

4.1 AESTHETICS

4.1.1 Introduction

This section provides a discussion of the existing visual and aesthetic resources in the planning area and in the surrounding area, as well as an analysis of potential impacts that could result from implementation of the proposed General Plan Land Use and Urban Design Elements project (proposed project) with regard to visual quality, views, and light and glare. Information presented in this section is based on photographs of the planning area during field surveys and site visits, PlaceTypes designated in the proposed Land Use Element (LUE) (August 2016) (Appendix F), design guidelines outlined in the proposed Urban Design Element (UDE) (August 2016) (Appendix F), and the City of Long Beach (City) General Plan Open Space and Recreation (2002), Conservation (1973), and Scenic Routes (1975) Elements.

The analysis of aesthetics addresses the proposed project's visual relationship with existing and future known land uses in the surrounding area. The analysis of views focuses on the extent to which the proposed project may interfere with visual access to aesthetic features from nearby vantage points or corridors. As mentioned above, this section also assesses potential impacts associated with light and glare on locations in the vicinity of the proposed project.

Photographs of the existing visual setting of the planning area are included in this section for the purpose of developing an informed assessment of the potential impacts of the proposed project on visual and aesthetic resources.

4.1.2 Methodology

The concepts and terminology used in this analysis are described below.

- **Aesthetic Resource:** An aesthetic resource is any element, or group of elements, that embodies a sense of beauty. A community's aesthetic resources include its natural setting, the architectural quality of its buildings, the vitality of its landscaping, the spatial relationships they create, and the views afforded by each. The degree to which these resources are present in a community is clearly subject to personal and cultural interpretation. However, it is possible to qualify certain resources as having aesthetic characteristics and establish general guidelines for assessing the aesthetic impacts of new development.
- **Glare:** A continuous or periodic intense light that may cause eye discomfort or be temporarily blinding to humans.
- **Light Source:** A device that produces illumination, including incandescent bulbs, fluorescent and neon tubes, halogen and other vapor lamps, and reflecting surfaces or refractors incorporated into a lighting fixture. Any translucent enclosure of a light source is considered to be part of the light source.
- **Scenic Resource:** An element that contributes to an area's scenic value. Scenic resources include landforms, vegetation, water, or adjacent scenery and may include a cultural modification to the natural environment.
- **Scenic Vista:** A scenic vista is the view of an area that is visually or aesthetically pleasing from a certain vantage point. It is usually viewed from some distance away. Aesthetic components of a

scenic vista include (1) scenic quality, (2) sensitivity level, and (3) view access. A scenic vista can be impacted in two ways: a development project can have visual impacts by either directly diminishing the scenic quality of the vista or by blocking the view corridors or “vista” of the scenic resource. Important factors in determining whether a proposed project would block scenic vistas include the project’s proposed height, mass, and location relative to surrounding land uses and travel corridors.

- **Sensitive View:** Sensitive views are generally those associated with designated vantage points and public recreational uses, but the term can be more broadly applied to encompass any valued public vantage point. Sensitivity level has to do with the (1) intensity of use of a visual resource; (2) visibility of a visual resource; and (3) importance of the visual resource to users.
- **Vantage Point:** A particular point of observation.
- **Viewshed:** The surface area that is visible from a given vantage point or series of vantage points. It is also the area from which that vantage point or series of vantage points may be seen. The viewshed aids in identifying the views that could be affected by the proposed action.
- **Visual Character and Quality:** The visual aesthetic character or quality of a streetscape, building, group of buildings, or other man-made or natural feature that creates an overall impression of an area within an urban context. For example, a scenic vista along the boundary of a community, a pleasing streetscape with trees, and well-kept residences and yards are scenic resources that create a pleasing impression of an area. In general, concepts of visual character and quality can be organized around four basic elements: (1) site utilization, (2) buildings and structures, (3) landscaping, and (4) signage. Adverse visual quality effects can include the loss of aesthetic features or the introduction of contrasting features that could contribute to a decline in overall visual character. In addition, the degree of access to a visual resource contributes to the value of that resource so that an adverse visual quality effect can also occur if access to a visual resource is restricted.

The analysis of visual impacts focuses on changes in the visual character of the planning area that may result subsequent to the approval of the proposed project. This would include the visual compatibility of on-site and adjacent uses, changes in vistas and viewsheds where visual changes would be evident, changes to scenic resources along designated scenic roads, and the introduction of new sources of light and glare. Impacts to the existing environment in and around the planning area are identified by the contrast between the visual setting of the planning area before and after implementation of the proposed project. In this analysis, emphasis has been placed on the transformation of the proposed “Major Areas of Change” (refer to Chapter 3.0, Project Description for further detail related to these areas) and areas where the proposed project would result in the conversion of existing undeveloped areas into more urbanized uses. Although few standards exist to singularly define perceptions of aesthetic value, the degree of visual change can be described in terms of visual contrast. The visual contrast of pattern elements¹ within visual environments can be described based on four aspects of pattern character²: dominance, scale, diversity, and continuity. The enjoyment or interpretation of the visual experience is the visual quality. The degree of visual character and quality is evaluated around three descriptive elements: vividness, intactness, and unity. None of these descriptive elements alone is equivalent to visual quality; all three must be high to substantiate high visual quality.

¹ Pattern elements are primary attributes of a landscape and include form, line, color, and texture.

² Pattern character refers to the visual relationships of pattern elements.

- **Vividness:** Vividness is the visual power or memorability of landscape components as they combine in striking and distinctive visual patterns. The view of the Grand Canyon would be rated high for vividness.
- **Intactness:** The visual integrity of the natural and human-built landscape and its freedom from encroaching elements. This factor can be present in well-kept urban and rural landscapes and natural settings. The view of a two-lane road meandering through the countryside would be rated high for intactness.
- **Unity:** The visual coherence and compositional harmony of the landscape considered as a whole; it frequently attests to the careful design of individual components in the landscape. The view of an English or Japanese garden would be rated high for unity.

Visual changes to an existing setting could result in a positive or a negative perception of the proposed project depending on the viewer groups. Thus, viewer sensitivity is a combination of visual quality changes and viewer response to those changes. Viewer sensitivity to a project varies depending on familiarity with existing views, the sense of ownership of these views, and the activities viewers perform in relationship to those views. Visual perception is the act of seeing or recognizing an object and can be affected by physical conditions such as distance and speed. As an observer's distance increases from an object, the ability to see the details of an object decreases. Similarly, as an observer's speed increases, the sharpness of lateral vision declines and the observer tends to focus along the line of travel. Thus, the physical location of the viewer group and the duration of its view would affect viewer exposure. All of these factors potentially affect perception and reaction to visual changes.

Potential impacts of the proposed project on area viewsheds are analyzed by evaluating project impacts from three viewing distance zones, as explained below.

- **Foreground Views.** These views include elements that are seen at a close distance and that dominate the entire view. These vantage points are generally 500 feet (ft) or less from the planning area, depending on the scale of the project, surrounding topography, and other prominent physical features in the project vicinity.
- **Middleground Views.** These views include elements that are seen at a moderate distance and that partially dominate the view. These vantage points are generally located between 500 ft and 1 mile from the planning area.
- **Background Views.** These views include elements that are seen at a long distance and typically comprise horizon-line views that are part of the overall visual composition of the area. These vantage points are generally farther than 1 mile from the planning area.

Light and Glare. The analysis of light and glare identifies the location of light-sensitive land uses and describes the existing ambient conditions on and in the vicinity of the planning area. The analysis describes the proposed project's light and glare sources and the extent to which project lighting, including any potential illuminated signage, would spill off the planning area onto adjacent light-sensitive areas. The analysis also describes the affected street frontages, the direction in which the light would be focused, and the extent to which the proposed project would illuminate sensitive land

uses. The analysis also considers the potential for sunlight to reflect off of windows and building surfaces (glare) and the extent to which such glare would interfere with the operation of motor vehicles, aviation, or other activities. Glare can also be produced during evening and night-time hours by artificial light sources, such as illuminated signage and vehicle headlights. Glare-sensitive uses generally include residences and transportation corridors (i.e., roadways).

As stated previously, this section analyzes the aesthetic compatibility of the proposed project with the surrounding area and potential impacts to any public views and/or sensitive viewers that may exist in the project vicinity. The assessment of aesthetic impacts is subjective by nature. This analysis attempts to identify and objectively examine factors that contribute to the perception of aesthetic impacts that would be caused by the proposed project. The potential aesthetic impacts of the proposed project were assessed based on consideration of several factors, including scale, mass, and proportion. Edge conditions and viewshed alterations are also considered in the context of these factors to the extent such information is known.

The City has not adopted defined standards for analyzing aesthetic impacts. Because the proposed project under evaluation in this Environmental Impact Report (EIR) includes both the proposed Land Use and Urban Design Elements of the City's General Plan, and because specific design plans for new development occurring as a result of project approval would be prepared subsequent to this General Plan update, the visual effects of the proposed project are evaluated based on the project's consistency with goals and policies established in the Open Space and Recreation (2002), Conservation (1973), and Scenic Routes (1975) Elements of the City's General Plan and whether or not land use and visual changes resulting from the project would be compatible with the surrounding area.

As previously stated, the potential visual effects of the proposed project were estimated by comparing the existing visual setting of the planning area with land use and visual changes associated with the proposed project. Because the proposed project targets eight Major Areas of Change within the planning area, a particular emphasis has been placed on these areas when analyzing project-related impacts to aesthetics. As such, 13 key views from within the Major Areas of Change were selected to demonstrate the visual character and approximate massing of existing uses and development within these areas targeted for change.

4.1.3 Existing Environmental Setting

Regional Visual Character. The planning area includes the entire 50 square miles within the limits of the City. The City lies within the southwestern area of the Los Angeles Basin, which consists of a low alluvial floodplain. The floodplain is punctuated by a line of elongated low hills, folds, and faults along the northwest-trending Newport-Inglewood Structural Zone. Floodplain deposits from the Los Angeles River and the San Gabriel River have contributed to the formation of the coastal plain on which the City is located. Views of regional visual resources from the planning area include the Pacific Ocean, Port of Long Beach, San Gabriel Mountains, San Bernardino Mountains, and Santa Ana Mountains.

Views of the San Gabriel Mountains can be seen from various points throughout the City, with the most predominant views being from the northern areas of the City and higher elevations. Distant views of the San Bernardino and Santa Ana Mountains can be seen from higher elevations in the City.

Views of the Pacific Ocean, including Alamitos Bay, Rainbow Harbor, and the Port of Long Beach, can be seen along the City's shoreline and from higher elevations in the City.

Visual Character of the Planning Area. As noted above, the planning area encompasses the entirety of the City and is representative of a fully built out urban area containing a mix of residential, commercial, industrial, recreational, and institutional uses. The City is relatively flat with slight slopes in the Reservoir Hill, Bixby Knolls, and Signal Hill areas.

The City's existing General Plan Scenic Routes Element designates the following four types of scenic routes located throughout the City: Recreational Scenic Routes, Historical-Cultural Scenic Routes, Industrial-Educational Scenic Routes, and Bicycle Scenic Routes. The City has designated these four Scenic Route classifications in an effort to preserve scenic views afforded to pedestrians, motorists, and bicyclists traveling throughout the City.

Existing vegetation in the City includes a combination of native and non-native ornamental vegetation located along roadways, within parkland and open spaces areas, and surrounding development projects throughout the City. While ornamental vegetation is scattered throughout the City, the Los Cerritos Wetlands, located in the Southeast Area Development and Improvement Plan (SEADIP) planning area, are the most prominent form of native vegetation featured in the City.

In addition to native vegetation, it is important to note that due to the City's location adjacent to the Pacific Ocean, beaches and marinas located along the City's coastline also serve as prominent natural features in the City. Examples of beaches and marinas in the City include, but are not limited to, Alamitos Beach, Alamitos Bay-Long Beach Marina, Belmont Shore Beach, Colorado Lagoon Park and Beach, Granada Beach and Rosie's Dog Beach, Long Beach City Beach, Mother's Beach, and Rainbow Harbor and Marina.

The concentration of high-rise buildings in the Downtown area serves as a visual focal point for inland and coastal areas of the City. The entertainment activities at Rainbow Harbor combine with the visual landscapes of the Downtown and Port of Long Beach areas to provide a central visual point of interest for viewers. Views of neighborhoods surrounding the Downtown areas are typical of those in suburban areas with auto-oriented commercial centers.

The majority of the City is characterized by areas of low- to moderate-scale buildings and structures. Single-family dwellings are typically limited to 1- to 2-stories throughout the City. Outside of the Downtown area, multi-family residential uses vary from low- to moderate-scale buildings. While the visual interest and aesthetic value of these low-density residential areas are visually diverse, the continuity of scale between neighborhoods creates a visual condition that exhibits harmonious form. Shoreline areas in the City provide visual continuity where views of urban development follow the curvature of the Pacific Ocean (Rainbow Harbor, Alamitos Bay, and Long Beach Shoreline Marina) and Port of Long Beach. Encroaching features throughout the City include vertical line elements (i.e., overhead lines and street lights) that are visible along roadways.

