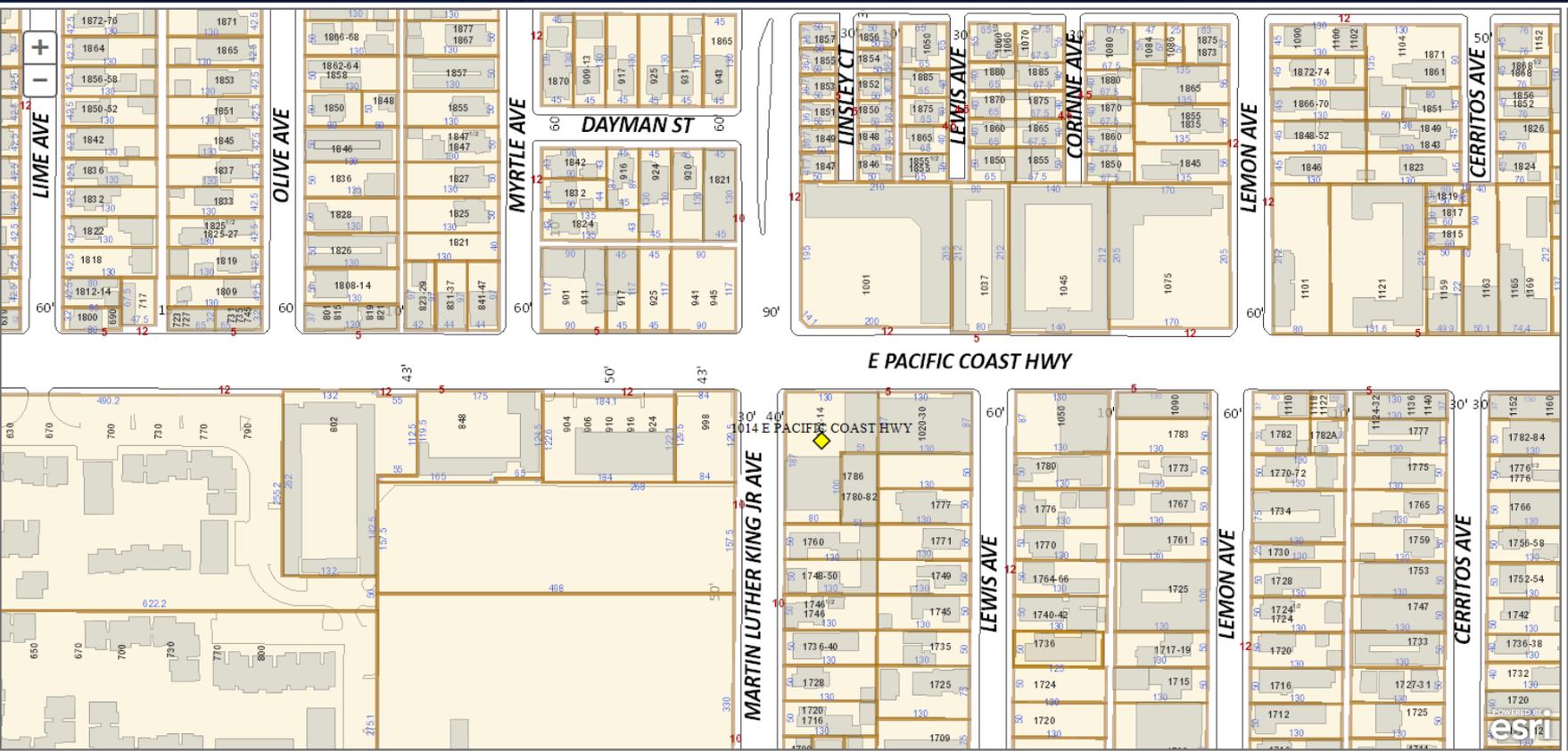


Landmark Designation  
1014 E. Pacific Coast Highway  
World Famous VIP Records Sign

