

RESOLUTION # 50-2026

**BOROUGH OF STRATFORD COUNTY OF CAMDEN, NEW JERSEY
ADOPTING THE AFFIRMATIVE MARKETING PLAN PURSUANT TO FOURTH
ROUND AFFORDABLE HOUSING COMPLIANCE**

WHEREAS, the New Jersey Supreme Court and the New Jersey Legislature have recognized and mandated in So. Burl. Co. NAACP v. Mount Laurel, 92 N.J. 158 (1983) (“Mount Laurel II”) and the New Jersey Fair Housing Act, i.e. N.J.S.A. 52:27D-301, et seq. that every municipality in New Jersey has an affirmative obligation to facilitate the provisions of affordable housing; and

WHEREAS, on March 20, 2024, Governor Murphy signed into law P.L. 2024, c.2, which amended the New Jersey Fair Housing Act (“Amended FHA”); and

WHEREAS, the Borough of Stratford (“Borough”) filed a timely Fourth Round Declaratory Judgment action (“DJ Action”) with the Affordable Housing Dispute Resolution Program (“Program”) under Docket CAM-L-000101-25, along with its binding resolution, on January 10, 2025; and

WHEREAS, on March 28, 2025, the Program prepared an order fixing the Borough’s obligation and authorizing the Borough to proceed with preparing and adopting its Housing Element and Fair Share Plan (“HEFSP”) for the Fourth Round; and

WHEREAS, on June 27, 2025, the Borough filed its HEFSP; and

WHEREAS, on February 27, 2026 Judge Toskos signed the Program Decision Recommendation on the Borough’s Fourth Round Housing Element and Fair Share Plan; and

WHEREAS, pursuant to the Recommendation, Amended FHA and the amended New Jersey Uniform Housing Affordability Controls, N.J.A.C. 5:80-26., et seq. (“UHAC”), the Borough is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created, including those anticipated by the HEFSP, are affirmatively marketed to very low, low and moderate income households, particularly those living and/or working within Housing Region 5, the Affordable Housing Region encompassing the Borough; and

WHEREAS, the Borough must adopt and approve an Affirmative Marketing Manual for the administration and marketing of affordable housing units; and

NOW THEREFORE BE IT RESOLVED by the Borough Council of the Borough of Stratford, County of Camden, State of New Jersey on this 12th day of March, 2026, that:

1. The Borough of Stratford hereby adopts and approves the Affirmative Marketing Manual attached hereto, or in a form substantially consistent with the attached.
2. A certified true copy of this Resolution shall be filed by the Municipal Clerk and filed with the Program to be received by the Special Adjudicator and FSHC.

3. This Resolution shall take effect immediately.

CERTIFICATION

I, Michelle Hack, RMC, Borough Clerk, do hereby certify the foregoing Resolution to be a true and complete copy of a Resolution duly adopted at a public meeting of the Governing Body of the Borough of Stratford held on March 12, 2026.



**MICHELLE HACK, RMC
BOROUGH CLERK**

Borough of Stratford
"A Clean Community"
Est. 1889



**Affirmative Marketing Process
FOR THE ADMINISTRATION
OF MARKETING
AFFORDABLE HOUSING UNITS**

*In Accordance with
the Uniform Housing
Affordability Controls*

MARCH 2026

Prepared by





FAIR HOUSING AFFIRMATIVE MARKETING PROCESS

For the Borough of Stratford

For Affordable Housing in (REGION 5)

I. APPLICANT AND PROJECT INFORMATION

<p>1a. Administrative Agent Name, Address, Phone Number</p> <p>Triad Associates 1301 W. Forest Grove Road Vineland, NJ 08360 856-690-9590 www.triadhousingprograms.com housing@triadassociates.com</p>	<p>1b. Development or Program Name, Address:</p> <p>Borough of Stratford 307 Union Avenue Stratford, NJ 08084 www.stratfordnj.org info@stratfordnj.org Phone: (856) 783-0600</p> <p>Development: To be determined for each project</p> <p>✓ FOR RENT UNITS ✓ FOR SALE UNITS</p>	
<p>1c.</p> <p>✓ Number of Units: TBD ✓ Number of Total Affordable Units: TBD ✓ Number of Affordable Sale Units: TBD ✓ Number of Affordable Rental Units: TBD</p>	<p>1d.</p> <p>✓ Family ✓ Age Restricted ✓ Supportive Housing</p>	<p>1e. State and Federal Funding Sources (if any)</p> <p>N/A</p>
<p>1f. Approximate Starting Dates</p> <p>Advertising: To be determined for each project Occupancy: To be determined for each project Lottery Date: To be determined for each project</p>	<p>1g. Price or Rental Range</p> <p>From: To be determined for each project To: To be determined for each project</p>	
<p>1h. Physical characteristics of the units – List bedroom counts, total square footage, and accessibility features</p>		
<p>1i. County: Camden</p>	<p>1j. Census Tract(s):</p>	
<p>1k. Managing/Sales Agent's Name, Address, Phone Number To be determined for each project</p>		
<p>1l. Application Fees (if any): Application, Credit and Background Check Fees may apply. To be determined for each project</p>		



