



OFFICE OF THE CITY ATTORNEY  
Long Beach, California

**ORD-33**

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March 13, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

RECOMMENDATION:

Recommendation to declare ordinance amending the Long Beach Municipal Code by adding Section 16.52.2290, relating to the designation of the "VIP Records" sign as a historic landmark, read the first time and laid over to the next regular meeting of the City Council for final reading; and

Adopt resolution establishing a historic resources designation for the "VIP Records" sign, 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.

DISCUSSION

Pursuant to your request on December 19, 2017, the referenced ordinance and resolution have been prepared and are submitted for your consideration. After adoption, the ordinance will designate the VIP Records sign as a historic landmark in the Long Beach Municipal Code. The corresponding resolution will be submitted for recordation with the County Recorder after the sign is relocated to its new location.

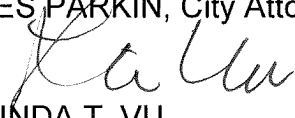
SUGGESTED ACTION:

Approve recommendation.

Very truly yours,

CHARLES PARKIN, City Attorney

By

  
LINDA T. VU  
Deputy City Attorney

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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

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.

28     ///

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

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 matter 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 \_\_\_\_\_, 2018, by the following vote:

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

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

\_\_\_\_\_  
Mayor

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RESOLUTION NO.

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. \_\_\_\_\_ 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. \_\_\_\_\_ 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 \_\_\_\_\_, 2018, by the following vote:

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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



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EXHIBIT "A"  
LEGAL DESCRIPTION