

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, and evaluates the potential for changes in aesthetic character that could result from implementation of the proposed General Plan Land Use and Urban Design Elements Project (proposed project). This section also evaluates the potential loss of existing visual resources, effects on public views, visual compatibility with existing uses, and light and glare impacts.

Information presented in this section is based on photographs of the planning area during field surveys and site visits; renderings of potential future development plans; PlaceTypes designated in the proposed Land Use Element (LUE) (March 2018) (Appendix H); design guidelines outlined in the proposed Urban Design Element (UDE) (March 2018) (Appendix H); and the City of Long Beach (City) General Plan Open Space and Recreation (2002), Conservation (1973), and Scenic Routes (1975) Elements.

4.1.2 CEQA Baseline

Since the time the Notice of Preparation (NOP) was published (May 2015), new development has occurred throughout the City, including within the eight Major Areas of Change. In addition, there has been significant public interest in project-related impacts with respect to aesthetic resources. As such, the analysis in this section has been revised to place an emphasis on aesthetic changes that would occur as a result of project implementation within each of the nine Community Plan areas rather than emphasizing only the eight Major Areas of Change (refer to Figures 3.2, Community Plan Areas, and 3.6, Major Areas of Change, in Chapter 3.0, Project Description). While the eight Major Areas of Change are considered throughout this section, the analysis also includes discussion about areas within the City that will experience negligible change.

The PlaceTypes and PlaceTypes Heights Maps included in the proposed LUE were substantially revised in response to community input on the project since the 2016 Draft EIR was released (refer to Chapter 3.0, Project Description, for further discussion related to project changes). As such, this section evaluates aesthetic impacts resulting from the revised project.

4.1.3 Methodology

4.1.3.1 Key Concepts and Terminology

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

- **Scenic Resource:** Scenic resources are defined as natural or man-made elements that contribute to an area's scenic value and are visually pleasing. Scenic resources include landforms, vegetation, water, or adjacent scenery and may include a cultural modification to the natural environment. 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. The most prominent scenic resources in the planning areas are the Port of Long Beach, Pacific Ocean, and associated beaches.

- **Scenic Vista:** A scenic vista is viewpoint that provides expansive views of a highly valued landscape for the public's benefit. 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.

Scenic vistas within the planning area include views of the Pacific Ocean, the Los Cerritos Wetlands, Jack Dunster Marine Biological Reserve, Golden Shore Marine Biological Reserve Park, and the Dominguez Gap Wetlands. Views of distant mountain ranges, such as the San Gabriel, San Bernardino, and Santa Ana Mountains, also constitute scenic vistas within the planning area.

- **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.
- **Scenic Corridors:** Scenic corridors are channels that facilitate movement (primarily by automobile, transit, bicycle, or foot) from one location to another with expansive views of natural landscapes and visually attractive man-made development. Scenic corridors analyzed under the California Environmental Quality Act (CEQA) typically include State-designated scenic highways.
- **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.
- **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.

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.

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.

- **Vividness:** Vividness is the visual power or memorability of landscape components as they combine in striking and distinctive visual patterns. For example, the view of the Grand Canyon would be rated high for vividness. In the City, views of the Port of Long Beach would be rated high for vividness.
- **Intactness:** Intactness is 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. For example, the view of a two-lane road meandering through the countryside would be rated high for intactness. In the City, views of the Alamitos Bay from Vista Marina Park would be rated high for intactness.
- **Unity:** Unity is 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. For example, the view of an English or Japanese garden would be rated high for unity. In the City, views of the Pacific Ocean 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.

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.

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).

Shade/Shadow. Prolonged periods of shade and shadowing have the potential to negatively affect the character of certain land uses. Shadow-sensitive uses include routinely used outdoor spaces associated with residential, recreational, or institutional land uses; commercial uses, such as pedestrian-oriented outdoor spaces or restaurants with outdoor seating areas; nurseries; and existing solar collectors/panels.

4.1.3.2 Analysis Approach

As stated above, 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, proportion, and factors described above. 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 Recirculated Draft EIR includes both the proposed LUE and UDE of the City's General Plan, and because specific design plans for new development occurring as a result of project approval are not known at this time, 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. Consideration is also given to the visual effects of the proposed project assuming the anticipated General Plan build out.

In order to evaluate the potential visual effects of the proposed project, the existing visual setting of the planning area is compared 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, one key view from within each of the eight Major Areas of Change was selected to demonstrate the visual character and approximate massing of existing uses and potential development within areas targeted for change. Eleven additional key views are included in this analysis to demonstrate views from various public vantage points and areas of special interest to the public as expressed or commented on during the public review for the Draft EIR (September 2016). In many instances, these key views do not represent a Major Area of Change, but are included in this analysis to provide information regarding project-related changes to aesthetic resources in the planning area. In total, 19 key views are considered in this aesthetics analysis.

