
DATE: June 19, 1989

TO: Barbara Franklin-Moran
Director
Cultural and Recreation Services
City of Santa Monica
1685 Main Street
Santa Monica, California 90401-3295

FROM: Muscle Beach Alumni Association
Santa Monica, California 90406-7

SUBJECT: Proposed sign on location of original Santa Monica Muscle Beach

I. RECOMMENDATION

To install a sign measuring 4' x 5' on the beach area just south of and adjacent to the lifeguards' station to identify the original location of Muscle Beach on the Santa Monica Beach Playground.

II. BACKGROUND/HISTORY

1989 marks 30 years since the removal of the structural facility titled Muscle Beach in Santa Monica. At that time, the undesired activities of a minority of members of Muscle Beach resulted in the dramatic action of completely eliminating this world-famous landmark.

Though the Muscle Beach structure disappeared from the Santa Monica Beach in 1959, a number of individuals dedicated to the positive physical fitness activities that had been occurring at the unique ocean-front location since the mid 1930's have remained loyal denizens of the area.

In addition to actively performing gymnastics demonstrations, education, and practice on weekends, they also continue to provide strong support for the famous annual Santa Monica "Gymfest". The Santa Monica Gymfest is the most outstanding 'pulse' of an event that perpetuates the memory of what was once visible on a daily basis at Santa Monica's Muscle Beach.

In addition to their continued athletic activity at the site of Muscle Beach, some of the core members of the original Muscle Beach group have remained close friends and have formally affiliated their larger family into an organization called the Muscle Beach Alumni Association. Today this organization publishes regular newsletters to its members, and serves as a communication network for the group. Further, the organization actively functions as a source for photos, historical information and support to the mass-media and the public at-large about Muscle Beach.

Noteworthy is that it is the public who have suffered most for the loss of any evidence of Santa Monica's Muscle Beach. International tourists frequent Santa Monica often aware that Muscle Beach is somehow connected with the city of Santa Monica. Yet they find themselves in Venice today to see the subsequent successor to the Santa Monica Muscle Beach ... not knowing that most of the Muscle Beach fame is from the athletics that occurred just south of the Santa Monica Pier.

III. DISCUSSION

Based on the substantial period of over 30 years membership in the city of Santa Monica serving as a very significant point-of-interest, Muscle Beach justifies recognition for its special benefit and positive contribution to Santa Monica's world fame.

Without further ellaboration, it is adequate to simply state that the many outstanding gyms which have developed locally in and around Santa Monica are just a part of the resulting impact that Muscle Beach has had on Southern California. No other city in the world can claim such a reputation. Santa Monica has become world recognized as a host to many well known physical fitness celebrities and athletes. This is no coincidence; Muscle Beach has been the nucleus of this reputation.

All that remains on the site of these golden memories is white sand.

IV. CONCLUSION

The Muscle Beach Alumni Association is strongly committed to helping the city of Santa Monica provide due recognition to the site of Muscle Beach. We believe such acknowledgement will not only increase city pride in its rich history, but this action would also allow our many tourists to enjoy knowing they can visit this wonderful setting (without confusion) today.

Attached is a cost production estimate to produce a weather-proof sign to officially identify Santa Monica's Muscle Beach. We will appreciate the opportunity to discuss the funding possibilities for this sign further at your convenience.

In the interim, we look forward to obtaining formal approval of this recommendation and thank you for your time in considering it.

Respectfully Submitted,



Stephen J. Ford

ON BEHALF OF THE MUSCLE BEACH ALUMNI ASSOCIATION

cc: Glenn Sundby, MBAA