

**BOROUGH OF MILFORD
 COUNTY OF HUNTERDON
RESOLUTION RE2026-033**

**ADOPTION OF AN AFFIRMATIVE MARKETING PLAN FOR THE
 BOROUGH OF MILFORD**

WHEREAS, the Borough of Milford’s Housing Element and Fair Share Plan promotes an affordable housing program pursuant to the Fair Housing Act (N.J.S.A. 52:27D-301, et. seq.), the New Jersey Uniform Housing Affordability Controls (“UHAC”) (N.J.A.C. 5:80-26.1 et. seq.) and the Council on Affordable Housing (“COAH”) Rules (N.J.A.C. 5:93-1, et. seq.); and

WHEREAS, in accordance with applicable COAH Rules and the provisions of UHAC, the Borough of MILFORD is required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created or re-rented through rehabilitation, 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 Milford;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and Council of the Borough of Milford, County of Hunterdon, State of New Jersey, do hereby adopt the Affirmative Marketing Plan set forth as attached hereto.

This being submitted at a regular meeting on February 2, 2026.

ROLL CALL VOTE

Council Vote	Motion	Second	Ayes	Nays	Abstain	Absent
Noralie LaFevre	X		X			
James Gallos			X			
Alex Peredjogin		X	X			
Helen Livingston			X			
Elisa Yager			X			
Douglas Sloyer			X			
Henri Schepens, Mayor*						

CERTIFICATION

I, Leigh Gronau, Municipal Clerk of the Borough of Milford, County of Hunterdon, State of New Jersey do hereby certify that the foregoing Resolution to be a true and exact copy of the Resolution adopted by the Milford Borough Common Council at the Council meeting held on Monday, February 2, 2026.


 Leigh Gronau, RMC
 Municipal Clerk

February 2, 2026
 Date of Certification

**BOROUGH OF MILFORD
HUNTERDON COUNTY, NEW JERSEY**

AFFIRMATIVE MARKETING PROCESS

- A. All affordable housing units in the Borough of Milford shall be marketed in accordance with the provisions herein unless otherwise provided in N.J.A.C. 5:93-1, et seq.
- B. The Borough of Milford has a Present and Prospective Need (2025-2035) affordable housing obligation. This Affirmative Marketing Process shall apply to all developments that require an Affirmative Marketing Process or will contain very low, low and moderate income units, including those that are part of the Borough's 2026 Housing Element and Fair Share Plan, and those that may be constructed in future developments not contemplated in the Borough's Housing Element and Fair Share Plan.
- C. The Affirmative Marketing Process shall be implemented by the Municipal Housing Liaison of the Borough of Milford. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developer/seller/owner of the affordable unit(s).
- D. In implementing the Affirmative Marketing Process, the Municipal Housing Liaison, acting on behalf of the Borough, shall undertake all of the following strategies:
 - 1. Publication of one advertisement in a newspaper of general circulation within the housing region.
 - 2. Broadcast of one advertisement by a radio or television station broadcasting throughout the housing region by any of the following:
 - 3. At least one additional regional marketing strategy using one of the other sources listed below.
- E. The Affirmative Marketing Process 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 or sponsor of affordable housing. The Affirmative Marketing Process 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 Housing Region 3 in which the Borough is located and covers the entire period of deed restriction for each restricted housing unit.

- F. The Affirmative Marketing Process is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:
1. All newspaper articles, announcements and requests for application for very low, low and moderate income units shall appear in the following newspapers/publications/newsletters:
 - i. The Star Ledger
 - ii. The Courier News
 - iii. www.milfordnj.gov
 2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspaper during the first week of the marketing program. 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 publication to the Municipal Housing Liaison. All press releases and advertisements shall be approved in advance by the Borough’s Municipal Housing Liaison.
 3. The advertisement shall include a description of the:
 - i. Location of the units;
 - ii. Direction of the units;
 - iii. Range of prices for the units;
 - iv. Size, as measured in bedrooms, of units;
 - v. Maximum income permitted to qualify for the units;
 - vi. Location of applications;
 - vii. Business hours when interested households may obtain an application; and
 - viii. Application fees.
 4. Advertisements will be broadcast on Service Electric Cable.
 5. Applications, brochure(s), sign(s), and/or poster(s) used as part of the affirmative marketing program shall be available/posted in the following locations:

- i. Milford Borough Municipal Building / Municipal Library
- ii. HUNTERDON County Library (all branches)
- iii. Developer's sales office(s)
- iv. Hunterdon County Administration Building

Applications shall also be mailed by the Municipal Housing Liaison to prospective applicants upon request.