Neighborhood Visual Character. As previously stated, the visual character of the planning area is variable depending on the viewer's location within the City. For planning purposes, the City is divided into the following nine primary community plan areas (refer to Figure 4.1.1, Community

Plan Areas): North Long Beach, Bixby Knolls, Westside and Wrigley, Eastside, Central, Traffic Circle, Downtown, Midshore, and Southeast. The neighborhood visual character of each of these community plan areas is described in the proposed LUE and UDE and is briefly summarized below.

1. **North Long Beach.** The North Long Beach area is located west of the Interstate 710 (I-710) and includes the areas located west of Downey Avenue and north of the Union Pacific Railroad (UPRR). This area is predominately characterized by low-scale development largely consisting of residential, commercial, industrial, and institutional uses. The residential uses in this area are typically 1- and 2-story single family dwellings and multi-family dwellings not in excess of 4-stories. Commercial uses along major corridors, such as Long Beach Boulevard and Atlantic Avenue, maintain varied setbacks. Newer commercial/retail buildings along these corridors typically have larger setbacks for parking areas to buffer the building from the roadway, while older buildings are typically situated at the right-of-way limits with no setbacks. The areas in the vicinity of Paramount Boulevard and South Street consist of low-density industrial uses and associated equipment storage areas.
2. **Bixby Knolls.** The Bixby Knolls area consists of the California Heights, Los Cerritos, Bixby Knolls, Bixby Highlands, Scherer Park, Ridgewood Heights, and Ranton Circle neighborhoods. This community is home to several historic residential resources dating from the 1920s and 1940s. The area also includes a retail corridor along Atlantic Avenue between San Antonio Drive and Interstate 405 (I-405). This corridor is predominately characterized by retail shops with large window facades, sidewalks on both sides of the street, and traffic calming features (e.g., landscaped medians) that combine to add to the pedestrian-friendly nature and aesthetic character of this arterial within the Bixby Knolls area. While newer auto-oriented commercial uses are present along this corridor (near 45th street and Atlantic Avenue), the historic character and scale of existing residential uses largely remains intact between Antonio Drive and East Bixby Road.
3. **Westside and Wrigley.** The Westside neighborhood is located on the west side of the I-710 and includes the Westside and Arlington neighborhoods. This neighborhood is characterized by low-density development comprised of 1- and 2-story residential and commercial buildings. The majority of the housing units in this area are single-family detached homes, with many of these homes having been constructed in the 1920s and 1940s. The residential and commercial structures in this area maintain remnants of the architecture and styles of the era, but the intactness of their historic value is highly variable. The Villages at Cabrillo development is located north of Pacific Coast Highway (PCH) and east of State Route 103 (SR-103) Terminal Island Freeway. This multi-family development includes buildings that are approximately four stories designed in a modern style of architecture, which is a variation from the traditional architectural style in this area.

The Wrigley neighborhood is located on the east side of the I-710 and west of Long Beach Boulevard. Having been constructed during the 1950s, this neighborhood is largely characterized by low-density post-World War II housing developments with mature tree-lined parkways.

4. **Eastside.** The Eastside area is the largest community plan area in the City and is bound by the Cities of Los Alamitos and Hawaiian Gardens to the east, the City of Lakewood to the north, and PCH and 7th Street to the south. Predominant uses in this area include low-density housing, shopping centers, schools, religious institutions, and parks. The Eastside area also contains the 800-acre El Dorado Regional Park and the California State University, Long Beach campus. The residential neighborhoods in this area are characterized by low-density (1- and 2-story) post-World War II suburban developments with mature tree-lined parkways. Auto-oriented commercial centers are located along major corridors (i.e., Bellflower Boulevard and Spring Street) to serve the surrounding homes and businesses within the Eastside area. The low-density scale and post-WWII architecture of the residential dwellings is largely consistent throughout Eastside. The commercial centers in the Eastside area are diverse in their architectural styles; however, the concentration of similarly scaled commercial developments along major corridors provides a pattern of development that maintains consistency in this neighborhood.
5. **Central.** The Central area largely encompasses the area around the intersection of Orange Avenue and PCH and includes the Central Area West, Central Area East, and Washington School neighborhoods. The primary uses in this community plan area are residential and commercial. The residential dwellings in this area include a mix of single-family and multi-family dwellings of varied time periods and architecture. The business corridor along Anaheim Street in the Central area is home to Cambodia Town, which is largely characterized by one-story commercial uses consisting of both auto- and pedestrian-oriented development patterns. In addition to these residential and commercial uses, the Central area is characterized by several historic resources; however, the most prominent historic resource within the Central area is the Minerva Park Place Historic District. This Historic District is located along Minerva Park near the intersection of Gaviota Avenue and 11th Street. Homes lining this street are reflective of the Spanish Colonial Revival architectural style and were built as part of a single development project in 1925.
6. **Traffic Circle.** The Traffic Circle area is comprised of a large multi-lane roundabout at the intersection of Lakewood Boulevard and Los Coyotes Diagonal. This area is located south of the Long Beach Airport and includes the Stearns Park, Alamitos Ridge, and Bryant School neighborhoods. The roundabout consists of a park-like setting with mature trees and grass areas comprising the central landscaped median divider island. One-story commercial uses surround the traffic circle, while mid-rise multi-family residential uses are concentrated east of the roundabout on PCH. Suburban single-family residential neighborhoods and auto-oriented commercial centers are located further north and southeast of the Traffic Circle. Residential uses located south of the Traffic Circle were generally constructed in the 1920s and 1930s, while the residential uses located further north were constructed in the 1940s and 1950s.
7. **Downtown.** The Downtown area is the primary entertainment, commercial, and employment center in the City. This area includes the Willmore City, West End, East Village, Promenade, North Pine, and the Downtown Shoreline neighborhoods. The neighborhoods north of Ocean Boulevard within this plan area contain historic neighborhoods connected to early Long Beach history. The intersection of 10th Street and Magnolia Avenue forms the center of the Willmore City neighborhood in the Downtown area. This neighborhood includes the

Willmore/Drake Historic District, which includes the American Colony Tract developed by William Willmore, the second tract of homes developed in the City. The Downtown skyline and entertainment uses at the Pike at Rainbow Harbor are points of visual interest for both nearby and distant viewers. Many of the north-south roadways in the City terminate at Ocean Boulevard in the Downtown area. Commercial and entertainment venues are located throughout the area, with a concentration of these types of uses on Pine Avenue and the Pike at Rainbow Harbor. Building heights vary in this community plan area and are substantially higher than the other areas within the City. The four tallest buildings in the downtown area range from 20 to 30 floors and consist of office and high-density residential buildings along Ocean Boulevard, including City Hall. This area maintains its urbanized downtown character through minimal building setbacks, mixed-use buildings, and transit-oriented development.

8. **Midshore.** The Midshore area is comprised of Alamitos Beach, Rose Park, Franklin School, Bluff Heights, and Bluff Park. Midshore contains a mix of low-density historic residential districts (bungalows developed in the 1920s); however, many of these homes were replaced with newer high-density residential units between the 1960s and 1980s. Additional high-rise multi-family developments are located along Ocean Boulevard. While these developments have been developed to significantly greater heights than surrounding residential uses, these buildings are generally lower in height and scale than similar uses in the adjacent Downtown area. Commercial uses in this area are concentrated along east-west corridors (e.g., Broadway, 3rd Street, 4th Street, and 7th Street). These commercial areas contain a mix of historic and contemporary architecture. The overall height of buildings within the area ranges from 1- to 2-stories, with a general increase in building heights on the south side of Ocean Boulevard.
9. **Southeast.** The Southeast area is comprised of Alamitos Heights, Belmont Heights, Belmont Shore, Belmont Park, Naples, Peninsula, Recreation Park, University Park Estates, and the SEADIP neighborhoods. The Southeast area is characterized by residential, commercial, and maritime uses. The Alamitos Bay and supporting uses are largely concentrated in the southern portion of this area and maintain a mix of commercial uses among other establishments to support the maritime activities in the bay. The Belmont Shore area is comprised of low-density commercial and residential uses, with scattered entertainment and office uses. The corridor along 2nd Street serves as a popular designation as it contains a variety of retail and restaurant uses within a pedestrian-oriented streetscape. In addition to development along 2nd Street, the Naples neighborhood is unique within the Southeast area as it is comprised of residential uses and three artificial islands connected by high-arching bridges. Due to the proximity of the homes within this neighborhood to the water, boat docks and maritime uses also serve to characterize the visual character of the Naples neighborhood. The Southeast area is also characterized by large open space and recreational uses, predominately along 7th Street and PCH, and the SEADIP neighborhood. The SEADIP area is generally comprised of low-density, auto-dominated commercial areas, the Los Cerritos Wetlands, the Alamitos Bay Marina, and the Alamitos Bay Landing. As evidenced above, development in the Southeast community Plan area varies by type and architectural style, but largely remains at a 1- or 2-story scale.

As noted above, the structures in each neighborhood vary in height, scale, massing, and architectural features, with no distinguishable or consistent architectural theme across the entire City.

Key Views. The following discussion describes several key views taken from within the following eight Major Areas of Change (refer to Figure 3.5, Major Areas of Change): (Area of Change 1) More Open Space; (Area of Change 2) Convert to Neo-Industrial Uses; (Area of Change 3) Promote Regional-Serving Uses; (Area of Change 4) Transition from Industrial Uses to Commercial Uses; (Area of Change 5) Promote Transit-Oriented Development Uses; (Area of Change 6) Continue Downtown Development; (Area of Change 7) Promote Infill and Redevelopment to Support Transit; and (Area of Change 8) Redevelop to Highest and Best Use.

Key views within the Major Areas of Change were taken from public roadways within these areas; key views from private properties were not selected because views from private property are not considered protected visual resources. It is important to note that as an observer's speed increases, the sharpness of lateral vision declines and the observer tends to focus along the line of travel. Thus, the physical location and the duration of its view would affect the viewer exposure from the selected key views. Although the proposed project is the implementation of documents, photographs were taken to depict existing views that would potentially be affected by new development envisioned by the proposed project. A site photo location map (Figure 4.1.2 Key View Map) illustrates the vantage point from which each key view photograph was taken and illustrates the representative view from that location.

Figures 4.1.3 through 4.1.10 contain 13 key view photographs, as referenced in the following discussion, and are provided at the end of the section.

Area of Change 1: More Open Space

- **Key View 1: View from Studebaker Road:** Key View 1 shows a view looking southwest from Studebaker Road in the southeast portion of the City. This vantage point was chosen because it shows existing open space in the SEADIP area.

As illustrated in Figure 4.1.3, Key View 1 consists of sidewalk, bridge, chain link fencing, and ruderal vegetation in the foreground; the Los Cerritos Channel, open space, and sparse vegetation in the middleground; and distance buildings, vegetation, and the sky in the background.

Area of Change 2: Convert to Neo-Industrial Uses

- **Key View 2: View from Paramount Boulevard:** Key View 2 shows a view looking north from Paramount Boulevard. This vantage point was chosen because it shows the scale of existing development and the industrial uses present in this area south of State Route 91 (SR-91) and north of South Street.

As illustrated in Figure 4.1.4, Key View 2 consists of roadway and vehicles in the foreground; roadway, utility lines, vehicles, sidewalk, and industrial uses in the middleground; and the distant San Gabriel Mountains and sky in the background.

- **Key View 3: View from Westbound Victoria Street:** Key View 3 shows a view looking west from Victoria Street, west of its intersection with Long Beach Boulevard. This vantage point was chosen because it shows the scale of existing development and uses in the area west of I-710 and

Long Beach Boulevard, in an area that is proposed for the conversion of industrial uses to neighborhood-serving uses.

As illustrated in Figure 4.1.4, Key View 3 consists of roadway, sidewalk, vehicles, and a landscaped setback in the foreground; roadway, street lights, surface parking lots, vehicles, and industrial and office uses in the middleground; and the sky in the background.

Area of Change 3: Promote Regional Serving Uses

- **Key View 4: View from intersection of Lakewood Boulevard and Cover Street:** Key View 4 shows a view looking west from the intersection of Lakewood Boulevard and Cover Street. This vantage point was chosen because it shows the scale of new development adjacent to vacant land in the vicinity of the Long Beach Airport and Lakewood Boulevard.

As illustrated in Figure 4.1.5, Key View 4 consists of roadway and a landscaped median in the foreground; roadway, street lights, street trees (i.e., mature palms), vehicles, and commercial/retail uses in the middleground; and industrial and office uses, street trees, and the sky in the background.

