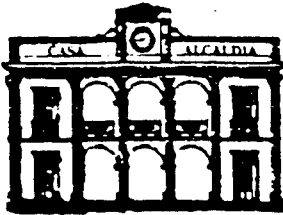


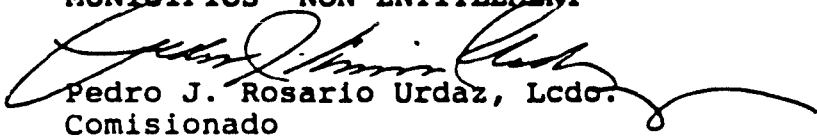
O  
C  
A  
M



23 de marzo de 1995

**MEMORANDO CIRCULAR 95-08**

**A TODOS LOS ALCALDES DE LOS  
MUNICIPIOS "NON-ENTITLEMENT"**

  
Pedro J. Rosario Urdaz, Lcdo.  
Comisionado

**ROTULOS EN LOS PROYECTOS**

Sirve la presente recordarles que conforme lo establecido por el Departamento Federal de la Vivienda y según consta en la cláusula vigésima, vigésima primera y vigésima segunda del contrato suscrito entre la Oficina del Comisionado de Asuntos Municipales y su Municipio, es un requisito esencial para el desembolso de fondos el que se erija un rótulo que especifique el origen de la subvención.

El rótulo deberá incluir mención del origen de los fondos federales, la participación de OCAM y el nombre del Gobernador de P.R., Hon. Pedro Rosselló.

Evidencia fotográfica deberá ser sometida a esta Oficina y la misma se hará formar parte del expediente de la subvención. Dicha evidencia será requisito indispensable para emitir el próximo pago de sus proyectos.

Agradezco su acostumbrada colaboración.

*Unep*

solicitará y justificará convincentemente una extensión del término de vigencia del presente contrato conforme a lo establecido en este contrato.

-----DECIMO NOVENO: Que cualquier enmienda a los proyectos que se señalan en el Anejo I, que forma parte de este Contrato, se regirá por las Cláusulas y Condiciones estipuladas y acordadas en este Contrato.

-----VIGESIMA: Todo proyecto subvencionado con fondos C.D.B.G. tendrá un rótulo que cumpla con los siguientes parámetros:

*Acces  
R.H.A.*

----- (a) Rótulo con el fondo en colores rojo, blanco y azul, dividido en tres (3) franjas horizontales de igual tamaño.

----- (b) Los rótulos no serán menores de 4' X 6' ni mayores de 8' X 8'. La cantidad de rótulos y su tamaño se determinará teniendo en consideración que éstos marquen adecuadamente la extensión de terreno donde se desarrolla la obra.

----- (c) El rótulo será repelente al agua y deberá ser mantenido en condiciones adecuadas mientras dure el proyecto.

----- (d) El rótulo contendrá la siguiente información:

----- (1) Nombre del proyecto.

----- (2) Nombre del Municipio.

----- (3) Referencia al uso de Fondos Federales para financiar el proyecto, utilizando la siguiente frase:

----- "Este proyecto es financiado con Fondos de Desarrollo Comunal del Programa Asignación en Bloque del Departamento de Vivienda y Desarrollo Urbano Federal (HUD)".

Todos los parámetros anteriormente dispuestos, se encuentran desglosados en la carta circular del U.S. DEPARTMENT OF HOUSING AND

URBAN DEVELOPMENT número 94-005, que se incluye como anejo número II y se hace formar parte de este contrato.-----

-----VIGESIMA PRIMERA: Todo rótulo en las oficinas del proyecto, programas escritos, publicaciones y propaganda hechos con fondos de HUD, deberán presentar el logo de "Equal Housing Opportunity" según ilustrado en el 24 CFR 109.30 (copia del logo se incluye con este contrato como anejo número III).-----

-----VIGESIMA SEGUNDA: Todo proyecto subvencionado con fondos C.D.B.G. y administrados por la OFICINA DEL COMISIONADO DE ASUNTOS MUNICIPALES, tendrá un rótulo que cumpla con los siguientes parámetros:-----

*Handwritten notes:*  
HCD  
RAK

----- (a) Tendrá 8 pies de largo por 4 pies de ancho.-----

----- (b) Estará dividido en cuatro franjas que contendrán cada una la siguiente información:-----

