUND PLAN RESOLUTION**

**BETHLEHEM TOWNSHIP, HUNTERDON COUNTY**

- A. Bethlehem Township shall adopt by resolution an Affirmative Marketing Plan, subject to approval of the Department, compliant with N.J.A.C. 5:80-26.16, as may be amended and supplemented.
- B. Bethlehem Township shall adopt by resolution an Affirmative Housing Trust Plan, subject to approval of the Department, as may be amended and supplemented.
- C. 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 (except for “housing for older persons” as defined at N.J.S.A 10:5.1 et seq. and age-restricted units as permitted by 42 U.S.C §3601 et seq.), number of children, source of lawful income, or any other characteristic described in the New Jersey Law Against Discrimination, N.J.S.A. 10:5-1 through 5.50, to housing units that are being marketed by a developer, sponsor or owner of affordable housing. Unless stated otherwise, supportive housing units must comply with the affirmative marketing requirements of their respective sponsoring programs, where applicable. The affirmative marketing plan is intended to reach those potentially eligible persons who are least likely to apply for affordable units in the plan region by attracting applications from eligible applicant-households in preparation for the random selection process. It is a continuing program that directs all marketing activities towards Department Housing Region 3 throughout the deed restriction period. Each developer or administrative agent shall document and report the affirmative marketing plan for the units under their purview to the Municipal Housing Liaison, who shall ensure that developers and administrative agents are marketing units in accordance with the provisions at N.J.A.C. 5:80-26.16.
- D. The affirmative marketing plan shall provide a regional preference for all households that live and/or work in the Department Housing Region 3 comprised of Hunterdon, Middlesex, & Somerset counties.
- E. The Administrative Agent designated by the Township of Bethlehem shall ensure the affirmative marketing of all affordable units consistent with the Affirmative Marketing Plan for the municipality.
- F. In implementing the affirmative marketing plan, the Administrative Agent shall designate an experienced staff person to provide counseling services to low- and moderate-income

applicants on subjects such as budgeting, credit issues, mortgage qualification, rental lease requirements, and landlord/tenant law. Alternatively, the administrative agent may contract with an experienced entity approved by the Division to provide such counseling services.

G. The affirmative marketing plan must contain the following information:

1. The name and address of the project;
2. The number of units, including the number of sale and/or rental units;
3. The physical characteristics of affordable units, including the unit type (that is, family, age-restricted, or supportive), bedrooms counts, total square footage, and accessibility features;
4. The prices of for-sale units and/or the rental amounts of rental units;
5. The expected fate the affordable housing units will be available;
6. The name of the sales agent and/or rental manager;
7. A description of the random selection method that will be used to select occupants of affordable housing units;
8. The population(s), if any, that will be given preference in the selection process pursuant to N.J.A.C 5:80-26.17(k);
9. Required application fees; and
10. A phone number, email address, website address, and New Jersey Housing Resource Center information for the property

H. The affirmative marketing plan must describe the media to be used in advertising and publicizing the availability of housing. In developing the plan, the administrative agent shall account for language barriers. In addition to the items specified above, the plan must include the following:

1. Available units, waitlist opportunities, and lottery applications, as applicable, to be posted to the New Jersey Housing Resource Center;
2. The names of potential paid targeted digital advertising to be used throughout the housing region
3. The names of specific newspapers and other publications circulated within the housing region, such as neighborhood-oriented weekly newspapers, religious publications, and organizational newsletters;
4. The names of employers through the housing region that will be contacted to post advertisements and distribute flyers regarding available affordable housing;
5. The name of specific community and regional organizations that will aid in soliciting low- and moderate-income applicants. Such organizations may include nonprofit, religious, governmental, fraternal, civic, and other organizations;
6. The names of specific internet websites that operate as housing search websites and municipal and county websites where affordable homes will be advertised;