Key views were taken from public roadways and not from private property. 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. All figures are provided at the end of this section.

Figures 4.1.3-1 through 4.1.3-19, Key Views, illustrate each of the 19 key views selected for this analysis. Where prominent changes are anticipated to occur, renderings of the post-project condition have been provided to represent new development envisioned under the proposed project. These key views include two iterations of the view: (1) an Existing Conditions view, which shows the viewshed in its existing state, and (2) a Project Rendering, which shows the future viewshed facilitated by approval of the proposed project. However, key views without renderings have also been included to illustrate several areas of the City that are not anticipated to experience significant changes in land use patterns that would affect the existing visual character (these key views only include the Existing Conditions view). The Project Renderings are representative of scale, mass, and proportion of future development subsequent to the approval of the proposed project; the key views do not represent actual proposed build-out conditions following implementation of the project as future development plans are not known at this time. Instead, Project Renderings should be considered conceptual representations of potential future development.

4.1.4 Existing Environmental Analysis

4.1.4.1 Visual Resources

Scenic Resources. Scenic resources are natural or man-made features that are aesthetically pleasing and contribute to the definition of a community. Examples of scenic resources include trees and landscaping, rock outcroppings, historic buildings, and public art. Scenic resources within the planning area include the Pacific Ocean, the Port of Long Beach, the San Gabriel, San Bernardino, and Santa Ana Mountains, and the Los Cerritos Wetlands. 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 from 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. Views of the Los Cerritos Wetlands are visible from the Southeast Area Specific Plan (SEASP) planning area and provide expansive views of native wetlands vegetation, including facilities associated with oil operations such as oil derricks and mechanical buildings that are part of the overall landscape. However, the most prominent scenic resources within the planning area are the Pacific Ocean and the associated beaches and marinas located along the City's coastline. 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.

Scenic Vistas. As previously stated, scenic vistas are viewpoints that provide expansive views of a highly valued landscape for the public's benefit. Scenic vistas within the planning area include views of the Pacific Ocean, the Los Cerritos Wetlands, the Jack Dunster Marine Biological Reserve, Golden Shore Marine Biological Reserve Park, and the Dominguez Gap Wetlands. Views of distant mountain ranges, such as the San Gabriel, San Bernardino, and Santa Ana Mountains, also constitute scenic vistas within the planning area. However, the Pacific Ocean is the most prominent visual asset in the planning area.

Sensitive View. As previously stated, 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.

Scenic Corridors. As previously stated, scenic corridors are defined as roadways and thoroughfares that provide expansive views of natural landscapes and attractive man-made developments. According to the Caltrans Scenic Highway Mapping System, there are no State-designated scenic highways in the planning area; however, Pacific Coast Highway (PCH) is considered to be an Eligible State Scenic Highway.¹ Existing scenic corridors and routes in the City are designated in the City's General Plan SRE for the purpose of preserving scenic views afforded to pedestrians, motorists, and bicyclists traveling throughout the City. Specifically, the SRE classifies the following four categories of scenic routes: (1) Recreational Scenic Route, which spans 33 miles and offers views of parks and recreational amenities (2) Historical-Cultural Scenic Route, which spans 21 miles and connects the City's historic and cultural resources (3) Industrial-Educational Scenic Route, which traverses the southwestern portion of the City and highlights industrial areas and transport activity nodes, including the Port of Long Beach, and (4) Bicycle Scenic Route, which spans 52 miles and utilizes flood control channels, beach and park easements, railroad and utility rights-of-way, and other routes deemed suitable for cyclists.

Visual Character. The planning area includes the entire 50 square miles within the limits of the City that are framed by natural and man-made features. Most notably, the Pacific Ocean frames the

¹ Caltrans Scenic Highway Mapping System. Website: http://www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/ (accessed September 25, 2018).

southern waterfront edge of the City. The San Gabriel River and Coyote Creek define the eastern edge of the planning area; Port-related facilities, the Los Angeles River, and developed areas form the eastern edge of the City; and developed areas form the northern edge of the City.

The planning area is almost entirely developed with a mix of residential, commercial, industrial, recreational, and institutional uses. The majority of the planning area is characterized by low-to-moderate-density residential uses (approximately one- to two-stories in height) located throughout the City; however, the Downtown and Port areas serve as visual focal points for inland and coastal areas of the City (refer to Figure 4.1.1, Downtown Aerial View, for a depiction of the building intensity in the City's Downtown area). In addition, the entertainment activities at Rainbow Harbor combine with the visual landscapes of the Downtown and Port 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.

