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**DOCUMENT OF RESPONSE:
REPORT OF GENERAL MANAGER**

NO. 608.86

DECEMBER 19, 1986

**LOS ANGELES CITY HALL
DEPARTMENT OF RECREATION AND PARKS**

**MEMBERSHIP REPRESENTATIVES
PRESENT:**

JOE MACK

STEVE FORD

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REPORT OF GENERAL MANAGER

NO. 608-86

DATE December 5, 1986

C.D. _____

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: **RENAMING A PART OF VENICE RECREATION CENTER
CURRENTLY TITLED "WEIGHT PEN" AS "MUSCLE BEACH VENICE"**

*GWR JK JB _____
SNJ _____ SEK _____
JHW _____



General Manager

Approved _____ Disapproved _____ Further Report _____

RECOMMENDATION:

That the Board approve the request of the Venice Recreation Center Weight Pen Ad Hoc Membership Committee to initiate the installation of a sign in the weight pen area as described below.

SUMMARY:

The Ad Hoc Committee feels that they would like to officially identify this area and that they will not offend or conflict with the original Muscle Beach of Santa Monica, and that the image of the proposed sign will be "clean, crisp, and contemporary". The design will include the words, "Muscle Beach Venice California" with each word placed on top of the other. At the bottom of the sign they will include "City of Los Angeles Recreation and Parks Department".

It may be noted that soon, in the months to come, the designated area may be refurbished or even demolished and replaced with a newer structure. During this event, the sign should be removed and stored in a safe place until the similar structure is completed. At this time, the sign should be put up again at our cost, and in a similar location as designated by the project manager.

If approved a sign with this title will be placed on the east wall of the storage room adjacent to, and serving, the weight pen facing the boardwalk. The sign should be of heavy duty metal not to exceed 48" x 36" and firmly affixed to the wall. All costs are to be borne by the Ad Hoc Committee.

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REPORT OF GENERAL MANAGER

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If the sign proves to be offensive to the community in any way, it is agreed that it may be removed permanently by the Department of Recreation and Parks at any time.

**Arnold
Schwarzenegger**

321 Hampton Drive • Suite 203 • Venice, California 90291 • (213) 396-5917

December 4, 1986

To: Recreation and Parks Commissioners
City of Los Angeles:

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

Room 1330
City Hall East
200 N. Main Street
Los Angeles, CA 90012

It has recently come to my attention that there is a proposal underway, headed by Steve Ford, Bill Howard, and Joe Mach, members of an ad hoc committee, to institute the name Muscle Beach Venice and rebuild and upgrade the old training facility unofficially known as the weight pen, located at Venice Beach.

I enthusiastically encourage and applaud this effort, as I have very fond memories of the area. I trained here myself during the early years of my bodybuilding career. However, in the years that followed, I eventually stopped frequenting the pen because of its appalling neglect. No attempt was made, until now, to expand and restore its attractiveness. Had it not been so neglected, I might have continued to train there occasionally.

Despite these circumstances, Venice continues to be known as the bodybuilding capital of the world, and I feel that this justifies the attention and improvement suggested by the committee. This plan, including both the name change and the renovation, would establish this gym as the premiere outdoor training facility in the world and also serve to upgrade the Venice Beach image.

I hope that you will carefully consider this plan, and that this area can once again become a place of pride to those who train here, as well as to the entire Venice Community.

Sincerely,


Arnold Schwarzenegger

AS/lm

cc: Mr. Steve Ford

CIRCLE ONE:
WISH TO SPEAK
WRITTEN COMMENT ONLY

BOARD OF RECREATION AND
PARK COMMISSIONERS

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REQUEST TO ADDRESS BOARD REGARDING AGENDA ITEM

P L E A S E P R I N T

INSTRUCTIONS:

THIS FORM IS TO BE PRESENTED TO THE PARK RANGER AT THE DOOR WHO WILL GIVE IT TO THE SECRETARY OF THE BOARD. The Board will attempt to hear all members of the public, within reasonable time limits, but in some cases this may not be possible.

