

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in (REGION 5)

I. PENNROSE EASTAMPTON TOWN CENTER PHASE I - PROJECT INFORMATION

1a. Administrative Agent Name, Address, Phone Number Steven Castiglia Pennrose Management Company One Brewery Park 1301 North 31 st Street, Philadelphia, PA 19121		1b. Development or Program Name, Address Pennrose Eastampton Town Center Phase I Pennrose Management Company 25 Sawyer Avenue Eastampton, NJ 08060 x FOR RENT UNITS <input type="checkbox"/> FOR SALE UNITS Section 1 To Be Completed Separately for Each Project/Development	
1c. Number of Affordable Units: 37 Number of Rental Units: 37 Number of For-Sale Units: 0	1d. Price or Rental Range From: \$ To be Determined To: \$ To be Determined 2 BR Affordable Units: 7 Low Income 3+ BR Affordable Units: 30 Low Income	1e. State and Federal Funding Sources (if any) None	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted		1g. Approximate Starting Dates Advertising: To be Determined Occupancy: To be Determined Lottery Date: To be Determined for Each Project	
1h. County: Burlington, Camden, Gloucester		1i. Property Identification Block: 300 Lot: 2.02	
1j. Managing/Sales Agent's Name, Address, Phone Number Steven Castiglia Pennrose Management Company One Brewery Park 1301 North 31 st Street, Philadelphia, PA 19121			
1k. Application Fees (if any): Application fee may apply for cost of a tenant screening report. Landlord to establish application fees and rental criteria (in accordance with the "Fair Chance in Housing Act".			

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I. PENNROSE EASTAMPTON TOWN CENTER PHASE II - PROJECT INFORMATION

1a. Administrative Agent Name, Address, Phone Number Steven Castiglia Pennrose Management Company One Brewery Park 1301 North 31 st Street, Philadelphia, PA 19121		1b. Development or Program Name, Address Pennrose Eastampton Town Center Phase II Pennrose Management Company 25 Sawyer Avenue Eastampton, NJ 08060 <input checked="" type="checkbox"/> FOR RENT UNITS <input type="checkbox"/> FOR SALE UNITS Section 1 To Be Completed Separately for Each Project/Development	
1c. Number of Affordable Units: 63 Number of Rental Units: 63 Number of For-Sale Units: 0	1d. Price or Rental Range From: \$ To be Determined To: \$ To be Determined 2 BR Affordable Units: 23 Low Income 3+ BR Affordable Units: 40 Low Income	1e. State and Federal Funding Sources (if any) None	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: To be Determined Occupancy: To be Determined Lottery Date: To be Determined for Each Project		
1h. County: Burlington, Camden, Gloucester		1i. Property Identification: Block: 300 Lot: 2.02	
1j. Managing/Sales Agent's Name, Address, Phone Number Steven Castiglia Pennrose Management Company One Brewery Park 1301 North 31 st Street, Philadelphia, PA 19121			
1k. Application Fees (if any): Application fee may apply for cost of a tenant screening report. Landlord to establish application fees and rental criteria (in accordance with the "Fair Chance in Housing Act").			

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I. EASTAMPTON VILLAGE - PROJECT INFORMATION

1a. Administrative Agent Name, Address, Phone Number Frank Piazza, Piazza & Associates, Inc. 216 Rockingham Row Princeton, NJ 08540 fpiazza@PiazzaNJ.com www.PiazzaNJ.com ; 609-786-1100	1b. Development or Program Name, Address Eastampton Village Sharbell Building Company, LLC Star Drive Eastampton, NJ 08060 <input checked="" type="checkbox"/> FOR RENT UNITS <input type="checkbox"/> FOR SALE UNITS Section 1 To Be Completed Separately for Each Project/Development	
1c. Number of Affordable Units: 7 Number of Rental Units: 7 Number of For-Sale Units: 0	1d. Price or Rental Range From: \$ To be Determined To: \$ To be Determined 1 BR/or Efficiency Affordable Units: 1 Low Income 2 BR Affordable Units: Very Low-Income: 1 Low-Income: 1 Moderate-Income: 2 3+ BR Affordable Units: Low-Income: 1 Moderate-Income: 1	1e. State and Federal Funding Sources (if any) None
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: To be Determined Occupancy: To be Determined Lottery Date: To be Determined for Each Project	
1h. County: Burlington, Camden, Gloucester	1i. Property Identification: Block: 600.02 Lot: 1	
1j. Managing/Sales Agent's Name, Address, Phone Number Frank Piazza, Piazza & Associates, Inc. 216 Rockingham Row Princeton, NJ 08540 fpiazza@PiazzaNJ.com www.PiazzaNJ.com ; 609-786-1100		
1k. Application Fees (if any): Application fee may apply for cost of a tenant screening report. Landlord to establish application fees and rental criteria (in accordance with the "Fair Chance in Housing Act").		

