

OCAM

OFICINA DEL COMISIONADO DE ASUNTOS MUNICIPALES

MEMORANDO CIRCULAR 2001-07

5 de junio de 2001

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


Lcda. Barbara M. Sanfiorenzo Zaragoza
Comisionada

ROTULO PARA PROYECTOS DESARROLLADOS CON FONDOS CDBG

Conforme lo estipula el acuerdo contractual entre OCAM y los municipios, en la cláusula vigésima séptima, se establece que:

"Todo proyecto subvencionado con fondos "State CDBG Program" y administrados por la Oficina del Comisionado Asuntos Municipales, tendrá un rótulo que cumpla con la identificación de Obras del Gobierno Municipal."

Con el propósito de que puedan cumplir exitosamente con este requerimiento, incluimos copia del modelo de rótulo de construcción, a utilizarse en el desarrollo de futuros proyectos. Estas normas serán efectivas al 1 de julio de 2001. Además, le indicamos que las instrucciones contenidas en el Memorando del 8 de diciembre de 1993 (ver anejo) continúan vigentes.

Para aclarar dudas al respecto, puede comunicarse a la División de Programas Federales con el Sr. Eduardo de Jesús Román, Comisionado Auxiliar Interino, al teléfono 754-1600, extensión 266 ó 269.

Anejos

MM/jp/memo5148

**PROGRAMA DE SUBVENCION EN BLOQUE AL ESTADO
"STATE CDBG PROGRAM"**

ROTULO DE CONSTRUCCION

Será obligación de Gobierno Municipal rotular toda obra de construcción o remodelación de la siguiente manera:

TAMAÑO: 8 PIES DE ANCHO POR 4 PIES DE ALTO

COSTOS: TOMANDO EN CONSIDERACION EL MERCADO. LOS PRECIOS POR ROTULOS A COLORES, DEBEN SER SOPESADOS DE FORMA QUE SEAN RAZONABLES. LOS INSTALADOS EN VERJA O PARED NO DEBEN EXCEDER DE \$1,000.00; LOS DE POSTE NO MAS DE \$1.500.00.

**COLOR: LA COLUMNA VERTICAL Y LA LINEA HORIZONTAL:
COLOR VERDE PANTONE 335**

**LOGO DE OCAM:
COLOR GOLD PANTONE 871C (interior)
COLOR BURGUNDY PANTONE 484C (línea exterior)**

**FONDO DE PANEL:
COLOR BLANCO**

**TODO EL TEXTO:
COLOR NEGRO**

TIPOGRAFIA:

Parte Superior Izquierda:

Times New Roman 180 pts para ESTADO LIBRE ASOCIADO DE PUERTO RICO
Times New Roman 180 pts (en minúscula) nombre de la Agencia

Parte Central del panel:

Arial Black 226 pts para el Título del proyecto y Código
Arial 206 pts para Inversión

Parte Inferior Izquierda:

Baskeville Old Fac SCD Logo de la Agencia (16" ancho x 4" alto)
Triángulo de 17" de largo y en el centro tiene 1" de alto (debajo de OCAM)
Arial 180 pts nombre de la Comisionada

Parte Inferior Derecha:

Arial 180 pts nombre del Alcalde(sa)

TEXTO:

El diseño que se aneja muestra un panel de color blanco sobre el que sobrepone una columna vertical verde, la cual deberá tener una medida de 1' ancho x 3' alto (100% Pantone 335 degradada hasta blanco); al lado derecho una línea horizontal que sale luego del nombre de la Agencia, de color verde Pantone 335 de 2" de ancho.

Se puede estimar que el panel está dividido en tres áreas;

Superior Izquierda:

ESTADO LIBRE ASOCIADO DE PUERTO RICO y nombre de la Agencia

Centro:

Llevará, una debajo de la otra:

Título del Proyecto
Código o Número del Proyecto
Inversión o costos de construcción

Inferior Izquierda:

Logo de la Agencia (Gold Pantone 871C, bordeado por el Burgundy Pantone 484C). Como parte del logo se ubica un triángulo de 17" de largo y 1" de ancho en el centro de éste.

