

**RESOLUTION 2025-44**

**RESOLUTION OF THE TOWNSHIP COMMITTEE OF COLTS NECK  
TOWNSHIP ADOPTING AN “AFFIRMATIVE MARKETING PLAN” FOR  
COLTS NECK TOWNSHIP**

**WHEREAS**, in accordance with applicable Council on Affordable Housing (“COAH”) regulations, the New Jersey Uniform Housing Affordability Controls (“UHAC”) (N.J.A.C. 5:80-26., et seq.), and the terms of an Amended Settlement Agreement between COLTS NECK TOWNSHIP and Fair Share Housing Center (“FSHC”), which was entered into as part of the Township’s Declaratory Judgment action entitled In the Matter of the Application of COLTS NECK TOWNSHIP, County of Monmouth, Docket No. MON-L-5604-05, which was filed in response to Supreme Court decision In re N.J.A.C. 5:96 and 5:97, 221 N.J. 1, 30 (2015) (“Mount Laurel IV”), COLTS NECK TOWNSHIP is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created are affirmatively marketed to low and moderate income households, particularly those living and/or working within Housing Region 4, the COAH Housing Region encompassing COLTS NECK TOWNSHIP.

**NOW, THEREFORE, BE IT RESOLVED**, that the Mayor and Committee of COLTS NECK TOWNSHIP, County of Monmouth, State of New Jersey, do hereby adopt the following Affirmative Marketing Plan:

**Affirmative Marketing Plan**

- A. All affordable housing units in COLTS NECK TOWNSHIP shall be marketed in accordance with the provisions herein.
- B. COLTS NECK TOWNSHIP has a plan to address both its Prior Round Obligation (1987-1999) and its Third Round Obligation (1999-2025). 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 Township’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 COLTS NECK TOWNSHIP, or the Administrative Agent of any specific developer. 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 Township Administrative Agent.
- D. The implementation of the Affirmative Marketing Plan 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 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.
- E. In implementing the Affirmative Marketing Plan, the Administrative Agent, whether acting on behalf of COLTS NECK TOWNSHIP or on behalf of a specific developer, shall undertake, at the minimum, all of the following strategies:
  1. Publication of an advertisement in one or more newspapers of general circulation within the housing region.
  2. Broadcasting of an advertisement by a radio or television station broadcasting throughout the housing region.
  3. At least one additional regional marketing strategy using one of the other sources listed below.

- F. 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 or number of children 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 COAH Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. COLTS NECK TOWNSHIP is located in COAH Housing Region 4, consisting of Mercer, Monmouth and Ocean Counties.
- G. The Affirmative Marketing Plan 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 applications for very low, low- and moderate-income units shall appear in the *Asbury Park Press*.
  2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspapers the first week of the marketing program and each month thereafter until all units are leased or sold. 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.
  3. All newspaper articles, announcements, and requests for applications for very low, low- and moderate-income units shall also be posted on the New Jersey Housing Resource Center's website ([www.njhrc.gov](http://www.njhrc.gov)).
  4. The advertisement shall include a description of the:
    - a. Location of the units;
    - b. Directions to the units;
    - c. Range of prices for the units;
    - d. Size, as measured in bedrooms, of units;
    - e. Maximum income permitted to qualify for the units;
    - f. Location of applications;
    - g. Business hours when interested households may obtain an application;
    - h. Application fees.
  5. Newspaper articles, announcements and information on where to request applications for very low, low and moderate income housing shall appear at least once a week for four consecutive weeks in at least three locally oriented newspapers serving the housing region, one of which shall be circulated primarily in Monmouth County and the other two of which shall be circulated primarily outside of Monmouth County but within the housing region.
  6. The regional cable television stations or regional radio stations identified by COAH for Region 4 in COAH's "Affirmative Housing Marketing Plan for Affordable Housing in Region 4", which is attached hereto as Exhibit A, shall be used during the first month of advertising. The Administrative Agent working on behalf of the developer of each affordable housing project in the Township must provide satisfactory proof of public dissemination.

H. 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:

1. Colts Neck Municipal Building
2. Colts Neck Township Web Site
3. Colts Neck Library
4. Developer's Sales/Rental Offices
5. Mercer County Administration Building
6. Monmouth County Administration Building
7. Ocean County Administration Building
8. Mercer County Library (all branches).
9. Monmouth County Library (all branches)
11. Ocean County Library (all branches)

Applications shall be mailed by the Township's Administrative Agent and Municipal Housing Liaison, or by the Administrative Agent of any specific developer, to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office and multiple copies of application forms shall be mailed to Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002); the New Jersey State Conference of the NAACP; the Latino Action Network (P.O. Box 943, Freehold, NJ 07728); STEPS, OCEAN, Inc.; the Greater Red Bank, Asbury Park/Neptune, Bayshore, Greater Freehold, Greater Long Branch, and Trenton branches of the NAACP; and the Supportive Housing Association for dissemination to their respective constituents.