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I. MONMOUTH ROAD - PROJECT INFORMATION

1a. Administrative Agent Name, Address, Phone Number TBD NOTE: The Monmouth Road site has been zoned for affordable housing but has yet to be constructed.		1b. Development or Program Name, Address Monmouth Road TBD Eastampton, NJ 08060 <input checked="" type="checkbox"/> FOR RENT UNITS <input type="checkbox"/> FOR SALE UNITS Section 1 To Be Completed Separately for Each Project/Development	
1c. Number of Affordable Units: 24 Number of Rental Units: 24 Number of For-Sale Units: 0	1d. Price or Rental Range From: \$ To be Determined To: \$ To be Determined 24 Units Proposed	1e. State and Federal Funding Sources (if any) None	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted		1g. Approximate Starting Dates Advertising: To be Determined Occupancy: To be Determined Lottery Date: To be Determined for Each Project	
1h. County: Burlington, Camden, Gloucester		1i. Property Identification: Block: 400 Lot: 13	
1j. Managing/Sales Agent's Name, Address, Phone Number TBD			
1k. Application Fees (if any): Application fee may apply for cost of a tenant screening report. Landlord to establish application fees and rental criteria (in accordance with the "Fair Chance in Housing Act".			

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(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

- 1. Describe the random selection process that will be used once applications are received.**

INITIAL RANDOMIZATION

Applicants are selected at random before income-eligibility is determined, regardless of household size or desired number of bedrooms. The process is as follows:

After advertising is implemented, pre-applications are accepted for 120 days. At the end of 60 days from the date the waiting list is opened on the NJHRC website, pre-applications are selected one-by-one through a lottery (unless fewer applications are received than the number of available units, then all eligible households will be placed in a unit). An applicant pool is created by listing applicants in the randomized order selected. Regional preference will be given to households that currently live and/or work in Housing Region 5.

Applicants will be invited to submit full applications in lottery order to fill available units. Those with a Regional preference will be contacted first, regardless of their overall lottery number. The full application will require the applicants to supply documents to verify their identity and household composition as well as their income and assets. Eligible households are issued a Certificate of Eligibility. Ineligible households are informed that they are being removed from the applicant pool or given the opportunity to correct and/or update income and household information.

Eligible households are matched to available units based upon household income and the number of bedrooms needed (and any other special requirements, such as the need for an accessible unit). Certified applicants will be given a pre-determined amount of time to sign a lease with the owner.

If there are sufficient names remaining in the pool to fill future re-rentals, the applicant pool shall be closed. When the applicant pool is close to being depleted, the Administrative Agent will re-open the pool and conduct additional marketing until units are filled.

The municipality has by ordinance provided that households that live or work in Housing Region 5 comprised of the following counties Gloucester, Camden, and Burlington shall be selected for an affordable housing unit before households from outside this region. Units that remain unoccupied after households who live or work in the region are exhausted, may be offered to the households outside the region.

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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 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.njhrc.gov) A free, online listing of affordable housing. Listed for the duration of the affirmative marketing process. Listing will be posted at minimum 60 days prior to lottery date.

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

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPERS	CIRCULATION AREA
TARGETS ENTIRE HOUSING REGION 5			
INTERNET ADVERTISING			

X	Listed for the duration of the affirmative marketing process	Zillow/Social Media Sites	Statewide
X	Run social media ads targeting a housing region of the township/city	Social media ads include "apply today" button that goes to the landing page for each listing	Eastampton Twp. & Burlington County
	Listed for the duration of the affirmative marketing process		

TARGETS PARTIAL HOUSING REGION 5			
DAILY NEWSPAPER			
X	One display ad during the marketing process	Burlington County Times	Burlington
X	Press Release at beginning of affirmative marketing	South Jersey Times	Gloucester
WEEKLY NEWSPAPER			
X	Press Release at beginning of affirmative marketing	Central Record, The	Burlington
X	Press Release at beginning of affirmative marketing	News Weekly	Burlington
X	Press Release at beginning of affirmative marketing	Register-News	Burlington
X	Press Release at beginning of affirmative marketing	Gloucester City News	Camden
X	Press Release at beginning of affirmative marketing	Retrospect	Camden
X	Press Release at beginning of affirmative marketing	Gloucester County Times	Camden, Gloucester

