

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY ADDING SECTION 16.52.2290 RELATING TO THE DESIGNATION OF THE "VIP RECORDS" SIGN AS A LOCAL HISTORIC LANDMARK

The City Council of the City of Long Beach ordains as follows:

Section 1. Section 16.52.2290 is added to the Long Beach Municipal Code to read as follows:

16.52.2290 The VIP Records Sign.

A. Pursuant to the provisions of Chapter 2.63 of the Long Beach Municipal Code and with the November 13, 2017 recommendation of the Cultural Heritage Commission, the City Council designates the following object as a Long Beach local historic landmark: The VIP Records Sign. The landmark designation applies to the sign only, not the property or building in which it is located.

B. The description and reasons for historic landmark designation are more fully contained in uncodified Section 2 of Ordinance No.

\_\_\_\_\_.

Section 2. (Uncodified) Designation as a Historic Landmark.

Pursuant to the provisions of Chapter 2.63 of the Long Beach Municipal Code and upon the recommendation of the Cultural Heritage Commission, the City Council of the City of Long Beach hereby designates the "VIP Records" sign (originally located at 1014 E. Pacific Coast Highway) as a local historic landmark based on

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Lana Beach, CA 90802-4664

1 satisfying significance criteria A and B, as defined in the City's Cultural Heritage  
2 Commission Ordinance (Long Beach Municipal Code, Section 2.63.050). The designation  
3 of the "VIP Records" sign as a local historic landmark has been codified in Section  
4 16.52.2290 of the Long Beach Municipal Code.

5           A.     Location, description and reasons for designation. In the  
6           1980's, Rap music saw huge growth in popularity throughout the country  
7           including Long Beach. Future rap artists such as Snoop Dogg, Warren G,  
8           and Nate Dogg were growing up in this area of Long Beach at the same  
9           time. Snoop Dogg, Nate Dogg, and Warren G purchased music from VIP  
10          Records, food from the fish market, and had their hair cut at the local  
11          barbershop, all of which were located in the subject shopping center. VIP  
12          Records, owned by Mr. Kelvin Anderson, was expanding his store during  
13          the 1980's and 1990's when gang violence escalated in the area. Mr.  
14          Anderson purchased music-recording equipment, a drum machine and  
15          sampler with the assistance of acclaimed record producer Sir Jinx and built  
16          a recording studio and small stage within the rear of his store. He offered  
17          up the space to local youth as a way to help young people in the community  
18          escape the gang violence. Mr. Anderson helped protect the community  
19          when gang violence and crime were at their highest levels in the City in the  
20          late 80's and early 90's.

21                           Stylistically, the sign falls into a Googie architectural style. The  
22                           Googie style first emerged during the late 1940's and early 1950's in Los Angeles.  
23                           The style name was derived from a Los Angeles coffee shop, "Googies", that was  
24                           built in 1949 with a design by architect John Lautner. In turn, Googie has come to  
25                           describe a dynamic style of contemporary architecture popular throughout the  
26                           1950's and 1960's that embodied America's fascination with space age and  
27                           technology.

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1                   The “VIP Records” sign is associated with the African American  
2 community, West Coast Rap and Hip Hop music genres. Rap and Hip Hop were  
3 emerging in Southern California and VIP Records was one of the few places to  
4 carry these self-published artists, some of which produced their demos at VIP  
5 Records. Many artists and groups are associated with VIP Records, including  
6 Snoop Dogg, Nate Dogg, Warren G, 213, The Dogg Pound, Domino, The Twinz,  
7 Dove Shack and Tha Eastsidaz. Snoop Dogg recorded his first demo here and at  
8 least two music videos have been filmed at VIP Records, both featuring the iconic  
9 sign; “Who Am I (What’s My Name?)” (1993) by Snoop Dogg and “G’d” by Tha  
10 Eastsidaz (1990/2000). The sign has also appeared in “Welcome to Atlanta  
11 Remix 2002” (2010) by Jermaine Dupri featuring Snoop Dogg, “I’m from Long  
12 Beach” (Official Video) (2016) by Snoop Dogg, the Warren G Documentary “G  
13 Funk” (2017), and most recently in HBO’s “The Defiant Ones” (2017).

14                   The “VIP Records” sign is associated with the lives of persons  
15 significant in the City’s past. VIP Records is associated with local businessman  
16 Kelvin Anderson, who contributed greatly to his community by providing a safe  
17 haven from gang violence for the youth in the area, as well as a number of  
18 regionally, and even world famous musicians and groups including Snoop Dogg,  
19 Nate Dogg, Warren G, 213, The Dogg Pound, Domino, The Twinz, Dove Shack,  
20 and The Eastsidaz. These individuals and groups were at the forefront of Hip Hop  
21 and Rap genres as they emerged on the West Coast especially in Southern  
22 California. Southern California and Long Beach specifically were “hot spots” during  
23 the early days of the West Coast Hip Hop genre of music. VIP Records was  
24 integral to the success of many of these artists and the genre as a place to  
25 develop and distribute their music. The sign became an iconic symbol of their  
26 success through its inclusion in their music videos.

27                   B.     Rationale for historic landmark designation. The City Council  
28 finds that relative to the designation of the “VIP Records” sign (originally

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located at 1014 E. Pacific Coast Highway) as a local historic landmark, the following criteria are manifested as set forth in the Long Beach Municipal Code Section 2.63.050 based upon the following:

A. It is associated with events that have made a significant contribution to the broad patterns of the City's history.

B. It is associated with the lives of persons significant in the City's past.

C. General guidelines and standards for any changes.

1. Any maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation, or reconstruction work proposed for the sign shall be conducted in a manner consistent with the "Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings" (1995), by Weeks and Grimmer, as amended, as well as the "Procedures for Certificate of Appropriateness" (the "Standards") found in Section 2.63.080 of the Long Beach Municipal Code.

2. The Standards are incorporated herein by this reference and shall be used as the authoritative guidelines for reviewing and approving any proposed exterior work on the sign.

3. The provisions of this ordinance shall regulate the sign's external features. There shall be no restrictions on the sign's interior.

4. Original historic fabric on the exterior of the sign shall be executed in a matter that does not materially impair in an adverse manner those physical characteristics of the sign that account for its designation as a City landmark. Any such work must be done in keeping with the sign's historic character, period, and architectural style.

5. No exterior changes to the sign shall be allowed unless an approved Certificate of Appropriateness has been applied for by an

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applicant and is issued by the City authorizing such change.

Section 3. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three (3) conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first (31st) day after it is approved by the Mayor.

I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2018, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Approved: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
Mayor