Area of Change 4: Transition from Industrial Uses to Neighborhood-Serving Uses

- **Key View 5: View from Northbound Cherry Avenue:** Key View 5 shows a view from the northbound lanes on Cherry Avenue, just north of its intersection with I-405. This vantage point was chosen because it represents a view of the industrial uses near the Long Beach Airport for motorists in an area proposed for the conversion of industrial uses to neo-industrial uses.

As illustrated in Figure 4.1.6, Key View 5 consists of roadway, sidewalks, and utility boxes in the foreground; roadway, utility lines, and industrial uses in the middleground; and utility lines, industrial uses, the sky, and the (now closed) Boeing facility in the background.

Area of Change 5: Promote Transit-Oriented Development Uses

- **Key View 6: View from intersection of Long Beach Boulevard and PCH:** Key View 6 shows a view looking south from the intersection of PCH and Long Beach Boulevard. This vantage point was chosen because it shows the scale of existing development adjacent to the existing Metro Blue Line stations along the Long Beach Boulevard corridor, which is targeted for an increase in transit-oriented development.

As illustrated in Figure 4.1.7, Key View 6 consists of roadway, vehicles, and a light rail line in the foreground; roadway, street lights, vehicles, pedestrians, mature trees (i.e., palms), utility lines, the Metro Blue Line PCH station, and commercial/retail uses in the middleground; and street lights, street trees, utility lines, mature trees, a multi-family residential, commercial uses, and the sky in the background.

Area of Change 6: Continue Downtown Development

- **Key View 7: View from Eastbound Ocean Boulevard:** Key View 7 shows a view facing east from Ocean Boulevard at Linden Avenue. This vantage point was selected because it represents the view for motorists traveling east on Ocean Boulevard in the Downtown area.

As shown in Figure 4.1.8, Key View 7 depicts the roadway in the foreground; mature palms, street parking, roadway, street lights, utility boxes, and vehicles in the middleground; and high-rise buildings (including the of 15-story Villa Riviera), construction cranes, mature palms, and the sky in the background. This view was selected to illustrate the scale of existing buildings on Ocean Boulevard from the pedestrian vantage point and because it illustrates an area proposed for increased Downtown development.

- **Key View 8: View from Southbound Long Beach Boulevard:** Key View 8 shows a southwestern view of Downtown buildings from Long Beach Boulevard. As shown, there is variation of height between many of the residential and office buildings in Downtown. This view shows the varied articulation in building heights in the Downtown area north of Ocean Boulevard. This view was also selected because it illustrates the scale of potential future projects in the Downtown area from the pedestrian vantage point.

As illustrated in Figure 4.1.8, Key View 8 consists of a parking lot in the foreground; ornamental trees and a 5-story multi-family residential building in the middleground; and multi-family residential buildings, an office building, and the sky in the background.

- **Key View 9: View from Southbound Long Beach Boulevard:** Key View 9 shows a view of the transit facilities on 1st Street facing west from Long Beach Boulevard. This vantage point was selected because it depicts the views of the existing transit hub along 1st Street and because it is at an area proposed for Downtown development. As illustrated by Figure 4.1.9, street trees along 1st Street currently provide a vegetative accent along the developed corridor.

As illustrated in Figure 4.1.8, Key View 9 consists of the roadway in the foreground; the roadway, sidewalk; bus and light rail transit stops, buses, vehicles, roadway, and mature palm trees in the middleground; and buildings, the Long Beach Civic Center, and the sky in the background.

Area of Change 7: Promote Infill and Redevelopment to Support Transit

- **Key View 10: View from Northbound Pacific Coast Highway:** Key View 10 shows a view of the Traffic Circle area from the northbound lanes on PCH, just north of its intersection at Ximeno Avenue. This vantage point was chosen because it represents a view of an area proposed for infill development to support transit, as well as a view for motorists from an Eligible State-Designated Scenic Highway.

As illustrated in Figure 4.1.9, Key View 10 consists of roadway and sidewalk in the foreground; roadway, street lights, mature trees, and commercial buildings in the middleground; and street lights, mature trees, the sky, and the Traffic Circle in the background.

- **Key View 11: View from Southbound Redondo Avenue:** Key View 11 shows a view of the intersection of Redondo Avenue and Anaheim Street. This vantage point was chosen because it shows the scale of existing development and types of existing land uses along Redondo Avenue, in an area targeted for infill development to support transit.

As illustrated in Figure 4.1.9, Key View 11 consists of vehicles and roadway in the foreground; roadway, street lights, raised signage, vehicles, and automotive and commercial uses in the middleground; and street lights, mature trees, and the sky in the background.

Area of Change 8: Redevelop to Highest and Best Use

- **Key View 12: View from East Ocean Boulevard:** Key View 12 shows a view of the looking northwest from Ocean Boulevard, west of its intersection with Bennett Avenue. This vantage point was chosen because it shows the scale of existing development and types of existing land uses along Ocean Boulevard in the Belmont area, which is targeted for revitalization.

As illustrated in Figure 4.1.10, Key View 12 consists of roadway and sidewalk in the foreground; roadway, street lights, mature trees within a landscaped median, street parking, and commercial uses in the middleground; and street lights, mature trees, raised signage, commercial and residential uses and the sky in the background.

- **Key View 13: View southeast from intersection of 2nd Street and PCH:** Key View 13 shows a view looking southeast from the intersection of PCH and 2nd Street. This vantage point was chosen because it shows the scale of existing development and types of existing land uses along PCH in the SEADIP area, which is targeted for revitalization.

As illustrated in Figure 4.1.10, Key View 13 consists of roadway and sidewalk in the foreground; roadway, street lights, vehicles, a vacant parcel, wood fencing, and a hotel in the middleground; and street lights, street trees and the sky in the background.

Existing Lighting and Glare. Nighttime lighting that is present in the City consists of street lights and vehicle headlights on nearby roadways; building facade and interior lighting; and pole-mounted lighting in the parking areas. However, it should be noted that the most significant nighttime lighting present in the City is associated with regional serving uses such as the Port of Long Beach, Long Beach Airport, and entertainment activities at the Pike at Shoreline Village. Because the planning area includes the entire 50 square miles within the City limits, the planning area itself also contains significant nighttime lighting associated with the operations of existing land uses. Existing uses in the City also consist of building facades that use reflective materials, such as glass and mirror, which also contribute to glare within the City.

4.1.4 Regulatory Setting

Federal Policies and Regulations. No federal policies or regulations pertaining to aesthetics are applicable to the proposed project.

State Policies and Regulations. As described further below (Threshold 4.1.1), the planning area is not located along a State Scenic Highway. There are no additional State policies or regulations pertaining to aesthetics that would be applicable to the proposed project.

Local Policies and Regulations.

City of Long Beach General Plan Conservation Element. The City's Conservation Element (1973) addresses the conservation and enhancement of the City's natural and scenic resources. Goals and policies presented within the Conservation Element are intended to optimize and manage the City's resources. The following goals and policies related to visual resources are presented in the Conservation Element:

GOAL: To create and maintain a productive harmony between man and his environment through conservation of natural resources and protection of significant areas having environmental and aesthetic value.

GOAL: To identify and preserve sites of outstanding scenic, historic, and cultural significance or recreational potential.

City of Long Beach General Plan Open Space and Recreation Element. The City's Open Space and Recreation Element (2002) addresses the preservation of open space and recreation. Goals and policies presented within the Open Space and Recreation Element are intended to manage the use and enhancement of the City's parklands. The following goals and policies related to visual resources are presented in the Open Space and Recreation Element:

Policy 1.2: Protect and improve the community's natural resources, amenities, and scenic values, including nature centers, beaches, bluffs, wetlands, and water bodies.

City of Long Beach General Plan Scenic Routes Element. The City's Scenic Routes Element (1975) addresses the protection of valuable viewsheds throughout the City, with special emphasis on providing groundwork for the Urban Design Element and Transportation Element. The goals and policies presented within the Scenic Routes Element are intended to protect the scenic value of designated highways and corridors in the City. The following goals and policies related to visual resources are presented in the Scenic Routes Element:

GOAL: Preserve and enhance natural and man-made aesthetic resources within and visible from scenic corridors.

Policy 1: Develop land use regulations and apply standards to control and enhance the quality of new and existing development within the scenic corridors of designated routes.

Policy 2: Remove or screen visual pollution from designated scenic route corridors.

Policy 3: Require the development and use of aesthetic design considerations in any necessary modification of roadways and appurtenances for the enhancement of all designated scenic routes.

GOAL: Strengthen the City's image, and thereby, the well-being of all its citizens.

Policy 1: Increase the visibility of aesthetic features, natural and man-made, to develop a better awareness of the observer's location within the City and a better understanding of the City's function and meaning.

Policy 2: Develop standards of design articulation and continuity in sequential form and graphic representation that will unify and define the scenic route system.

Policy 3: Promote the awareness and use of the amenities of scenic routes for all segments of the population.

GOAL: Link and enhance recreational, cultural, and educational opportunities through a network of scenic corridors.

Policy 1: Establish and maintain urban scenic routes to provide access to interesting and aesthetic natural and man-made features, historical and cultural sites, industrial and educational sites, and urban open space areas.

Policy 2: Cooperate in the establishment of an inter-urban, inter-county scenic route system.

Policy 3: Maximize within the scenic corridors the compatible multi-purpose objectives of open space planning, such as recreation, conservation, public health and safety, and preservation of scenic-aesthetic amenity.

GOAL: Create a system of scenic routes through joint public and private responsibility.

Policy 1: Increase governmental commitment to the designation of scenic routes and protection of scenic corridors.

Policy 3: Improve scenic route coordination and implementation procedures between all levels of government.

It should be noted that while the goals and policies listed above are applicable to the proposed project, approval of the proposed UDE would replace the existing Scenic Routes Element, thereby allowing the UDE to serve as the guiding policy document for architecture, design, and aesthetic treatments throughout the City. The City's Scenic Routes Element (Scenic Highways) (1973) designated five types of scenic routes throughout the City and provided a description of routes that should be considered for designation as scenic routes and highways. The goals and policies pertaining to scenic routes, as identified in the Scenic Routes Element, have been incorporated into

the General Plan as part of street character change in the recently adopted Mobility Element (October 2013) and as part of the Street Design Manual.

With implementation of the proposed UDE, the existing designated scenic route of Ocean Boulevard and Livingston Drive would continue to be a City designated scenic route. The proposed UDE also includes Policy UD 18-10, which calls for sustaining the policy and design principles of the former scenic highways element.

Long Beach Municipal Code. Title 21, Zoning, of the Long Beach Municipal Code (LBMC) includes property development standards, as well as design guidelines, for development projects within the City. Among the aspects of development regulated by the LBMC are types of allowable land uses, setback and height requirements, landscaping, walls, fencing, signage, access, parking requirements, storage areas, and trash enclosures. The LBMC also provides performance standards for various land use types to measure development projects' consistency with such regulations.

Lighting Standards. As described in the City's Zoning Code, all lighting proposed as part of a parking lot and/or garage shall be illuminated with lights directed and shielded to prevent light and glare from intruding onto adjacent sites. All lights shall be illuminated to the applicable standards of the Illuminating Engineers Society. Additional details pertaining to parking lot lighting are provided in Section 21.41.259, Parking areas-Lighting, of the City's Zoning Code.

Landscaping Design Guidelines. Chapter 21.42, Landscaping Standards, of the City's Zoning Code establishes landscape guidelines for development projects. As described in this section, the City requires that landscaping be composed of a minimum of 90 percent drought tolerant and native plant materials in the interest of promoting water conservation. If the proposed planted area contains less than 90 percent of land covered with very low to low water use planting, a Landscape Document Package showing the Estimated Total Water Usage (ETWU) of all proposed plantings is required for City review and approval. The landscaping standards would be applicable to all projects requiring site plan review.

4.1.5 Proposed Land Use Element and Urban Design Element Goals, Strategies, and Policies

The following proposed Goals, Strategies, and Policies are applicable to the analysis of Aesthetics:

Land Use Element

STRATEGY No. 6: Implement the major areas of change identified in this Land Use Plan (Map LU-19).

LU Policy 6-4: Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development.

LU Policy 6-12: Develop and implement a plan for SEADIP that establishes the area as an important gateway, builds on residential neighborhoods that are complemented by businesses and commercial services, protects wetlands and local coastal habitat, and creates attractive streetscapes with buildings designed with appropriate scale and form.

STRATEGY 8: Protect and enhance established neighborhoods.

LU Policy 8-1: Protect neighborhoods from the encroachment of incompatible activities or land uses that may have negative impacts on residential living environments.

LU Policy 8-2: Enhance and improve neighborhoods through maintenance strategies and code enforcement.

