

EXHIBIT D

Affirmative Marketing Plan



AFFIRMATIVE FAIR HOUSING MARKETING PLAN

THE CORNERSTONE WESTBURY

December, 2021

<u>Project Name/Location:</u>	The Cornerstone Westbury 461 Railroad Avenue Westbury, New York
<u>Project Developer:</u>	The Cornerstone Westbury LLC 141 Merritts Road Farmingdale, New York 11735
<u>Project Type:</u>	Redevelopment of existing site
<u>Housing Type:</u>	Mixed Income Multi-Family Rentals
<u>Total # of units:</u>	72
<u>Total # of market rate units:</u>	62
<u>Total # of affordable units:</u>	10
<u>Target Income:</u>	6 units @ or below 80% of the HUD Nassau/Suffolk Area Median Income 4 units @ or below 60% of the HUD Nassau/Suffolk Area Median Income
<u>Total # of adaptable units:</u>	All units are constructed to be adaptable
<u>Preferences:</u>	There is a 100% preference for veterans of the U.S. Military who have been honorably discharged. There are no other preferences. The project is not “housing for older persons”
<u>Project Manager:</u>	Anthony Bartone
<u>Marketing Timeline:</u>	The estimated date of occupancy is 3 rd quarter 2023. 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.
<u>Marketing Agent</u>	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: 3041.00
Primary Marketing Area: Nassau County, NY
Secondary Marketing Area: Queens County, NY

Least Likely to Apply

Based on a review of the current Census Data 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. Veterans groups and organizations will also be targeted for outreach.

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 or delivering it to LIHP

Tenant Eligibility

Applicants must have household incomes that do not exceed 80% or 60% of the HUD Area Median Income for Nassau/Suffolk Counties. Minimum incomes will apply.

Fair Housing

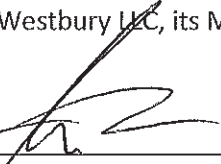
All records with respect to affirmative fair housing marketing will be maintained by the owner. All Fair Housing Laws will be complied with and the owner shall not discriminate against, take any action, (or fail to take any action) that discriminates against or has the effect of discrimination against, 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.

Certification of Cornerstone Westbury LLC

The undersigned hereby adopts the annexed document as its Affirmative Fair Housing Marketing Plan and agrees that it will engage Long Island Housing Partnership, Inc. to administer same.

Cornerstone Westbury LLC

By: TB Westbury LLC, its Managing Member

By: 

Anthony Bartone, Manager

Date: 12/23/2021

SCHEDULE 1

Affordable Housing Organizations

Long Island Housing Services
640 Johnson Ave #8
Bohemia, NY 11716

Community Development Corporation of Long Island
2100 Middle Country Road
Centereach, New York 11720

Community Housing Innovations - Nassau County
175 Fulton Avenue. #211B3
Hempstead, NY 11550

Economic Opportunity Commission of Nassau County
281 Babylon Turnpike
Roosevelt, NY 11575

ERASE Racism
6800 Jericho Turnpike, Suite 109W
Syosset, NY 11791

Family and Children's Association
100 East Old Country Road
Mineola, NY 11501

Family Service League of Long Island
790 Park Avenue
Huntington, NY 11743

HELP USA - HELP Suffolk
685 Brookhaven Avenue
North Bellport, NY 11735

Long Island Center for Independent Living
3601 Hempstead Turnpike, Suite 208
Levittown, NY 11756

Long Island Housing Partnership
10 Oser Avenue
Hauppauge, NY 11788

Long Island Progressive Coalition
90 Pennsylvania Avenue
Massapequa, NY 11758

Make the Road New York
92-10 Roosevelt Avenue
Jackson Heights, NY 11372

Nassau County Office of Housing & Community Development
40 Main Street, 1st Floor- Suite C
Hempstead, NY 11550

New York Communities for Change
91 N. Franklin, Room 209
Hempstead, NY 11550

DISABILITY ORGANIZATIONS

AHRC

189 Wheatley Road, Brookville, NY 11545

Head Injury Association

300 Kennedy Drive, Hauppauge, NY 11788

L.I. Center for Independent Living

3601 Hempstead Tpke, Levittown, NY 11756

United Cerebral Palsy of L. I.

