

**BOROUGH OF HIGH BRIDGE  
COUNTY OF HUNTERDON  
STATE OF NEW JERSEY**

**RESOLUTION ADOPTING AN “AFFIRMATIVE MARKETING  
PLAN” FOR BOROUGH OF HIGH BRIDGE**

**RESOLUTION: 086-2026**

**ADOPTED: 03/12/2026**

**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 High Bridge 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 3, the Housing Region encompassing the Borough of High Bridge.

**NOW, THEREFORE, BE IT RESOLVED**, that Governing Body of the Borough of High Bridge, County of Hunterdon, State of New Jersey, does hereby adopt the following Affirmative Marketing Plan:

**Affirmative Marketing Plan**

- A. 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, English-speaking ability, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children, source of lawful income, or any other characteristic described in the New Jersey Law Against Discrimination, to housing units which are being marketed by a developer or sponsor of affordable housing. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in that region. It is a continuing program that directs all marketing activities toward the Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. The Borough of High Bridge is located in Housing Region 3, consisting of Hunterdon, Middlesex and Somerset Counties.
- B. The Borough of High Bridge has a plan to address both its Prior Round Obligation (1987-2025) and its Fourth Round Obligation (2025-2035). This Affirmative Marketing Plan shall apply to all developments that contain or will contain very low-, low- and moderate-income units, including those that are part of the municipality’s Housing Element and Fair Share Plan, and those that may be constructed in future developments not yet anticipated by the Housing Element and Fair Share Plan.

- C. The Affirmative Marketing Plan shall be implemented by the Administrative Agent under contract to the Borough of High Bridge or the Administrative Agent of any specific developer approved by the municipality.
- D. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable unit(s), and all such advertising and affirmative marketing shall be subject to approval and oversight by the designated Administrative Agent.
- E. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days prior to expected occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low-, low- and moderate-income housing units are initially occupied and for as long as the affordable units remain deed restricted such that qualifying new tenants and/or purchasers continues to be necessary.
- F. The Affirmative Marketing Plan is a continuing program that shall be followed throughout the entire period of affordability restrictions. In implementing the Affirmative Marketing Plan, the Administrative Agent, whether acting on behalf of the Borough of High Bridge or on behalf of a specific developer, shall meet the following requirements at a minimum:
  - 1. The primary marketing and advertising must be employed at the start of the marketing program and continue until all units are leased or sold or until the number of applications received is at least three times the number of units. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.
  - 2. The advertisements shall, at a minimum, include:
    - a. The name and location of the housing project;
    - b. An address sufficient to find directions to the housing units;
    - c. A range of prices or rents for the affordable housing units;
    - d. The sizes, as measured in number of bedrooms of the affordable housing units;
    - e. The types (that is, family, age-restricted, or supportive) and number of affordable units available;
    - f. The number of units available to very low-, low-, and moderate-income households;
    - g. The accessibility features, if any, of the affordable housing units;
    - h. The maximum income permitted to qualify for the affordable housing units;
    - i. The population(s), if any, given preference in the selection process pursuant to N.J.A.C. 5:80-26.17(k)2;

- j. Where applications (paper and online) for the affordable housing units may be found;
  - k. The expected lease-up/closing date(s) for the affordable housing units;
  - l. The expected date of the random selection;
  - m. The business hours when interested households may obtain paper applications for the affordable housing units;
  - n. Contact information, including an email address and phone number that are regularly monitored by the administrative agent;
  - o. The name of the sales agent and/or rental manager; and
  - p. Application fees, if any.
3. Affirmative fair marketing of affordable units must be completed in accordance with the requirements set forth in UHAC at N.J.A.C. 5:80-26.16 in all media and outlets required by the rules.
  4. The Administrative Agent of the affordable housing development shall complete the Affirmative Fair Housing Marketing Plan, attached hereto as Attachment A, for review and approval by the Municipal Housing Liaison or the Borough's Administrative Agent, as the case may be, prior to commencement of advertising to the public.
  5. Affordable units must be listed on the New Jersey Housing Resource Center's website ([www.njhrc.gov](http://www.njhrc.gov)) in accordance with N.J.A.C. 5:80-26.16(f)1 at least 60 days before the random selection.
  6. Applications, or notices thereof, used as part of the affirmative marketing program must be available in the following locations:

BUILDING	LOCATION
Middlesex County Administration Bldg	75 Bayard, New Brunswick, NJ 08903
Somerset County Admin. Bldg	20 Grove Street, Somerville, NJ 08876
Somerset County Library Headquarters	1 Vogt Drive, Bridgewater, NJ 08807
Hunterdon County Library Headquarters	314 State Highway 12, Bldg. 3 Flemington, NJ 08822
High Bridge Municipal Building	97 West Main Street, High Bridge, NJ 08829

7. The affirmative marketing shall include the following community and regional organizations: Fair Share Housing Center and Central Jersey Housing Resource Center,
8. The municipality's Administrative Agent, or the Administrative Agent of a specific developer, shall comply with all requirements set forth in N.J.S.A. 52:27D-321.3 et seq. with regard to the affirmative marketing of affordable housing units.