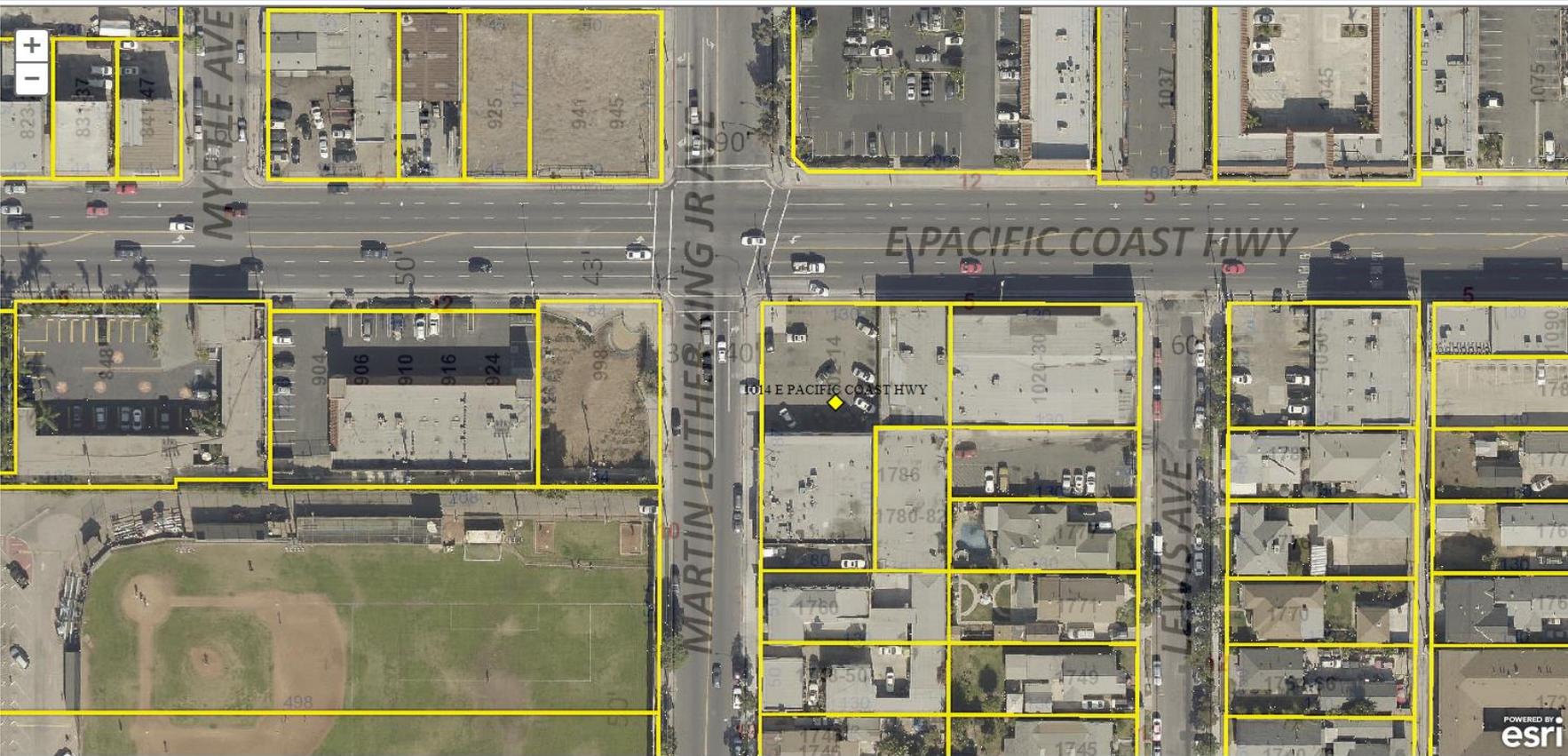
December 19, 2017

CITY OF  
**LONG BEACH**

# Zoning and Location



# Zoning and Location



# Background and Timeline

- 1962 – Commercial Strip Mall built
- 1963 – Sign was constructed
- 1970s – Rap and Hip Hop starts in East Coast
- 1979 – VIP Records opens at this location
- 1980-90s – Escalating gang violence
- 1980s – West Coast Hip Hop starts

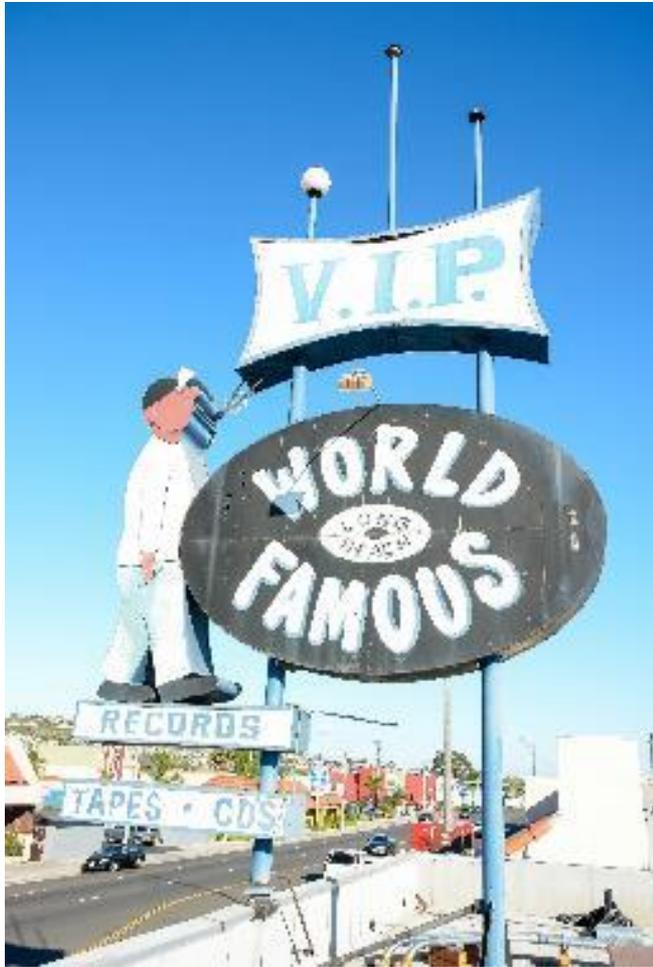
# Background and Timeline

- 2016 – VIP Records contemplates closure or relocation
- May 2017 – City Council authorizes funds for preservation and relocation of VIP Records sign
- June 2017 – VIP Records files for landmark status for the iconic sign
- November 13, 2017 – Cultural Heritage Commission recommends landmark status for the VIP Records sign

