

STAFF REPORT



ITEM NO. 21

CITY OF OCEANSIDE

DATE: December 6, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **ENDORSEMENT OF THE "GARFIELD ART PROJECT" PRESENTED BY THE HELEN WOODWARD ANIMAL CENTER AND APPROVAL OF THE PLACEMENT OF STATUES, AS NECESSARY, TO IMPLEMENT THE PROJECT**

SYNOPSIS

Staff and the Arts Commission recommend endorsement of the "Garfield Art Project" presented by the Helen Woodward Animal Center and approval of placement of the statues, as necessary, to implement the project.

BACKGROUND

On July 10, 2006, the Arts Commission considered a proposal from the Helen Woodward Animal Center of Rancho Santa Fe, to join in a program called "Garfield's Groovin' Adventure: Statue Fun Along the 101." The Helen Woodward Animal Center is requesting that Oceanside businesses and residents support and participate in a community statue program which will take place from La Jolla to Oceanside in the summer of 2007.

The project involves placing approximately ten Garfield statues in the area along Highway 101. North County businesses, community organizations and individuals will have an opportunity to sponsor a statue. Each statue will be uniquely designed and decorated, primarily by local artists. Statues will be displayed from June 2007 through mid-September 2007 for the public to enjoy. At the conclusion of the project, the statues will be auctioned with proceeds benefiting the Helen Woodward Animal Center.

On September 11, 2006, the Arts Commission voted unanimously to endorse the project and to assist with placing the statues in Oceanside. The Commission established an Ad Hoc Committee to work with the Helen Woodward Animal Center to identify potential locations for the statues.

Other nearby communities have already approved installation of the Garfield statues, including La Jolla, Del Mar, Solana Beach, and Encinitas.

ANALYSIS

The statues stand five feet five inches tall on a base approximately 36 by 42 inches. Each statue weighs approximately 1,000 pounds and will be located as follows:

Civic Center Plaza – four statues

Ocean Place Regal Cinema Plaza – three statues

Pier View Way Pedestrian Underpass – two statues

101 Café – one statue

Statues will be placed so as not to interfere with public right of way or ADA access. Attachment A shows the proposed locations for the statues.

The project is designed to promote tourism, showcase artistic talent and create positive publicity and community excitement in a shared event. The project also benefits the Helen Woodward Animal Center and the 50,000 people and animals helped by that agency.

FISCAL IMPACT

All costs associated with the installation, removal, and maintenance of the statues will be covered by the Helen Woodward Animal Center. The Center will also produce the brochures and publicity to advertise the project.

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

COMMISSION/COMMITTEE REPORT

The Arts Commission unanimously endorsed the project at their meeting on October 2, 2006.

RECOMMENDATION

Staff and the Arts Commission recommend endorsement of the "Garfield Art Project" presented by the Helen Woodward Animal Center and approval of placement of the statues, as necessary, to implement the project.

PREPARED BY:

Deborah Polich
Deborah Polich
Library Director

SUBMITTED BY:

[Signature]
Barry E. Martin
Interim City Manager

REVIEWED BY:

Michelle Skaggs-Lawrence, Assistant to the City Manager

Mike Blessing, Deputy City Manager/Community Development

Peter Weiss, Public Works Director

MB
[Signature]

Attachment: Proposed locations for statues

ARTIST TEMPLATE
FRONT



Garfield © Paws. All rights reserved.

ARTIST NAME: _____

STATUE NAME: _____

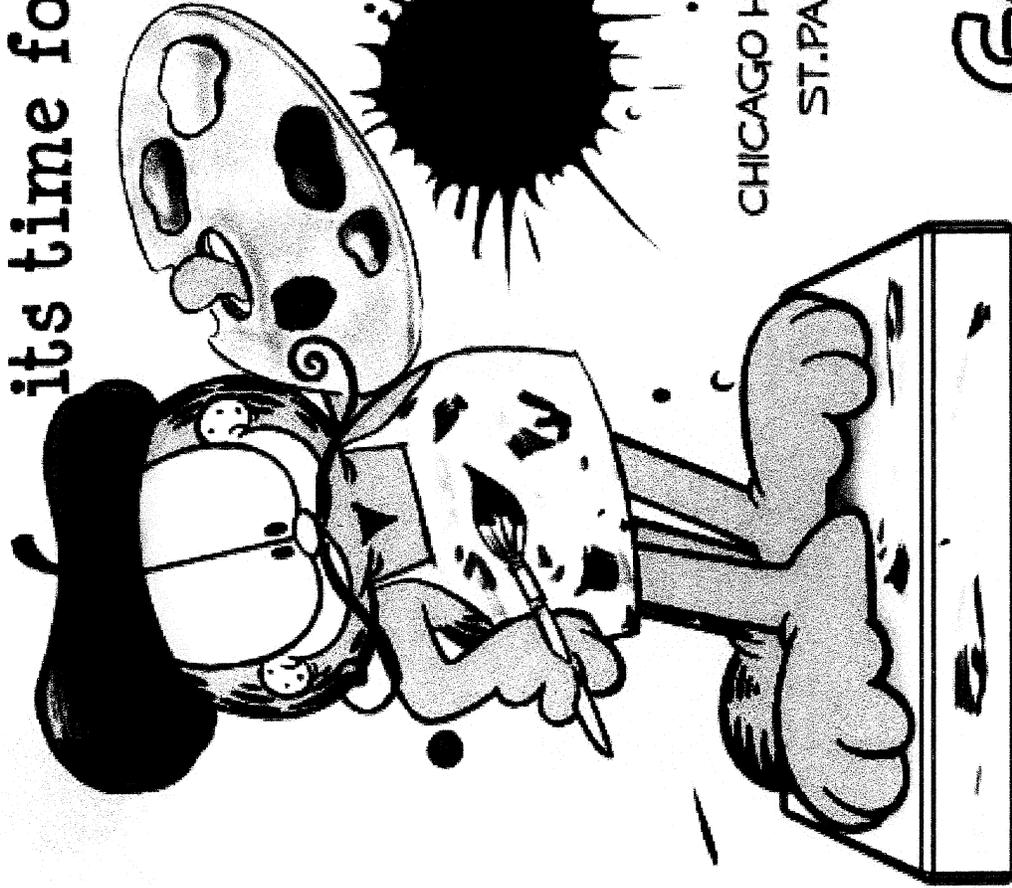
ARTIST'S SIGNATURE: _____

its time for...

GARFIELD'S

Groovin' Adventure!

We're calling all artists to create
some great designs for some
Statue Fun along the 101



CHICAGO HAD THEIR COWS
ST. PAUL HAD SNOOPY
AND NOW....

SAN DIEGO HAS

GARFIELD!

AND HE CAN'T WAIT
FOR YOU TO PAINT HIM!

ARTIST NAME: _____

STATUE NAME: _____

ARTIST'S SIGNATURE: _____