

Affirmative Marketing Plan for Engel Burman Senior Housing at Uniondale LLC

1. P/O 875 Jerusalem Avenue, Uniondale, Town of Hempstead, New York 11553.
Census Tract Number 36059407501.
2. Twenty (20) affordable units for rent.
3. One Hundred Seventy Two (172) market rate units for rent.
4. All of the housing will be “housing for older persons.”
5. Units will be advertised for rental through applicant’s own website and a sign at the project sight, and other forms of advertising as the applicant determines to be necessary in the future.
6. The applicant will use either the Fair Housing logo or phrase “Equal Housing Opportunity” on all advertising.
7. The applicant will utilize the services of the Long Island Housing Partnership or other similar fair housing organization to determine the eligibility for all applicants. The applicant will distribute written information regarding the availability of affordable units at the project to a list of organizations provided to the applicant by the Agency, which list may be updated annually.
8. The applicant will conduct the marketing, and coordinate with the Long Island Housing Partnership or other similar fair housing organization, to determine the eligibility for the initial rent-up at the project.
9. The applicant will utilize the services of the Long Island Housing Partnership or other similar fair housing organization to ensure compliance with all affordable or workforce housing requirements applicable to the project, including the advertising for initial marketing periods and other applicable provisions. An initial application period with a specific start and end date will be utilized for accepting the applications for consideration for the initial rental of the units and such period shall last for at least thirty (30) days after the marketing described in this plan is commenced. In addition, following the initial application period, all applications submitted during the initial application period will be considered through the use of a lottery and not on a first-come first-served basis, unless the number of applications received during the initial application period is less than the total number of units available for rent.
10. The applicant will maintain records of the activities it or its designee undertakes to implement the marketing plan.