FAIR HOUSING AFFIRMATIVE MARKETING PROCESS

For the Borough of Stratford

For Affordable Housing in (REGION 5)

(Sections II through IV are 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. Description of the random selection process that will be used once applications are received.

INITIAL RANDOMIZATION

In carrying out the affirmative marketing process, the administrative agent shall comply with the Housing Affordability Controls rules at N.J.A.C. 5:80-26 (UHAC) Adopted November 6, 2025, and all provisions of the Fair Chance in Housing Act, N.J.S.A. 46:8-52 through 64.

The Affirmative Marketing process will begin approximately four months prior to expected occupancy. At this time, the applicant waitlist opens, and the affordable units are posted on the New Jersey Housing Resource Center (NJHRC) website. During this four-month (120-day) period, the property is advertised and interested applicants have the opportunity to submit Preliminary Applications.

After a minimum of 60 days from the date that the units are posted on the NJHRC website, a lottery randomization takes place. No random selection may be conducted prior to 60 days following the initial advertisement on the New Jersey Housing Resource Center. All preliminary applications received during the affirmative marketing period are included in this lottery randomization, which will establish the applicant waitlist. The lottery date will be included in all affirmative marketing materials. The random selection is conducted prior to households being certified for eligibility.

If the units are Supportive Housing units, within one business day of listing the affordable housing units on the New Jersey Housing Resource Center, the Administrative Agent will notify the local Continuum of Care of any rental housing units for individuals with special needs that are reserved for individuals and families that are homeless and of any permanent supportive housing rental units.

All applicants are included in the lottery and randomized regardless of household size or, desired number of bedrooms. The process is as follows:

The lottery will be conducted by the Administrative Agent with at least two professionals present. The applicant pool will include all applicants who have applied. The Administrative Agent will utilize a computer program to randomly assign a number, which will then become the applicant's lottery number.

When a unit becomes available, the Administrative Agent will identify the applicants that match the number of bedrooms and affordability (very low, low, or moderate income). Those who work or live in Region 5 will be given preference and contacted for the unit first. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for up to 50 percent of the restricted units will be given to very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised. If a veteran's preference is in effect, the veterans will be offered the unit prior to the general applicant pool.

Preliminary Applications received after the lottery date will be added to the applicant pool in the order they were received.

If the applicant pool becomes close to being depleted, the Administrative Agent will conduct additional marketing until units are filled.

The administrative agent will designate an experienced staff person to provide counseling services to low- and moderate-income applicants on subjects such as budgeting, credit issues, mortgage qualification, rental lease requirements, and landlord/tenant law. Alternatively, the administrative agent or municipality may contract with a HUD-certified housing counselor or an otherwise experienced entity approved by the NJ Department of Community Affairs to provide such counseling services.

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 checked="" type="checkbox"/> White (non-Hispanic) <input checked="" type="checkbox"/> Black (non-Hispanic) <input checked="" type="checkbox"/> Hispanic <input checked="" type="checkbox"/> American Indian or Alaskan Native <input checked="" type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group: </p>			
<p>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.</p>			
<p>3c. Commercial Media (required) (Check all that apply)</p>			
	DURATION/ FREQUENCY OF OUTREACH	NAMES OF REGIONAL MEDIA SOURCES	CIRCULATION AREA

