

# The Riviera Village Community Park



In 1969, The Riviera Village Association business organization adopted the cause to create an undeveloped dirt lot into this park. The businesses, along with other local service group organizations and individuals, provided community funding. Both neighboring cities of Redondo Beach and Torrance, who shared the property boundary that ran through the middle of the dirt lot, provided additional funds and resources for the park development.

To honor Clifford Reid, the Hollywood Riviera residential founder and developer, an olive tree was planted as the park centerpiece. Reid had created a "French Riviera" theme atmosphere in his home designs and landscaping, with the olive tree as a main focus. The olive tree and park theme was eventually carried throughout Riviera Village, as the trees were planted along the business district streets.

The Riviera Village Association President Joe Vilarino asked his son, Jeffery Vilarino, an art student at Aviation High School in Redondo Beach, to create and donate an olive tree logo design for the park to honor Clifford Reid. The olive tree logo image also came to represent The Riviera Village Association business district for roughly fifty years.

## **Substantial Financial Contributors - 1969**

Stanley Dunn; Kiwanis Club; Plush Horse Inn - Bob Reis; Plush Horse Coffee Shop - George Kavalis; Joe Vilarino; Howard's Market; Morgan Moore; Bob Byrne; Palos Verdes Escrow; Fred Hecklinger; Kimberly-Pacific Corporation; Harbor Savings.

Donated by The Vilarino Family  
Rededication 2024