

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

ORDINANCE NO. ORD-18-0006

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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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 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


Mayor

Approved: 3/29/18
(Date)

AFFIDAVIT OF POSTING

STATE OF CALIFORNIA) ss
COUNTY OF LOS ANGELES)
CITY OF LONG BEACH)

Karen Baldwin being duly sworn says: That I am employed in the Office of the City Clerk of the City of Long Beach; that on the 23rd day of March, 2018, I posted three true and correct copies of Ordinance No. ORD-18-0006 in three conspicuous places in the City of Long Beach, to wit: One of said copies in the entrance lobby of City Hall in front of the Information Desk; one of said copies in the Main Library; and one of said copies on the front counter of the Office of the City Clerk.



Subscribed and sworn to before me
This 23th day of March, 2018.



CITY CLERK