----- (1) La franja en la parte superior del rótulo ----- tendrá la frase "GOBIERNO DE PUERTO RICO". (La ----- franja será azul Pantone 294C).-----

----- (2) El espacio blanco en el centro del rótulo ----- contendrá la siguiente información:-----

----- (a) Logo o símbolo de la Oficina del ----- Comisionado de Asuntos Municipales.-----

----- (b) Nombre completo de la agencia.-----

----- (c) Título o descripción de la obra.-----

----- (d) Nombre del contratista.-----

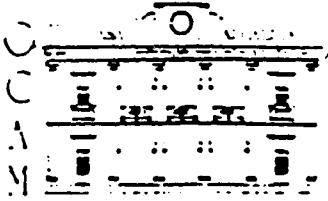
----- (e) Costo total de la obra.-----

----- (f) Nombre del Alcalde.-----

----- (c) La tercera franja tendrá el nombre HIRAM CEREZO ----- SUAREZ (Comisionado) y PEDRO ROSSELLO (Gobernador). (Esta ----- franja será color marrón, Pantone 469C) Estará escrita en ----- letras blancas.-----

----- (d) La cuarta franja tendrá la frase "JUNTOS, ----- CONSTRUYENDO EL PUERTO RICO DEL MAÑANA". Esta franja ----- será en el color marrón antes mencionado con letras ----- blancas.-----





8 de diciembre de 1993

A TODOS LOS ALCALDES DE  
LOS MUNICIPIOS "NONENTITLEMENT"

*Sandra Cruz de Rodriguez*

Sandra Cruz de Rodriguez  
Comisionado Auxiliar  
Area de Programas Federales (SBGP)

ROTULOS EN LOS PROYECTOS

La presente es para informarle a los municipios que desarrollan proyectos subvencionados con los fondos de la Asignación en Bloque del Estado (SBGP), que deberán tener un rótulo localizado en el lugar del proyecto.

El rótulo debe incluir lo siguiente:

- Nombre del Proyecto
- Nombre del Pueblo
- Financiada con Participación Federal utilizando la siguiente frase:

"Este proyecto es financiado con fondos de Desarrollo Comunal del Programa Asignación en Bloque del Departamento de Vivienda y Desarrollo Urbano Federal (HUD)."

Este debe ser repelente al agua y mantenerse en el área de desarrollo hasta que el proyecto haya sido completado. Deberá tener al fondo los colores rojo, blanco y azul en tres secciones horizontales equitativas.

A TODOS LOS ALCALDE DE ...  
LOS MUNICIPIOS "NONENTITLEMENT"  
8 DICIEMBRE 1993  
PAGINA #2

Los tamaños y números de rótulos en cada proyecto deberán ser de acuerdo a la tamaño del lugar donde se desarrolla, y adecuado para que marque el área claramente. No deberá ser más pequeño que 4' x 6' y no más grande de 8' x 8', excepto que haya una situación especial o algún requisito local.

Será responsabilidad del Municipio notificarle al contratista durante la conferencia pre-construcción sobre este requisito.

Deberán recordar que en todos los rótulos de las oficinas, programas escritos, publicaciones y propaganda donde hayan fondos de HUD, deberá presentar el logo de "Equal Housing Opportunity" ilustrado en el 24 CFR 109.30 (adjunto).

Anejo

and which constitute housing for older persons as defined in part 100 of this title.

(8) *Catch words*—Words and phrases used in a discriminatory context should be avoided, e.g., *restricted, exclusive, private, integrated, traditional, board approval or membership approval.*

(c) *Symbols or logotypes.* Symbols or logotypes which imply or suggest race, color, religion, sex, handicap, familial status, or national origin.

(d) *Colloquialisms.* Words or phrases used regionally or locally which imply or suggest race, color, religion, sex, handicap, familial status, or national origin.

(e) *Directions to real estate for sale or rent (use of maps or written instructions).* Directions can imply a discriminatory preference, limitation, or exclusion. For example, references to real estate location made in terms of racial or national origin significant landmarks, such as an existing black development (signal to blacks) or an existing development known for its exclusion of minorities (signal to whites). Specific directions which make reference to a racial or national origin significant area may indicate a preference. References to a synagogue, congregation or parish may also indicate a religious preference.