Urban Design Element

STRATEGY No. 1: Improve function and connectivity within neighborhoods and districts.

Policy UD 1-4: Focus on building flexible design on ground floors to allow for active building frontages along corridors and at the same level.

Policy UD 1-5: Prioritize and revitalize streetscapes in existing neighborhoods and targeted areas of change to provide well-lit streets, continuous sidewalks, consistent paving treatment and improved crosswalks at intersections.

Policy UD 1-6: Identify streets that can be reconfigured to accommodate a variety of improvements, such as wider sidewalks with trees, bike paths, dedicated transit lanes, and landscape medians or curb extensions that make the streets more attractive and usable, consistent with Complete Streets principles.

Policy UD 1-7: Employ timeless and durable materials in streetscape designed amenities.

STRATEGY No. 2: Beautify and improve efficiency of corridors, gateways, and private and public spaces.

Policy UD 2-1: Encourage a mix of building forms that embrace key historic resources of a neighborhood, encouraging architectural preservation and allowing for innovative renovations to older structures that will contribute to neighborhood character.

Policy UD 2-2: Remove or screen visual pollution, including amortizing blighting conditions.

Policy UD 2-3: Promote enhancement of the built environment through façade improvements, quality and context-sensitive infill development, and landscaping.

Policy UD 2-4: Incorporate aesthetic elements such as pedestrian lighting, gateway landscape treatment, and ornamental landscaping throughout the City.

Policy UD 2-5: Building elements and landscaping should screen items such as above-ground wires, communication boxes, back-flow preventers, and electric transformers that create visual distractions.

Policy UD 2-6: Prioritize aesthetic considerations in the refinement of development standards to enhance the quality of new and existing developments within scenic areas and iconic sites.

Policy UD 2-7: Identify, protect, and enhance designated scenic routes and iconic sites described in Public Spaces in this chapter.

Policy UD 2-8: Minimize visual clutter that detracts from an overall positive experience of a pedestrian. This would include regulating signage and the use of electronic signs and billboards (which may be appropriate in certain urban locations more than others).

Policy UD 2-9: Encourage the use of aesthetically designed common trash enclosures in alleys for multiple businesses to create more attractive and walkable environments.

STRATEGY No. 5: Integrate healthy living and sustainable design practices and opportunities throughout Long Beach.

Policy UD 5-4: Preserve, rehabilitate, and integrate existing buildings into new development projects wherever feasible to encourage adaptive reuse, reduce waste, and maintain local character.

STRATEGY No. 9: Protect and enhance historic resources, distinguishing architecture and other features that contribute to the unique character and identity of each neighborhood.

Policy UD 9-3: Identify, preserve, and enhance scenic areas and iconic sites. See Map UD-1, Historic Sites.

STRATEGY NO. 10: Celebrate diverse and unique cultural influences through architectural style, public art, public spaces, markets, fairs, and streetscape furnishings.

Policy UD 10-2: Collaborate with regional artists, residents, and community members during the design process to infuse public art and cultural amenities into a project.

STRATEGY No. 11: Integrate public art into the urban fabric of the City.

Policy UD 11-1: Incorporate public art and cultural amenities as community landmarks, encouraging public gathering and wayfinding, large and small.

Policy UD 11-2: Utilize public art to enhance pedestrian environments, such as sidewalks, paseos, plazas, and alleys.

Policy UD 11-3: Incorporate public art either as stand-alone installations or integrated into the design of other urban improvements, such as bridges, on-ramps, public building murals, paving, benches, and street lights.

Policy UD 11-4: Encourage the integration of localized art that add to the interest and nuance of the City's neighborhoods and showcase local identity and history.

STRATEGY No. 12: Expand the unified sign program, within the Areas of Change identified in the Land Use Element, to help orient visitors throughout the community. Include freeway identification, gateways, directional signs, and informational signs.

Policy UD 12-1: Focus investment on improving the appearance of entrances to the City on major boulevards so that wayfinding, landscape, and lighting are integrated into a cohesive design.

Policy UD 12-2: Develop a comprehensive approach to wayfinding for visitors and tourists who will enter the City at these gateways, including neighborhood entry signs and murals.

Policy UD 12-4: Emphasize gateways into Long Beach at freeways and important transportation hubs, such as the Long Beach Airport, Blue Line stations, and the Long Beach Cruise Terminal, and at arrival points of distinct neighborhoods and districts, through landscaping, architecture, street furniture, and appropriate signage.

STRATEGY No. 13: Create and maintain complete neighborhoods.

Policy UD 13-1: Incentivize neighborhood improvements to increase walkable/bikeable access to daily needs, goods/services, and healthy foods, reduce blight, and create safe places to play and congregate.

Policy UD 13-4: Implement streetscape improvements along the major cross-town corridors using a comprehensive approach to the corridor's sidewalks, landscaping, lighting, and amenities that reflect the individual neighborhoods along the corridor

STRATEGY No. 14: Building types and forms should contribute to the PlaceType they are sited within and should address potential conflicts between neighboring PlaceTypes by implementing buffering measures and thoughtful development patterns.

Policy UD 14-1: Properly scale a building's form (i.e., height and massing) to the primary street it fronts on (i.e., taller buildings on larger boulevards, smaller buildings on narrower streets).

Policy UD 14-2: Acknowledge transitions between commercial and residential uses by transitioning in height, scale, and intensity in a thoughtful way to provide a buffer to lower density residential development and transition from higher to lower intensity.

Policy UD 14-3: Allow new development projects to respond to their particular context and experiment with alternative development patterns while complementing their PlaceTypes.

Policy UD 14-7: Utilize building form and development strategies in conjunction with PlaceTypes and the interface between buildings and the streets (Strategy 34-35) to create a comprehensive urban fabric.

STRATEGY No. 15: Consider vacant parcels as infill opportunities.

Policy UD 15-2: Promote infill projects that support the designated PlaceType and be appropriate in their use, scale, compactness of development, and design character with adjacent sites and nearby existing development.

STRATEGY No. 17: Define boundaries between natural areas, parks, and built areas.

Policy UD 17-2: Enhance linkages and access points with lighting and signage.

STRATEGY No. 18: Improve and preserve the unique and fine qualities of Long Beach to strengthen the City's image and eliminate undesirable or harmful visual elements.

Policy UD 18-1: Carefully consider the development of iconic sites with visual corridors or structures of the highest visual and architectural quality.

Policy UD 18-2: Expand the existing network of scenic routes and expand to include additional routes, corridors, and sites.

Policy UD 18-3: Establish guidelines and zoning overlays, as appropriate, to regulate development within scenic areas and for iconic sites.

Policy UD 18-4: Prioritize aesthetics to enhance the quality of new and existing developments within scenic areas and iconic sites.

Policy UD 18-5: Include aesthetic design considerations for all roadway and appurtenances within scenic areas.

Policy UD 18-6: Remove or screen visual pollution, including amortizing blighting conditions.

Policy UD 18-7: Increase the visibility and awareness of visual resources through promotional materials to all segments of the population.

Policy UD 18-8: Increase governmental commitment to the designation of scenic routes and the protection of scenic resources, and create and maintain a system of scenic routes through joint public and private responsibility.

Policy UD 18-9: Link and enhance significant recreational, cultural, and educational opportunities through a network of scenic corridors.

Policy UD 18-10: Follow the principles of the former scenic highways element, now incorporated into the General Plan as part of street character change (Mobility Element, Page 89, Map 16), and as part of the Street Design Manual, implementation measure MOP IM-1, Page 122.

STRATEGY No. 19: Protect and enhance established Founding and Contemporary Neighborhood PlaceType.

Policy UD 19-3: Support new development that is designed to respect the height, massing, and open space characteristics of the existing neighborhood while creating the appearance of single-family units for multifamily buildings to allow for better integration.

Policy UD 19-4: Promote the uniqueness of each neighborhood through preservation of mature trees, historic structures, fine-grained architectural detail, appropriate building scale, and cultural amenities that are key to the neighborhood's identity and help create a uniform streetscape.

Policy UD 19-5: Provide shade trees to match the existing species to reinforce neighborhood identity, to add greenscape for texture, shade and overall visual character, and to create a uniform streetscape. Maintain consistent wall and fence treatment along the street edge.

STRATEGY No. 20: Protect and enhance established Multi- Family Residential - Low and Moderate PlaceTypes.

Policy UD 20-1: Integrate Multi-Family Residential – Low and Moderate PlaceType neighborhoods with surrounding uses to encourage appropriate transitions in height and massing.

Policy UD 20-2: Encourage the design of multi-family buildings to relate to and reflect the surrounding context, whether it is historic or of a recognizable design era.

Policy UD 20-4: Encourage all development to exhibit a high standard of design and materials, to maintain privacy standards, and to provide public frontages that contribute to the larger street and block character.

Policy UD 20-5: Preserve the existing urban fabric through preservation of mature trees, historic structures, and cultural amenities.

STRATEGY No. 21: Protect and enhance established Neighborhood-Serving Centers and Corridors – Low and Moderate PlaceTypes.

Policy UD 21-1: Promote the concentration of mixed uses and higher building intensity nearest the center of the PlaceType and adjacent to transit stations, with housing or lower scale buildings at the periphery.

Policy UD 21-2: Encourage gateway elements that help define neighborhood edges and provide transitions into center development along lengthy corridors.

Policy UD 21-3: Promote pedestrian activity by establishing well-designed streetscapes, active ground floor uses, and tree-canopied sidewalks that are unique to the individual neighborhood and transit stations.

Policy UD 21-4: Ensure signage, lighting, and other potential nuisances are selected with sensitivity to existing residential neighbors.

STRATEGY No. 22: Protect and enhance established Transit-Oriented Development – Low and Moderate PlaceTypes.

Policy UD 22-1: Encourage the massing of buildings and setbacks behind the Long Beach Boulevard light rail corridor to transition from moderate to low, in order to gracefully handle the transition from more intense to less intense development.

Policy UD 22-2: Establish tree-lined sidewalks to provide a shade canopy and human-scale along primary corridors and adjacent to transit centers.

Policy UD 22-4: Incorporate amenities such as benches, bike racks, banners, way-finding signage and public art within Transit-Oriented Development to foster a pleasant experience and convey the unique identity of each district.

Policy UD 22-7: Develop iconic architecture, plazas, and major entrances oriented towards the transit station.

STRATEGY No. 23: Protect and enhance established Community Commercial PlaceType.

Policy UD 23-1: Provide adequate setbacks, along with visual and noise buffers, to separate automobile-oriented developments from adjacent residential neighborhoods.

Policy UD 23-2: Develop single-family attached units or multifamily residential uses as a transition in scale between the automobile-oriented corridor and the adjacent neighborhood.

Policy UD 23-3: Encourage new developments to provide alley and streetscape improvements that enhance the experience of the pedestrian and transit rider, such as low walls screening parking lots, substantial landscaping, street trees, and pedestrian-scaled lighting.

Policy UD 23-4: Provide clear and controlled signage that is not allowed to proliferate along the corridor or within a center in order to minimize visual clutter.

Policy UD 23-6: Provide low walls or hedges to buffer pedestrians from surface parking lots and provide well-marked pedestrian paths from sidewalks and parking lots to commercial entrances.

STRATEGY No. 24: Protect and enhance established Industrial PlaceType.

Policy UD 24-3: Promote the incorporation of buffers between residential and industrial uses, such as surface parking, landscaped open space buffers, and lower buildings.

STRATEGY No. 25: Protect and enhance established Neo-Industrial PlaceType.

Policy UD 25-2: Establish visual screens, whenever possible, between live-work units and existing heavy or unenclosed industrial operations.

Policy UD 25-3: Encourage buildings that step down to match permitted residential building heights where new development is adjacent to residential uses.

Policy UD 25-4: Encourage development intensity that is graduated, from lower intensity near residential neighbors, to moderate intensity near wholly industrial uses.

Policy UD 25-5: Encourage Neo-Industrial PlaceTypes to have improved walkability with on-site, sidewalk and streetscape landscaping, signage, and other enhancements.

STRATEGY No. 26: Protect and enhance established Regional-Serving Facility PlaceType.

Policy UD 25-1: Enhance the edges, both within and adjacent to, the regional serving facility to avoid abrupt transitions between large institutional facilities and their neighbors.

Policy UD 23-3: Incorporate shade trees and pedestrian amenities along main streets, with pedestrian entrances oriented toward the sidewalk, not just internalized to the campus or facility.

Policy UD 26-4: Incorporate design features that provide for thematic elements to link adjacent areas with regional serving facilities, reinforcing community connections to these places.

STRATEGY No. 27: Protect and enhance established Downtown PlaceType.

Policy UD 27-3: Establish sustainable streetscape design as a norm for this PlaceType.

Policy UD 27-4: Enhance streetscapes and building elements to promote significant pedestrian activity by providing well-articulated building facades with quality building materials and workmanship, and featuring high-quality street furnishings and design.

