Legislation Text

File #: 21-0218, **Version:** 1

TO:
Honorable Mayor and Members of the City Council

THROUGH:
Bruce Moe, City Manager

FROM:
Alexandria Latragna, Policy and Management Analyst

SUBJECT:
Consideration of the History Advisory Board's Proposals Regarding Bruce's Beach (City Manager Moe).

a) **APPROVE LANGUAGE AND DESIGN**
b) **ALLOCATE FUNDING FROM THE PUBLIC ARTS TRUST FUND**
c) **AUTHORIZE SOLICITATION OF BIDS**
d) **AUTHORIZE CITY MANAGER TO AWARD CONTRACTS NOT-TO-EXCEED $20,000 TOTAL**

RECOMMENDATION:
Staff recommends that the City Council 1) approve the History Advisory Board's proposed language and design for plaques at Bruce's Beach Park and near the Strand; 2) allocate funding from the Public Art Trust Fund; 3) authorize the staff to solicit of bids for the fabrication and installation of the plaques; and 4) authorize the City Manager to award contracts not-to-exceed $20,000 to fabricate and install the plaques.

FISCAL IMPLICATIONS:
The construction and installation of the plaques as proposed are estimated to cost between $10,000 and $20,000, however, staff would need to collect bids to determine the precise amount once the City Council provides further direction regarding the proposals. Funds are available within the Public Art Trust Fund for this purpose.

BACKGROUND:
On October 20, 2020, City Council appointed 13 residents and two alternates to a task force created to address the history of Bruce's Beach and report back to the City Council with recommendations on the topic. The Task Force served as an advisory body to the City Council and proposed a number of recommendations at the March 16, 2021, meeting. At that meeting, the Council directed the History Advisory Board (HAB) to finalize the Bruce's Beach History Report and propose language to be placed on a plaque at Bruce's Beach Park as well as a plaque at the County Lifeguard Administration Building near the Strand. The Council indicated at that meeting that they would like the new plaques installed no later than December 31, 2021.

After receiving over a hundred public comments, and careful consideration of public input, the City

Council adopted the History Report at its June 15 Council meeting, in full compliance with the Brown Act. One of the persons who submitted comments by email prior to the meeting has informed the City that he was unable to provide oral comments during that Council meeting. The City takes pride in its transparency and accessibility, and provides to the public numerous opportunities to provide comments on agenda items, beyond what is required by the Brown Act. Accordingly, the City's IT staff, City Clerk's Office and independent contractor Zoom researched the issue, and found no glitches on the part of the City or Zoom. Nonetheless, the City has encouraged that resident to provide oral comments at the July 6 and July 20 Council meetings on the history report, and has renewed the invitation for tonight's meeting. In the event he would prefer to supplement his emails with oral comments via Zoom (as opposed to in-person at tonight's Council meeting, or via email, eComment, or by phone message), the City has offered to provide technical assistance if he should encounter difficulty. In any event, as noted previously, the history report is a living document and the City Council can revisit its approval at any time. Thus, anyone can speak tonight about the history report, as well as at future Council meetings.

DISCUSSION:

In drafting the attached proposed language for the plaques, the HAB reviewed numerous documents, publications, and primary sources, including newspapers, titles and deeds, manuscript paper collections, and census records, among others. Such documents formed the basis for the History Report.

The HAB selected the two attached examples as their recommended design for the plaques. Plaque No. 1 is planned to be located near the County Lifeguard Administration Building at the Strand and will primarily address the Bruce family history and legacy. Plaque No. 2 is proposed to be located at Bruce's Beach Park and replace the existing plaque at that location near Highland Avenue. Plaque No. 2 will address the historic Black enclave of Bruce's Beach and include information on each of the Black families who were part of the eminent domain proceedings.

In addition to the language as presented, the HAB also recommends using the attached photos and map on each of the plaques as well as a QR code to link to supplemental information, photos, and resources to be hosted on our City's website.

In recent developments with regard to the proposed location of Plaque No. 1., Los Angeles County has indicated that it is moving forward with a plan to transfer two County-owned parcels of land, where the County Lifeguard Administration Building sits, to the descendants of Willa and Charles Bruce. Senate Bill 796, currently pending in the State Legislature, will help facilitate the County's plan. On Tuesday, July 13, 2021, the Board of Supervisors directed County officials to pursue the attached action plan released by the County CEO's office and the Anti-Racism, Diversity, and Inclusion Initiative. The History Advisory Board has recommended that Plaque No. 1 be placed in front of the County Lifeguard Administration Building. In the event that the County discontinues the lifeguard use and the property is transferred to private parties for private use, the plaque may have to be relocated. The County acknowledges any transfer to private use will take considerable time. Staff will continue to monitor State and County actions and will communicate with County officials to obtain status reports.

A second possible location for the plaque was identified by the HAB is on the western side of the Strand, south of the fitness station. This property currently has a flower bed on it and is in the City's Right-of-Way. A photograph has been attached to the report.

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Staff recommends that the City Council adopt the proposed language and design from the HAB for both plaques; allocate funding from the Public Arts Trust Fund; direct staff to solicit bids for the fabrication and installation of the plaques; and authorize the City Manager to execute contracts not-to-exceed $20,000 total.

PUBLIC OUTREACH:
The History Advisory Board held 13 public meetings, solicited and received input and public comment from community stakeholders.

ENVIRONMENTAL REVIEW:
The City Council's discussion of potential language and locations for plaques at Bruce's Beach Park is not a "project" as defined under Section 15378 of the State of California Environmental Quality Act (CEQA) Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus no environmental review is necessary at this time.

ATTACHMENTS:
1. Proposed Language for the Plaque at the Strand (Plaque No. 1)
2. Proposed Language for the Plaque at Bruce's Beach Park (Plaque No. 2)
3. Proposed Photographs to be Used on the Plaques
4. Proposed Plaque Examples
5. June 30, 2021, Report from County CEO