

**TOWNSHIP OF MONTCLAIR****ORDINANCE AMENDING MONTCLAIR CODE CHAPTER 65 AFFORDABLE HOUSING**

---

July 23, 2019  
(date of introduction)

**BE IT ORDAINED** by the Township Council of the Township of Montclair that Montclair Code Section §65-9 is amended to read as follows:

**§ 65-9 Affirmative marketing requirements.**

- A. Montclair shall adopt by resolution an Affirmative Marketing Plan, compliant with N.J.A.C. 5:80-26.15, as may be amended and supplemented.
- B. The Affirmative Marketing Plan is a 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, affection or sexual orientation, disability, age or number of children to housing units which are being marketed by a developer, sponsor or owner 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.
- C. The Affirmative Marketing Plan shall include a local preference for all households that live in the Township of Montclair or are full-time employees of either the Township of Montclair or the Township of Montclair Board of Education.
- D. The administrative agent designated by the Township of Montclair shall assure the affirmative marketing of all affordable units consistent with the Affirmative Marketing Plan for the municipality.
- E. In implementing the Affirmative Marketing Plan, the administrative agent and/or another qualified entity retained by the Township shall provide a list of counseling services to low- and moderate-income applicants on subjects such as budgeting, credit issues, mortgage qualification, rental lease requirements, and landlord/tenant law.
- F. The affirmative marketing process for available affordable units shall begin at least four months prior to the expected date of occupancy.
- G. The costs of advertising and affirmative marketing of the affordable units shall be the responsibility of the developer, sponsor or owner, unless otherwise determined or agreed to by Montclair.