Nombre de la Comisionada – Lcda. Bárbara M. Sanfiorenzo Zaragoza

Inferior Derecha:

Nombre del Alcalde(sa)

Todas las letras serán en color Negro excepto el logo de OCAM.

Se incluye Modelo.

NORMAS A SEGUIR:

Los contratistas independientes serán responsables de cumplir con la rotulación. En los proyectos desarrollados por administración será responsabilidad del Municipio.

Rev. March 1997

**SUPPLEMENTAL SPECIFICATION 661
PROJECT IDENTIFICATION SIGN**

661-1 DESCRIPTION

661-1.01 Scope - This work shall consist in furnishing, erecting, maintaining and removing project identification signs in accordance with these specifications and in conformity with the design, dimensions, materials and locations shown on the plans or established by the Engineer.

661-2 Materials

661-2.01 Each sign and supporting frame shall be constructed of good quality new lumber as follows:

a. **Frame** - Shall be dry No. 1 grade lumber, sound, squared, surfaced four sides, free of loose knots or decay. It may be douglas fir, spruce, oak, or cypress conforming to AASHTO M 168. Lumber shall be pressure-treated with pentachlorophenol or chromated copper arsenate in conformity with the standards of the American Wood Preservers Association (AWPA).

b. **Sign Panel** - Shall be:

1. $\frac{3}{4}$ " thickness exterior type, high density plywood, resin-bonded, B-B grade or better as per the National Bureau of Standards Specification PS-1 for construction plywood. It shall be covered with vinyl or laminated aluminum at both sides.

2. $\frac{3}{4}$ " thickness material equal or similar to "SYNTRA".

Rev. March 1997

**SUPPLEMENTAL SPECIFICATION 661
PROJECT IDENTIFICATION SIGN**

- 661-2.02 Paints for the sign shall be as indicated on details.
- 661-2.03 Bolts, nuts, washers and other hardware for erecting the sign assembly shall be aluminum or galvanized steel.
- 661-3 **CONSTRUCTION REQUIREMENTS**
- 661-3.01 The Contractor shall furnish and erect the number of signs indicated in the contract documents. If not so indicated, then only one sign will be erected.
- 661-3.02 Signs shall be painted in accordance with the details on the plans.
- 661-3.03 Signs shall be erected at the locations shown on the plans or indicated by the Engineer. They shall be so placed as to not obstruct the visibility of traffic signs.
- 661-3.04 The Contractor shall maintain the signs in good condition throughout the full construction period, repainting and repairing them as necessary.
- 661-3.05 After the construction work is completed and accepted the Contractor shall remove the signs from the project site unless otherwise directed by the Engineer.
- 661-4 **METHOD OF MEASUREMENT**
- 661-4.01 Project identification signs shall be measured by the number of individual units furnished, erected and installed.

Rev. March 1997

**SUPPLEMENTAL SPECIFICATION 661
PROJECT IDENTIFICATION SIGN**

661-4.02 The maintenance, repainting and repairing of the signs during the full construction period and the removal of it after the construction work is completed will not be measured for payment but will be subsidiary obligation under this specification.

661-5 BASIS OF PAYMENT

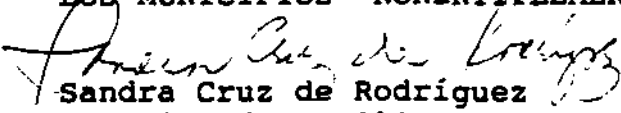
661-5.01 The quantity of project identification signs determined as provided above, shall be paid for at the contract unit price per unit for the pay item listed below that is included in the contract. Such price and payment shall be full compensation for furnishing all materials, labor, equipment, tools and incidentals necessary to satisfactorily complete the item as required by the specifications.