TARGETS ENTIRE HOUSING REGION

DIGITAL ADVERTISING

<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Zillow/Social Media Sites	Statewide
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Social media ads including facebook targeting the housing region. Ads will include an "apply today" button that links to the landing page for each listing	Regional
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	NJHRC.gov	Statewide
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Triadhousingprograms.com	Statewide
<input checked="" type="checkbox"/>	Print advertising to run at least one week in conjunction with digital advertising to run at least 4 weeks.	https://thesunpapers.com/c/news/camden-county/	Regional

NEWSPAPERS

<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Burlington County Times	Regional
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	South Jersey Times	Regional

✓	Press Release at beginning of affirmative marketing	Central Record	Regional
✓	Press Release at beginning of affirmative marketing	News Weekly	Regional
✓	Press Release at beginning of affirmative marketing	Register-News	Regional
✓	Press Release at beginning of affirmative marketing	Gloucester City News	Regional
✓	Press Release at beginning of affirmative marketing	Sun Newspaper Camden County	Regional
✓	Press Release at beginning of affirmative marketing	Retrospect	Regional
✓	Press Release at beginning of affirmative marketing	Gloucester County Times	Regional
✓	Press Release at beginning of affirmative marketing	News Report	Regional

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

DURATION & FREQUENCY OF OUTREACH	NAME OF MEDIA SOURCE	OUTREACH AREA/CONTACT	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
TARGETS ENTIRE HOUSING REGION 5			
✓	Flyers to be mailed at beginning of Marketing	Hispanic Affairs Hispanic@camdencounty.com	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Servicios Latinos servicioslatinos@hotmail.com	Burlington County
✓	Flyers to be mailed at beginning of Marketing	Nuestra Comunidad sreece@echo-media.com	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Sino Monthly info@sino-monthly.com	Chinese-American
✓	Flyers to be mailed at beginning of Marketing	24 Horas redaccion@24-horas.mx	Portuguese-Language
✓	Flyers to be mailed at beginning of Marketing	Arab Voice Newspaper info@arabamerica.com	Arab-American
✓	Flyers to be mailed at beginning of Marketing	Catholic Advocate, The submissions@rcan.org	Catholic
✓	Flyers to be mailed at beginning of Marketing	New Jersey Jewish News Beth@JewishMediaGroup.com	Jewish
✓	Flyers to be mailed at beginning of Marketing	Desi NJ ilayasq@newsindia-times.com	South Asian
✓	Flyers to be mailed at beginning of Marketing	Ukrainian Weekly staff@ukrweekly.com	Ukrainian Community
✓	Flyers to be mailed at beginning of Marketing	Amerika Magyar Nepszava (American Hungarian Peoples' Voice) usanepszava@gmail.com	Hungarian-Language
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network Info@lanfoundation.org	Statewide - General

3e. 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 members.

	OUTREACH	GROUP/ORGANIZATION	ADDRESS
✓	Flyers to be mailed at beginning of Marketing	Anti-Poverty Network of NJ	272 Dunns Mill Road, Acme Commons Center, #327 Bordentown, NJ 08505
✓	Flyers to be mailed at beginning of Marketing	Burlington County College	601 Pemberton Browns Mills Rd Pemberton, NJ 08068
✓	Flyers to be mailed at beginning of Marketing	Burlington County Community Action Program	718 Route 130 South, Burlington, NJ 08016
✓	Flyers to be mailed at beginning of Marketing	Burlington County United Way	595 Rancocas Rd Westhampton, NJ 08060
✓	Flyers to be mailed at beginning of Marketing	Camden County Council on Economic Opportunity	538 Broadway Camden, NJ 08103
✓	Flyers to be mailed at beginning of Marketing	Camden County East NAACP	P.O. Box 53 Lawnside, NJ, 08045
✓	Flyers to be mailed at beginning of Marketing	Camden County Housing Authority	1800 S 9th St, Camden, NJ 08104
✓	Flyers to be mailed at beginning of Marketing	Camden County NAACP	1123 1/2 Kaighns Avenue Camden, NJ 08103
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities	Cynthia.LeBron@camdendiocese.org
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities	383 W State Street Trenton, NJ 08607
✓	Flyers to be mailed at beginning of Marketing	Center for Family Services	info@centerffs.org
✓	Flyers to be mailed at beginning of Marketing	DCA Rental Assistance	20 Market St, Camden, NJ 08102
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing Center	510 Park Blvd, Cherry Hill, NJ 08002
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing Development	1 Ethel Lawrence Blvd Mt Laurel, NJ 08054
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing.org	orlandosalas@fairsharehousing.org
✓	Flyers to be mailed at beginning of Marketing	Gloucester County Division of Senior Services	115 Budd Blvd West Deptford, NJ 08096
✓	Flyers to be mailed at beginning of Marketing	Gloucester County NAACP	GC NAACP, PO Box 545 Williamstown, NJ 08094
✓	Flyers to be mailed at beginning of Marketing	Interfaith Hospitality Network of Burlington County	16 East Main Street Moorestown, NJ 08057
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network	Info@lanfoundation.org
✓	Flyers to be mailed at beginning of Marketing	Medford Leas Continuing Care	1 Medford Leas Medford, NJ 08055
✓	Flyers to be mailed at beginning of Marketing	Native American Advancement Corporation	75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302
✓	Flyers to be mailed at beginning of Marketing	New Jersey Housing Resource Center	600 1st Ave, Raritan, NJ 08869
✓	Flyers to be mailed at beginning of Marketing	New Jersey NAACP Conference	info@naacpnjsc.org
✓	Flyers to be mailed at beginning of Marketing	New Jersey SHARES	info@sharesnation.org
✓	Flyers to be mailed at beginning of Marketing	Puerto Rican Action Committee	sholmes@pracnj.com
✓	Flyers to be mailed at beginning of Marketing	Rancocas Valley Clergy Ass.	125 Garden St Mt Holly NJ 08060