- G. The municipality’s Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) Hunterdon, Middlesex and Somerset Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely to apply for housing within the region, including major regional employers.
- H. The municipality’s Administrative Agent shall develop, maintain and update a list of major employers in Hunterdon, Middlesex and Somerset Counties that will aid in the affirmative marketing program.
- I. A random selection method to select occupants of very low-, low- and moderate-income housing will be used by the municipality’s Administrative Agent, or the Administrative Agent of any specific developer, in conformance with N.J.A.C. 5:80-26.16(d) This Affirmative Marketing Plan provides a regional preference for very low-, low- and moderate-income households that live and/or work in Housing Region 3, which is comprised of Hunterdon, Middlesex and Somerset Counties. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an agreement to this effect has been executed between the developer or landlord and the municipality prior to the affirmative marketing of the units.
- J. All developers/owners of very low-, low- and moderate-income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the municipality’s Administrative Agent.

**BE IT FURTHER RESOLVED** that the appropriate municipal officials and professionals are authorized to take all actions required to implement the terms of this Resolution.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect pursuant to law.

**ATTEST:**



Adam Young  
Municipal Clerk



Michele Lee  
Mayor

I, Adam Young, Clerk of the Borough of High Bridge, County of Hunterdon, do hereby certify that the above is a true copy of a resolution adopted by the Governing Body of the Borough of High Bridge at a meeting held on March 12, 2026.



Adam Young  
Municipal Clerk

## AFFIRMATIVE FAIR HOUSING MARKETING PLAN For Affordable Housing in **(REGION 3)**

### 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 1249 South River Road, Suite 301 Cranbury, NJ 08512-3633 609 642-4310		Development or Program Name, Address  Various	
Number of:	Affordable Rental Units	Affordable For-Sale Units	
Affordable Units Total	TBD	TBD	
Affordable Age Restricted Units	TBD	TBD	
Affordable Non-Age Restricted Units	TBD	TBD	
Affordable Supportive Housing Units	TBD	TBD	
Price or Rental Range	Approximate Starting Dates		
From: TBD	Advertising: TBD	Occupancy: TBD	
To: TBD			
Counties <b>Hunterdon, Middlesex, Somerset</b>		Preferences, if any: (veteran, regional, NJ) TBD	
Accessibility Features, if any:  TBD			
Managing/Sales Agent's Name, Address, Phone Number  TBD			
Application Fees (if any): TBD			

**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 IV 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

For new projects and when random selection is utilized, 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 household submits their preliminary application ("Interest Date").

A separate waiting list will be kept for ownership versus rental units, resulting in a total of two waiting lists for the Municipality. Households waiting for age-restricted and family rental units will be part of the same waiting list. Likewise,

households waiting for age-restricted and family ownership units will be part of the same waiting list. In filling an age-restricted property, households that do not meet the age requirements will be skipped.

When brand new Affordable Units become available for rent or sale in a new development, a lottery will be conducted UNLESS there are households on the existing waiting list with lottery numbers that have not been contacted. In these cases:

- Those applicants with lottery numbers will be contacted first.
- Households that submitted a preliminary application after the last lottery (and do not have lottery numbers) will be included in the next lottery if it is required to fill the units.
- Affirmative Marketing will be required before this lottery is held since these are new Affordable Units and the public must be made aware of the new Affordable Housing opportunity.

As an example, if a new housing opportunity arises that will create 150 new Affordable Units and the existing waiting list has only 50 applicants on it (who hold numbers 1 to 50), a new lottery will be held with Affirmative Marketing. If an additional 50 applications are submitted as a result of this marketing effort, then these “new” applications will be assigned numbers 51 to 100 on the waiting list.