6. When on-line preliminary applications are utilized, if prospective applicants do not have internet access they will be given a phone number to call the Municipal Housing Liaison, who will then enter all pre-application information online during the phone call. The Municipal Housing Liaison shall develop, maintain and update a list of community contact person(s) and/or organization(s) in 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.

- i. Quarterly informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members:

Hunterdon/Somerset Association of Realtors (3461 U.S. Highway 22 East, Building B, Branchburg, NJ 08876

Middlesex County Association of Realtors (14 Old Bridge Turnpike, South River, NJ 08882)

- ii. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies in the counties of Hunterdon, Somerset and Middlesex:

Welfare or Social Service Board

Office on Aging or Division of Senior Services

Housing Authority

Community Action Agencies

Community Development Departments

- iii. Quarterly informational circulars and applications shall be sent to the chief personnel administrators of all the major employers within the region as listed in the attached Appendix.
- iv. The Municipal Housing Liaison will also provide specific direct notice to the following community and regional organizations whenever affordable housing units become available in the Borough in addition to the organizations listed in the attached Appendix:

Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002)

New Jersey State Conference of the NAACP (4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203)

The Latino Action Network (P.O. Box 943, Freehold, NJ 07728)

NORWESCAP (350 Marshall Street Phillipsburg, NJ 08865)

Supportive Housing Association (185 Valley Street, South Orange, NJ 07079); and

Central Jersey Housing Resource Center (600 First Avenue, Suite 3, Raritan, NJ 08869)

7. A random selection method to select occupants of very low, low and moderate income housing will be used by the Municipal Housing Liaison in conformance with N.J.A.C. 5:80-26.16(1). The Affirmative Marketing Process shall provide a regional preference for all households that live and/or work in Housing Region 3 comprised of Hunterdon, Somerset and Middlesex Counties.
8. The Municipal Housing Liaison shall administer the Affirmative Marketing Process. The Municipal Housing Liaison has the responsibility to income qualify very low, low and moderate income households; to place income eligible households in very low, low and moderate income units upon initial occupancy; to provide for the initial occupancy of very low, low and moderate income units with income qualified households; to continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; to assist with outreach to very low, low and moderate income households; and to enforce the terms of the deed restriction and mortgage loan as per N.J.A.C. 5:80-26.1, et seq.

9. Whenever appropriate, the Municipal Housing Liaison shall provide or direct qualified very low, low and moderate income applicants to counseling services on subjects such as budgeting, credit issues, mortgage qualifications, rental lease requirements and landlord/tenant law and shall develop, maintain and update a list of entities and lenders willing and able to perform such services.
10. 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 Municipal Housing Liaison.
11. The implementation of the Affirmative Marketing Process for a development that includes affordable housing shall commence at least 120 days before the issuance of either a temporary or permanent certificate of occupancy. The implementation of the Affirmative Marketing Process shall continue until all very low, low and moderate income housing units are initially occupied and for as long as affordable units exist that remain deed restricted and for which the occupancy or re-occupancy of units continues to be necessary. Please note that in addition to complying with this Borough-wide Affirmative Marketing Process that the Municipal Housing Liaison shall also review and approve a separate Affirmative Marketing Process for every new affordable development in Milford Borough that is subject to N.J.A.C. 5:80-26.1 et seq. That document shall be completed by the owner/developer and will be compliant with the Borough's Affirmative Marketing Process as presented herein, and incorporate development specific details and permitted options, all subject to the Municipal Housing Liaison's review and approval. The development specific Affirmative Marketing Process will use the standard form for Region 3, which is included in the attached Appendix.
12. The Municipal Housing Liaison shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to N.J.A.C.5:80-26-1, et seq. and the Order granting the Borough a Final Judgment of Compliance and Repose.