

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

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RESOLUTION NO. RES-18-0034

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH ESTABLISHING A HISTORIC RESOURCES DESIGNATION FOR THE "VIP RECORDS" SIGN LOCATED AT _____, AS PRESCRIBED BY CHAPTER 2.63 OF THE LONG BEACH MUNICIPAL CODE TO BE RECORDED PURSUANT TO THE AUTHORITY OF GOVERNMENT CODE SECTION 27288.2 AND PUBLIC RESOURCES CODE SECTION 5029

The City Council of the City of Long Beach does hereby resolve as follows:

Section 1. This resolution is adopted pursuant to the authority and mandate of California Public Resources Code Section 5029 in order to provide recorded notice to current and future owners of the affected properties that such properties have been designated as historical landmarks.

Section 2. Pursuant to Chapter 2.63 of the Long Beach Municipal Code, the City Council of the City of Long Beach has adopted Ordinance No. ORD-18-0006 designating the "VIP Records" sign now located at _____ as a local historical landmark. As a local historic landmark, the demolition, alteration, or relocation of the sign is restricted, subject to controls and standards set forth in this resolution and in Chapter 2.63 of the Long Beach Municipal Code, as may be amended from time to time.

Section 3. The legal description for the building in which the "VIP Records" sign is now located at _____ is set forth on Exhibit "A", attached hereto and incorporated herein as though set forth in full. The landmark designation applies to the sign only, not the property or building in which it was or is now located. The proprietor of the "VIP Records" sign is Kelvin Anderson.

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Section 4. Designation as a Historic Landmark. The complete location, description and reasons for historic landmark designation are more fully contained in Ordinance No. ORD-18-0006 attached hereto.

Section 5. Pursuant to the authority of the Public Resources Code Section 5029 and Government Code Section 27288.2, the City Clerk shall cause a certified copy of this resolution to be recorded in the Official Records of the County of Los Angeles.

Section 6. This resolution shall take effect on the same date the ordinance referred to in Section 2 of this resolution becomes effective, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of March 13, 2018, by the following vote:

Ayes: Councilmembers: Gonzalez, Pearce, Price, Supernaw, Mungo, Andrews, Uranga, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: Austin.



City Clerk

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EXHIBIT "A"
LEGAL DESCRIPTION

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.

ORD-18-0006

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

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

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

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

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

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

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

8 C. General guidelines and standards for any changes.

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

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

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

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

27 5. No exterior changes to the sign shall be allowed unless
28 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 March 20, 2018, by the following vote:

Ayes: Councilmembers: Gonzalez, Pearce, Price, Supernaw,
Andrews, Uranga, Austin, Richardson.

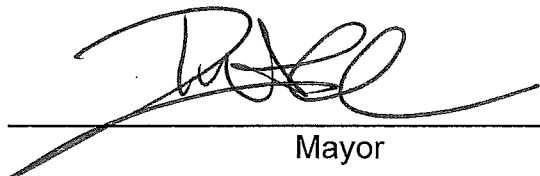
Noes: Councilmembers: None.

Absent: Councilmembers: Mungo.



City Clerk

Approved: 3/29/18
(Date)



Mayor