I. The Township's Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Mercer, Monmouth and Ocean 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 identified in Exhibit A, Part III, Marketing, Section 3e.

1. 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:

Mercer County Board of Realtors  
Monmouth County Board of Realtors  
Ocean County Board of Realtors

2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the Counties of Mercer, Monmouth and Ocean:

Welfare or Social Service Board (via the Director)  
Rental Assistance Office (local office of DCA)  
Office on Aging  
Housing Authority (municipal or county)  
Community Action Agencies  
Community Development Departments

3. Quarterly informational circulars and applications shall be sent to the chief personnel administrators of all of the major employers within the region, as listed

on Attachment A, Part III, Marketing, Section 3e.

4. In addition, specific notification of the availability of affordable housing units in Colts Neck (along with copies of the application form) shall be provided to the following entities: Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002); the New Jersey State Conference of the NAACP; the Latino Action Network (P.O. Box 943, Freehold, NJ 07728); STEPS, OCEAN, Inc.; the Greater Red Bank, Asbury Park/Neptune, Bayshore, Greater Freehold, Greater Long Branch, and Trenton branches of the NAACP; and the Supportive Housing Association.
- J. A random selection method to select occupants of very low, low- and moderate-income housing will be used by the Township's Administrative Agent, or the Administrative Agent of any specific developer, in conformance with N.J.A.C. 5:80-26.16 (I). This Affirmative Marketing Plan provides a regional preference for very low, low and moderate income households that live and/or work in COAH Housing Region 4, which is comprised of Mercer, Monmouth and Ocean 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 Township prior to the affirmative marketing of the units.
- K. The Township's Administrative Agent, or the Administrative Agent of any specific developer, shall administer the Affirmative Marketing Plan. The Administrative Agent 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.
- L. The Township's Administrative Agent, or the Administrative Agent of any specific developer, 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.
- M. 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 Township's Administrative Agent.
- N. The Township's Administrative Agent 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.

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

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

I, Trina Lindsey, do hereby certify the foregoing to be a true and accurate copy of a Resolution passed by the Township Committee of Colts Neck Township during the Reorganization meeting held on the 29<sup>th</sup> day of January 2025

  
\_\_\_\_\_  
Trina Lindsey, Municipal Clerk

RECORD OF VOTE						
	M	S	Yes	No	NV	Ab
Mayor Torchia Buss			X			
Deputy Mayor Viola			X			
Buzzetta			X			
Fitzpatrick		S	X			
Rizzuto		M	X			
M - Moved S - Seconded X - indicates vote NV - Not Voting Ab - Absent						

# AFFIRMATIVE FAIR HOUSING MARKETING PLAN

## For Affordable Housing in (REGION 4)

### I. APPLICANT AND PROJECT INFORMATION

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

Ia. Administrative Agent Name, Address, Phone Number		Ib. Development or Program Name, Address  <b>Colts Neck Township Affordable Housing</b>	
Ic. Number of Affordable Units: <b>All Units</b>  Number of Rental Units:  Number of For-Sale Units:	Id. Price or Rental Range  From: <b>TBD</b>  To: <b>TBD</b>	Ie. State and Federal Funding Sources (if any)  <b>N/A</b>	
If. <input type="checkbox"/> Age Restricted  <input type="checkbox"/> Non-Age Restricted	Ig. Approximate Starting Dates  Advertising: <b>Ongoing/Unit Turn over</b> Occupancy: <b>Varies</b>		
Ih. County <b>Mercer, Monmouth, Ocean</b>	Ii. Census Tract(s):		
Ij. Managing/Sales Agent's Name, Address, Phone Number			
Ik. Application Fees (if any): <b>N/A</b>			

(Sections II through IV should be consistent for all affordable housing developments and programs within the municipality. 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>2. Describe the random selection process that will be used once applications are received.</p> <p>All eligible applicants will be placed on a waiting list. Once the application submission period has passed, the date and time of a randomized applicant lottery will be determined. All applicants will be notified of the scheduled lottery, and may attend and view the lottery procedure. Once the lottery has concluded, the certification process and verification that each applicant meets the program's qualifications will proceed.</p>
--

### III. MARKETING

<p>3a. 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)</p> <p><input type="checkbox"/> White (non-Hispanic)    <input checked="" type="checkbox"/> Black (non-Hispanic)    <input checked="" type="checkbox"/> Hispanic    <input type="checkbox"/> American Indian or Alaskan Native</p>
---