(f) *Area (location) description.* Names of facilities which cater to a particular racial, national origin or religious group, such as country club or private school designations, or names of facilities which are used exclusively by one sex may indicate a preference.

**§ 109.25 Selective use of advertising media or content.**

The selective use of advertising media or content when particular combinations thereof are used exclusively with respect to various housing developments or sites can lead to discriminatory results and may indicate a violation of the Fair Housing Act. For example, the use of English language media alone or the exclusive use of media catering to the majority population in an area, when, in such area, there are also available non-English language or other minority media, may have a discriminatory impact. Simi-

lar, the selective use of human models in advertisements may have discriminatory impact. The following are examples of the selective use of advertisements which may be discriminatory:

(a) *Selective geographic advertisements.* Such selective use may involve the strategic placement of billboards; brochure advertisements distributed within a limited geographic area by hand or in the mail; advertising in particular geographic coverage editions of major metropolitan newspapers or in newspapers of limited circulation which are mainly advertising vehicles for reaching a particular segment of the community; or displays or announcements available only in selected sales offices.

(b) *Selective use of equal opportunity signs or logos.* When placing advertisements, such selective use may involve placing the equal housing opportunity slogan or logo in advertising reaching some geographic areas, but not others, or with respect to some properties but not others.

(c) *Selective use of human models when conducting an advertising campaign.* Selective advertising may involve an advertising campaign using human models primarily in media that cater to one racial or national origin segment of the population without a complementary advertising campaign that is directed at other groups. Another example may involve use of racially mixed models by a developer to advertise one development and not others. Similar care must be exercised in advertising in publications or other media directed at one particular sex, or at persons without children. Such selective advertising may involve the use of human models of members of only one sex, or of adults only, in displays, photographs or drawings to indicate preferences for one sex or the other, or for adults to the exclusion of children.

**§ 109.30 Fair housing policy and practices.**

In the investigation of complaints, the Assistant Secretary will consider the implementation of fair housing policies and practices provided in this section as evidence of compliance with

the prohibitions against discrimination in advertising under the Fair Housing Act.

(a) *Use of Equal Housing Opportunity logotype, statement, or slogan.* All advertising of residential real estate for sale, rent, or financing should contain an equal housing opportunity logotype, statement, or slogan as a means of educating the homeseeking public that the property is available to all persons regardless of race, color, religion, sex, handicap, familial status, or national origin. The choice of logotype, statement or slogan will depend on the type of media used (visual or auditory) and, in space advertising, on the size of the advertisement. Table I (see appendix I) indicates suggested use of the logotype, statement, or slogan and size of logotype. Table II (see appendix I) contains copies of the suggested Equal Housing Opportunity logotype, statement and slogan.

(b) *Use of human models.* Human models in photographs, drawings, or other graphic techniques may not be used to indicate exclusiveness because of race, color, religion, sex, handicap, familial status, or national origin. If models are used in display advertising campaigns, the models should be clearly definable as reasonably representing majority and minority groups in the metropolitan area, both sexes, and, when appropriate, families with children. Models, if used, should portray persons in an equal social setting and indicate to the general public that the housing is open to all without regard to race, color, religion, sex, handicap, familial status, or national origin, and is not for the exclusive use of one such group.

(c) *Coverage of local laws.* Where the Equal Housing Opportunity statement is used, the advertisement may also include a statement regarding the coverage of any local fair housing or human rights ordinance prohibiting discrimination in the sale, rental or financing of dwellings.

(d) *Notification of fair housing policy.* (1) *Employees.* All publishers of advertisements, advertising agencies, and firms engaged in the sale, rental or financing of real estate should provide a printed copy of their

non-discrimination policy to each employee and officer.

(2) *Clients.* All publishers or advertisers and advertising agencies should post a copy of their non-discrimination policy in a conspicuous location wherever persons place advertising and should have copies available for all firms and persons using their advertising services.

(3) *Publishers' notice.* All publishers should publish at the beginning of real estate advertising section a notice such as that appearing in Table (see appendix I). The notice may include a statement regarding the age of any local fair housing or rights ordinance prohibiting discrimination in the sale, rental or financing of dwellings.