Name of Speaker:

STEVE FORD

Telephone Number:

(213) 820-7676

Address:

(213) 207-4183

12400 WILSHIRE BLVD. #940 LA 90025

Organization Represented:

Ad Hoc MEMBERSHIP COMMITTEE TO INSTITUTE THE NAME
"MUSCLE BEACH VEHICLE"

Agenda Item No.

#5

Agenda Date

12/19/86

Brief Statement of Information you wish to present (you are not required to provide this information, if you prefer not to do so):

SUMMARY STATEMENT OF PROPOSAL, REVIEW
OF RECENT ACTIONS RELATED TO
PROPOSAL.

PRO

CON

PUBLIC

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F I N A L A G E N D A

BOARD OF RECREATION AND PARK COMMISSIONERS
OF THE CITY OF LOS ANGELES

December 19, 1986 - 2:00 p.m.
Room 1325 - City Hall East

1. GENERAL MANAGER'S REPORT NO. 607-86 - Out of Order

Donation to the Retired Senior Volunteer Program - Pacific Region - Appearance by Ms. Shirley Burkhardt, President of the RSVP Volunteer Program.

2. UNFINISHED BUSINESS - Out of Order

General Manager's Report No. 547-86 - Skid Row Park No. 1 - Permit to C.R.A. for Redevelopment of Park - Appearance by Mr. James Wood, President of the C.R.A. Commission, and other interested persons.

3. GENERAL MANAGER'S REPORT NO. 659-86 - Out of Order

White Point and Bogdanovich Parks: Reconveyance to the Air Force - Appearance by Ms. Ann D'Amato, from Councilwoman Flores' Office; Ms. Christine Ung, from the Mayor's Office; and other interested persons.

4. GENERAL MANAGER'S REPORT NO. 629-86 - Out of Order

Request for Amplified Sound at Cheviot Hills Recreation Center - Appearance by Mr. Jeff Zimmerman and Michael Hirschfeld, from the Jewish Federation Council; and a representative of Councilman Yaroslavsky's Office.

5. GENERAL MANAGER'S REPORT NO. 608-86 - Out of Order

Renaming a Part of Venice Recreation Center Currently Titled "Weight Pen" as "Muscle Beach Venice" - Appearance by Mr. Steve Ford.

6. GENERAL MANAGER'S REPORT NO. 658-86 - Out of Order

Elysian Reservoir Roof Structure - Appearance by representative of the Citizens Committee to Save Elysian Park.

7. UNFINISHED BUSINESS - Out of Order

General Manager's Report No. 510-86 - Termination of Olvera Street Concession for Non-Payment of Rent - Appearance by Mr. Joe Gonzales.

STEVE FORD - SUPPORT FOR NAME CHANGE

STATEMENT TO COMMISSIONERS

12/19/87 3 pm

THANK YOU FOR THE OPPORTUNITY TO ADDRESS YOU TODAY ON

SD

BEHALF OF THE VENICE BEACH WEIGHTLIFTING PEN MEMBERSHIP.

WE HAVE GIVEN LONG AND CAREFUL CONSIDERATION TO THE PROPOSAL WHICH WE SUBMITTED TO YOU EARLIER THIS YEAR -- AND, SPECIFICALLY, THAT PROPOSAL ASKS THAT THE VENICE BEACH RECREATION CENTER'S WEIGHTLIFTING PEN BE FORMALLY TITLED "MUSCLE BEACH VENICE."

WHILE CERTAINLY RELEVANT TO THIS ISSUE, I CONSIDER IT INAPPROPRIATE AT THIS TIME TO ELABORATE ON THE HISTORY OF "MUSCLE BEACH" AS IT RELATES TO THE CITY OF LOS ANGELES. HOWEVER, WE WOULD LIKE YOU TO KNOW THAT THIS COMMITTEE HAS CAREFULLY RESEARCHED THE BACKGROUND AS WELL AS FUTURE CONSIDERATIONS OF THIS ISSUE.