Neighborhood Visual Character. The visual character of the planning area is variable depending on the viewer's location within the City. Generally, the planning area can be defined by its community plan areas, which vary by the mix of land uses and architectural character. The planning areas are comprised of the following nine primary community plan areas (refer to Figure 3.2, 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 summarized below, along with a description of the existing visual setting of key views within each neighborhood.

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 predominantly characterized by low-scale development largely consisting of residential, commercial, industrial, and institutional uses. The residential uses in this area are typically one- and two-story single-family dwellings and multifamily dwellings generally not exceeding four 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 buildings 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.

Key View 1: View of 2400 East Artesia Boulevard: Key View 1 shows a view looking northwest from East Artesia Boulevard and Paramount Boulevard in North Long Beach. This vantage point was chosen because it represents an area currently characterized by industrial and commercial uses that would be converted to the Neo-Industrial (NI) PlaceType under the proposed project, which allows office, manufacturing, and commercial development (refer to Figure 4.1.3-1). This vantage point represents a Major Area of Change (Convert to Neo-Industrial Uses).

Key View 2: View of 5368 Atlantic Avenue: Key View 2 shows a view looking southeast from Atlantic Avenue, south of Market Street, in North Long Beach. As illustrated by Figure 4.1.3-2, the existing visual character of this neighborhood is defined by commercial and industrial uses and mature landscaping. This vantage point was chosen because it represents the

Neighborhood-Serving Center or Corridor - Low (NSC-Low) PlaceType, which allows mixed-use development. This vantage point is not within a Major Area of Change

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 predominantly 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.

Key View 3: View from Cherry Avenue: Key View 3 shows a view looking northeast from Cherry Avenue in Bixby Knolls. As illustrated by Figure 4.1.3-3, the existing visual character of this neighborhood is defined by industrial uses that would be converted to commercial and office uses under the proposed project. This vantage point was chosen because it represents a Major Area of Change (Transition from Industrial Uses to Commercial Uses).

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 one- and two-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 Century Villages at Cabrillo (CVC) development is located north of PCH and east of State Route 103 (SR-103), the Terminal Island Freeway. The CVC is a 27-acre multifamily development and 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 CVC provides transitional and permanent supportive housing for children, veterans suffering from post-traumatic stress disorder (PTSD), aging veterans, and other homeless persons with dual diagnosis, such as substance abuse and mental illness.

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.

Key View 4: View of the 3100 Block of Cedar Avenue: Key View 4 shows a view looking north on the 3100 block of Cedar Avenue in the Wrigley neighborhood. As illustrated by Figure 4.1.3-4, the visual character of this area is currently defined by low-density residential uses and mature landscaping. This vantage point was chosen because it represents the Founding and Contemporary Neighborhood (FCN) PlaceType, which allows low-density residential development. This vantage point is not within a Major Area of Change.

Key View 5: View of 701 West Willow Street: Key View 5 shows a view looking northeast from West Willow Street and Orange Avenue in the Wrigley neighborhood. As illustrated by Figure 4.1.3-5, the existing visual character of this neighborhood is defined by low-density neighborhood-serving commercial uses. This vantage point was chosen because it represents the Neighborhood-Serving Center or Corridor - Low (NSC-Low) PlaceType, which allows mixed-use development. This vantage point is not within a Major Area of Change.

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 (one- and two-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.

Key View 6: View of 3490 Spring Street: Key View 6 shows a view looking southeast from Spring Street, west of Redondo Boulevard, in the Eastside neighborhood of Long Beach. As illustrated by Figure 4.1.3-6, the visual character of this neighborhood is currently defined by low-density commercial and office uses. This vantage point was chosen because it represents the Regional-Serving Facility (RSF) PlaceType. Due to its proximity to the Long Beach Airport, the maximum allowable height is regulated by the Federal Aviation Administration (FAA). This vantage point represents a Major Area of Change (Promote Regional-Serving Uses).

Key View 7: View of 3455 North Studebaker Road: Key View 7 shows a view looking northwest from North Studebaker Road, north of Wardlow Road, in the Eastside neighborhood of Long Beach. As illustrated by Figure 4.1.3-7, the visual character of this neighborhood is currently defined by low-density residential uses. This vantage point was chosen because it represents the Founding and Contemporary Neighborhood (FCN) PlaceType, which allows low-density residential development. This vantage point is not within a Major Area of Change and does not include a future viewshed rendering.

Key View 8: View of 6235 Spring Street: Key View 8 shows a view looking northwest from Spring Street, west of Palo Verde, in the Eastside neighborhood of Long Beach. As illustrated by Figure 4.1.3-8, the visual character of this neighborhood is currently defined by commercial uses of varying intensities. This vantage point was chosen because it represents the Community Commercial (CC) PlaceType. This vantage point is not within a Major Area of Change.