7. The names of specific social media websites and platforms where advertisements will be posted or linked;
  8. The locations of public transit stops in the housing region where flyers will be posted; and
  9. Other advertising and outreach efforts to groups that are least likely to be reached. If the applicant demonstrates that other advertising and outreach efforts are substantially more effective in reaching the target population than any of the means enumerated at 2 through 8 above, the Division may approve a plan that substitutes an equal number of those means.
- I. The affirmative marketing process for available affordable units must begin at least four months prior to the expected date of occupancy and may begin before construction commences. In implementing the marketing program, the administrative agent shall:
1. Post a listing of the available affordable housing units to the New Jersey Housing Resource Center at least 60 days before the random selection process or within one day following the date the owner, developer, property manager, or other administrative entity provides information regarding the application process to prospective applicants or solicits any applications from potential applicants through any other means pursuant to N.J.S.A. 52:27D-321.6. It is the responsibility of the Municipal Housing Liaison, in coordination with the administrative agent(s), to ensure compliance with all provisions of N.J.S.A. 52:27D-321.6;
  2. Within one business day of listing the affordable housing units of the New Jersey Housing Resource Center, notify the local Continuum of Care of any rental housing units for individuals with special needs that are reserved for individuals and families that are homeless and of any permanent supportive housing rental units;
  3. Publish at least one advertisement in a regional newspaper;
  4. Advertise the units on at least one housing search website; and
  5. Undertake at least two additional regional marketing strategies, one digital and one non-digital, using the sources listed at 2 through 9 above.
- J. Such advertising and outreach must take place during the first week of the marketing program and continue until all of the units being brought to market at that time have been sold in the case of for-sale units or until enough applications from eligible households have been received to fill all of the units plus two years of future re-rentals in the case of rental units. Application must be accepted for no less than 45 days following the initial advertisement on the New Jersey Housing Resource Center, except for the resale of for-sale units, in which case applications must be accepted for no less than 30 days. No lottery may be conducted while applications are still being accepted. The advertisement must including the following:

1. The location of the units;
  2. An address sufficient to find directions to the housing units;
  3. A range of prices for the housing units;
  4. The sizes, as measured in number of bedrooms and square footage of the housing units;
  5. The types (family, age-restricted, or supportive) and number of affordable units available;
  6. The number of units available to very low, low-, and moderate-income households within the pertinent eligible income ranges;
  7. The accessibility features, if any, of the units;
  8. The maximum income permitted to qualify for the housing units;
  9. The populations, if any, given preference in the selection process pursuant to N.J.A.C 5:80-26.17(k)3;
  10. The location(s) of and links to applications for the housing units;
  11. The expected completion date(s) for the affordable housing units;
  12. The date of the lottery;
  13. The business hours when interested households may obtain hard copies of applications for the housing units;
  14. Contact information, including an email address and phone number that are regularly monitored by the administrative agent; and
  15. Application fees, if any.
- K. Applications for affordable housing or notices of such, if offered online, must be available in multiple locations, including, at a minimum, the Hunterdon County Administration Building and/or the Hunterdon County Library; the Bethlehem Township Municipal Building(s), and the North County Branch Library; and the developer's sales office. The developer shall mail applications to prospective applicants upon request and shall make applications available through a secure online website address. Application links and/or notices of affordable housing shall be posted on the Township of Bethlehem's official website, clearly and conspicuously labeled.
- L. The costs of advertising and affirmative marketing of the affordable units shall be the responsibility of the developer, sponsor or owner, unless otherwise determined or agreed to by Bethlehem Township. This is a requirement of the project's planning and zoning board approvals.
- M. In carrying out the affirmative marketing process, the administrative agent shall comply with all provisions of the Fair Chance in Housing Act, N.J.S.A. 46:8-52 through 64.

  
Paul Muir, Mayor

**ATTEST:**



Christine Dispenza, RMC/CMR  
Municipal Clerk

**ROLL CALL VOTE:**

**COLETTI:** AYE

**COTTON:** AYE

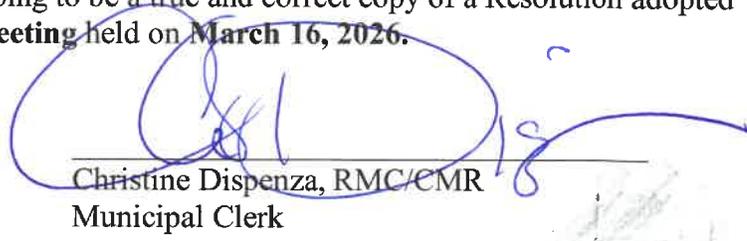
**LENZI:** (ABSENT)

**NELSON:** (ABSENT)

**MUIR:** AYE

**CERTIFICATION**

I, Christine Dispenza, RMC/CMR, Municipal Clerk of the Township of Bethlehem, County of Hunterdon, do hereby certify the foregoing to be a true and correct copy of a Resolution adopted by the Governing Body at a **Special Meeting** held on **March 16, 2026**.

  
Christine Dispenza, RMC/CMR  
Municipal Clerk

