

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

THE CORNERSTONE YORKSHIRE

May, 2020

Project Description

Project Name/Location: The Cornerstone Yorkshire
5 Freer Street
Lynbrook, New York

Project Developer: The Cornerstone Yorkshire LLC
141 Merritts Road
Farmingdale, New York 11735

Project Type: Redevelopment of existing site

Housing Type: Mixed Income Multi-Family Rentals

Total # of units: 80

Total # of market rate units: 72

Total # of affordable units: 8

Target Income: 80% of the HUD Area Median Income for Nassau/Suffolk

Total # of adaptable units: All units are constructed to be adaptable

Preferences: There are no preferences. The project is not "housing for older persons"

Project Manager

Danielle Romano

Marketing Timeline

The estimated date of occupancy is 4th quarter 2021. Affirmative fair housing marketing will commence at least 90 days prior to estimated occupancy. The application period will remain open for at least 30 days.

Marketing Agent

The Long Island Housing Partnership will conduct the affirmative fair housing marketing for the affordable units, conduct the initial income eligibility for lease-up, and manage the waitlist for the affordable units

Marketing Area

Census Tract of Project: 4119.01
Primary Marketing Area: Nassau County, NY
Secondary Marketing Area: Queens County, NY

Least Likely to Apply

Based on a review of the 2018 American Community Survey 5 year estimate for the primary and secondary marketing areas, the following demographic groups are least likely to apply (LLA) without targeted marketing:

African American, Hispanic, Asian & Disabled

Marketing Plan

Print and Commercial Media: Ads will be placed in the following publications: Newsday, Home Town Shopper, La Noticia, and ABLE. In addition, various media outlets will receive notice of the Program and the requirements of the Program.

Social Media Outlets: The project will be publicized on LIHP's and the developer's website, Facebook, Twitter and Instagram

Community Contacts: Community groups servicing the LLA populations will be emailed the Program Guidelines and applications. The Community Groups are attached as Schedule 1

Marketing Materials

Marketing materials will clearly describe eligibility requirements and deadlines. Marketing materials will be available in Spanish and other languages as necessary. All applications and Program Guidelines are available in English, Spanish and other languages as necessary. All materials will include the fair housing and accessibility logos.

Tenant Selection

Initial applicants will be determined by random selection through the use of a lottery and not on a first-come first served basis, unless the number of applications received during the initial lottery application period is less than the total number of affordable units available. The lottery will be conducted at either a public location with access to public transportation or through virtual or electronic means that permit applicants to view the process. Applicants are notified of the date and time of the lottery. Applicants are notified of their ranking and then

processed in order of their random selection. Applicants are required to meet all requirements for tenancy established by the owner, such as credit and background, and all Program requirements such as minimum and maximum incomes. Applications will be available on-line or by printing a copy and mailing it to LHHP

Tenant Eligibility

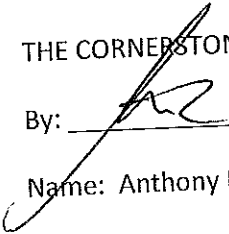
Applicants must have household incomes that do not exceed 80% of the HUD Area Median Income for Nassau/Suffolk Counties. Minimum incomes will apply.

Fair Housing

All records with respect to affirmative fair housing marketing will be maintained by the owner. All Fair Housing Laws will be complied with and the developer shall not discriminate against, take any action, (or fail to take any action) that discriminates against or has the effect of discrimination against, any person, tenant, potential tenant or applicant for tenancy of any portion of the Project because of race, color, religion, creed, sex/gender, familial status (having or expecting a child under 18), national origin, ethnicity, disability, marital status, age, sexual orientation, military status, source of income, status as survivor of domestic violence or other characteristic or criteria protected by Fair Housing Laws.

The undersigned agrees to the terms of the above stated Affirmative Fair Housing Marketing Plan.

THE CORNERSTONE YORKSHIRE, LLC

By: 

Name: Anthony Bartone

Title: Authorized Agent

Date: 5/27/2020