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 multifamily 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.

Key View 9: View of 1750 Pacific Avenue: Key View 9 shows a view looking west from Pacific Avenue, south of PCH, in Central Long Beach. As illustrated by Figure 4.1.3-9, the visual character of this neighborhood is currently defined by commercial uses of varying intensities. This vantage point was chosen because it represents the Transit-Oriented Development - Low (TOD-L) PlaceType, which allows mixed-use development. This vantage point represents a Major Area of Change (Promote Transit-Oriented Development Uses).

Key View 10: View of 1006 Junipero Avenue: Key View 10 shows a view looking northeast from Junipero Avenue and 10th Street in Central Long Beach. As illustrated by Figure 4.1.3-10, the visual character of this neighborhood is currently defined by light industrial and commercial uses of varying intensities and low-density residential uses. This vantage point was chosen because it represents the Multi-Family Residential - Low (MFR-L) PlaceType, which allows low-density, multifamily residential development. This vantage point is not within a Major Area of Change.

- 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 multifamily 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.

Key View 11: View of 4874 East Los Coyotes Diagonal: Key View 11 shows a view looking southeast from East Los Coyotes Diagonal, east of Lakewood Boulevard, in the Traffic Circle neighborhood. As illustrated by Figure 4.1.3-11, the visual character of this neighborhood is currently defined by medium-density residential uses. This vantage point was chosen because it represents the Multi-Family Residential - Moderate (MFR-M) PlaceType, which allows medium-density residential, commercial, and community-serving uses. This vantage point represents a Major Area of Change (Promote Infill and Redevelopment to Support Transit).

- 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 (refer to Figure 4.1.1, Downtown Aerial View). This area maintains its urbanized downtown character through minimal building setbacks, mixed-use buildings, and transit-oriented development.

Key View 12: View of 1056 Pacific Avenue: Key View 12 shows a view looking northwest from Pacific Avenue, north of 10th Street, in Downtown Long Beach. As illustrated by Figure 4.1.3-12, the visual character of this neighborhood is currently defined by medium-density residential uses and commercial uses of varying intensities. This vantage point was chosen because it represents the Downtown (DT) PlaceType, which allows high-density, mixed-use development. This vantage point represents a Major Area of Change (Continue Downtown Development).

Key View 13: View from East Shoreline Drive: Key View 13 shows a view looking southeast from East Shoreline Drive in Downtown Long Beach. As illustrated by Figure 4.1.3-13, the visual character of this neighborhood is currently defined by recreational uses and views of the Pacific Ocean. This vantage point was chosen because it represents an aesthetic resource. This vantage point is not within a Major Area of Change and does not include a future viewshed rendering.

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 multifamily developments are located along Ocean Boulevard. Generally, these high-rise developments range from 10- to-20 stories in height. 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 commercial buildings within the area ranges from one- to two-stories, with a general increase in building heights on the south side of Ocean Boulevard.

Key View 14: View of 1911-1990 East 7th Street: Key View 14 shows a view looking northeast from East 7th Street and Cherry Street in the Midshore neighborhood. As illustrated by Figure 4.1.3-14, the visual character of this neighborhood is currently defined by low-intensity commercial uses and medium-density residential uses. This vantage point was chosen because it represents the Neighborhood-Serving Community - Moderate (NSC-M) PlaceType, which allows medium-density, mixed-use development. This vantage point represents a Major Area of Change (Promote Infill and Redevelopment to Support Transit).

Key View 15: View from East 1st Street: Key View 15 shows a view looking east from East 1st Street in the Midshore neighborhood. As illustrated by Figure 4.1.3-15, the visual character of this neighborhood is currently defined by low-density residential uses. This vantage point was chosen because it represents an historic district. This vantage point is not within a Major Area of Change and does not include a future viewshed rendering.

Key View 16: View from Ocean Boulevard: Key View 16 shows a view looking southwest from Ocean Boulevard in the Midshore neighborhood. As illustrated by Figure 4.1.3-16, the visual character of this neighborhood is currently defined by recreational uses and views of the Pacific Ocean. This vantage point was chosen because it represents an aesthetic resource. This vantage point does not represent a Major Area of Change and does not include a future viewshed rendering.

- 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 SEASP 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, predominantly along 7th Street and PCH, and the SEASP neighborhood. The SEASP 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 one- or two-story scale.