✓	Flyers to be mailed at beginning of Marketing	Rowan University	201 Mullica Hill Road Glassboro, NJ 08028
✓	Flyers to be mailed at beginning of Marketing	Southern Burlington County NAACP	PO Box 3211 Cinnaminson, NJ 08077
✓	Flyers to be mailed at beginning of Marketing	Southern NJ Continuum of Care	ccarty@monarchhousing.org
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	kate.kelly@shanj.org
✓	Flyers to be mailed at beginning of Marketing	Volunteers of America Delaware Valley	info@voadv.org
✓	Flyers to be mailed at beginning of Marketing	Willingboro NAACP	PO Box 207 Roebling NJ 09854
✓	Flyers to be mailed at beginning of Marketing	Anti-Poverty Network of NJ	272 Dunns Mill Road, Acme Commons Center, #327 Bordentown, NJ 08505
✓	Flyers to be mailed at beginning of Marketing	Burlington County College	601 Pemberton Browns Mills Road Pemberton, NJ 08068
✓	Flyers to be mailed at beginning of Marketing	Burlington County Community Action Program	718 Route 130 South, Burlington, NJ 08016
✓	Flyers to be mailed at beginning of Marketing	Burlington County United Way	595 Rancocas Rd Westhampton, NJ 08060
✓	Flyers to be mailed at beginning of Marketing	Camden County Council on Economic Opportunity	538 Broadway Camden, NJ 08103
✓	Flyers to be mailed at beginning of Marketing	Camden County East NAACP	P.O. Box 53 Lawnside, NJ, 08045
✓	Flyers to be mailed at beginning of Marketing	Camden County Housing Authority	1800 S 9th St, Camden, NJ 08104
✓	Flyers to be mailed at beginning of Marketing	Camden County NAACP	1123 1/2 Kaighns Avenue Camden, NJ 08103
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities	Cynthia.LeBron@camdendiocese.org
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities	383 W State Street Trenton, NJ 08607
✓	Flyers to be mailed at beginning of Marketing	Center for Family Services	info@centerffs.org
✓	Flyers to be mailed at beginning of Marketing	DCA Rental Assistance	20 Market St, Camden, NJ 08102
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing Center	510 Park Blvd, Cherry Hill, NJ 08002
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing Development	1 Ethel Lawrence Blvd Mt Laurel, NJ 08054
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing.org	orlandosalas@fairsharehousing.org
✓	Flyers to be mailed at beginning of Marketing	Gloucester County Division of Senior Services	115 Budd Blvd West Deptford, NJ 08096
✓	Flyers to be mailed at beginning of Marketing	Gloucester County NAACP	GC NAACP, PO Box 545 Williamstown, NJ 08094
✓	Flyers to be mailed at beginning of Marketing	Interfaith Hospitality Network of Burlington County	16 East Main Street Moorestown, NJ 08057
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network	Info@lanfoundation.org
✓	Flyers to be mailed at beginning of Marketing	Medford Leas Continuing Care	1 Medford Leas Medford, NJ 08055
✓	Flyers to be mailed at beginning of Marketing	Native American Advancement Corporation	75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302