The household with the highest lottery number (or oldest Interest Date) may not always be the next person contacted for a specific available unit because of factors impacting waiting list priority. In addition to age-restricted requirements already discussed, these factors include the number of persons in the household, household income level, households with a person with physical disabilities, veterans preference and regional preference as may be established in the Municipal Affordable Housing Ordinance. The Borough of High Bridge has selected to use a regional preference which appears in the Borough of High Bridge’s Affordable Housing Ordinance. The Borough has selected not to use the Veterans Preference option at this time.

**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](http://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 3**

<input checked="" type="checkbox"/>	Star-Ledger (online only)	<a href="https://www.nj.com/starledger/">https://www.nj.com/starledger/</a>	Hunterdon, Middlesex, Somerset
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**TARGETS PARTIAL HOUSING REGION 3**

<input type="checkbox"/>	Home News Tribune	<a href="https://www.mycentraljersey.com/news/home-news-tribune/">https://www.mycentraljersey.com/news/home-news-tribune/</a>	Middlesex
<input type="checkbox"/>	Echoes-Sentinel	<a href="http://www.echoes-sentinel.com">www.echoes-sentinel.com</a>	Somerset
<input type="checkbox"/>	Courier News	<a href="https://www.mycentraljersey.com/">https://www.mycentraljersey.com/</a>	Somerset, Hunterdon
<input type="checkbox"/>	Hunterdon Review	<a href="https://www.newjerseyhills.com/hunterdon_review/">https://www.newjerseyhills.com/hunterdon_review/</a>	Hunterdon
<input type="checkbox"/>	The Amboy Guardian	<a href="https://www.amboyguardian.com/">https://www.amboyguardian.com/</a>	Middlesex

<input type="checkbox"/>	Branchburg News	https://readingtonnews.com/	Somerset
<b>TARGETS ENTIRE HOUSING REGION 3</b>			
<b>Housing Search Websites</b>			
5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. This can include the AA website. List below all housing search websites to be used:			
<a href="#">Affordable Homes For Sale and Rent in New Jersey - CGP&amp;H</a>			
<p>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.</p> <p>If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.</p>			
<b>X Specific Radio and Television Stations</b>			
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.			
<b>X</b>		WCTC 1450	
<b>X</b>		WCVH 90.5	
<input type="checkbox"/>			
<input type="checkbox"/>			
<b><input type="checkbox"/> Paid Targeted Digital Advertising</b>			
5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.			
<input type="checkbox"/>		Google Ads	
<input type="checkbox"/>		Microsoft Ads	
<input type="checkbox"/>		Bing Ads	
<input type="checkbox"/>		Other (please list)	
<b><input type="checkbox"/> Specific Newspapers and Other Publications</b>			
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.			
<input type="checkbox"/>			
<input type="checkbox"/>			

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/> <b>Employers Throughout the Housing Region</b>	
<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"/> <b>Community Organizations Throughout the Housing Region</b>	
<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>	

<b>X Municipal and County Websites</b>	
5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality.	
<a href="https://highbridge.org/general-info/affordable-housing/">https://highbridge.org/general-info/affordable-housing/</a>	
<b><input type="checkbox"/> Social Media</b>	
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)
<b><input type="checkbox"/> Public Transit Stops</b>	
A comprehensive and regularly updated list of NJ Transit stops is available at <a href="https://www.nj.gov/dca/hmfa/about/has/">https://www.nj.gov/dca/hmfa/about/has/</a> , or in map form at <a href="http://njogis-newjersey.opendata.arcgis.com">njogis-newjersey.opendata.arcgis.com</a> . Note that you <b>must</b> get permission from NJ Transit to post flyers.	
<b>X Other Advertising Efforts</b>	
<p>Provide notice to Fair Share Housing Center</p> <p>Provide notice to Central Jersey Housing Resource Center</p>	

IV. 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
X Middlesex County Administration Bldg	75 Bayard, New Brunswick, NJ 08903
X Somerset County Admin. Bldg	20 Grove Street, Somerville, NJ 08876
X Somerset County Library Headquarters	1 Vogt Drive, Bridgewater, NJ 08807
X Hunterdon County Library Headquarters	314 State Highway 12, Bldg. 3 Flemington, NJ 08822
Municipality in which the units are located (list municipal building and municipal library, address, contact person)	
Municipal Building, 97 West Main Street, High Bridge, NJ 08829, Cameron Keng, MHL	
Sales/Rental Office for units (if applicable)	
TBD	

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 Municipality's compliance and/or any state funding.

\_\_\_\_\_

Name (Type or Print)

\_\_\_\_\_

Title/Municipality

\_\_\_\_\_

Signature Date

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