Key View 17: View of 3980 Ocean Boulevard: Key View 17 shows a view looking southwest from Ocean Boulevard and Termino Avenue in Southeast Long Beach. As illustrated by Figure 4.1.3-17, the visual character of this neighborhood is currently defined by commercial uses of varying intensities and medium-density residential uses. This vantage point was chosen because it represents the Waterfront (DT) PlaceType, which allows high-density, mixed-use development. This vantage point represents a Major Area of Change (Redevelop to Highest and Best Use).

Key View 18: View from East Ocean Boulevard: Key View 18 shows a view looking southeast from East Ocean Boulevard in Southeast Long Beach. As illustrated by Figure 4.1.3-18, the visual character of this neighborhood is currently defined by low-intensity commercial uses, recreational uses, and views of the Pacific Ocean. This vantage point was chosen because it represents an aesthetic resource. This vantage point is not within a Major Area of Change and does not include a future viewshed rendering.

Key View 19: View from Studebaker Road: Key View 19 shows a view looking southwest from Studebaker Road in Southeast Long Beach. As illustrated by Figure 4.1.3-19, the visual character of this neighborhood is currently defined by open space. This vantage point was chosen because it represents a Major Area of Change (More Open Space) but does not include a future viewshed rendering.

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.

Existing Lighting and Glare. Glare results from reflected light caused by sunlight or artificial light reflecting from highly finished surfaces (e.g., window glass, mirrored finishes, or brightly colored surfaces). Land uses that are typically sensitive to excess light and glare include residential, hospitals, senior housing, and other types of uses where excessive light and glare may disrupt sleep. In addition, light and glare may interfere with the vision of drivers.

Nighttime lighting that is present in the City consists of streetlights 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, the Long Beach Airport, and entertainment activities at the Pike at Rainbow Harbor. 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.

Existing Shade/Shadow. As previously stated, shadow-sensitive uses include routinely used outdoor spaces associated with residential, recreational, or institutional land uses; commercial uses. Mid- to high-rise buildings located throughout the planning area are the primary source of prolonged shadows within the planning area.

4.1.5 Regulatory Setting

4.1.5.1 Federal Policies and Regulations

No federal policies or regulations pertaining to aesthetics are applicable to the proposed project.

4.1.5.2 State Policies and Regulations

Caltrans Scenic Highway Program. The California Department of Transportation (Caltrans) Scenic Highway Program protects the natural scenic beauty of the State's highways and corridors through its designated scenic highways throughout the State. Caltrans defines a scenic highway as any freeway, highway, road, or other public right-of-way that traverses an area of exceptional scenic quality. Other considerations given to a scenic highway designation include how much of the natural landscape a traveler may see and the extent to which visual intrusions degrade the scenic corridor.

As described further below (Threshold 4.1.1), no officially designated scenic highways are located within the planning area; however, PCH (State Route 1 or SR-1) is eligible for designation.

California Coastal Act. The California Coastal Act (CCA; Public Resources Code [PRC] 30000) of 1976 was created to (1) protect, maintain, and, where feasible, enhance and restore the overall quality of the Coastal Zone environment and its natural and manmade resources; (2) ensure orderly, balanced utilization and conservation of Coastal Zone resources, taking into account social and economic needs; (3) maximize public access to and along the coast and maximize public recreational opportunities in the Coastal Zone consistent with sound resource conservation principles and constitutionally protected rights of private property owners; (4) ensure priority for coastal-dependent development over other development on the coast; and (5) encourage State and local cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses in the Coastal Zone.

The project includes the entire area within the City's limits, including the Coastal Zone, which is regulated by the California Coastal Commission (CCC) under the CCA. Section 30251 of the CCA requires development to be located and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas. Section 4.4, Land Use and Planning, of this Draft Recirculated EIR addresses these CCA requirements that pertain to aesthetics and are applicable to the proposed project.

California Code, Public Resources Code Section 21099. PRC Section 21099 requires the Office of Planning and Research (OPR) to develop revisions to the *State CEQA Guidelines* establishing criteria for determining the significance of transportation impacts of projects within transit priority areas, which are areas within 0.5 mile of a major transit stop. Such criteria should promote a reduction of greenhouse gas (GHG) emissions, the development of multimodal transportation networks, and a diversity of land uses. Within transit priority areas, aesthetic impacts related to residential, mixed-use residential, or employment center projects on an infill site would not be considered significant impacts on the environment.

4.1.5.3 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 (UDE) and the Mobility Element. The goals and policies presented within the Scenic Routes Element are intended to protect the scenic value of designated routes and corridors in the City. The following goals and policies related to visual resources are presented in the Scenic Routes Element (SRE):

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 SRE, thereby allowing the UDE to serve as the guiding policy document for architecture, design, and aesthetic treatments throughout the City. The City's SRE (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 SRE, have been incorporated into the General Plan as part of street character change in the Mobility Element (October 2013).