661-5.02 Payment will be made under:

<u>Pay Item</u>	<u>Pay Unit</u>
Project Identification Sign	Each

8 de diciembre de 1993

A TODOS LOS ALCALDES DE
LOS MUNICIPIOS "NONENTITLEMENT"


Sandra Cruz de Rodríguez
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 segmentos horizontales equitativos.

A TODOS LOS ALCALDE DE
LOS MUNICIPIOS "NONENTITLEMENT"
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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,

larly, 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 slogan or logo.* 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.

§ 109.26 Fair housing policy and practices.

In the investigation of complaints, the Assistant Secretary will consider the implementation of fair housing

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 home-seeking 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,

nondiscrimination policy to each employee and officer.

(2) *Clients.* All publishers or advertisers and advertising agencies should post a copy of their nondiscrimination 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 the real estate advertising section a notice such as that appearing in Table III (see appendix I). The notice may 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.

APPENDIX I TO PART 109—FAIR HOUSING ADVERTISING

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

Table I

A simple formula can guide the real estate advertiser in using the Equal Housing Opportunity logotype, statement, or slogan.

In all space advertising (advertising in regularly printed media such as newspapers or magazines) the following standards should be used:

Size of advertisement	Size in inches
1/2 page or larger	2 x 2
1/4 page up to 1/2 page	1 x 1
2 column inches to 1/4 page	1/2 x 1/2
Less than 2 column inches	(*)

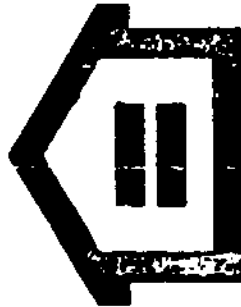
* Do not use

In any other advertisements, if other logotypes are used in the advertisement, then the Equal Housing Opportunity logo should be of a size at least equal to the largest of the other logotypes; if no other logotypes are used, then the type should be bold display face which is clearly visible. Alternatively, when no other logotypes are used, 1 to 5 percent of an advertisement may be devoted to a statement of the equal housing opportunity policy.

the Equal Housing Opportunity slogan 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 Logotype, Statement, and Slogan. Equal Housing Opportunity Logo-type:



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 Slogan: "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

Subject A—Purpose and Definitions

Sec.

Subject B—Requirements for Display of Posters

- 110.10 Persons subject.
- 110.15 Location of posters.
- 110.20 Availability of posters.
- 110.25 Description of posters.

Subject C—Enforcement

110.30 Effect of failure to display poster.

Authority: Title VIII, Civil Rights Act of 1968 (42 U.S.C. 3600-3609); sec. 7(d), Department of Housing and Urban Development Act (42 U.S.C. 3534(d)).

Source: 37 FR 3429, Feb. 16, 1972.

Subject 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.

(54 FR 3310, Jan. 23, 1989)

§ 110.5 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 816 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 cases under title 11 U.S.C., re-

(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. 16, 1972, as amended at 54 FR 3311, Jan. 23, 1989

Subject 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 model dwellings instead of at each of the individual dwellings.

(3) With respect to those dwellings to which paragraph (a)(2) of this sec-

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 rents 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. 16, 1972, as amended at 54 FR 3311, Jan. 23, 1989

§ 110.15 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.

(54 FR 3311, Jan. 23, 1989)

§ 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

8'

[Times New Roman 180 pts.]

ESTADO LIBRE ASOCIADO DE PUERTO RICO
Oficina del Comisionado de Asuntos Municipales

“TITULO DEL PROYECTO”
“CÓDIGO”
“INVERSIÓN”

OCAM

Lcda. Bárbara M. Sanfiozeno Zaragoza
Comisionada

Alcalde (sa)

[Arial Black 226 pts.]

[Arial 206 pts.]

4'

[Arial 180 pts.]

Colores

Verde: PANTONE 335
Degradacion: 100% PANTONE 335 a Blanco
Gold: PANTONE 871 C
Burgundy: PANTONE 484 C

OCAM

Font Logo OCAM
[Baskerville Old Fac SCD]