



Legislation Text

File #: 21-0331, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Alexandria Latragna, Policy and Management Analyst

SUBJECT:

Presentation from the History Advisory Board Regarding the Proposed Language for Plaques to be Placed at Bruce's Beach Park and the County Lifeguard Administration Building (City Manager Moe).

A) APPROVE LANGUAGE

B) ALLOCATE FUNDING FROM THE PUBLIC ARTS TRUST FUND

**C) AUTHORIZE THE CITY MANAGER TO AWARD CONTRACTS NOT-TO-EXCEED \$20,000
TOTAL IN ACCORDANCE WITH THE MUNICIPAL CODE PURCHASING REQUIREMENTS**

RECOMMENDATION:

Staff recommends that the City Council adopt the proposed language and design from the History Advisory Board (HAB) for plaques; allocate funding from the Public Arts Trust Fund; and authorize the City Manager to execute contracts not-to-exceed \$20,000 total in accordance with the Municipal Code purchasing requirements.

FISCAL IMPLICATIONS:

The construction and installation of the plaques as proposed are estimated to cost up to \$20,000, however, staff would need to comply with Municipal Code purchasing requirements 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 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 one hundred public comments, and careful consideration of public input, the City Council adopted the History Report at its June 15 meeting. The HAB continued its work on the proposed plaque language and brought a draft for consideration at the July 20 City Council meeting.

At that meeting, the Council again carefully considered the language and gave further direction to the HAB for revisions. Subsequently, the HAB met at five additional duly noticed meetings to address concerns and suggestions from the public as well as incorporate suggested changes from the Council.

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 and the language presented.

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, include information on all of the property owners, the harassment protested by the NAACP, the "race war" of 1928, and the Bruce legacy of the park.

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 QR codes to link to supplemental (e.g. the History Report) information 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 to the descendants of Willa and Charles Bruce. Governor Newsom signed Senate Bill 796 on September 30, which removes the State's requirement that the Bruce's Beach property be used only for public recreation and beach purposes in perpetuity. The County Board of Supervisors passed the attached motion on October 5 initiating the process to return the property to the Bruce family; instructing their staff to amend its deed with the State, determine legal heirship, and report back to the Board.

The HAB has recommended that Plaque No. 1 be placed directly in front of the County Lifeguard Administration Building, on the easterly side of the Strand. 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 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 identified by the HAB is on the western side of the Strand, south of the fitness station. This property currently has a flowerbed on it and is in the City's Right-of-Way. A photograph of the location has been attached to the report.

CONCLUSION:

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 18 public meetings (nine of which were dedicated exclusively to plaque wording), and 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. Process Explanation from the History Advisory Board
5. Proposed Plaque Examples
6. Photographs of Proposed Locations
7. Los Angeles County Board of Supervisors' Motion, October 5, 2021
8. Public Arts Trust Fund Summary