250 Marcus Blvd, Hauppauge, NY 11788

Helen Keller Services for the Blind

1 Helen Keller Way, Hempstead, NY 11550

Suffolk Independent Living Organization

755 Waverly Avenue, Holtsville, NY 11742

Suffolk County Office of People with Disabilities

PO Box 6100, Hauppauge, NY 11788

Guide Dog Foundation for the Blind

371 E. Jericho Tpke, Smithtown, NY 11787

Abilities, Inc./The Viscardi Center

201 I.U. Willets Path, Albertson, NY 11507

Muscular Dystrophy Assoc. of Nassau County

5 Dakota Dr, Suite 101, Lake Success, NY 11042

The Rehabilitation Institute

123 Front Street, Westbury, NY 11590

Nassau County Office for Physically Challenged

60 Charles Lindbergh Blvd, Uniondale, NY 11553

Hearing Loss Assoc. of America

PO Box 533, Oceanside, NY 11572

Cleary School for the Deaf

301 Smithtown Blvd, Nesconset, NY 11767

Handicapped Adults-New Directions in Suffolk

104 Blake Avenue, Bohemia, NY 11716

Family Residences & Essential Enterprises (FREE)

191 Bethpage-Sweet Hollow Rd, Old Bethpage, NY

Special Olympics New York

560 Broad Hollow Rd, Melville, NY 11747

Horseability

PO Box, 410-1, Old Westbury, NY 11568

Services for the Underserved

600 Albany Avenue, Suite 1, Amityville, NY 11701

Hispanic/Latino Groups

Hispanic Brotherhood of Rockville Centre, Inc.
59 Clinton Avenue
Rockville Centre, New York 11570
(516)766-6610

Centro Salvadoreno, Inc.
54 Washington St., #1 & #2
Hempstead, NY 11550
(516)565-1550

Hempstead Hispanic Civic Association, Inc.
236 Main Street
Hempstead, NY 11550
(516)292-0007

Hispanic Counseling Center
344 Fulton Ave.
Hempstead, NY 11550
(516)538-2613

Long Island Hispanic Chamber of Commerce
522 Grand Blvd.
Westbury, NY 11590
(516)333-0105

Nassau County Coordinating Agency for Spanish Americans
40 Main Street, 3rd Floor
Hempstead, NY 11550
(516)572-0750

National Association of Puerto Rican/Hispanic Social Workers, Inc.
P.O. Box 651
Brentwood, NY 11717
(631)864-1536

NAACP New York State Conference

Long Island Regional Director: Tracey Edwards
516-318-4572
traceyedwards-naacpliregionaldirector@gmail.com

Central L.I.-2137
President: Mildred Hodgson
631-842-4766
mildredhodgson@gmail.com

Eastern L.I-2142
President: Lucius Ware
631-903-9445
elibnaacp@aol.com

Freeport/ Roosevelt-2147
President: Douglas Mayers
PO Box 292, Roosevelt, NY 11575
516-223-0111
Dnd219@aol.com

Glen Cove
President: Rev. Roger C. Williams
PO Box 449, Glen Cove, NY 11542

Hempstead- 2153
President: Dr. David Gates
PO Box 369, Hempstead, NY 11151
516-314-6194
drdavidgates@aol.com

Huntington- 2159
President: Rev. Larry Jennings, Sr.
PO Box 3044, Huntington Station, NY 11746
631-943-8791
Ljenn32293@aol.com

Islip Town- 2131
President: William King Moss III
631-348-4781
isliptownnaacp@gmail.com

Lakeview- 2173
President: Beatrice Bayley
PO Box 268, West Hempstead, NY 11552
516-764-5537
naacplakeview@hotmail.com

North Shore/Great Neck- 2151
President: Marge Simon
msimon1014@yahoo.com

NAACP New York State Conference (Continued)

Westbury- 2184

President: Dr. Betty Hylton

PO Box 10602, Westbury, NY 11590

516-387-0232

Betty_hylton@hotmail.com

Civic Associations

Mastic Park Civic Association
PO Box 560
Mastic , NY 11950 631 231-1044

Mastic Beach Civic Association
PO Box 212
Mastic Beach, NY 11951 631-399-6111

Central Islip Civic Council
PO Box 219 68 Wheeler Rd. Central Islip, NY 11722
631-348-0669

Brentwood Civic Association Inc.
14 Washington Avenue, Suite C
Brentwood, New York, 11717

Wyandanch Community Civic Association
21 Davidson Street
Wyandanch, New York 11798

Wheatley Heights/Dix Hills Civic Association
PO Box 472
Wheatley Heights, NY 11798

Hempstead Hispanic Civic Association
236 Main Street
Hempstead, NY 11550
516-292-0007

West Hempstead Civic Association
PO Box 425
West Hempstead, NY 11552

Amity Harbor Civic Association
100 Western Concourse
Amity Harbor, NY 11701
631-842-2562

Clearview Village Civic Association
PO Box 253
Hicksville, NY 11802-0253

East Norwich Civic Association
PO Box 126
East Norwich, NY 11732
516-606-8053

Civic Associations (Continued)

East Park Civic Association
PO Box 374
Roslyn Heights, NY 11577-0374

Glenwood/Glen Head Civic Association
PO Box 23
Glenwood Landing, NY 11547

Greater Gordon Heights Civic Association
PO Box 131
Coram, NY 11727
631-732-0065

Melville Blvd Civic Association
25 Melville Rd
Huntington Station, NY 11746 631-271-8170

Nassau County Civic Association
PO Box 505
Cedarhurst, NY 11516

West Hempstead Civic Association
PO Box 425
West Hempstead, NY 11552-0425
516-733-0879