

## RESOLUTION 41-17

### RESOLUTION AUTHORIZING AN AMENDMENT TO THE BOROUGH OF CLAYTON'S "AFFIRMATIVE MARKETING PLAN"

WHEREAS, a Housing Element and Fair Share Plan was prepared and adopted by the Planning Board in 2008 after notice pursuant to applicable law, which plan received substantive certification by the New Jersey Council on Affordable Housing ("COAH") on October 14, 2009 ("Substantive Certification"); and

WHEREAS, in accordance with the Fair Housing Act and the New Jersey Uniform Housing Affordability Controls (N.J.A.C. 5:80-26-1, et seq.), the Borough of Clayton was required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units created within the Borough of Clayton are affirmatively marketed to low- and moderate-income households, particularly those living and/or working within the applicable Housing Region 5, the Housing Region encompassing the Borough of Clayton; and

WHEREAS, by way of Resolution 228-09, adopted on December 29, 2009, the Borough of Clayton adopted an Affirmative Marketing Plan for the Borough's Rental Rehabilitation Program; and

WHEREAS, the New Jersey Supreme Court, In Re Adoption of N.J.A.C. 5:96 and 5:97 by the New Jersey Council on Affordable Housing, 221 N.J. 1, 6 (2015) ("2015 Case"), declared that the Substantive Certification granted to the Borough of Clayton, and the substantive certifications granted to other municipalities, by COAH was no longer valid, and established a transitional process for municipalities, like the Borough of Clayton, that received substantive certification from COAH to file a declaratory judgment action with the trial courts seeking to reaffirm their substantive certification; and

WHEREAS, on July 8, 2015, the Borough filed a Declaratory Judgment action, captioned In Re Affirmation of the Borough of Clayton's Substantive Certification Granted on October 14, 2009, Docket No.: L-936-15, in accordance with the 2015 Case and the Trust Fund Case, upon notice to all interested parties ("Litigation"); and

WHEREAS, in order to amicably resolve the Litigation in a way that all parties to the Litigation agree complies with the Mount Laurel Doctrine, the Borough of Clayton and Fair Share Housing Center have negotiated a Settlement Agreement ("Settlement Agreement"); and

WHEREAS, part of the Settlement Agreement calls for an amendment to the Affirmative Marketing Plan; and

WHEREAS, in order to comply with the obligations of the Settlement Agreement, the Borough has prepared an amended Affirmative Marketing Plan, a copy of which is attached hereto as Exhibit A; and

WHEREAS, the Borough wishes to adopt and utilize the attached amended Affirmative Marketing Plan, to: (1) Sets forth the policies and procedures for placing eligible individuals and families in affordable units made available under the Borough of Clayton's rehabilitation program, and, (2) provides instruction to developers, owners, and landlords for placing eligible individuals and families in affordable units as new affordable units become available in their respective projects; and

WHEREAS, the adoption the amended Affirmative Marketing Plan is in the best interests of the citizens of the Borough of Clayton as it will assist the Borough in satisfying its affordable housing obligations.

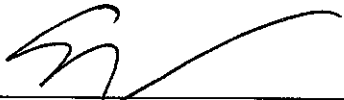
NOW, THEREFORE, BE IT RESOLVED, by the Council of the Borough of Clayton, County of Gloucester, and State of New Jersey:

1. The amended Affirmative Marketing Plan attached hereto as Exhibit A is hereby adopted, endorsed, and authorized for the use in affirmatively marketing affordable housing units in the Borough of Clayton. A copy of the amended Affirmative Marketing Plan is on file in the office of the Borough Clerk and may be inspected during regular office hours.

2. A certified copy of this Resolution shall be furnished upon its adoption to the Borough's Affordable Housing Liaison, who shall request that all developers, owners, and/or landlords of the affordable housing projects identified in Exhibit B attached hereto, and any future affordable housing projects prepare and execute Affirmative Marketing Plans consistent with the amended Affirmative Marketing Plan attached hereto as Exhibit A and that those plans are kept on file in the Borough Clerk's office.