Long Beach Municipal Code. Title 21, Zoning, of the Long Beach Municipal Code includes property development standards, as well as design guidelines, for development projects within the City. Among the aspects of development regulated by the Municipal Code are types of allowable land uses, setback and height requirements, landscaping, walls, fencing, signage, access, parking requirements, storage areas, and trash enclosures. The Long Beach Municipal Code 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.

4.1.6 Thresholds of Significance

The following thresholds of significance criteria are based on Appendix G of the *State CEQA Guidelines*. 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:** In a non-urbanized area, substantially degrade the existing visual character or quality of public views of the site and its surroundings. If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality; 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.

According to the Caltrans Scenic Highway Mapping System, there are no State-designated scenic highways in the planning area; however, PCH is considered to be an Eligible State Scenic Highway.¹

Although there are no State-designated scenic highways in the City, the City's existing General Plan SRE designates local scenic routes. Specifically, the SRE identifies the following four scenic route classifications: (1) the Recreational Scenic Route, (2) the Historical-Cultural Scenic Route, (3) the Industrial-Educational Scenic Route, and (4) the Bicycle Scenic Route. In addition, the City's Open Space and Recreation Element requires protection of scenic features in the City, including beaches, bluffs, wetlands, and water bodies. Due to their prevalence throughout the City, these scenic features are viewable from the established local scenic routes.

Implementation of the proposed project would not result in the physical development of any buildings or structures that would result in the permanent obstruction of the scenic routes identified above. However, project approval would facilitate future development that could result in the obstruction of these scenic routes. Although the proposed project would facilitate new development throughout the City, it would mainly focus on development efforts within the Major Areas of Change and in areas that are currently underutilized or are currently vacant. In addition, future development

¹ Caltrans Scenic Highway Mapping System. Website: http://www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/ (accessed September 25, 2018).

² Conditions described in Section 4.1.3, Existing Environmental Setting, have also been modified to include changes since May 2015.

facilitated by project approval would be designed according to the development strategies, policies, and standards in the proposed UDE, which would aim at preserving scenic routes established throughout the City. With implementation of the proposed UDE, Ocean Boulevard and Livingston Drive would continue to be City-designated scenic routes. The proposed UDE also includes Policy UD 18-10, which calls for sustaining the policy and design principles of the SRE. Therefore, the project would not result in impacts related to the substantial damage of scenic resources within a State-designated highway. This threshold is not discussed further in this Recirculated Draft EIR (Threshold 4.1.2).

4.1.7 Compliance Measures and Project Design Features

The proposed project would not be required to adhere to any compliance measures and would not include any project design features related to aesthetics. Although there are no compliance measures and project design features related to aesthetics, the LUE and UDE Goals, Strategies, and Policies are intended to reduce the visual impacts of future development envisioned under the proposed project.

4.1.7.1 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 and would replace existing goals, strategies, and policies outlined in the City's existing LUE and SRE following project approval:

Land Use Element.

STRATEGY No. 7: Implement the major areas of change identified in this Land Use Plan (Map LU-20).

- **LU Policy 7-4:** Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development.
- **LU Policy 7-8:** Ensure infill development is compatible with surrounding established and planned uses.
- **LU Policy 7-12:** Develop and implement a plan for SEASP that establishes the area as an important gateway and 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 at appropriate scale and form.

STRATEGY No. 8: Enhance and improve the waterfront areas.

- **LU Policy 8-1:** Work with the community to reinvigorate the area around the Belmont Pool complex, Belmont Veterans Memorial Pier, and vicinity. Provide new connectivity to adjoining neighborhoods and increase visitor-serving amenities.
- **LU Policy 8-2:** Improve Alamitos Bay Landing to create a more enjoyable and successful place with additional coastal access, recreation and visitor-serving uses and design improvements to create a more pedestrian-friendly and attractive area.

STRATEGY No. 9: Protect and enhance established neighborhoods.

- **LU Policy 9-1:** Protect neighborhoods from the encroachment of incompatible activities or land uses that may have negative impacts on residential living environments.
- **LU Policy 9-2:** Enhance and improve neighborhoods through maintenance strategies and code enforcement.

Urban Design Element (2018).

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 street 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. 3: Support distinct and attractive neighborhoods that are dynamic, active, and engaging.

- **Policy UD 3-1:** Preserve important neighborhood characteristics that create a sense of place, including buildings, landmarks, development patterns, design features and materials, streetscapes, signs, landscaping, public amenities, and open spaces.

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. 7: Provide safe and secure neighborhoods, streets, buildings, parks, and plazas.

