

October 31, 2006

Chairperson and Members of the
Parks, Recreation and Community
Resources Advisory Commission

Regular Meeting of
November 8, 2006

**Woman's Club of Hermosa Beach
New Sign for South Park
Request for South Park Name Change**

Recommendation

Staff recommends that Commission review letter of correspondence from the Woman's Club of Hermosa Beach and

1. Approve request for sign sponsorship
2. Respond to the request for South Park name change.

Background

The Community Resources Department received a letter of request (Attachment A) from Jean Cullen, Corresponding Secretary, dated October 31, 2006 to provide an entrance sign to South Park. The purchase would be included in the 100 Acts of Beautification Centennial project.

Ms. Cullen is also requesting that South Park be renamed. The Woman's Club membership feels that the park name connotation to the "South Park" cartoon is an inappropriate association. The group has suggested Centennial Park as an alternative.

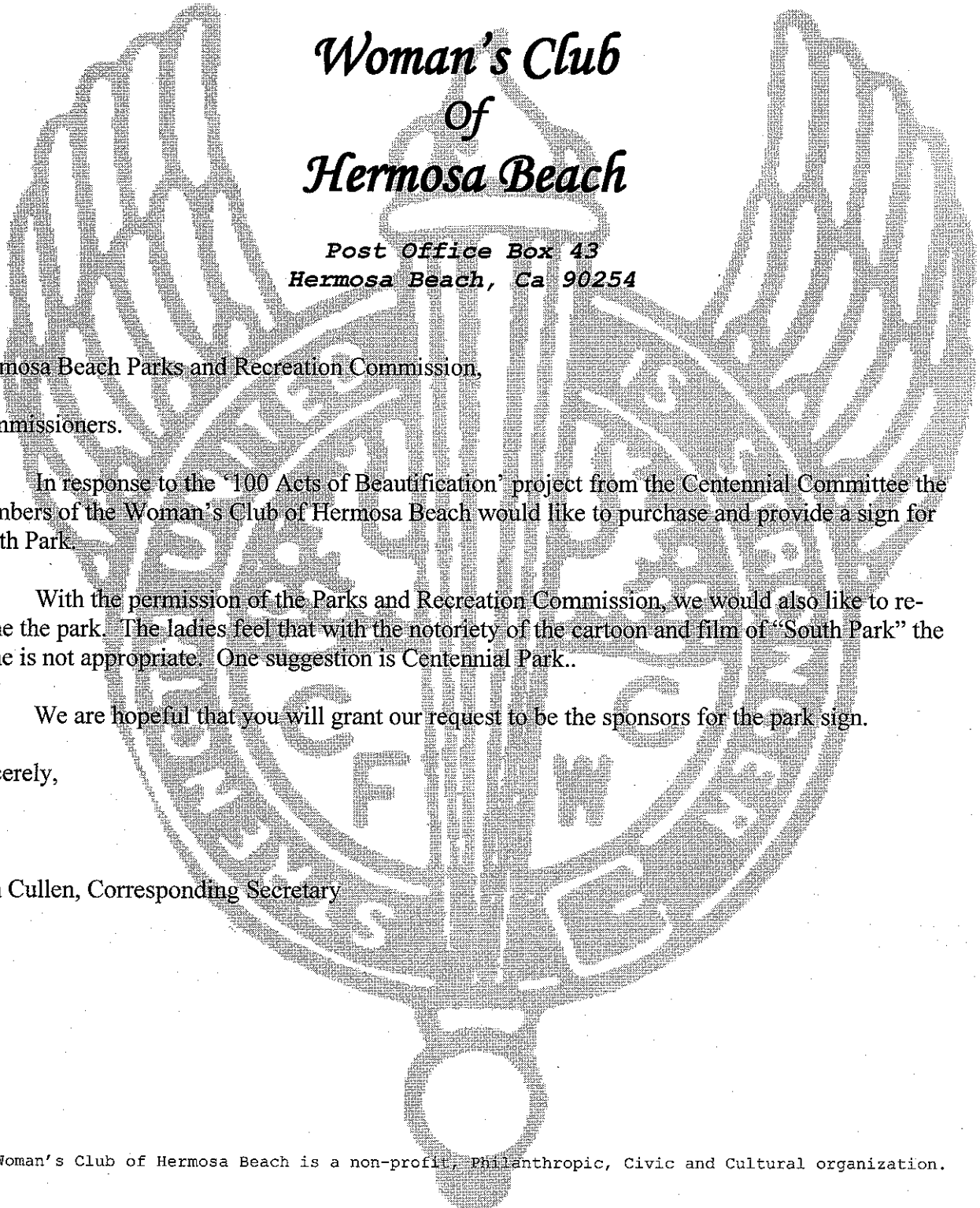
Name Change Alternatives

- A. Make recommendation to Council to rename South Park to Centennial Park
- B. Refer request for name change to the South Park subcommittee for inclusion in future master plan

Respectfully Submitted,



Lisa Lynn
Community Resources Director



*Woman's Club
Of
Hermosa Beach*

*Post Office Box 43
Hermosa Beach, Ca 90254*

Hermosa Beach Parks and Recreation Commission,
Commissioners.

In response to the '100 Acts of Beautification' project from the Centennial Committee the members of the Woman's Club of Hermosa Beach would like to purchase and provide a sign for South Park.

With the permission of the Parks and Recreation Commission, we would also like to re-name the park. The ladies feel that with the notoriety of the cartoon and film of "South Park" the name is not appropriate. One suggestion is Centennial Park..

We are hopeful that you will grant our request to be the sponsors for the park sign.

Sincerely,

Jean Cullen, Corresponding Secretary

The Woman's Club of Hermosa Beach is a non-profit, Philanthropic, Civic and Cultural organization.