Policy UD 27-5: Establish a bustling urban environment that will allow pedestrians to feel comfortable and welcome.

STRATEGY No. 28: Protect and enhance established Waterfront PlaceType.

Policy UD 28-4: Develop attractive gateway elements to invite visitors in to explore the unique offerings found in each of the Waterfront PlaceTypes.

Policy UD 28-5: Promote and preserve street design characteristics unique to each Waterfront PlaceType.

Policy UD 28-8: Establish signage that is clear and controlled.

Policy UD 28-10: Encourage pedestrian-scaled building details featuring well-articulated building facades with quality building materials and workmanship.

STRATEGY No. 31: Provide a variety of public spaces throughout the City

Policy UD 31-3: Encourage plazas and public spaces in locations that take advantage of views and viewsheds.

STRATEGY No. 35: Building design and form shall define street walls that contribute to great streets and vibrant pedestrian environments.

Policy UD 35-2: Buildings should be constructed of high quality and durable materials, especially at the ground floor, which is experienced most by pedestrians.

Policy UD 35-6: Maintain a minimum street wall height to ensure the “public room of the street” (as shaped by buildings on both sides) is consistent. This is intended to eliminate parcels being underdeveloped along the edges, thus not contributing to the creation of good streets.

Policy UD 35-7: Monolithic structures that appear as a massive wall, block views, or overshadow the surrounding neighborhood, should be avoided.

Policy UD 35-8: Where parking structures are planned, the street wall should be composed of active uses that screen podium parking, parking structures, and other uses that do not contribute to a vibrant pedestrian environment.

STRATEGY No. 36: Develop a specific role and identity for a street, so that it contributes to the neighborhood’s character while supporting specific, functional requirements.

Policy UD 36-1: Improve the frontage zone of buildings as extensions of the building, by enhancing entryways and doors, incorporating sidewalk cafes, and enhancing the space adjacent to the building as part of the pedestrian experience.

Policy UD 36-2: Develop streetscape strategies and concepts that establish a street as a public room, and incorporate opportunities for dining and display, walking, landscaping, and street furniture.

Policy UD 36-3: Identify zones along both sides of the street that define the building edge, dining and display areas, walking zone, planting and street furniture zones, and parking zones to enhance the character of the “public room.”

STRATEGY No. 37: Frontages shall have well-designed street walls, contributing to making an inviting transition between public and private space.

Policy UD 37-1: Unify streets within each district with consistent frontage character types.

STRATEGY No. 38: Enhance the functionality within each PlaceType by improving the character and functionality of each Street Type.

Policy UD 38-4: Buffer and screen parking areas with landscaping, berms, or low screens.

Policy UD 38-5: Provide special paving treatment or striping at crosswalks and intersections.

Policy UD 38-7: Create a clear frontage zone along the sidewalk with clear visibility of the structure and façade, as well as the space adjacent to the building.

STRATEGY No. 39: Beautify the City with trees and landscaping while being conscious of water resources and using sustainable practices.

Policy UD 39-1: Accommodate large canopy street trees that contribute to the City's urban forest, enhance street character and neighborhood identity, and provide shade for pedestrians and parked cars and bikes.

STRATEGY No. 40: Design parking lots, structures, driveways, and access points to promote walkability, reduced trips, and promote sustainability.

Policy UD 40-1: Minimize the visual impact of parking structures by encouraging the first floor to be wrapped with pedestrian-friendly uses and by urban design and landscaping features along pedestrian-oriented street frontages.

Policy UD 40-3: Beautify and screen parking lots located adjacent to a street edge with landscaping, shade trees, and decorative paving treatments.

Policy UD 40-4: Use planter beds, decorative paving materials, and safe pedestrian paths to break up large areas dedicated to parking.

Policy UD 40-6: Enhance driveway access points with ornamental landscaping, accent paving, and lighting.

STRATEGY No. 41: Connect neighborhoods, corridors, and centers by maintaining and providing for walkable blocks.

Policy UD 41-6: Encourage the use of specialty paving or artistic ground treatment, such as painted concrete, where alleys intersect to enhance pedestrian activity.

Policy UD 41-7: Provide wayfinding signs, pedestrian lighting for safety and security, benches, and public art along alleys, paseos, paths, and trails to enhance neighborhood character and walkability.

4.1.6 Thresholds of Significance

The following thresholds of significance criteria are based on Appendix G of the *State CEQA Guidelines* and the City's *CEQA Thresholds of Significance*. Based on these thresholds, implementation of the proposed project would have a significant adverse impact related to aesthetics if it would:

- Threshold 4.1.1:** Have a substantial adverse effect on a scenic vista;
- Threshold 4.1.2:** Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a State scenic highway;
- Threshold 4.1.3:** Substantially degrade the existing visual character or quality of the site and its surroundings; or
- Threshold 4.1.4:** Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

The analysis in the Initial Study (Appendix A) determined that the proposed project would not result in impacts with respect to substantial damage to scenic routes within a State scenic highway (Threshold 4.1.2) due to the fact that there are no State-designated scenic highways in the City. It should be noted that while there are several State highways within and adjacent to the City and while PCH is considered to be an Eligible State Scenic Highway, there are no officially designated State Scenic Highways in the City. Therefore, impacts related to the substantial damage of scenic resources within a State-designated highway are not discussed further in this Draft EIR.

4.1.7 Standard Conditions and Project Design Features

The proposed project would not be required to adhere to any standard conditions and would not include any project design features related to aesthetics.

4.1.8 Project Impacts

Threshold 4.1.1: Have a substantial adverse effect on a scenic vista.

Less than Significant Impact. A scenic vista can be categorized as containing either a panoramic view or a focal view. Panoramic views are typically associated with vantage points that provide a sweeping geographic orientation not commonly available (e.g., skylines, valleys, mountain ranges, or large bodies of water). Focal views are typically associated with views of natural landforms, public art/signs, and visually important structures, such as historic buildings.

The proposed UDE notes important vistas from public roadways within the City such as views along Alamitos Avenue south to Villa Riviera; El Dorado Park; 3rd Street to the Port of Long Beach cranes; Ocean Boulevard; Bluff Park to the Pacific Ocean and Belmont Pier; Queensway Bay and Shoreline Park to the Queen Mary and cruise ships; the Downtown skyline; beaches and marinas; and Los Coyotes Diagonal to the distant San Gabriel Mountains. Additional visual resources afforded to the City include distant views of the San Gabriel and Santa Ana Mountains. Existing areas of open space,

such as the Los Cerritos Wetlands, are also considered visual resources because they provide visual relief from urbanized areas and provide views for motorists, pedestrians, and residents. There are no City-designated scenic vistas identified in the City's General Plan.

As previously described, the visual setting of the planning area is primarily characterized by areas of low- to moderate-scale buildings and structures. While the majority of the planning area consists of single-family dwelling units 1- to 2-stories in height, the Downtown area is characterized by high-rise buildings that are greater in density and scale than other surrounding areas. Given the City's rich history, the architectural style and character of development throughout the City varies by neighborhood; however, the visual character of development within each neighborhood is generally consistent. Ornamental vegetation lines roadways, is present within open space and park areas, and surrounds buildings and residential uses throughout the City. Similarly, open space and recreation uses are scattered throughout the City; however, the Los Cerritos Wetlands in the SEADIP area are the most prominent form of native vegetation in the City. While the proposed project is the adoption of two General Plan Elements and does not include any physical improvements that would result in the development of any new buildings or structures, project approval would facilitate the future development of sites throughout the City with structures and uses permitted by the proposed 14 PlaceTypes.

In addition to new development permitted by the proposed project, the proposed LUE and UDE establishes height limitations for each PlaceType (refer to Table 4.1.A, PlaceType Heights). The proposed PlaceTypes with the maximum height limitations are the Regional-Serving Facility PlaceType (28 to 150 ft), the Downtown PlaceType (38 to 240 ft) and Waterfront PlaceTypes (35 to 600 ft). The proposed uses in these areas, particularly the Downtown area, would have views of the Port of Long Beach, the Pacific Ocean, Rainbow Harbor, the Los Angeles River and open space uses. Views of the proposed uses within these PlaceTypes from other areas within the City would consist of skyline development silhouettes from public vantage points. While views of scenic resources afforded to the City may be partially obstructed following future building development as allowed by the proposed project, it is important to note that existing development in the City currently inhibit views of scenic vistas as the City is almost entirely developed and consists of urbanized development along the coastline.

As previously stated, there are no City-designated scenic viewpoints or scenic corridors in the City. However, the City's existing Open Space Element requires protection of scenic features in the City, including beaches, bluffs, wetlands, and water bodies. Because the planning area includes the entire City, views of the Pacific Ocean, Port of Long Beach, San Gabriel Mountains, and Santa Ana Mountains from within the City limits are considered to be scenic vistas.

Implementation of the proposed project (adoption of land use policy documents) would not result in the physical development of any buildings or structures that would result in the permanent obstruction of the scenic vistas identified above; however, project approval would facilitate future development that could result in the obstruction of these scenic vistas. Due to the prominence of existing urban and industrial developments adjacent to the Pacific Ocean and the Port of Long Beach, views of these resources would not be significantly altered by development envisioned under the proposed project. Further, future development facilitated by project approval would be designed according to the development strategies, policies, and standards in the proposed UDE, as described below.

Table 4.1.A: PlaceType Heights

PlaceType	Height
Open Space	2 stories, 28 ft
Founding and Contemporary Neighborhood ¹	2 stories, 28 ft, varies by area
Multi-Family Residential:	
Low	3 stories, 38 ft
Moderate	6 stories, 65 ft
Neighborhood-Serving Centers and Corridors:	
Low	3 stories, 38 ft
Moderate	2 to 7 stories
Transit-Oriented Development	
Low	5 stories, 65 ft (consistent with Midtown Specific Plan)
Moderate	No height limit
Community Commercial	2 to 6 stories, 65 ft
Industrial	4 stories, 65 ft
Neo-Industrial	3 stories, 60 ft
Regional-Serving Facility	Approx. 28 to 150 ft, See Figure 3.4, PlaceType Heights
Downtown (See Downtown Plan)	Approx. 38 to 240 ft, See Downtown Plan,
Waterfront	Approx. 35 to 600 ft, Varies by area

Source: Proposed Long Beach General Plan Land Use Element (August 2016) (Appendix F).

¹ Height may be increased to 3 stories consistent with the existing land use pattern. See Figure 3.4 (PlaceType Height Limitations) for maximum height.

ft = foot/feet

The proposed UDE includes development strategies and policies that consider the context of existing scenic vistas and neighborhoods when designing and implementing projects. These identified strategies include, but are not limited to, the beautification and improvement of the efficiency of corridors, gateways, and private and public spaces (Strategy No. 2); the protection and enhancement of historic resources, distinguishing architecture and other features that contribute to the unique character and identity of each neighborhood (Strategy No. 9); the celebration of diverse and unique cultural influences through architectural style, public art, public spaces, markets, fairs, and streetscape furnishings (Strategy No. 10); the provision of building types and forms that contribute to the PlaceType they are sited within, including the implementation of buffering measures and thoughtful development patterns (Strategy No. 14); the improvement and preservation of the unique and fine qualities of Long Beach to strengthen the City’s image and eliminate undesirable or harmful visual elements (Strategy No. 18); the development of a specific role and identity for a street, so that it contributes to the neighborhood’s character while supporting specific, functional requirements (Strategy No. 35); and the design of frontages with street walls, contributing to making an inviting transition between public and private space (Strategy No. 36).

In addition, the proposed UDE project would retain and provide open space areas and would include goals and policies regulating the provision of on-site landscaping along roadways and within future project sites, which would serve to frame the City’s scenic corridors and would enhance views of future developments. Therefore, while future development facilitated by project approval would

modify views to and from areas throughout the City, potential impacts of the proposed project on scenic vistas would be less than significant, and no mitigation is required.

Threshold 4.1.3: Substantially degrade the existing visual character or quality of the site and its surroundings.

Less than Significant Impact.

The development of the proposed project would allow for future development throughout the City. The City is currently characterized as a built-out urban environment and would continue to be characterized as such because the proposed project would allow for the continued development and redevelopment of sites throughout the City.

