

**RESOLUTION NO. 2026-57**

**RESOLUTION OF THE TOWNSHIP OF LOPATCONG, COUNTY OF WARREN,  
STATE OF NEW JERSEY ADOPTING THE AFFIRMATIVE MARKETING PLAN FOR  
THE TOWNSHIP.**

**WHEREAS**, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26.1, *et seq.*, the Township of Lopatcong, County of Warren, State of New Jersey, is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created by the rehabilitation of rental housing units within the Township of Lopatcong, are affirmatively marketed to low- and moderate-income households within Housing Region 2, the COAH Housing Region encompassing the Township of Lopatcong.

**NOW THEREFORE BE IT RESOLVED**, that the Township Council of the Township of Lopatcong, County of Warren, State of New Jersey does hereby adopt the attached Affirmative Marketing Plan.

I, Margaret B. Dilts, Municipal Clerk of the Township of Lopatcong, County of Warren, do hereby certify the foregoing is a true and correct copy of a Resolution adopted at a regular meeting of the Township Council on Wednesday, March 4, 2026.



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Margaret B. Dilts, Municipal Clerk  
Township of Lopatcong

## AFFIRMATIVE FAIR HOUSING MARKETING PLAN For Affordable Housing in Region 2

### I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number CGP&H 1249 South River Road, Suite 301 Affordablehomesnewjersey.com 609-664-2769 ext 19		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: Warren County		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

### II. RANDOM SELECTION

<p>2. 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.</p> <p>After the list of applications submitted during the initial lottery period is exhausted, the priority of preliminary applications is established by the date the household submitted 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 priority which are described below.</p> <ul style="list-style-type: none"> <li>• <b>Regional Preference:</b> Applicants that indicated that they live or work in the Affordable Housing Region will be contacted first. Once those applicants are exhausted, applicants outside the region will be contacted.</li> <li>• <b>State Preference:</b> Subordinate to the Regional Preference, applicants that indicated that they live and/or work in the State of New Jersey will be contacted.</li> <li>• <b>Household Size:</b> 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 region 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.</li> </ul>
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### III. MARKETING

3a. Direction of Marketing Activity: (indicate which group(s) in the housing region are least likely to apply for the housing
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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:

3b. Commercial Media (required) (Check all that applies)

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
<b>TARGETS ENTIRE REGION 2</b>			
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	DIGITAL: Star Ledger	Regions 2
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	PRINT: Daily Record	Region 2
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	HMFA's Housing Resource Center (njhrc.gov)	Regions 1-6
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	HOUSNG SEARCH WEBSITE: Affordable Homes Jersey (CGP&H) <a href="http://www.affordablehomesnewjersey.com">www.affordablehomesnewjersey.com</a>	Regions 1-6
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	RADIO / TV AD: WKXW-FM 101.5 (to replace Comcast)	Regions 2
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	SOCIAL MEDIA: X.com, Instagram, Facebook	Regions 1-6
<b>TARGETS PARTIAL REGION 2</b>			
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	The Lopatcong Township Website <a href="https://www.lopatcongtpwp.com/">https://www.lopatcongtpwp.com/</a>	Warren County
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	The Warren County Website <a href="http://www.warrencountynj.gov">www.warrencountynj.gov</a>	Warren County

3c. **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
Fair Share Housing Center	Statewide	Various	At beginning of affirmative marketing period and as needed
NJ State Conference of the NAACP	Statewide	African American	At beginning of affirmative marketing period and as needed
The Latino Action Network	Statewide	Latino	At beginning of affirmative marketing period and as needed
Warren County NAACP	Region 2	African American	At beginning of affirmative marketing period and as needed
Community Access Unlimited	Region 2	Various	At beginning of affirmative marketing period and as needed

NORWESCAP	Region 2	Various	At beginning of affirmative marketing period and as needed
Supportive Housing Association	Statewide	Various	At beginning of affirmative marketing period and as needed
Warren Monthly	Region 2	Various	At beginning of affirmative marketing period and as needed
Warren News	Region 2	Various	At beginning of affirmative marketing period and as needed
Warren Daily Voice	Region 2	Various	At beginning of affirmative marketing period and as needed

ADDITIONAL NON-DIGITAL REGIONAL MAILING: REGION 2			
3d. Regional Mailing			
See attached list of businesses, social service agencies, libraries, and community contacts	Throughout region	Various	At beginning of affirmative marketing period and as needed

#### IV. APPLICATIONS

Applications for affordable housing for the above units will be available at the following locations:			
<b>4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)</b>			
See attached list of businesses, social service agencies, libraries, and community contacts	Throughout region	Various	At beginning of affirmative marketing period and as needed
Warren County Administration	165 County Route 519 South Belvidere, New Jersey 07823 (908) 475-6200	Various	At beginning of affirmative marketing period and as needed
Warren County Library Administrative Offices	2 Shotwell Dr., Belvidere, NJ 07823 (908) 818-1280	Various	At beginning of affirmative marketing period and as needed
<b>4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)</b>			
Township of Lopatcong, 232 South Third Street, Phillipsburg, New Jersey 08865			
Warren County Library – Southwest Branch, 404 County Road 519, Phillipsburg, New Jersey, 08865			
<b>4c. Sales/Rental Office for units (if applicable)</b>			

#### 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 COAH substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI funding).</p> <p>Sarah Carbone</p> <hr/> <p>Name (Type or Print)</p>
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Administrative Agent	
Title/Municipality	
	
2/26/2026	
Signature	Date