

# HLC: Preservation Month 2024

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ARTIST CAMERYN BAKER

SUBCOMMITTEE PROJECT PLAN

MEMBERS: KATHLEEN ROMANO, AMY KIRBY  
AND ANA VARGAS-SMITH



# HLC Banners Timeline: Creation, Approvals to Install

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Design to be presented to HLC for final approval to go to print

Will have to contract our own Installer. City is busy April/May.



Mar 7<sup>th</sup> HLC decision

April 1 Earliest install

April 22 -27 latest Install

May 1-31 Live

City allows to be put up no more than 30 days to the event

Preservation Month Event

# Budget FY22/23

We have  
\$4926.55 until  
FY23 End

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FY 22/23 Budget \$ 6,242.00 with Total Expenditures to date: \$ 1,315.45 leaving a Budget until July 2023 end of \$ 4,926.55

Proposing 20 given the costs. That is 10 at ECR and 10 at SC Great America Parkway [Banner Policy | City of Santa Clara \(santaclaraca.gov\)](https://www.santaclaraca.gov/Banner-Policy). A maximum of ten (10) banners total may be hung within each display area either on El Camino or on Great America Parkway for a total maximum of 90 banners per application (reference Light Pole Maps)

SPECS for BANNERS: 84 inches x 30 wide for the light poles along Great America Parkway and 84.5 inches high by 30 inches wide for the light poles along El Camino Real. Tops and bottoms must be hemmed with pockets deep enough to accommodate the bracket hardware and with openings at the ends. Banners must be made of durable cloth, canvas or vinyl.

PRINT QUOTE #1 UPS Homestead is \$190 per banner

PRINT QUOTE #2 Minutemen is pending. 10% discount if you mention Ana Vargas-Smith

PRINT QUOTE #3 Vista Print or Other. May be most cost effective at \$70 -\$90

PERMITS/APPLICATION COSTS TBD: Permit Application along with Completed Banner (text and design) must be submitted to the City Manager's office at time of application submission plus proof of Fee payment from the finance department

INTALLATION COSTS: Can we afford it? Can Installer meet our Dates of April 1<sup>st</sup> to May end? Applicant must arrange for the production of the banners and for a contractor to install and remove the banners, at no cost to the City. Banners promoting specific events cannot be hung more than 30 days prior to the start of the event and must be removed within BANNER POLICY (cont.)

# Samples based on WPA NP Poster Style

[https://drive.google.com/drive/folders/1DG3g77\\_TTwznjPk5GNmCI\\_CB6ZVXFYvO?usp=sharing](https://drive.google.com/drive/folders/1DG3g77_TTwznjPk5GNmCI_CB6ZVXFYvO?usp=sharing)

PLEASE REVIEW. WE CAN ADD CIRCA DATES. HERE ARE THE IMAGES LEFT TO RIGHT. HLC BANNER PARTNER, MISSION 1777 OR CITY 1852? BERRYESSA ADOBE CIRCA 1840, MUWEKMA OHLONE, MORSE MANSION CIRCA 1892, HARRIS LASS FARM 1864, TRAIN DEPOT 1863, JACK LONDON CALL OF THE WILD 1903, JJ MONTGOMERY HEAVIER THAN AIR FLYING MACHINE 1905, POST OFFICE 1935, WE CAN PRINT OUT 10 OF THE HLC BANNER PARTNER PERHAPS IN A VARIETY OF COLORS?



# March 7<sup>th</sup> Commission to review Artist samples, Feedback and Confirm next steps

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- 1) Original Plan A: Create 20 banners for ECR and Great America Area that would showcase history of that area at no Cost only credit for the Art via social media a Possible display of samples during Preservation month April 1 to May end in display case at city hall.
- 2) Commissioner Amy introduced us to Artist Cameryn Baker. Who agreed to Support the project. Serendipity!
- 3) Cameryn proposed a Modified Plan A: Create 10 banners Plus 10 of the Banner Partner would equate to 20
- 4) Commission needs to Discuss Samples and provide feedback: Do we want circa dates? Other?
- 5) Once we decide on sample design, Advisor to Confirm which installer can support timeline within our budget starting April 1 and to remove May end-- and confirm installation cost.
- 5) Commissioner Kathleen Romano confirmed Print starting at \$70. Timeline 3 to 5 days.
- 6) To install by April 1, must confirm deadline for process to Apply for permit, Pay fees to Finance and show City Manager's office Application fees completed for final approval of design and messaging

# Questions, Ideas, Feedback?

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THANK YOU ARTIST CAMERYN BAKER!!!

APPRECIATE THE HLC SUBCOMMITTEE'S  
HARD WORK--KATHLEEN ROMANO, AMY  
KIRBY AND ANA VARGAS-SMITH