4. This resolution shall take effect immediately.

**BOROUGH OF CLAYTON**

  
\_\_\_\_\_  
THOMAS BIANCO, Mayor

Attest:

  
\_\_\_\_\_  
CHRISTINE NEWCOMB, Borough Clerk



### III. MARKETING

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)

☐ White (non-Hispanic)    ☒ Black (non-Hispanic)    ☒ Hispanic    ☐ American Indian or Alaskan Native  
☐ Asian or Pacific Islander    ☐ Other group:

3b. HOUSING RESOURCE CENTER ([www.njhousing.gov](http://www.njhousing.gov)) A free, online listing of affordable housing ☐

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

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
<b>TARGETS ENTIRE HOUSING REGION 5</b>			
Daily Newspaper			
<input type="checkbox"/>		Philadelphia Inquirer	
<input checked="" type="checkbox"/>		Courier-Post	
<b>TARGETS PARTIAL HOUSING REGION 5</b>			
Daily Newspaper			
<input type="checkbox"/>		Burlington County Times	Burlington
<input type="checkbox"/>		Gloucester County Times	Gloucester
Weekly Newspaper			
<input type="checkbox"/>		Central Record, The	Burlington
<input type="checkbox"/>		Fort Dix Post	Burlington
<input type="checkbox"/>		Maple Shade Progress	Burlington
<input type="checkbox"/>		News Weekly	Burlington
<input type="checkbox"/>		Register-News	Burlington
<input type="checkbox"/>		Gloucester City News	Camden
<input type="checkbox"/>		Haddon Herald	Camden
<input type="checkbox"/>		Record Breeze	Camden
<input type="checkbox"/>		Retrospect	Camden
<input type="checkbox"/>		Plain Dealer	Camden, Gloucester
<input type="checkbox"/>		News Report	Gloucester
	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL TV STATION(S)	CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 5</b>			
<input type="checkbox"/>		3 KYW-TV Cbs Broadcasting Inc.	

<input type="checkbox"/>		6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney)	
<input type="checkbox"/>		10 WCAU NBC Telemundo License Co. (General Electric)	
<input type="checkbox"/>		12 WHYY-TV Whyy, Inc.	
<input type="checkbox"/>		17 WPHL-TV Tribune Company	
<input type="checkbox"/>		23 WNJS New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		29 WTXF-TV Fox Television Stations, Inc. (News Corp.)	
<input type="checkbox"/>		35 WYBE Independence Public Media Of Philadelphia, Inc.	
<input type="checkbox"/>		48 WGTW-TV Trinity Broadcasting Network	
<input type="checkbox"/>		52 WNJT New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		57 WPSG Cbs Broadcasting Inc.	
<input type="checkbox"/>		61 WPPX Paxon Communications License Company, Llc	
<input type="checkbox"/>		65 WUVP-TV Univision Communications, Inc.	
<input type="checkbox"/>		69 WFMZ-TV Maranatha Broadcasting Company, Inc.	

#### TARGETS PARTIAL HOUSING REGION 5

<input type="checkbox"/>		2 WCBS-TV Cbs Broadcasting Inc.	Burlington
<input type="checkbox"/>		4 WNBC NBC Telemundo License Co. (General Electric)	Burlington
<input type="checkbox"/>		5 WNYW Fox Television Stations, Inc. (News Corp.)	Burlington
<input type="checkbox"/>		7 WABC-TV American Broadcasting Companies, Inc (Walt Disney)	Burlington
<input type="checkbox"/>		9 WWOR-TV Fox Television Stations, Inc. (News Corp.)	Burlington
<input type="checkbox"/>		11 WPIX Wpix, Inc. (Tribune)	Burlington
<input type="checkbox"/>		13 WNET Educational Broadcasting Corporation	Burlington
<input type="checkbox"/>		39 WLVT-TV Lehigh Valley Public Telecommunications Corp.	Burlington
<input type="checkbox"/>		58 WNJB New Jersey Public Broadcasting	Burlington

		Authority	
<input type="checkbox"/>		38 WPHA-CA Commercial Broadcasting Corp.	Burlington, Camden
<input type="checkbox"/>		41 WNAI-LP Marcia Cohen	Burlington, Camden
<input type="checkbox"/>		60 WBPH-TV Sonshine Family Television Corp	Burlington, Camden
<input type="checkbox"/>		62 WWSI Hispanic Broadcasters of Philadelphia, Llc	Camden, Gloucester

	DURATION & FREQUENCY OF OUTREACH	NAMES OF CABLE PROVIDER(S)	BROADCAST AREA
<b>TARGETS PARTIAL HOUSING REGION 5</b>			
<b>X</b>		Comcast of Burlington County, Garden State, Gloucester County, South Jersey, Wildwood (Maple Shade System)	All Burlington, Camden, Gloucester