<input type="checkbox"/> Asian or Pacific Islander		<input type="checkbox"/> Other group:	
3b. HOUSING RESOURCE CENTER ( <a href="http://www.njhousing.gov">www.njhousing.gov</a> ) A free, online listing of affordable housing			<b>X</b>
3c. Commercial Media (required) (Check all that applies)			
	<b>DURATION &amp; FREQUENCY OF OUTREACH</b>	<b>NAMES OF REGIONAL NEWSPAPER(S)</b>	<b>CIRCULATION AREA</b>
<b>TARGETS PARTIAL HOUSING REGION 4</b>			
Newspaper			
<b>X</b>	As Needed	Trenton Times	Mercer
<b>X</b>	As Needed	Asbury Park Press	Monmouth, Ocean
<b>X</b>	As Needed	Ocean County Observer	Ocean
<b>X</b>	As Needed	The Coast Star	Monmouth, Ocean
	<b>DURATION &amp; FREQUENCY OF OUTREACH</b>	<b>NAMES OF CABLE PROVIDER(S)</b>	<b>BROADCAST AREA</b>
<b>TARGETS PARTIAL HOUSING REGION 4</b>			
<b>X</b>	As Needed	Cablevision of Hamilton	Partial Mercer, Monmouth
<b>X</b>	As Needed	Comcast of Garden State, Long Beach Island, Ocean County, Toms River	Partial Ocean
3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)			
<b>TARGETS PARTIAL HOUSING REGION 4</b>			
Weekly			
<b>X</b>	As Needed	El Hispano	Mercer County area Spanish-Language
<b>X</b>	As Needed	Latinos Unidos	Monmouth and Ocean County areas Spanish-Language
3e. Employer Outreach (names of employers throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing) (Check all that applies)			
	<b>DURATION &amp; FREQUENCY OF OUTREACH</b>	<b>NAME OF EMPLOYER/COMPANY</b>	<b>LOCATION</b>
Mercer County			
<b>X</b>	Mailing Outreach	Mercer County Board of Education	1075 Old Trenton Rd, Trenton, NJ
<b>X</b>	Mailing Outreach	Medical Center at Princeton	253 Witherspoon St, Princeton, NJ
<b>X</b>	Mailing Outreach	Coca-Cola Foods	480 Mercer St, Hightstown, NJ
<b>X</b>	Mailing Outreach	Merrill Lynch	410 Scotch Rd, Hopewell, NJ
<b>X</b>	Mailing Outreach	Gaum. Inc.	1080 US Highway 130, Robbinsville, NJ
Monmouth County			
<b>X</b>	Mailing Outreach	Meridian Health System	1350 Campus Parkway Neptune

X	Mailing Outreach	County of Monmouth Hall of Records	1 East Main Street Freehold
X	Mailing Outreach	Central State Healthcare Systems	West Main Street Freehold
X	Mailing Outreach	Monmouth Medical Center	300 Second Ave Long Branch
X	Mailing Outreach	Horizon Blue Cross Blue Shield	1427 Wyckoff Road Farmingdale, NJ

Ocean County

X	Mailing Outreach	Saint Barnabas Health Care System	300 2nd Ave Long Branch, NJ 07740
X	Mailing Outreach	Six Flags Theme Parks Inc	Route 537 Jackson, NJ 08527
X	Mailing Outreach	Meridian Health Care System	415 Jack Martin Blvd, Brick, NJ

3f. 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
CAA County Shelter	Monmouth County	Homeless Adults	As needed
Monmouth County Social Svcs	Monmouth County	Families & Children	As needed
180 Turning Lives Around	Monmouth County	Families & Children	As needed
Family Promise	Monmouth County	Homeless Families	As needed
Mercer County Social Svcs	Mercer County	Families & Children	As needed
Rescue Mission of Trenton	Mercer County	Homeless Adults	As needed
Mercer Alliance to End Homelessness	Mercer County	Homeless Adults/Families	As needed
Home Front	Mercer County	Homeless Adults/Families	As needed
Catholic Charities	Mercer County	Homeless Adults/Families	As needed
Interfaith Hospitality Network	Ocean County	Homeless Adults/Families	As needed
Ocean County Social Svcs	Ocean County	Families & Children	As needed
Good Samaritan House	Ocean County	Homeless Men	As needed
Vetnetwork	Ocean County	Homeless Veterans	As needed

IV. APPLICATIONS

Applications for affordable housing for the above units will be available at the following locations:

4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)

	BUILDING	LOCATION
X	Mercer County Library Headquarters	2751 Brunswick Pike, Lawrenceville, NJ 08648
X	Monmouth County Headquarters Library	125 Symmes Drive, Manalapan, NJ 07726
X	Ocean County Library	101 Washington Street, Toms River, NJ 08753
4b. Municipality in which the units are located (list municipal building and municipal library, address)		
<b>Colts Neck Township – 1 Veterans Way, Colts Neck NJ 07722</b> <b>Colts Neck Library – 1 Winthrop Drive, Colts Neck 07722</b>		
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) *Tara Torchia Buss*  
Title/Municipality *Mayor/Colts Neck*  
Signature *Tara Buss*