

**LANDMARK DESIGNATION
HP17-342
FINDINGS AND ANALYSIS
1014 E. Pacific Coast Highway**

ANALYSIS:

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission):

The subject sign is located on the roof of the building located at 1014 E. Pacific Coast Highway, on the south east corner of Pacific Coast Highway and Martin Luther King Jr. Avenue (Exhibit A – Location Map). The property has a zoning designation of CHW Commercial Highway zone and is improved with a one-story strip mall. The sign was constructed circa 1962 and designed in a Googie architectural style.

The sign's character defining features include the colors, ribbon sign, the oval shaped sign painted to resemble a record with the letters "World Famous" and "Long Beach" letters, neon lighting, size, color of the sign, and color of the neon and metal scaffolding. The globes atop the sign and the whistling figure and small cabinets signs with the words "Records" and "Tapes CDs" are also considered character defining features. All these components are included in the landmark designation, but the shopping center building is not included in the designation.

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission), a cultural resource qualifies for designation as a Landmark if it retains integrity and manifests one or more of the Criteria. Staff has analyzed the proposed nomination and finds that this property meets Criteria A and B. This designation relates to the exterior features of the sign and does not include building. This designation contemplates that the sign will be removed, stored, restored and ultimately exhibited at a new location within the City of Long Beach.

GENERAL PLAN FINDING: (from 2.63.060(A) of the Long Beach Municipal Code)

The proposed nomination of the sign is compatible with the surrounding neighborhood. The historic sign is affiliated with VIP Records and Mr. Kelvin Anderson who both have served to make substantial contributions to the community by providing a safe haven for local youth to escape gang violence. The preservation of the sign through a landmark designation will be complementary to the neighborhood by preserving an iconic sign that is associated with African American history, and music history which have contributed to the City's heritage.

The General Plan Historic Preservation Element includes relevant goals consistent with the proposed nomination, including:

Protect historic resources from demolition and inappropriate alterations through the use of the City's regulatory framework, technical assistance, and incentives.

The proposed nomination will preserve an important symbol that embodies City's history. The use of the Cultural Heritage ordinance to designate the sign as a historic landmark helps raise public awareness about the City's history, historic preservation program and encourages public participation in learning about the historic resources in the City. The nomination will also ensure the structure is maintained in a high-quality manner consistent with the Secretary of the Interior's Standards for Rehabilitation. Landmark status will protect the sign, preserve its cultural and architectural value and reinforce the value of historic preservation for the public to enjoy.

DESIGNATION FINDINGS: (from Section 2.63.070(D) of the Long Beach Municipal Code)

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

The VIP Records sign is significant under Criteria A because its made a significant contribution to the City's history, music history and African American history. The sign has become famous worldwide for is association and growth of the West Coast Gangster Rap Music genre and several Long Beach based artists that reached worldwide popularity at the height of the music genre. The sign is eligible for Local Landmark listing under Criterion A (association with events) for its association with the Douglas Company/McDonnell Douglas/Boeing and the aerospace industry in Long Beach.

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

The sign is significant because its associated with the lifetime of contributions of Mr. Anderson to the Long Beach community and his contributions to the music industry. Mr. Anderson provided a haven for local youth to escape gang violence by setting up a recording studio for young people to record music. Mr. Anderson was an early advocate of the youth many of which who went on to worldwide fame that got their start at VIP Records. The sign meets Criteria B for its association with Kelvin Anderson and aforementioned artists associated with VIP Records (association with significant persons).