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL RADIO STATION(S)	BROADCAST AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 5</b>			
<b>AM</b>			
<input type="checkbox"/>		WFIL 560	Christian
<input type="checkbox"/>		WIP 610	
<input type="checkbox"/>		WWJZ 640	
<input type="checkbox"/>		WTMR 800	
<input type="checkbox"/>		WWDB 860	
<input type="checkbox"/>		WPEN 950	
<input type="checkbox"/>		WNTP 990	
<input type="checkbox"/>		KYW 1060	
<input type="checkbox"/>		WPHT 1210	
<input type="checkbox"/>		WNWR 1540	
<b>FM</b>			
<input type="checkbox"/>		WXPB 88.5	
<input type="checkbox"/>		WRTI 90.1	
<input type="checkbox"/>		WHYY-FM 90.9	
<input type="checkbox"/>		WXTU 92.5	
<input type="checkbox"/>		WMMR 93.3	
<input type="checkbox"/>		WSTW 93.7	

<input type="checkbox"/>		WYSP 94.1	
<input type="checkbox"/>		WPST 94.5	
<input type="checkbox"/>		WBEN-FM 95.7	
<input type="checkbox"/>		WRDW-FM 96.5	
<input type="checkbox"/>		WUSL 98.9	
<input type="checkbox"/>		WJBR-FM 99.5	
<input type="checkbox"/>		WPHI-FM 100.3	
<input type="checkbox"/>		WBEB 101.1	
<input type="checkbox"/>		WIOQ 102.1	
<input type="checkbox"/>		WMGK 102.9	
<input type="checkbox"/>		WJJZ 106.1	
<input type="checkbox"/>		WKDN 106.9	Christian
<input type="checkbox"/>		WRNB 107.9	
<b>TARGETS PARTIAL HOUSING REGION 5</b>			
<b>AM</b>			
<input type="checkbox"/>		WOR 710	
<input type="checkbox"/>		WBUD 1260	
<input type="checkbox"/>		WIMG 1300	Black Gospel
<input type="checkbox"/>		WIFI 1460	Christian
<input type="checkbox"/>		WBCB 1490	
<input type="checkbox"/>		WPHY 920	
<input type="checkbox"/>		WURD 900	
<input type="checkbox"/>		WPHE 690	Latin
<input type="checkbox"/>		WNAP 1110	
<input type="checkbox"/>		WEMG 1310	Spanish
<input type="checkbox"/>		WHAT 1340	
<input type="checkbox"/>		WVCH 740	Christian
<input type="checkbox"/>		WDEL 1150	
<input type="checkbox"/>		WNJC 1360	
<input type="checkbox"/>		WDAS 1480	Black Gospel

FM			
<input type="checkbox"/>		WBZC 88.9	Burlington
<input type="checkbox"/>		WSJI 89.5	Burlington
<input type="checkbox"/>		WAWZ 99.1	Burlington (Christian)
<input type="checkbox"/>		WPPZ-FM 103.9	Burlington (Christian)
<input type="checkbox"/>		WKXW-FM 101.5	Burlington, Camden
<input type="checkbox"/>		WPRB 103.3	Burlington, Camden
<input type="checkbox"/>		WOGL 98.1	Burlington, Camden, Gloucester
<input type="checkbox"/>		WDAS-FM 105.3	Burlington, Camden, Gloucester
<input type="checkbox"/>		WKDU 91.7	Camden
<input type="checkbox"/>		WGLS-FM 89.7	Gloucester
<input type="checkbox"/>		WVLT 92.1	Gloucester
<input type="checkbox"/>		WIXM 97.3	Gloucester
<input type="checkbox"/>		WSJO 104.9	Gloucester
3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)			
<b>DURATION &amp; FREQUENCY OF OUTREACH</b>	<b>NAME OF PUBLICATIONS</b>	<b>OUTREACH AREA</b>	<b>RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE</b>
<b>TARGETS ENTIRE HOUSING REGION 5</b>			
Weekly			
<input type="checkbox"/>	Al Dia	Philadelphia Area	Spanish-Language
<input type="checkbox"/>	Nuestra Comunidad	Central/South Jersey	Spanish-Language
<b>TARGETS PARTIAL HOUSING REGION 5</b>			
Weekly			
<input type="checkbox"/>	El Hispano	Camden and Trenton areas	Spanish-Language
<input type="checkbox"/>	Ukrainian Weekly	New Jersey	Ukrainian community
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>	
Burlington County			
<input type="checkbox"/>	Burlington County College	601 Pemberton Browns Mills Rd Remberton	