✓	Flyers to be mailed at beginning of Marketing	New Jersey Housing Resource Center	600 1st Ave, Raritan, NJ 08869
✓	Flyers to be mailed at beginning of Marketing	New Jersey NAACP Conference	info@naacpnjsc.org
✓	Flyers to be mailed at beginning of Marketing	New Jersey SHARES	info@sharesnation.org
✓	Flyers to be mailed at beginning of Marketing	Puerto Rican Action Committee	sholmes@pracnj.com
✓	Flyers to be mailed at beginning of Marketing	Rancocas Valley Clergy Ass.	125 Garden St Mt Holly NJ 08060
✓	Flyers to be mailed at beginning of Marketing	Rowan University	201 Mullica Hill Road Glassboro, NJ 08028
✓	Flyers to be mailed at beginning of Marketing	Southern Burlington County NAACP	PO Box 3211 Cinnaminson, NJ 08077
✓	Flyers to be mailed at beginning of Marketing	Southern NJ Continuum of Care	ccarty@monarchhousing.org

IV. APPLICATIONS

<i>Applications for affordable housing for the above units will be available at the following locations:</i>																	
4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that apply)																	
	<table border="1"> <thead> <tr> <th>BUILDING</th> <th>LOCATION</th> </tr> </thead> <tbody> <tr> <td>✓ Camden County Library Headquarters</td> <td>203 Laurel Road, Voorhees, NJ 08043</td> </tr> <tr> <td>✓ Camden Court House Square</td> <td>520 Market St, Camden NJ 08102-1375</td> </tr> <tr> <td>✓ Gloucester County Library</td> <td>389 Wolfert Station Rd. Mullica Hill, NJ 08062</td> </tr> <tr> <td>✓ Gloucester County Court House</td> <td>1 N Broad St, Woodbury, NJ 08096 (856)853-3390</td> </tr> <tr> <td>✓ Burlington County Library Headquarters</td> <td>5 Pioneer Boulevard, Westampton, NJ 08060</td> </tr> <tr> <td>✓ Burlington County Human Services Building</td> <td>795 Woodlane Road, Westampton, NJ 08060</td> </tr> <tr> <td>✓ Burlington County Office Building</td> <td>49 Rancocas Rd, Mount Holly NJ 08060</td> </tr> </tbody> </table>	BUILDING	LOCATION	✓ Camden County Library Headquarters	203 Laurel Road, Voorhees, NJ 08043	✓ Camden Court House Square	520 Market St, Camden NJ 08102-1375	✓ Gloucester County Library	389 Wolfert Station Rd. Mullica Hill, NJ 08062	✓ Gloucester County Court House	1 N Broad St, Woodbury, NJ 08096 (856)853-3390	✓ Burlington County Library Headquarters	5 Pioneer Boulevard, Westampton, NJ 08060	✓ Burlington County Human Services Building	795 Woodlane Road, Westampton, NJ 08060	✓ Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060
BUILDING	LOCATION																
✓ Camden County Library Headquarters	203 Laurel Road, Voorhees, NJ 08043																
✓ Camden Court House Square	520 Market St, Camden NJ 08102-1375																
✓ Gloucester County Library	389 Wolfert Station Rd. Mullica Hill, NJ 08062																
✓ Gloucester County Court House	1 N Broad St, Woodbury, NJ 08096 (856)853-3390																
✓ Burlington County Library Headquarters	5 Pioneer Boulevard, Westampton, NJ 08060																
✓ Burlington County Human Services Building	795 Woodlane Road, Westampton, NJ 08060																
✓ Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060																
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)																	
<p>Borough of Stratford 307 Union Avenue Stratford, NJ 08084 www.stratfordnj.org info@stratfordnj.org Phone: (856) 783-0600</p> <p>Stratford Public Library 303 Union Avenue Stratford NJ 08084 www.stratfordlibrarynj.org circ@stratford.njlibraries.org</p>																	

4c. Sales/Rental Office for units (if applicable)
To be determined for each project

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 Municipality's substantive certification.

Susan DiBiasio

Susan DiBiasio, Triad Associates
Administrative Agent & Affirmative Marketing

March 3, 2026
Date