



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Tell and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Richard Gill, Director of Parks and Recreation

**DATE:** December 5, 2006

**SUBJECT:** Approval of Language for the Plaque on Bruce's Beach Monument Sign (Formerly Parque Culiacan) and Allocate \$8,000 from the City Council Contingency for the New Monument Sign

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### **RECOMMENDATION:**

Staff recommends that the City Council approve the text for the plaque on the Bruce's Beach monument sign and allocate \$8,000 from the City Council Contingency for the new monument sign.

### **FISCAL IMPLICATION:**

The cost for a new monument sign and plaque for Bruce's Beach is approximately \$8,000. Since this amount was not budgeted in the current fiscal year, staff recommends an appropriation be made from the City Council Contingency.

### **BACKGROUND:**

During the November 8, 2006 City Council meeting, the City Council discussed staff's proposed language for a plaque that will be placed on the new monument sign for Bruce's Beach, formerly Parque Culiacan. The City Council directed Councilmembers Ward and Aldinger to work with staff and expand on the text that was proposed by staff.

### **DISCUSSION:**

Staff and the appointed Council committee members (Ward and Aldinger) reviewed the text that was proposed by staff and added additional information that emphasizes the role of the Bruce family.

Below is the original language that is currently on the Parque Culiacan sign that was donated by the Leadership Class of 2003, followed by the text that is being proposed by staff and Councilmembers Ward and Aldinger.

Original Text

Parque Culiacan

Named in honor of Culiacan, Mexico  
Our first Sister City 1974

Formerly the site of Bruce's Beach, a resort for African American Angelenos. This two-block neighborhood also housed several minority families and was condemned through eminent domain proceedings commenced in 1924. Those tragic circumstances reflected the views of a different time.

The land was referred to as City Park and Beach Front Park, and later named Bayview Terrace Park through a community contest in 1962.

Designated Parque Culiacan on March 16, 1974 at the time of a visit from representatives of our first Sister City.

Parque Culiacan commemorates our community's understanding that friendship, goodwill and respect for all begins within our own boundaries and extends to the world community.

Signed and donated by Leadership Manhattan Beach Class of 2003.

Proposed Text

Bruce's Beach

In 1912, Mr. George Peck, one of our community's co-founders, made it possible for the beach area below this site to be developed as Bruce's Beach, the only resort in the State of California for all races. Charles and Willa Bruce were the African American entrepreneurs who settled here, thus the name Bruce's Beach. This two-block neighborhood also housed several minority families and was condemned through eminent domain proceedings commenced in 1924. Those tragic circumstances reflected the views of a different time.

The land was referred to as City Park and Beach Front Park and later named Bayview Terrace Park through a community contest in 1962.

The park was designated Parque Culiacan on March 16, 1974 at the time of a visit from representatives of our first Sister City.

The Manhattan Beach City Council renamed the park as Bruce's Beach in July 2006, commemorating our community's understanding that friendship, goodwill and respect for all begins within our own boundaries and extends to the world community. All are welcome.

A project of Leadership Manhattan Beach Class of 2003.

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Staff recommends that the City Council approve the proposed text for the plaque for Bruce's Beach monument sign and appropriate \$8,000 from the City Council's Contingency.

It will take approximately 6-8 weeks to purchase and install the plaque and sign once it is approved.