

EXHIBIT D

Affirmative Marketing Plan

Affirmative Marketing Plan for 281-301 Warner Ave LLC

1. Name and location of Project:
281-301 Warner Avenue
281-301 Warner Avenue
Roslyn, NY 11577
Census Tract Number: 63770
2. The Project will contain eleven (11) “workforce” units for rent. Six (6) units, comprised of three (3) one-bedroom units and three (3) two-bedroom units, will be offered at 120% of the Area Median Income, and five (5) units, comprised of two (2) one-bedroom units and three (3) two-bedroom units, will be offered at 80% of the Area Median Income.
3. The Project will contain forty-three (43) “market” units for rent.
4. The Project is not specifically designated as “housing for older persons.”
5. The workforce units will be marketed by the Long Island Housing Partnership, or such other service provider as acceptable to the Nassau County Industrial Development Agency (the “Agency”). The workforce units will be advertised by newspaper publications, the LIHP website, and other forms of advertising as the Long Island Housing Partnership, or such other service provider as acceptable to the Agency determines to be necessary. The market units will be advertised through applicant’s own website and other forms of advertising as the applicant determines to be necessary.
6. The applicant will use either the Fair Housing Logo, or phrase “Equal Housing Opportunity” on all advertising.
7. The applicant anticipates utilizing the services of the Long Island Housing Partnership or other similar fair housing organization to determine the eligibility for all workforce unit applicants. Written information regarding the availability of workforce units at the Project will be distributed to the list of organizations provided by the Agency, which list may be updated annually.
8. The applicant anticipates utilizing the services of the Long Island Housing Partnership, or other similar fair housing organization, to conduct the marketing and initial rent-up of the workforce units.
9. An initial application period with a specific start date and end date will be utilized for accepting applications for consideration for the initial rent-up of the workforce units. The application period will last for a minimum of thirty (30) days after the marketing of the workforce units as described herein has commenced. 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 is less than the total number of workforce units available for rent.
10. The applicant, in partnership with the Long Island Housing Partnership, or other similar fair housing organization, will maintain records of the activities it undertakes to implement its marketing plan.