

Affirmative Marketing Plan for Premiero Cherry LLC

1. 33 and 37 West Cherry Street, Hicksville, Town of Oyster Bay, Nassau County, New York (Section: 11; Block: 291; Lots: 32 and 37).
Census Tract Number: 5193.00.
2. Three (3) affordable units for rent.
3. Seventeen (17) market rate units for rent.
4. None of the units will be “housing for older persons.”
5. The applicant will utilize the services of Long Island Housing Partnership to advertise the affordable units available for rental during the initial rent-up, 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 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 Long Island Housing Partnership will conduct the marketing and determine the eligibility for the initial rent-up at the project.
9. The applicant will utilize the services of the Long Island Housing Partnership 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.