- **Policy UD 7-1:** Encourage public amenities and spaces in neighborhoods that allow for human contact, social activities, and community involvement to create an “eyes on the street” environment.
- **Policy UD 7-3:** Incorporate Crime Prevention Through Environmental Design (CPTED) strategies to influence offender decisions prior to criminal acts such as:
 - Promoting opportunities for natural surveillance to increase the perception that people can be seen by designing the placement of physical features, activities, and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space.
 - Encouraging the incorporation of natural access control limits to clearly differentiate between public space and private space by selectively placing entrances and exits, fencing, lighting, and landscape to limit access or control flow.

STRATEGY No. 8: Capitalize on urban design techniques that support economic development, prosperity, and the preservation of existing businesses throughout the community.

- **Policy UD 8-2:** Provide flexibility in building form and site design to encourage development that supports economic activity, entrepreneurship, and small businesses.

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 9-1:** Identify and preserve historic buildings that enhance a historic district or are classified as a contributing structure.

- **Policy UD 9-2:** Protect districts that are part of the City's history and possess a unique neighborhood character.
- **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 10-1:** Embrace the cultural diversity and heritage prevalent within Long Beach through public art, signage, and preservation of historic structures.
- **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 streetlights.
- **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.
- **Policy UD 11-5:** Consider opportunities to add whimsical elements to the environment by incorporating art into street furnishings.
- **Policy UD 11-6:** Encourage expression of cultural heritage within art and public spaces.

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, the Long Beach Cruise Terminal, and at arrival points of distinct neighborhoods and districts, through landscaping, architecture, street furniture, and appropriate signage.

- **Policy UD 12-5:** Utilize neighborhood identity and wayfinding signage to establish an identity or theme within an existing neighborhood.
- **Policy UD 12-6:** Provide wayfinding signage on 7th Street to provide direction to attractions and neighborhoods from State Route 22 and the 605 and 710 Freeways.

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 design 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 requiring new development in higher-density centers and corridors to transition in height, massing, scale, and intensity in a thoughtful way to provide a buffer to lower density residential development.
- **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 14-5:** Promote commercial center and corridor development compatibility with adjacent residential uses, including ensuring that project design and function minimizes the potential adverse impacts of vehicle access, parking and loading facilities, building massing, signage, lighting, trash enclosures, and noise generating uses and areas.
- **Policy UD 14-6:** Ensure new development respects the privacy concerns of adjoining properties and buildings. Building, window, and balcony orientation should maximize views while preserving the privacy of surrounding neighbors by considering direct sight lines to windows and/or outdoor living spaces on neighboring lots. Minimize obtrusive light by limiting outdoor lighting that is misdirected, excessive, or unnecessary.
- **Policy UD 14-7:** Utilize building form and development strategies in conjunction with PlaceTypes and the interface between buildings and the streets (Strategy Nos. 34–35) to create a comprehensive urban fabric.
- **Policy UD 14-9:** In residential areas, support development which blends the form, mass, and profile of individual homes with the natural terrain and neighborhood context in order to minimize the visual impact on the site and surrounding neighborhood.

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 17-1:** Restrict development from encroaching into natural areas to protect viewsheds and access to public space.
- **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 19-1:** Encourage new construction, additions, renovations, and infill development to be sensitive to established neighborhood context, historic development patterns, and building form and scale.
- **Policy UD 19-2:** Ensure that project site design and function minimizes the potential adverse impacts of vehicle access, parking and loading facilities, signage, lighting, trash enclosures, and sound systems.
- **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 multifamily buildings to relate to and reflect the surrounding context, whether it is historic or of a recognizable design era.
- **Policy UD 20-3:** Encourage the design of multifamily buildings along major corridors and near transit areas to increase density over existing conditions to encourage investment and development of infill sites.
- **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.
- **Policy UD 20-7:** Encourage walk-up entries, patios, and balconies to maintain “eyes on the street” and encourage active ground floor uses along major street frontages.

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 22-3:** Provide a mix of uses either within a single development or within a 1/4-mile radius of the PlaceType area, and centered around a transit station. The highest density of development should occur nearest the station.
- **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 22-6:** Require a well-designed interface between pedestrians, bicyclists, and transit users. Bicycle facilities and pedestrian amenities, including enhanced crosswalks, mid-block crossings, curb extensions, paseos, and public plazas, should be integrated throughout the PlaceType.
- **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 24-1:** Promote flexible interior spaces, integrated technological resources, innovative architectural styles, and enhanced entrances and frontages to attract creative office and neo-industrial uses.
- **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.
- **Policy UD 24-6:** Provide heavily landscaped edges and screening along industrial corridors to make them more attractive to pedestrians, bicyclists, and transit users.
- **Policy UD 24-7:** Establish parkways, planted medians, and street trees along the sidewalk to increase permeable surface areas.