**APPENDIX I TO PART 100—FAIR HOUSING ADVERTISING**

The following three tables may serve guide for the use of the Equal Housing Opportunity logotype, statement, slogan, publisher's notice for advertising:

Table I

A simple formula can guide the real advertiser in using the Equal Housing Opportunity logotype, statement, or slogan. In all space advertising (advertising in widely printed media such as newspaper, magazine) the following standards should be used:

Size of advertisement
1/2 page or larger
1/4 page up to 1/2 page
4 column inches to 1/4 page
Less than 4 column inches

\* Do not use

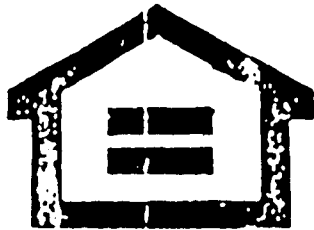
In any other advertisements, if other types are used in the advertisement, the Equal Housing Opportunity logo should be of a size at least equal to the largest other logotype; if no other logos are used, then the type should be bold play face which is clearly visible. Altogether, when no other logotypes are used 5 percent of an advertisement may be devoted to a statement of the equal housing opportunity policy.

In space advertising which is less than 4 column inches (one column 4 inches long; two columns 2 inches long) of a page in

The Equal Housing Opportunity sign should be used. Such advertisements may be grouped with other advertisements under a caption which states that the housing is available to all without regard to race, color, religion, sex, handicap, familial status, or national origin.

Table II

Illustrations of Logo, Statement, and Sign: Equal Housing Opportunity Logo



**EQUAL HOUSING OPPORTUNITY**

**Equal Housing Opportunity Statement:**  
We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.

**Equal Housing Opportunity Sign:**  
Equal Housing Opportunity

Table III

**Illustration of Media Notice: Publisher's notice.** All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise "any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination."

We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis.

**PART 110—FAIR HOUSING POSTER**

**Subpart A—Purpose and Definitions**

- § 110.1 Purpose.
- § 110.2 Definitions.

**Subpart B—Requirements for Display of Posters**

- § 110.10 Persons subject.
- § 110.12 Location of posters.
- § 110.20 Availability of posters.
- § 110.22 Description of posters.

**Subpart C—Enforcement**

- § 110.30 Effect of failure to display poster.
- Authority:** TITLE VIII, Civil Rights Act of 1968 (42 U.S.C. 3600-3620), sec. 701, Department of Housing and Urban Development Act (42 U.S.C. 3535(d)).

Source: 37 FR 3429, Feb. 18, 1972.

**Subpart A—Purpose and Definitions**

**§ 110.1 Purpose.**  
The regulations set forth in this part contain the procedures established by the Secretary of Housing and Urban Development with respect to the display of a fair housing poster by persons subject to sections 804 through 806 of the Fair Housing Act, 42 U.S.C. 3604-3606.

(84 FR 3310, Jan. 23, 1969)

**§ 110.2 Definitions.**

- (a) **Department** means the Department of Housing and Urban Development.
- (b) **Discriminatory housing practice** means an act that is unlawful under section 804, 805, 806, or 810 of the Act.
- (c) **Dwelling** means any building, structure, or portion thereof which is occupied as, or designed or intended for occupancy as, a residence by one or more families, and any vacant land which is offered for sale or lease for the construction or location thereon of any such building, structure, or portion thereof.
- (d) **Family** includes a single individual.
- (e) **Person** includes one or more individuals, corporations, partnerships, associations, labor organizations, legal representatives, mutual companies, joint stock companies, trusts, unincorporated organizations, trustees, trustees in fact under Title 11 U.S.C., receivers and fiduciaries.
- (f) **Secretary** means the Secretary of Housing and Urban Development.

**Office of Asst. Secy., Equal Opportunity, HUD**

(g) **Fair housing poster** means the poster prescribed by the Secretary for display by persons subject to sections 804-806 of the Act.

(h) **The Act** means the Fair Housing Act (The Civil Rights Act of 1968, as amended by the Fair Housing Amendments Act of 1988), 42 U.S.C. 3600, et seq.

(i) **Person in the business of selling or renting dwellings** means a person as defined in section 803(c) of the Act.