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X	Press Release at beginning of affirmative marketing	News Report	Gloucester
X	Servicios Latinos de Burlington County	795 Woodlane Rd Box 10, 2nd Floor, Mount Holly, NJ 08060	Burlington County
X	Press Release at beginning of affirmative marketing	Comcast of Burlington County, Garden State, Gloucester County, South Jersey, Wildwood (Maple Shade System)	All Burlington, Camden, Gloucester

3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that apply)

DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATION	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
TARGETS ENTIRE HOUSING REGION 5			
WEEKLY			
X	Press Release at beginning of affirmative marketing	Al Dia	Philadelphia Area Spanish-Language
X	Press Release at beginning of affirmative marketing	Nuestra Comunidad	Central/South Jersey Spanish-Language
TARGETS PARTIAL HOUSING REGION 5			
WEEKLY			
X	Press Release at beginning of affirmative marketing	El Hispano	Camden and Trenton areas Spanish-Language
X	Press Release at beginning of affirmative marketing	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 apply)

DURATION & FREQUENCY OF OUTREACH	EMPLOYER/COMPANY	LOCATION
Burlington County		
X	Flyers to be mailed at beginning of Marketing	Burlington County College 601 Pemberton Browns Mills Rd Pemberton
X	Flyers to be mailed at beginning of Marketing	Our Lady of Lourdes Medical Center 218 Sunset Rd Lumberton, NJ
X	Flyers to be mailed at beginning of Marketing	Masonic Home of NJ 902 Jacksonville Rd Burlington, NJ

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X	Flyers to be mailed at beginning of Marketing	Medford Leas Continuing Care	1 Medford Leas Medford, NJ
X	Flyers to be mailed at beginning of Marketing	Virtua Geriatric Care Management	523 Fellowship Rd Mt Laurel, NJ
X	Flyers to be mailed at beginning of Marketing	Virtua West Jersey Hospital	90 Brick Rd. Marlton, NJ
Camden County			
X	Flyers to be mailed at beginning of Marketing	Campbell Soup Company	Campbell Place Camden, NJ 08103-1701
X	Flyers to be mailed at beginning of Marketing	Lockheed Martin	Federal, Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	Bancroft Neurohealth	1000 Atlantic Ave Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	Cooper Health System	One Cooper Plaza Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	L-3 Communications Systems	1 Federal Street, Camden, New Jersey, 08103
X	Flyers to be mailed at beginning of Marketing	Towers Perrin	101 Woodcrest Rd, Cherry Hill, NJ
X	Flyers to be mailed at beginning of Marketing	Arch Manufacturing & Sales Co.	1213 S 6th St, Camden, NJ
Gloucester County			
X	Flyers to be mailed at beginning of Marketing	Inspira I Hospital	509 North Broad Street, Woodbury, NJ 08096
X	Flyers to be mailed at beginning of Marketing	Rowan University	201 Mullica Hill road Glassboro, NJ 08028
X	Flyers to be mailed at beginning of Marketing	CompuCom Systems Inc.	1225 Forest Pkwy # 500, Paulsboro, NJ
X	Flyers to be mailed at beginning of Marketing	Missa Bay LLC	101 Arlington Blvd, Swedesboro, NJ and 2339 Center Square Rd, Swedesboro, NJ and 730 Veterans Dr, Swedesboro, NJ
X	Flyers to be mailed at beginning of Marketing	Sony Music	400 N.Woodbury Rd. Pitman, NJ
X	Flyers to be mailed at beginning of Marketing	Delaware Valley Wholesale Florists	520 N. Mantua Boulevard Sewell, NJ 08080
X	Flyers to be mailed at beginning of Marketing	Valero Refining Co	800 Billingsport Rd, Paulsboro, NJ
X	Flyers to be mailed at beginning of Marketing	Heritage's Dairy Stores	376 Jessup Road Thorofare, NJ 08086
X	Flyers to be mailed at beginning of Marketing	Cornell & Company	224 Cornell Ln, Westville, NJ
X	Flyers to be mailed at beginning of Marketing	Exxon Mobil Research & Engineering Co	800 Billingsport Rd, Paulsboro, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region who will receive direct notification of the availability of affordable housing units and who will be asked to post advertisements and distribute flyers and application forms regarding available affordable housing to their constituencies).