The proposed project includes approval of both the Land Use and Urban Design Elements of the City's General Plan. As part of project approval, the LUE would target land use changes that could affect the existing visual character and quality of each area targeted for change. For example, the proposed project would alter the visual character within the eight Major Areas of Change by encouraging the provision of more open space, conversion of industrial uses to neo-industrial uses, conversion of industrial uses to commercial uses, promoting regional-serving uses, promoting transit-oriented development, promoting development within the Downtown area, promoting infill and redevelopment to support transit, and revitalizing areas along the waterfront. Impacts to the visual character of the planning area (e.g., higher-density development in designated locations) and the visual compatibility between proposed PlaceTypes and adjacent land uses could occur. The significance of visual impacts is inherently subjective because individuals respond differently to changes in the visual characteristics of an area. The City is almost entirely urbanized and is surrounded by urban development on all sides, with the exception of the southern portion of the City, which is bounded by the Pacific Ocean. The proposed project would allow for future development projects that would be consistent with the existing urbanized setting of the City. As discussed further below, although future development of the planning area would be consistent with the urbanized setting of the City, the future development of the planning area as proposed would, nonetheless, result in changes to the visual character of the City.

Visual Illustrations. While the proposed project would allow for development throughout the City, the majority of land use changes would occur within the eight Major Areas of Change. Therefore, the following is a discussion of the visual changes that would occur at the identified public vantage points, with a particular emphasis on impacts to the visual character within the Major Areas of Change.

Area of Change 1: More Open Space

- **Key View 1: View from Studebaker Road.** Key View 1 shows a view from Studebaker Road looking southwest. This view is intended to display the Los Cerritos Channel and associated open space areas in the SEADIP area. Implementation of the proposed project would encourage the restoration and preservation of open space in this area; however, in some cases the proposed LUE would permit the construction of commercial recreation uses in this area. Examples of the viewscapes envisioned for this area are shown on Figure 4.1.11. The maximum building heights

in this PlaceType area would be limited to approximately 2 stories or 28 ft, which would allow for the preservation of existing scenic views of the Los Cerritos Channel and associated open space areas. Further, buildings constructed at the maximum height allowed under the proposed LUE would be situated in a manner that is consistent with the open space function and character of the area. Therefore, the proposed project would maintain public views of the open space areas, including the Los Cerritos Channel and SEADIP areas. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Major Area of Change 2: Convert to Neo-Industrial Uses

- **Key View 2: View from Paramount Boulevard.** Key View 2 depicts a view of the North Long Beach area along Paramount Boulevard. This view was selected because it depicts existing industrial uses in an area targeted for the conversion of industrial uses to Neo-Industrial uses. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.12. The maximum building heights established in the proposed LUE would be 40 ft for the area within this key view, which would be slightly higher than the building heights of the existing structures. The area adjacent to this key view on the east side of Paramount Boulevard, not pictured, would be classified under the Industrial PlaceType and have a height limit of 65 ft. Distant views of the San Gabriel Mountains would potentially be blocked by buildings constructed at the maximum height allowed under the proposed LUE. However, future projects allowed by the proposed LUE and UDE would enhance the overall visual quality of existing industrial areas as new developments would encourage the provision of visual screens between live-work units and existing industrial uses (Policy UD 24-2) and the enhancement of on-site sidewalk streetscape landscaping, signage, and other enhancements (Policy UD 24-5). With implementation of these features, the overall visual quality of industrial areas would be improved with implementation of the proposed project. Therefore, although future development may impede some distant views of the San Gabriel Mountains (depending on the location of such development), the overall visual quality within this Area of Change would be improved through the streetscape and landscape features described above. Therefore, overall impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.
- **Key View 3: View from Westbound Victoria Street.** Key View 3 shows a view from the westbound lanes on Victoria Street, just west of its intersection with Long Beach Boulevard. This view is intended to display the current industrial and office uses and building heights in this area. Implementation of the proposed project would promote the transition of these uses to neo-industrial uses with maximum building heights at a maximum of 45 ft, which would be similar in scale to the existing 2-story buildings shown in Key View 3. Examples of the viewscales and scale of development envisioned for potential views in this area are shown on Figure 4.1.12. The Neo-Industrial PlaceType encourages light industrial activities associated with innovative start-up businesses and creative design offices, and also permits limited retail and live/work housing opportunities. Future projects would promote cohesion between existing and proposed uses. For example, low-intensity uses would be adjacent to low-density residential uses and medium-intensity uses would be adjacent to industrial uses. While the conversion of industrial uses to neo-industrial uses would not result in a significant change in the scale of existing industrial areas proposed for this transition, the inclusion of new Neo-Industrial uses would change the overall visual character of existing industrial areas. However, as proposed in the LUE and UDE, new neo-industrial uses developed in existing industrial areas would be designed in a manner that would preserve and enhance the streetscape character through the provision of visual screens

between live-work units and existing industrial uses (Policy UD 24-2) and the enhancement of on-site sidewalk and streetscape landscaping, signage, and other enhancements (Policy UD 24-5). Therefore, the overall visual quality of existing industrial uses would be improved with implementation of new neo-industrial uses as proposed by the project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Major Area of Change 3: Promote Regional-Serving Uses

- **Key View 4: View from intersection of Lakewood Boulevard and Cover Street.** Key View 4 shows a view looking west from the intersection of Lakewood Boulevard and Cover Street. Due to the proximity to the Long Beach Airport, the existing height and scale of development in this area remains relatively low, as required by the Federal Aviation Administration (FAA). The developed area shown in the foreground of Key View 4 would have a maximum building height of 28 ft, or the equivalent of 2 stories. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.13. The proposed project would not aim to significantly change these existing height and scale of development within this area, but rather would continue to promote regional-serving uses at maximum building heights determined by the FAA and the proposed LUE. The recently constructed commercial and office buildings shown in this key view serve as current examples of the scale and overall visual character of new development proposed as part of the Regional-Serving PlaceType. Similar to new development proposed in the area surrounding the Long Beach Airport, new development allowed under the proposed Regional-Serving PlaceType elsewhere in the City would be developed at a similar height and scale as existing development in these areas (including those areas designated as “Major Areas of Change” near Long Beach Memorial, Miller Children’s Hospital, AES Los Alamitos, and the Haynes Generating Station). While future development facilitated by the proposed LUE and UDE would not result in significant changes to the height and scale of uses in areas designated as the Regional-Serving PlaceType, the proposed project would aim to improve the overall visual character of development in these areas. For example, the project proposes to improve the transition between regional-serving facilities and neighboring uses by incorporating enhanced edges, landscaping buffers and thematic design elements linking adjacent areas with regional-serving uses (Policies UD 25-1, UD 25-3, and UD 25-4). Additionally, the proposed project would encourage the provision of courtyards, paseos, and plazas to integrate open space with existing buildings and parking areas to improve the walkability of these areas and to provide better pedestrian connections in the Regional-Serving PlaceType. Therefore, the overall visual quality of existing regional-serving uses would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Area of Change 4: Transition from Industrial Uses to Commercial Uses

- **Key View 5: View from Northbound Cherry Avenue.** Key View 5 shows a view from the northbound lanes on Cherry Avenue, just north of its intersection with I-405. This view is intended to display the current industrial land uses and building heights in this area. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.14. Implementation of the proposed project would promote the conversion of industrial uses to commercial uses with maximum building heights at approximately 2 stories or as required by the FAA. The area in the foreground and background (Boeing facility) of this key view are subject to

height limitations regulated by the FAA. Future buildings in the middle ground and background of this key view, near the Cherry Avenue and Wardlow Road intersection, would be limited to building heights at 3 stories, as indicated in the proposed LUE and UDE. These building heights in the middle ground and background along Cherry Avenue would be substantially higher than existing industrial buildings in this area and in industrial areas proposed for major changes. As such, future development may obstruct distant views of the San Gabriel Mountains from public vantage points and could result in changes to the visual character of existing industrial areas. While the proposed height limits under the proposed LUE would result in a substantial change of the existing visual character shown in Key View 5, the transition to new uses proposed within these areas would include sidewalk improvements, ornamental landscaping, and streetscape furnishings and amenities to improve the visual character of this area. In addition, new commercial uses in these areas would be developed to provide adequate visual transitions from commercial uses to adjacent residential uses (Policy UD 22-1). For example, new commercial uses would include low walls or hedges and streetscape improvements to screen parking lots and enhance the overall visual character of these areas (Policies UD 22-3, UD 22-4, and UD 22-6). Therefore, the overall visual quality of this area would be improved with implementation of the proposed project. Therefore, although future development may impede some distant views of the San Gabriel Mountains (depending on the location of such development), the overall visual quality within this Area of Change would be improved through the streetscape and landscape features described above. Therefore, impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Area of Change 5: Promote Transit-Oriented Development Uses

- **Key View 6: View from intersection of Long Beach Boulevard and PCH.** Key View 6 includes a view from the southbound lanes of Long Beach Boulevard at its intersection with PCH. This view is intended to display the current land uses and building heights in the vicinity of the Metro Blue Line PCH Station. Implementation of the proposed project would promote infill and redevelopment to support transit-oriented development uses with maximum building intensity of 1.00 to 4.00 floor-area-ratio (FAR) (Refer to Table 3.A in Chapter 3.0, Project Description). The Transit Oriented Development-Moderate PlaceType would be the proposed PlaceType visible in Key View 6. While the land use table in the LUE does not establish a height limit for buildings in the Transit Oriented Development-Moderate PlaceType, the height limit along Long Beach Boulevard in this view would be 16 stories and over (240 ft and over) (Refer to Figure 3.4, PlaceType Height Limits). Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.15. As shown in Key View 6, the existing building heights of development in this area range from approximately 1- to 4-stories. As such, buildings constructed at the maximum building height and intensity allowed under the proposed project would be substantially higher than the existing uses along Long Beach Boulevard. The proposed UDE would promote the concentration of mixed uses and higher building intensity nearest the center of the PlaceType and adjacent to transit stations (Policy UD 21-2) and encourage the massing of buildings and setbacks along the Long Beach Boulevard light rail corridor to transition from moderate to low, in order to gracefully handle the transition from more intense to less intense development (Policy UD 21-3). While future development would be at an increased scale in comparison to the existing setting, the proposed project would include the provision of streetscape improvements (Policy UD 21-6) and plazas near bus and major transit stations (Policy UD 21-4) to further enhance the visual character of new development in areas proposed for

development with transit-oriented uses and to provide adequate transitions from these areas to surrounding neighborhoods. The proposed UDE would guide the architectural style of future development to ensure compatibility with the surrounding visual setting. Therefore, the overall visual character would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Area of Change 6: Continue Downtown Development

- **Key View 7: View from Eastbound Ocean Boulevard.** Key View 7 depicts a view of the Downtown area east from Ocean Boulevard. Implementation of the proposed project would continue the development pattern currently implemented in the Downtown area. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.16. The maximum building heights established in this area under the proposed LUE would be approximately 240 ft, which is slightly greater than the height of existing buildings in the Downtown area. Although new development proposed within the Downtown area would be at slightly greater heights than existing development, these buildings would generally be consistent with the overall urban character of the City's downtown. Views of future development would be enhanced by streetscape improvements (i.e., ornamental landscaping and street furnishings) and well-articulated building facades featuring high-quality building materials, as proposed in the UDE (Policy UD 26-4). Furthermore, structures proposed in the Downtown area, such as those proposed at a maximum height of 240 ft on the south side of Ocean Boulevard, would be consistent with the height and scale of the nearby multi-family residential dwellings. Therefore, because existing buildings in the Downtown area typically have higher building heights than other portions of the City and because the proposed project would include aesthetic improvements within the Downtown area, the overall visual character of the City's Downtown would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.
- **Key View 8: View from Southbound Long Beach Boulevard.** Key View 8 depicts a southwestern view of Downtown buildings in from Long Beach Boulevard. Implementation of the proposed project would encourage high-density and mixed-use development in the Downtown area. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.16. Future projects would be located near transit stops and existing neighborhood serving uses. The maximum building heights established in this area under the proposed LUE would be approximately 240 ft, which could result in structures that are substantially higher than the existing buildings in the key view but would be consistent with the urban character of the Downtown area. Furthermore, views of future development would be enhanced by streetscape improvements (i.e., ornamental landscaping and street furnishings) and well-articulated building facades featuring high-quality building materials, as proposed in the UDE (Policy UD 26-4). Therefore, the overall visual character of the Downtown area would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.
- **Key View 9: View from Southbound Long Beach Boulevard.** Key View 9 depicts a view of transit facilities on 1st Street facing west from Long Beach Boulevard. 1st street is a one-way street that functions as a key location for transit in the Downtown area. Due to its proximity to the confluence of multiple forms of public transportation, this area is targeted for both Downtown

and transit-oriented development. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.16. The proposed project would continue to encourage development in the Downtown area with a particular emphasis on transit-oriented development. The maximum building heights established in this area under the proposed LUE would be approximately 240 ft, which would be greater than most existing uses in the Downtown area. However, as previously noted, the proposed maximum building heights would be consistent with the urban character of the Downtown area and. Furthermore, views of future development would be enhanced by streetscape improvements (i.e., ornamental landscaping and street furnishings) and well-articulated building facades featuring high-quality building materials, as proposed in the UDE (Policy UD 26-4). Therefore, the overall visual character of the Downtown area would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Area of Change 7: Promote Infill and Redevelopment to Support Transit