AMONG OTHER WORK, THIS HAS ENTAILED CONSULTING WITH MEMBERS OF THE ORIGINAL "MUSCLE BEACH" OF SANTA MONICA, INCLUDING MR. ARMAND TANNY, WHOSE LETTER HAS BEEN FORWARDED FOR YOUR REVIEW. ADDITIONALLY, WE HAVE CONSULTED WITH MORE RECENT MEMBERS OF THE BEACH FRONT WEIGHT LIFTING PEN AT VENICE. REPRESENTED AMONG THIS GROUP IS MR. ARNOLD SCHWARZENEGGER, WHO'S LETTER WAS FORWARDED TO YOUR ATTENTION AS WELL. THROUGHOUT OUR INVESTIGATION, WE HAVE RECEIVED POSITIVE FEEDBACK AND ENCOURAGEMENT -- INDICATIONS THAT THIS FACILITY STANDS ONLY TO

WHILE WE CANNOT GUARANTEE THAT GIVING THE WEIGHTLIFTING PEN THIS TITLE WILL ALONE ENSURE THAT THERE ARE ONLY GOOD ELEMENTS IN ITS MEMBERSHIP, WE ARE CONFIDENT THAT THE NEW TITLE IS A VALUABLE STEP TOWARD PROMOTING THE MORE ATTRACTIVE ASPECTS OF THE FACILITY -- THAT IS, THE BEACH, THE SUNSHINE, THE OCEAN, AND ABOVE ALL, HEALTH AND PHISICAL FITNESS.

RECOGNIZING THE CITY'S PLANS FOR PHYSICAL IMPROVEMENTS AT VENICE BEACH WE OF THE WEIGHTLIFTING PEN MEMBERSHIP SEE THIS MOMENT AS A TIME TO BRING THE CONDITION AND IMAGE OF THE VENICE BEACH RECREATION CENTER'S WEIGHTLIFTING PEN TO YOUR ATTENTION. WE UNDERSTAND THAT IT IS TARGETED FOR RENNOVATION AS WELL, AND BELIEVE THAT THE TITLE "MUSCLE BEACH VENICE" WILL BE PROVE TO BE AMONG THE MOST BENEFICIAL STEPS TOWARD IMPROVEMENT FOR TOMORROW'S PATRONS.

WE HOPE THAT YOU WILL AGREE.

THANK YOU ON BEHALF OF THE MEMBERSHIP OF THE WEIGHTLIFTING PEN AND IF THERE ARE ANY QUESTIONS, I WELCOME THE OPPORTUNITY TO ANSWER THEM NOW.

BOARD OF RECREATION AND PARK
COMMISSIONERS

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December 19, 1986

rather build their housing on White Point. He also stated the community does not want a State park.

Discussion was held among the Commissioners as to whether this matter should be held and whether it would be beneficial to have more information.

It was moved by President Robertson, seconded by Commissioner Luna, and unanimously carried, that Report 659-86 be held until January 9, 1987.

Mr. Dan Sturmer, representing the AYSO, requested that the City Attorney research the reversionary clause in the deed.

GENERAL MANAGER'S
REPORT NO. 629-86 - Out of Order
REQUEST FOR AMPLIFIED
SOUND AT CHEVIOT HILLS
RECREATION CENTER

It was moved by President Robertson, seconded by Commissioner Luna, and unanimously carried, that Report 629-86 be approved.

GENERAL MANAGER'S
REPORT NO. 608-86 - Out of Order
RENAMING A PART OF VENICE
RECREATION CENTER CURRENTLY
TITLED "WEIGHT PEN" AS
"MUSCLE BEACH VENICE"

It was moved by Commissioner Sanders, seconded by Commissioner Luna, and unanimously carried, that Report 608-86 be approved.

GENERAL MANAGER'S
REPORT NO. 658-86 - Out of Order
ELYSIAN RESERVOIR
ROOF STRUCTURE

Mr. Breitbart outlined the background on this matter. In response to a question from Commissioner Nichols, he stated that the Notice of Exemption was filed on November 26, 1986.

Commissioner Nichols stated that in lieu of the recommendation contained in the report, she would recommend that the Department oppose the Notice of Exemption.

It was moved by Commissioner Nichols, seconded by Commissioner Riordan, and unanimously carried, that the recommendation be amended to oppose the Department of Water and Power's filing of a Notice of Exemption for its proposed construction of an aluminum roof over the Elysian Reservoir in Elysian Park.

