
STEPHEN J. FORD

2210 Wilshire Blvd., #444
Santa Monica, CA 90403

March 4, 1994

Councilmembers
City Council Office
City of Santa Monica
1685 Main St.
Santa Monica, CA 90407

Re: City Council Agenda, March 8, 1994
Item 9B - Pier to Bay Improvement Plan

Dear Councilmembers:

I am writing to you on behalf of the Muscle Beach Alumni Association. For the past five years I have served as a representative to the city of Santa Monica to support the world-famous heritage of Muscle Beach in this city. We understand that on Tuesday, March 8, 1994, you will be considering ratification of the Santa Monica Pier to Bay Street Improvement Plan.

In light of the rich athletic and recreational history of this area, as well as its hosting of the original Santa Monica Beach Playground -- better known world-wide as Muscle Beach -- we represent one community group that enthusiastically supports the advancement of this project. In specific, we deeply appreciate the continued designation of the gymnastics portion of the architect's design.

To assist you with a brief background on the Muscle beach history, attached is a tourists' brochure that explains and identifies the local gyms that have evolved here as a result of Santa Monica's contribution to the American fitness boom.

As you evaluate the positive impact of ratifying this beach improvement plan, we would like you to know that you will not only be enhancing the healthy lives for current and future generations -- but also for a generation of earlier legendary athletes, as well. This area is more than just a beach -- it is, in fact, a historical landmark.

Thank you in advance for your time and consideration of this element within your decision.

Respectfully submitted,


Stephen J. Ford

cc: Mr. Glenn Sundby
President, Muscle Beach Alumni Association

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