- **Key View 10: View from Northbound Pacific Coast Highway.** Key View 10 shows a view of the Traffic Circle area from the northbound lanes on PCH. Implementation of the proposed project would promote infill development to support transit. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.17. The maximum allowable building heights in this area would be approximately 5 stories, which would be visibly taller than the existing development ranging from 1-to 2-stories in height (with the exception of a nearby existing office building that is 4 stories on the western side of PCH). However, the visual quality of this area would be enhanced by streetscape improvements (Policy UD 22-3) and the development of new buildings with a transition in scale between the automobile-oriented corridor and the adjacent neighborhood (Policy UD 22-2) that would improve existing blighted and/or underutilized parcels within the Traffic Circle area. Therefore, the overall visual character of this area would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.
- **Key View 11: View from Southbound Redondo Avenue.** Key View 11 shows a view southbound from the intersection of Redondo Avenue and Anaheim Street. The existing scale of development in this area varies, but generally consists of low- to moderate- building densities. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.17. The proposed project would promote infill development to support transit along the Redondo Avenue corridor. The Neighborhood-Serving Center or Corridor-Moderate PlaceType would be the proposed PlaceType visible in this key view and along the Redondo Avenue corridor. Future development would be permitted to be at approximately 4 stories at major intersections and 3 stories along the remainder of the Redondo Avenue corridor. Given the relatively low to moderate building heights and density in this area, future buildings constructed at the maximum building heights along Redondo Avenue would be visibly taller than the existing commercial/retail and residential structures. Building heights at corridor intersections would represent the tallest permitted buildings along this portion of the corridor, with maximum building heights decreasing between intersections (Policy UD 21-1). This gradual increase of building heights would enable continuity in form and a pattern of building articulation. Further, the visual quality of this area would be enhanced by streetscape improvements (Policy UD 21-6) and the gateway elements that help define neighborhood edges and provide transitions into center development along lengthy corridors (Policy UD 21-5). The development of new buildings and streetscape improvements would improve existing blighted and/or underutilized parcels in this

area. Therefore, the overall visual character of this area would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Area of Change 8: Redevelop to the Highest and Best Use

- **Key View 12: View from East Ocean Boulevard.** Key View 12 shows a view looking northwest from Ocean Boulevard, west of its intersection with Bennett Avenue in the Belmont Pool area. This view displays the existing scale of development, which currently maintains a 35-foot height limit for buildings. However, it should be noted that the Belmont Pool Facility was approximately 60 ft in height¹. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.18. The proposed project would allow development of buildings in this Key View area at 4 stories in the Waterfront PlaceType and approximately 3 stories in the Multi-Family-Low PlaceType, which would be similar to the existing 1- and 2-story structures in the area. However, plans for the proposed Belmont Pool Replacement Facility include a structure that will be similar in scale but at a greater height than the previous building, which was approximately 60 ft in height. New development in this area would develop attractive gateway elements (Policy UD 27-4), promote and preserve street design characteristics unique to each Waterfront PlaceType (Policy UD 27-5), and encourage pedestrian-scaled building details (Policy UD 27-10), which would encourage the establishment of new uses on blighted or underutilized parcels to promote the revitalization of the Belmont Pier area. Furthermore, the proposed project would aim to improve the visual quality of this area through the provision of pedestrian amenities and streetscape improvements. Therefore, the overall visual character of this area would be improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.
- **Key View 13: View southeast from intersection of 2nd Street and PCH.** Key View 13 shows a view looking southeast from the intersection of 2nd Street and PCH in the Southeast area. This view displays the existing scale of development in SEADIP area near the Alamitos Bay Marina. Examples of the viewscales and scale of development envisioned for this area are shown on Figure 4.1.18. The proposed project notes that the City's Zoning Code (SEADIP would be applicable) would determine the maximum height limits of buildings shown in this key view, 30 ft for residential uses and 35 ft for non-residential uses, which would be similar to the existing buildings and structures in this area. Although the height limits under the proposed project would result in a minor change in the existing visual character, new development in this area would include attractive gateway elements (Policy UD 27-4), promote and preserve street design characteristics unique to each Waterfront PlaceType (Policy UD 27-5), and encourage of pedestrian-scaled building details (Policy UD 27-10). The proposed project would encourage the establishment of new uses on blighted or underutilized parcels to promote the revitalization of the SEADIP area. New development in this area would also be required to adhere to the development standards set forth in the SEADIP policy document. A new SEADIP policy document was in preparation at the time of analysis within this EIR. The proposed LUE and UDE would incorporate by reference the policies adopted in the new SEADIP, and, therefore, would be consistent with the SEADIP. Therefore, the overall visual character of this area would be

¹ The Belmont Pool Building was demolished in February 2015 due to seismic safety concerns. Plans for the new replacement facility are ongoing at this time.

improved with implementation of the proposed project. Impacts to the visual character and quality of this area would be less than significant, and no mitigation is required.

Long Term Impacts. As previously stated, there are no City-designated scenic viewpoints on the planning area, nor are there designated scenic resources for which the City requires view protection. However, scenic resources afforded to the City include the Pacific Ocean, Port of Long Beach, the Long Beach Marinas, San Gabriel Mountains, and Santa Ana Mountains. Because these scenic resources are visible from several areas within the City, views from the planning area are considered to contain scenic vistas.

Approval of the proposed project would allow for future development that could permanently alter the existing visual character of the City and may result in the potential isolated obstruction of the scenic vistas identified above. However, views of these natural landforms would not be permanently obstructed by the development envisioned under the proposed project. Despite being less visible from vantage points within the City, no substantial adverse effects related to the obstruction of views of the San Gabriel and Santa Ana Mountains would occur as a result of development envisioned by the proposed project. For example, higher-density development that could obstruct views of these resources would primarily occur within the Major Areas of Change and would not occur throughout the City, thereby limiting the vantage points within the City from which views of these resources would be obstructed.

In addition, the proposed project also includes the continued preservation of existing open space areas within the City, which would preserve the existing character of these portions of the planning area. Project approval would also encourage the creation of new neighborhood parks and parklets in more urban areas that would serve as public areas for all community members to enjoy scenic views from the planning area. These areas would preserve opportunities to observe distant views of the Pacific Ocean, Port of Long Beach, San Gabriel Mountains, and Santa Ana Mountains.

While the visual character of the City would be altered as a result of development envisioned as part of the proposed project, the proposed UDE establishes goals, policies, strategies, and development standards to guide the quality and aesthetic value of future development in the City. All future proposed projects within the City will require submittal and approval of detailed plans and project-specific environmental review. Approval of project-specific site plans would ensure that all future development within the City would be consistent with the City's design requirements, including those outlined in the proposed UDE, and would ensure consistency with the visual character of existing development within the City. Further, the proposed project would incorporate goals, policies, strategies, and recommendations intended to avoid, reduce, offset, or otherwise minimize potential adverse impacts to the overall visual character associated with new development followed by project approval. Therefore, the proposed project would not substantially degrade the visual character of the City, and no mitigation would be required.

Threshold 4.1.4: Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

Less than Significant Impact. As stated previously, existing sources of light in the project vicinity include headlights on nearby roadways; building facade and interior lighting; pole-mounted lighting

in the parking areas; and lighting associated with regional serving uses such as the Port of Long Beach, Long Beach Airport, and entertainment activities at the Pike at Shoreline Village. Adjacent residential areas, public facility uses (including roadways and highways), commercial uses, and industrial uses also currently emit light and glare. Lighting from existing distant development within the region and surrounding cities also contributes to the background lighting within the City.

While the proposed project itself would not result in direct sources of light or glare, future development facilitated by the proposed project would introduce new sources of light to the City that are typical of development projects. Lighting proposed as part of future projects would vary by development type; examples of light sources include street lights along roadways and sidewalks, accent lighting, and night-time security lighting. All building and landscape lighting would be consistent with the design standards established in the proposed UDE and the City's Municipal Code. All parking area and structure lighting would be designed with lights directed and shielded to prevent light and glare from intruding onto adjacent sites and as outlined in Section 21.41.259, Parking areas—Lighting, of the Zoning Code. On-site landscaping proposed as part of new development projects would reduce glare and would serve to screen light sources to reduce the visual impact of lighting from buildings and parking lots. Although future development would introduce new sources of light that would contribute to the light visible in the night sky and surrounding area, the planning area is located within a highly urbanized area that is currently characterized by significant nighttime lighting. As such, the proposed project's impact related to light and glare would be less than significant as future allowable uses proposed as part of the project are similar to existing uses currently emitting light and glare.

The proposed project envisions future development of buildings and structures with a variety of materials, which may include reflective materials. Each future development project would be subject to project-level CEQA review at the time such project is under consideration by the City. The City would review site plans and architectural renderings for the presence of reflective materials, assess potential impacts related to light and glare, and propose mitigation, if necessary. Potential mitigation measures could require the project applicant to prepare a lighting plan, a photometric study for review and approval, or undergo a lighting inspection. These measures are intended to minimize the impacts of new sources of light and glare on adjacent land uses, limit lighting to that necessary for security, and ensure that lighting is shielded to reduce glare and spill lighting effects to residential areas. The proposed project, which is a policy document, is not expected to result in a substantial increase in the amount of light and glare in the project area. Impacts are, therefore, considered less than significant.

4.1.9 Mitigation Measures

The proposed project would not result in any significant adverse impacts related to aesthetics. No mitigation is required.

4.1.10 Cumulative Impacts

As defined in the *State CEQA Guidelines*, cumulative impacts are the incremental effects of an individual project when viewed in connection with the effects of past, current, and probable future projects within the cumulative impact area for aesthetics. The project proposes an update to the City's General Plan that would affect development patterns throughout the City. As such, because the

proposed project is a City-wide policy action that would facilitate future development throughout the entire City, the proposed project itself is cumulative in nature.

Cumulative visual impacts would occur if the visual character of the planning area or the immediately adjacent areas would be degraded by the proposed project in combination with other past, present, or reasonably foreseeable projects, thereby having a substantial negative effect on the surrounding aesthetics, including visual character, views, and light/glare and shade/shadow conditions. The cumulative study area for visual resources for the proposed project is the City's viewshed. The viewshed from the planning area includes vantage points with views of the Pacific Ocean, the Port of Long Beach, Long Beach marinas, the San Gabriel Mountains, and the Santa Ana Mountains.

As described previously, future development facilitated by the proposed project would change the visual character of the planning area, specifically within the Major Areas of Change, as compared to existing conditions. While the existing character of the planning area would be substantially changed compared to existing conditions, the site design, landscaping, and architectural design of future projects would be required to be consistent with goals, policies, strategies, and development standards established by the proposed UDE, which are intended to avoid, reduce, offset, or otherwise minimized identified potential adverse impacts of the proposed project or provide significant benefits to the community and/or to the physical environment. Future projects would also be required to go through the environmental, architectural, and site plan review and approval process. Furthermore, development envisioned by the proposed project within the 14 PlaceTypes is intended to improve the overall visual character of the City through new development projects that would shape the urban environment of the City, while preserving existing development that define its unique aesthetic character. Therefore, future projects envisioned by the proposed project would result in less than significant impacts related to the degradation of the overall visual character of the City.

The proposed project would introduce new sources of light and glare on the planning area as a result of future development projects facilitated by project approval. As previously stated, uses permitted under the proposed PlaceTypes would introduce more lighting due to the higher building densities as allowed by the proposed project. However, because the City is currently characterized as an urban environment with existing high levels of light pollution, light emitted by future development projects would not result in a cumulatively significant visual impact related to light and glare.

4.1.11 Level of Significance after Mitigation

The proposed project would not result in significant unavoidable adverse impacts related to aesthetics or visual resources.