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	OUTREACH	GROUP/ORGANIZATION	ADDRESS
X	Flyers to be mailed at beginning of Marketing	Fair Share Housing Center	510 Park Blvd, Cherry Hill, NJ 08002
X	Flyers to be mailed at beginning of Marketing	Fair Share Housing Development	1 Ethel Lawrence Blvd, Mt Laurel, NJ 08054
X	Flyers to be mailed at beginning of Marketing	Camden County East NAACP	P.O. Box 53 Lawnside, NJ, 08045
X	Flyers to be mailed at beginning of Marketing	Camden County NAACP	1123 1/2 Kaighns Avenue, Camden, NJ 08103
X	Flyers to be mailed at beginning of Marketing	Gloucester County NAACP	GC NAACP, PO Box 545 Williamstown, NJ 08094
X	Flyers to be mailed at beginning of Marketing	Latino Action Network	PO Box 943, Freehold, NJ 07728
X	Flyers to be mailed at beginning of Marketing	Willingboro NAACP	PO Box 207, Roebling 09854
X	Flyers to be mailed at beginning of Marketing	Southern Burlington County NAACP	PO Box 3211, Cinnaminson, NJ 08077
X	Flyers to be mailed at beginning of Marketing	Burlington County Community Action Program	718 Route 130 South, Burlington, NJ 08016
X	Flyers to be mailed at beginning of Marketing	New Jersey NAACP Conference	P.O. Box 1706 Montclair, NJ 0704
X	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	Alden St #14, Cranford, NJ 07016
X	Flyers to be mailed at beginning of Marketing	Burlington County United Way	595 Rancocas Rd, Westhampton, NJ 08060
X	Flyers to be mailed at beginning of Marketing	Camden County Council on Economic Opportunity Latino Action Network	538 Broadway Camden, NJ 08103
X	Flyers to be mailed at beginning of Marketing	Interfaith Hospitality Network of Burlington County (IHNBC)	Moorestown, NJ 08057
X	Flyers to be mailed at beginning of Marketing	Catholic Charities	383 W State Street Trenton, NJ 08607
X	Flyers to be mailed at beginning of Marketing	Camden County Board of Social Service	600 Market Street Camden, NJ 08101
X	Flyers to be mailed at beginning of Marketing	Anti-Poverty Network of NJ	272 Dunns Mill Road, Acme Commons Center, #327, Bordentown, NJ 08505
X	Flyers to be mailed at beginning of Marketing	Burlington County Board of Social Services	795 Woodlane Road Mt Holly, New Jersey 08060
X	Flyers to be mailed at beginning of Marketing	Rancocas Valley Clergy Ass.	125 Garden St Mt Holly NJ 08060
X	Flyers to be mailed at beginning of Marketing	Gloucester County Board of Social Services	400 Holly Dell Dr, Sewell, NJ 08080
X	Flyers to be mailed at beginning of Marketing	DCA Rental Assistance	20 Market St, Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	Camden County Housing Authority	1800 S 9th St, Camden, NJ 08104
X	Flyers to be mailed at beginning of Marketing	Camden County Division of Senior and Disabled Services	512 Lakeland Rd #4, Blackwood, NJ 08012
X	Flyers to be mailed at beginning of Marketing	Burlington County Area Agency on Aging	795 Woodlane Rd, Westampton, NJ 08060

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X	Flyers to be mailed at beginning of Marketing	Gloucester County Division of Senior Services	115 Budd Blvd, West Deptford, NJ 08096
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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 apply)

	BUILDING	LOCATION
X	Burlington County Library Headquarters	5 Pioneer Boulevard, Westampton, NJ 08060
X	Burlington County Human Services Building	795 Woodlane Road, Westampton, NJ 08060
X	Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060 (609)265-5000
X	Camden County Library Headquarters	203 Laurel Road Voorhees, NJ 08043 (856)772-1636
X	Camden County Administration	520 Market St, Camden NJ 08102-1375 (856)225-5000
X	Gloucester County Library	389 Wolfert Station Rd. Mullica Hill, NJ 08062 (856)223-6000
X	Gloucester County Administration Building	2 S. 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)

Township of Eastampton Township
12 Manor House Court
Eastampton, NJ 08060
Attn: Kim White, Municipal Housing Liaison

Burlington County Library System, 5 Pioneer Boulevard, Westampton, NJ 08060

4c. Sales/Rental Office for units (if applicable)

To Be Completed Separately for Each Projects/Developments

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).

Beth Mingey _____

Beth Mingey, Triad Associates
Administrative Agent for the Township of Eastampton

11/10/2021

Date