<input type="checkbox"/>		Our Lady of Lourdes Medical Center	218 Sunset Rd Willingboro, NJ
<input type="checkbox"/>		Masonic Home of NJ	902 Jacksonville Rd Burlington, NJ
<input type="checkbox"/>		Medford Leas Continuing Care	1 Medford Leas Medford, NJ
<input type="checkbox"/>		Virtua Geriatric Care Management	523 Fellowship Rd Mt Laurel, NJ
<input type="checkbox"/>		Virtua West Jersey Hospital	90 Brick rd Marlton, NJ
<b>Camden County</b>			
<input type="checkbox"/>		Campbell Soup Company	Campbell Place Camden, NJ 08103-1701
<input type="checkbox"/>		Lockheed Martin	Federal, Camden, NJ 08102
<input type="checkbox"/>		Bancroft Neurohealth	1000 Atlantic Ave Camden, NJ 08102
<input type="checkbox"/>		Cooper Health System	One Cooper Plaza Camden, NJ 08102
<input type="checkbox"/>		L-3 Communications Systems	1 Federal Street, Camden, New Jersey, 08103
<input type="checkbox"/>		Towers Perrin	101 Woodcrest Rd, Cherry Hill, NJ
<input type="checkbox"/>		Arch Manufacturing & Sales Co.	1213 S 6th St, Camden, NJ
<b>Gloucester County</b>			
<input type="checkbox"/>		Underwood Memorial Hospital	509 North Broad Street, Woodbury, NJ 08096
<input type="checkbox"/>		Rowan University	201 Mullica Hill road Glassboro, NJ 08028
X		Kennedy Memorial Hospital	435 Hurffville-Cross Keys Road, Turnersville NJ 08012
<input type="checkbox"/>		U.S. Food Services	2255 High Hill Rd, Swedesboro, NJ & Swedesboro
<input type="checkbox"/>		Direct Group	100 Berkeley Dr, Swedesboro, NJ and 800 Arlington Blvd, Swedesboro, NJ
<input type="checkbox"/>		CompuCom Systems Inc.	1225 Forest Pkwy # 500, Paulsboro, NJ
<input type="checkbox"/>		Missa Bay LLC	101 Arlington Blvd, Swedesboro, NJ and 2339 Center Square Rd, Swedesboro, NJ and 730 Veterans Dr, Swedesboro, NJ
<input type="checkbox"/>		Sony Music	400 N Woodbury Rd, Pitman, NJ
<input type="checkbox"/>		Delaware Valley Wholesale Florists	520 N. Mantua Boulevard Sewell, NJ 08080
<input type="checkbox"/>		Valero Refining Co	800 Billingsport Rd, Paulsboro, NJ
<input type="checkbox"/>		Electric Mobility	591 Mantua Blvd, Sewell, NJ
<input type="checkbox"/>		Sunoco-Eagle Point Oil Refinery	US Highway 130 S & Highway 295, Westville, NJ
<input type="checkbox"/>		Heritage's Dairy Stores	376 Jessup Road Thorofare, NJ 08086
<input type="checkbox"/>		Cornell & Company	224 Cornell Ln, Westville, NJ

<input type="checkbox"/>		Exxon Mobil Research & Engineering Co	800 Billingsport Rd, Paulsboro, 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
Fair Share Housing Center	Statewide	All	Upon commencement of marketing for each availability
Gloucester County NAACP	Gloucester County	All	Upon commencement of marketing for each availability
Latino Action Network	Statewide	Hispanic	Upon commencement of marketing for each availability
New Jersey Housing Resource Center	Statewide	All	Upon commencement of marketing for each availability

#### 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)		
	<b>BUILDING</b>	<b>LOCATION</b>
X	Burlington County Library Headquarters	5 Pioneer Boulevard, Westampton, NJ 08060
X	Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060 (609)265-5000
X	Camden Court House Square	520 Market St, Camden NJ 08102-1375 (856)225-5000
X	Gloucester County Court House	1 N. Broad Street, Woodbury, NJ 08096 (856)853-3390
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Sue Miller, Borough Administrator, Borough of Clayton, 125 N. Delsea Drive, Clayton, NJ 08312		
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 UHOP/MONI/CHOICE funding).	
<u>Sue Miller</u>	
Name (Type or Print)	
<u>Borough Administrator</u>	
Title/Municipality	
Signature	Date