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Major Area of Change 1: More Open Space



Key View 1: View from Studebaker Road

LSA

FIGURE 4.1.3

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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Major Area of Change 2: Convert to Neo-Industrial Uses



Key View 2: View from Paramount Boulevard



Key View 3: View from Westbound Victoria Street

LSA

FIGURE 4.1.4

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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Major Area of Change 3: Promote Regional-Serving Uses



Key View 4: View from intersection of Lakewood Boulevard and Cover Street

LSA

FIGURE 4.1.5

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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Major Area of Change 4: Transition from Industrial Uses to Commercial Uses



Key View 5: View from Northbound Cherry Avenue

LSA

FIGURE 4.1.6

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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Major Area of Change 5: Promote Transit-Oriented Development Uses



Key View 6: View from intersection of Long Beach Boulevard and PCH

LSA

FIGURE 4.1.7

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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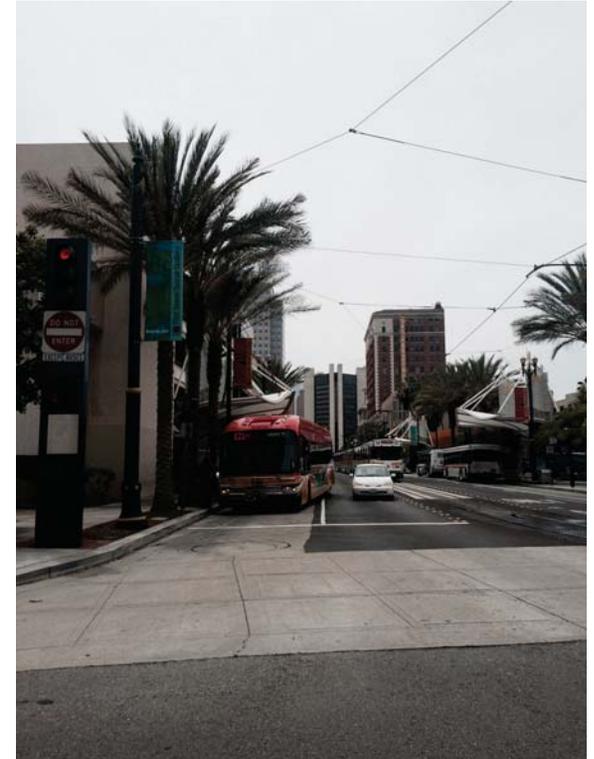
Major Area of Change 6: Continue Downtown Development



Key View 7: View from Eastbound Ocean Boulevard



Key View 8: View from Southbound Long Beach Boulevard



Key View 9: View from Southbound Long Beach Boulevard

LSA

FIGURE 4.1.8

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Major Area of Change 7: Promote Infill Development to Support Transit



Key View 10: View from Northbound Pacific Coast Highway



Key View 11: View from Southbound Redondo Avenue

LSA

FIGURE 4.1.9

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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Major Area of Change 8: Redevelop to Highest and Best Use



Key View 12: View from East Ocean Boulevard



Key View 13: View southeast from intersection of 2nd Street and PCH

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FIGURE 4.1.10

*Long Beach General Plan
Land Use and Urban Design Elements
Key Views of Major Areas of Change*

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El Dorado Park Nature Center.



Rotary Centennial Park.



Heartwell Park baseball fields.

Marina Vista Park includes shade trees, gentle hills and room for organized sports, including tennis, soccer and baseball.



Los Angeles River and River Trail.



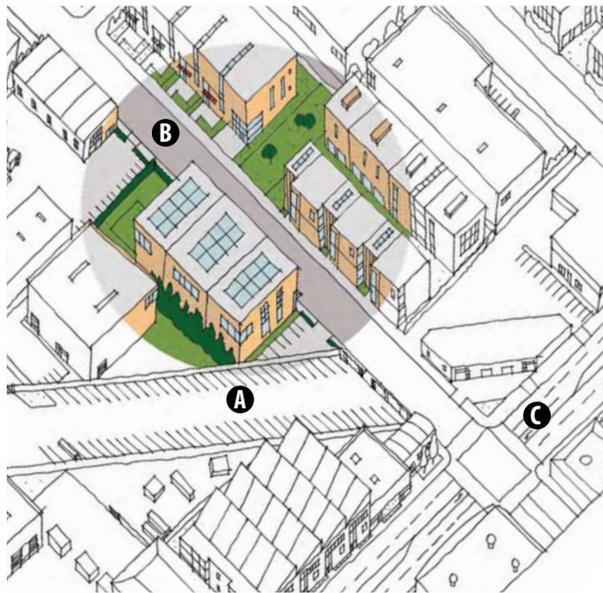
El Dorado Park Nature Center grounds.

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FIGURE 4.1.11

*Long Beach General Plan
Land Use and Urban Design Elements
Example of Views from Major Areas of Change:
More Open Space*

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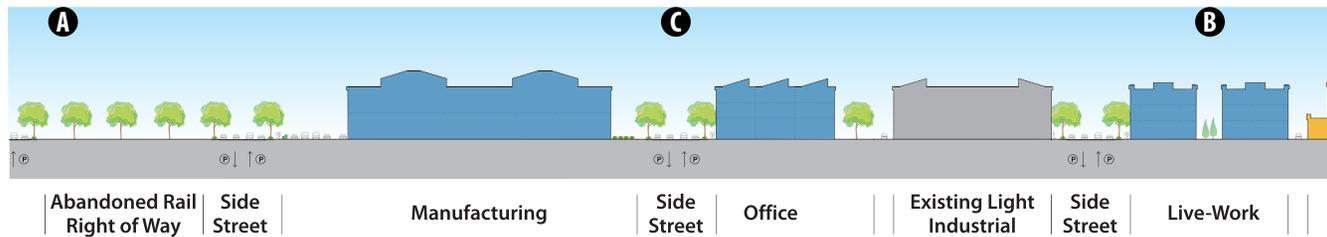
Neo-Industrial Bird's-Eye View

- A** Incorporate buffers between industrial and residential uses.
- B** Provide better connections by improving bikeways and pedestrian pass-throughs along shared use alleys.
- C** Enhance and encourage streetscape furnishings and amenities, street trees, medians, and parkways.

Innovative start-up businesses and creative design offices.



Neo-Industrial Cross Section



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FIGURE 4.1.12

*Long Beach General Plan
Land Use and Urban Design Elements
Example of Views from Major Areas of Change:
Convert to Neo-Industrial Uses*

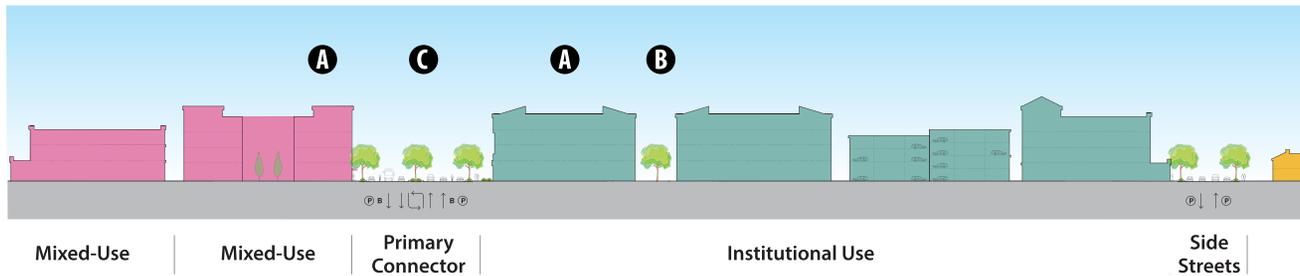
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Regional-Serving Facility Bird's-Eye View

- A** Create campus identity through streetscape enhancement and architectural treatment.
- B** Provide better connections by improving bikeways and pedestrian pass-throughs along shared use alleys.
- C** Enhance and encourage streetscape furnishings and amenities, street trees, medians, and parkways.

Regional-Serving Facility Cross Section



Miller Children's Hospital Long Beach.



Long Beach City College Liberal Arts Campus.



Long Beach Airport.



CSULB Student Recreation & Wellness Center.



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FIGURE 4.1.13

*Long Beach General Plan
Land Use and Urban Design Elements*
Example of Views from Major Areas of Change:
Promote Regional-Serving Uses

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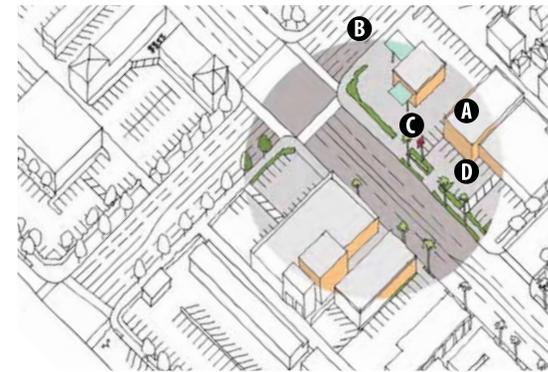
Located at Carson Street and the I-605 freeway, the Long Beach Towne Center offers a mix of retail, dining and entertainment uses.



The street wall encompasses the dynamic relationship amongst the building, building façade, sidewalk zone, and the street.



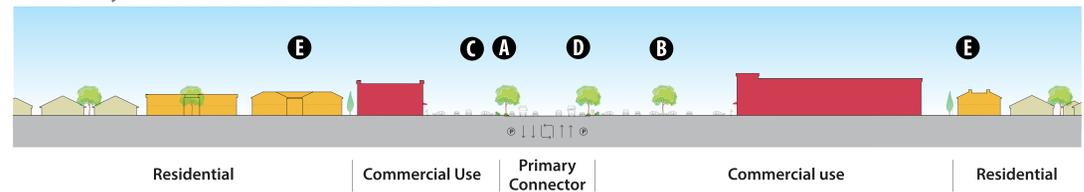
Auto-oriented development.



Community Commercial Centers and Corridors
Bird's-Eye View

- A** Improve sidewalk widths with future setbacks at new development.
- B** Provide landscaping as buffer from surface parking lots.
- C** Minimize curb cuts to increase pedestrian safety.
- D** Encourage streetscape furnishings and amenities.
- E** Transition from commercial to multifamily and single-family residential adjacent to neighborhoods.

Community Centers and Corridors Cross Section



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FIGURE 4.1.14

Long Beach General Plan
Land Use and Urban Design Elements
Example of Views from Major Areas of Change:
Transition from Industrial Uses to Commercial Uses

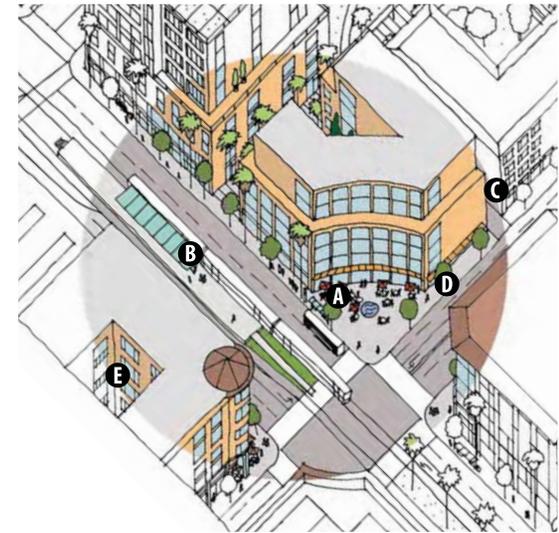
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Olive Court condominiums are within a short walking distance to the Pacific Coast Highway Metro Blue Line Station.



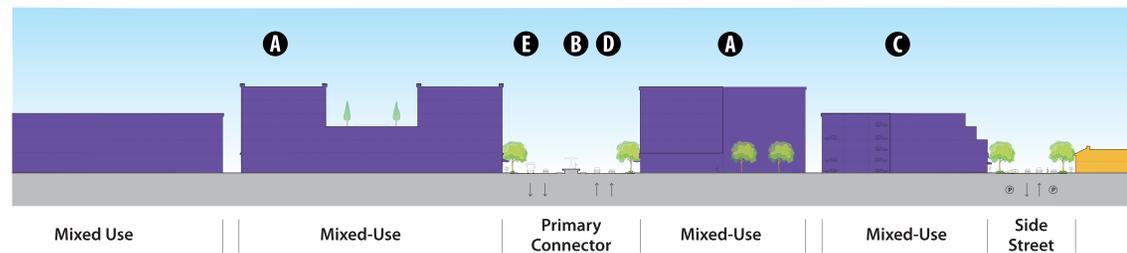
Transit-oriented development along transit lines.



Transit-Oriented Development Bird's-Eye

- A** Ensure neighborhood amenities are within walkable proximity (i.e., parks, public facilities, commercial, transit).
- B** Develop entry to transit station.
- C** Provide off-street parking to alleviate on-street parking demands. Provide bicycle parking facilities to encourage bicycle use.
- D** Encourage streetscape furnishings and amenities.
- E** Provide courtyards, paseos, and public plazas.

Transit-Oriented Development Cross Section



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1st Street Transit Gallery.



Urban residential apartments.



Pedestrian-friendly streetscape with enhanced paving.



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FIGURE 4.1.16

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The Long Beach Senior Arts Colony is within a block of the Anaheim Street Metro Blue Line Station.



Burnett Apartments is an example of infill development on Long Beach Boulevard, providing housing in close proximity to public transit.



FIGURE 4.1.17

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*Long Beach General Plan
Land Use and Urban Design Elements*

Example of Views from Major Areas of Change:
Promote Infill and Redevelopment to Support Transit

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Belmont Shore.



Jack Nichol Park.



Belmont Shore Pier.

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FIGURE 4.1.18

*Long Beach General Plan
Land Use and Urban Design Elements
Example of Views from Major Areas of Change:
Redevelop to Highest and Best Use*

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