(137 FR 3429, Feb. 18, 1972, as amended at 54 FR 3311, Jan. 23, 1989)

**Subpart B—Requirements for Display of Posters**

**§ 110.10 Persons subject.**

(a) Except to the extent that paragraph (b) of this section applies, all persons subject to section 804 of the Act, Discrimination in the Sale or Rental of Housing and Other Prohibited Practices, shall post and maintain a fair housing poster as follows:

- (1) With respect to a single-family dwelling (not being offered for sale or rental in conjunction with the sale or rental of other dwellings) offered for sale or rental through a real estate broker, agent, salesman, or person in the business of selling or renting dwellings, such person shall post and maintain a fair housing poster at any place of business where the dwelling is offered for sale or rental.
- (2) With respect to all other dwellings covered by the Act:
  - (i) A fair housing poster shall be posted and maintained at any place of business where the dwelling is offered for sale or rental, and
  - (ii) A fair housing poster shall be posted and maintained at the dwelling, except that with respect to a single-family dwelling being offered for sale or rental in conjunction with the sale or rental of other dwellings, the fair housing poster may be posted and maintained at the motel dwellings instead of at each of the individual dwellings.

(3) With respect to those dwellings to which paragraph (a)(2) of this section applies, the fair housing poster must be posted at the beginning of construction and maintained through

out the period of construction and sale or rental.

(b) This part shall not require posting and maintaining a fair housing poster:

- (1) On vacant land, or
- (2) At any single-family dwelling, unless such dwelling
  - (i) is being offered for sale or rental in conjunction with the sale or rental of other dwellings in which circumstances a fair housing poster shall be posted and maintained as specified in paragraph (a)(2)(ii) of this section, or
  - (ii) is being offered for sale or rent through a real estate broker, agent, salesman, or person in the business of selling or renting dwellings in which circumstances a fair housing poster shall be posted and maintained as specified in paragraph (a)(1) of this section.

(c) All persons subject to section 805 of the Act, Discrimination in Residential Real Estate-Related Transactions shall post and maintain a fair housing poster at all their places of business which participate in the covered activities.

(d) All persons subject to section 806 of the Act, Discrimination in the Provision of Brokerage Services, shall post and maintain a fair housing poster at all their places of business.

(137 FR 3429, Feb. 18, 1972, as amended at 54 FR 3311, Jan. 23, 1989)

**§ 110.12 Location of posters.**

All fair housing posters shall be prominently displayed so as to be readily apparent to all persons seeking housing accommodations or seeking to engage in residential real estate-related transactions or brokerage services as contemplated by sections 804 through 806 of the Act.

(84 FR 3311, Jan. 23, 1969)

**§ 110.20 Availability of posters.**

All persons subject to this part may obtain fair housing posters from the Department's regional and area offices. A facsimile may be used if the poster and the lettering are equivalent in size and legibility to the poster available from the Department.

(137 FR 3429, Feb. 18, 1972)





U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
CARIBBEAN OFFICE, REGION IV  
159 Carlos Chardon Avenue - Room 305  
San Juan, Puerto Rico 00918-1804

CARIBBEAN OFFICE  
CIRCULAR LETTER NO. 94-00

CPD LETTER NO.94-01

NOV 11 1993

TO: ALL CDBG PROGRAM GRANTEES

SUBJECT: Project signs

In order to inform communities of HUD's participation in Community Development Block Grant projects being undertaken by grantees, please ensure a project sign is posted at the project site.

The sign is to include:

1. Name of Project
2. Name of City
3. Federal financial participation by means of the following phrase:

"This project is being carried out with financial aid from the Community Development Block Grant Program, U.S. Department of Housing and Urban Development (HUD)."

Project signs shall be weatherproof and shall be carefully maintained until project has been completed.

Signs shall have a background of red, white, and blue in 3 equal horizontal segments. Size and number of signs on each project shall be appropriate to the site, and adequate to mark it clearly. Signs shall not be smaller than 4' x 6' nor larger than 8' x 8' except to meet special or local requirements.

You are also reminded that in all office signs, written programs, publications, and advertising done with HUD funds, the fair housing logotype shall be shown (24 CFR 109.30, enclosed).

Very sincerely yours,

*Rosa C. Villalonga*  
for Rosa C. Villalonga  
Manager

Enclosure