



Date: November 3, 2017

To: Patrick H. West, City Manager 

From: John Keisler, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: World Famous VIP Records Sign Restoration Update

On May 9, 2017, the City Council authorized the City Manager to execute an agreement with World Famous VIP, LLC (VIP), for the removal, restoration, historical landmark designation, and temporary storage of the iconic World Famous VIP Records sign, located at 1014 Pacific Coast Highway. To assist in this effort, the City Council appropriated \$80,000 from Sixth Council District one-time infrastructure funds.

On June 1, 2017, the City executed Agreement 34615 with VIP. The purpose of this memo is to provide a six-month update regarding the progress of key milestones. To date, VIP has:

- Retained a historic preservation expert to develop a sign restoration and relocation plan;
- Retained a Long Beach-based business with expertise in sign fabrication to prepare a restoration plan;
- Worked with City staff to submit the historic designation application and supporting documentation for consideration by the Cultural Heritage Commission on November 13th;
- Negotiated in good faith with the property owner and tenant at 1014 Pacific Coast Highway but could not come to terms to keep the sign at its original location;
- Identified a City-owned storage facility for temporary storage of the sign while a permanent location is identified; and,
- Launched the online marketing and promotion campaign to raise funds required for restoration of the sign including an online documentary, including celebrity testimonies about the historical and cultural significance of VIP Records.

The following activities are planned for the next 90 days:

- Historic designation will be considered by the Cultural Heritage Commission (CHC) on November 13th;

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- After the item is considered by the CHC, the item will be presented to the City Council;
- No later than November 30th, the sign will be disassembled and removed from its existing location and placed into City storage until a permanent home is secured;
- Per the Historic Preservation Agreement, the City will work with VIP to identify a permanent home in Long Beach; and,
- The process of restoration will begin once a permanent home is identified, and estimates for completion range from three to six months.

Thank you for your support in this important effort. Please contact me at (562) 570-5282 or john.keisler@longbeach.gov with any questions.

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