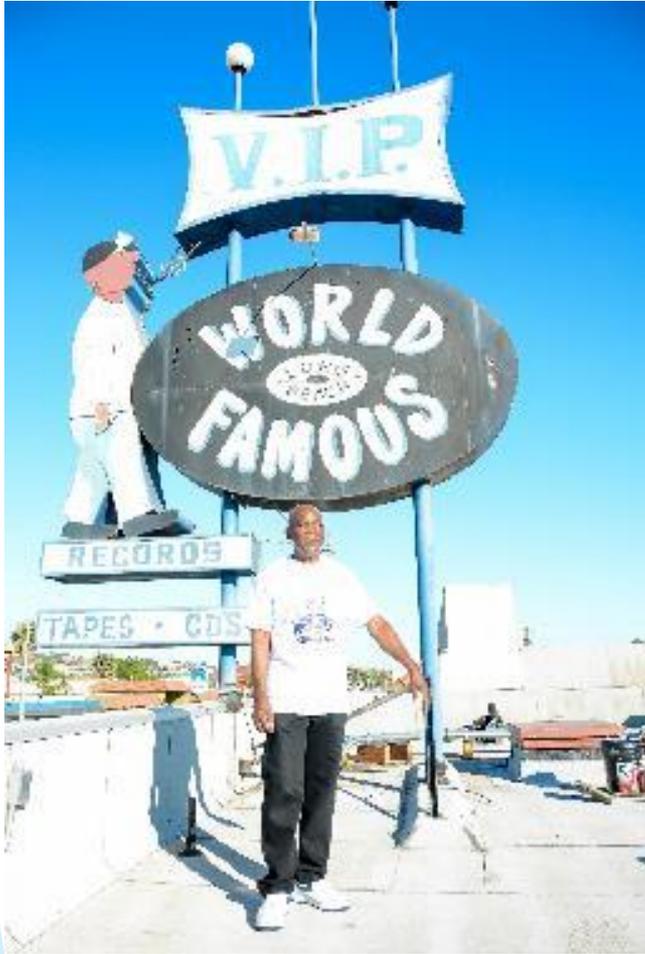
# VIP Records Sign

1. Googie style sign 1940s-1960s
2. Sign evokes sense of movement and speed
3. Metal sign, exposed neon tubing, plexiglass face
4. Oriented in a east-west direction

# Photos



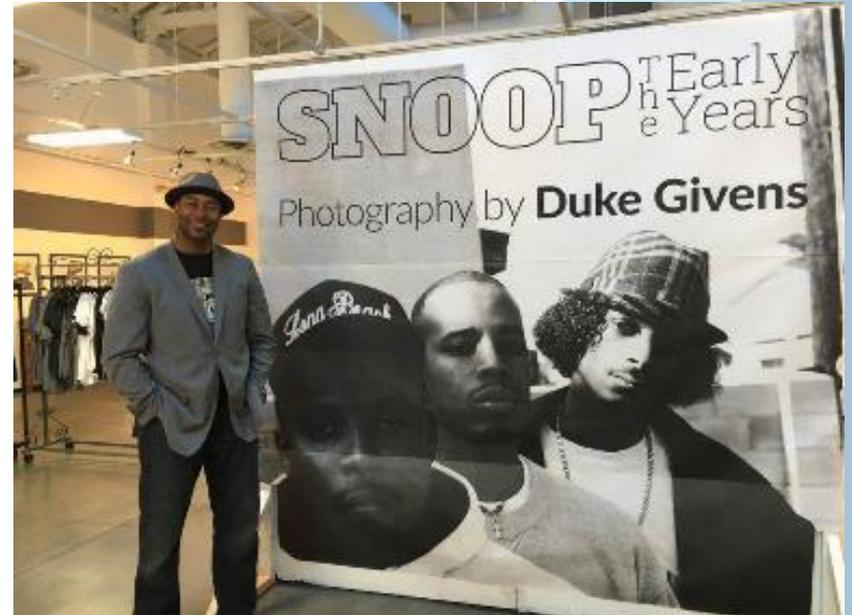
# Photos



# Photos



# Photos



# SIGNIFICANCE

Criteria A: sign associated with events that made contributions to broad patterns of City's history

Criteria B: sign is associated with the lives of important persons in the City's history.

# REMOVAL AND RELOCATION

- The sign must be removed from current location
- Temporary storage
- Sign must be restored
- The sign will be relocated to a permanent location

# Recommendation

- ▶ Declare the VIP Records sign a City Historic Landmark
- ▶ Direct staff to continue coordinating with VIP records on preservation of the sign and promotion of local history.