
DATE: July 30, 1986

TO: Venice Beach Recreation Center
James E. Hadaway, General Manager
Darlene Galindo, Director-in-charge

Recreation and Parks Commissioners
City of Los Angeles:

William R. Robertson
Mary D. Nichols
Dennis R. Luna
J. Stanley Sanders
Richard T. Riordan

FROM: Ad Hoc Membership Committee to Institute
"Muscle Beach Venice"

SUBJECT: Revised proposal of new title for weight pen

I. RECOMMENDATION

To designate that area of the Venice Beach Recreation Center currently titled "weight pen" as "Muscle Beach Venice," and permit signage of this title to be placed on the facility.

II. BACKGROUND/HISTORY

Los Angeles' Venice Beach is one of the most unique and novel beaches in the world, and is particularly famous for its colorful strand, shops, entertainers, and outdoor recreation. Among the most popular attractions and novelties that make Venice Beach so special is the outdoor weight pen.

Over twenty-five years ago a similar facility existed in Santa Monica, and was titled "Muscle Beach." Such famous fitness stars as Jack La Lanne and Steve Reeves got their start at this famous spot. The impact of these two names alone set the stage for a tremendous health and fitness explosion that was yet to come. When international bodybuilding star, Arnold Schwarzenegger emerged as a model of the sport of bodybuilding in the 1970's, he became the catalyst to what is now one of the most positive and significant trends of this century. Arnold Schwarzenegger did his weight training indoors at a popular Venice gym called Gold's, and when he trained outdoors, he went to a place called the weight pen, at Venice Beach.

Schwarzenegger established a name for himself, and at the same time helped to establish California, and specifically Los Angeles, as the fitness capital of the world.

(more)

Though Santa Monica Muscle Beach was closed in the late 1950's, the image of Southern California as possessing a "Muscle Beach" continues, and both local residents and international tourists alike refer specifically to the Venice Beach Recreation Center's weight pen as "Muscle Beach." This title is not accurate on two points: 1) the original Muscle Beach was actually in Santa Monica, and 2) the weight pen is named by function, and possesses no "Muscle Beach" signage. The people elect to call the weight pen "Muscle Beach."

III. CONCLUSION

As representative members, we believe that giving the title "Muscle Beach Venice" to the weight pen achieves the following benefits in relation to the Venice Beach upgrading effort:

- * Officially identifies a specific and appropriate location on the Los Angeles beach/coastline as representing the internationally famous outdoor weight-training facility, "Muscle Beach Venice."
- * Does not offend nor conflict with the original Muscle Beach of Santa Monica, as it clearly contains a distinction of "Venice" in its title.
- * Increases pride in both the "Muscle Beach Venice" membership group, as well as enhances pride about the facility by local residents in the city of Los Angeles.
- * Contains an image in its design and wording which is clean, crisp, and contemporary. This title and signage image will be captured in the minds and fond memories of thousands of tourists who visit the beach annually, as well as the resulting photographs and publicity that are currently occurring without signage giving any credit to the city of Venice, or the city of Los Angeles Recreation and Parks Department.

(more)

Beach Venice Proposal
30, 1986
a 3

We of the weight pen membership will greatly appreciate the opportunity to meet with appropriate council, or department representatives, to discuss this title and artwork further.

Respectfully submitted,



Stephen J. Ford

Ad Hoc Membership Committee to Institute "Muscle Beach Venice"

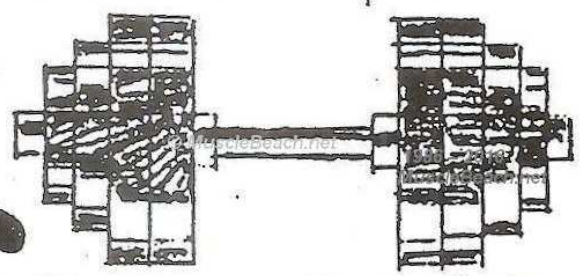
cc: Al Henriquez, Recreation Director

Attachment: Proposed Muscle Beach Venice artwork



MUSCLE
BEACH

Venice



California



CITY of LOS ANGELES RECREATION and
PARKS DEPARTMENT