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.
- **Policy UD 25-6:** As a critical component of this PlaceType, establish alleys and pathways between streets and blocks that will be maintained and enhanced.
- **Policy UD 25-8:** Integrate sustainable design strategies into all development or redevelopment, including new exterior materials or design features.

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 26-2:** Encourage separation of incompatible land uses with site planning strategies and appropriate design treatments.

- **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 27-1:** Promote the importance of the transitions between uses and developments in the Downtown PlaceType, given the small block sizes and mix of different uses.
- **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 28-2:** Encourage mixed-uses and greater building intensity to be located nearest the center within this PlaceType, with housing and/or lower-scale buildings on the periphery.
- **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. 29: Restore and protect Long Beach's natural features, which include: the Pacific Ocean, beaches, bluffs, San Gabriel and Los Angeles Rivers, ranchos and adjacent land, Dominguez Gap, the Los Cerritos Wetlands, and waters in Alamitos Bay.

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.
- **Policy UD 31-4:** Promote the integration of adequate seating, bike racks, water features, public art, and other pedestrian amenities within plazas and public spaces.

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 35-4:** Emphasize pedestrian orientation in site and building design to define the public realm and activate sidewalks and pedestrian paths.
- **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:** Develop guidelines for sidewalk dining and parklets that enhance the overall character of the streetscape and provide restaurants and businesses a streamlined permitting process to encourage sidewalk dining and parklets where appropriate.
- **Policy UD 36-4:** 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.
- **Policy UD 37-2:** Provide outdoor dining areas at restaurants with enclosed patios, decorative fencing, planters, and potted plants.
- **Policy UD 37-3:** Identify areas for frontage improvements along pedestrian priority areas, described in the Mobility Element on Page 80, Map 13.

- **Policy UD 37-4:** Promote façade improvement strategies and implementation measures for existing commercial, office, and residential buildings, and incorporate the following improvements:
 - Entrances that include recessed doors, archways or cased openings, a change in wall plane, and/or projecting elements above the entrance.
 - Accessible pathways from parking or the street to building entries.
 - Low-level lighting on pathways and building faces.
 - Clear glass windows on the ground floor for interior shop views, awnings, or other window coverings that contribute to defining the character of the building.
 - 360-degree architectural articulation.

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

- **Policy UD 38-2:** Ensure that urban and downtown areas with high volumes of pedestrian travel have enlarged walk zones, street trees, and maximum use of street furnishings and lighting.
- **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.
- **Policy UD 38-9:** Provide a street furniture and landscape zone adjacent to the curb for parkways, tree grates, bicycle parking, lighting, benches, newspaper kiosks, utility poles, potted plants, benches, transit shelters, and other pedestrian amenities.

STRATEGY No. 39: Beautify the City with trees and landscaping while being conscious of water resources and utilizing 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 41-4:** Provide street furnishings in the pedestrian zone to encourage walking and areas to stop and rest.
- **Policy UD 41-5:** Promote enhancement, repair, and maintenance of alleys, paseos, paths, and trails.
- **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.

4.1.8 Project Impacts

Threshold 4.1.1: Would the project have a substantial adverse effect on a scenic vista?

Less than Significant Impact. The planning area is almost entirely developed and is characterized by an urban landscape consisting of residential, commercial, industrial, open space, institutional, educational, and mixed uses. As previously described, the visual setting of the planning area is primarily characterized by areas of low- to moderate-scale buildings and structures; however, the Downtown area is characterized by high-rise buildings that are greater in height, density, and scale than other surrounding areas. Figure 4.1.1, Downtown Aerial View, illustrates the density and scale of the Downtown area.

The proposed UDE notes important scenic 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 noted in the UDE include distant views of the San Gabriel, San Bernardino, and Santa Ana Mountains, and views of the Los Cerritos Wetlands, the Jack Dunster Marine Biological Reserve, Golden Shore Marine Biological Reserve Park, and the Dominguez Gap Wetlands.

The proposed project assumes that development patterns envisioned under the proposed PlaceTypes would primarily occur within the eight Major Areas of Change and would be the basis for future development and redevelopment activities in the City. Incremental intensification of existing and proposed land uses would occur as a result of project implementation, and future development would be scaled to complement adjacent land uses, consistent with Policies LU 7-8, UD 14-1, and UD 14-2.

In an effort to protect scenic views afforded to the planning area while also accommodating the projected increases in population, housing, and employment in the City, the proposed project establishes height and density/intensity limitations for each PlaceType (refer to Figure 3.4, PlaceType Height Limitations, and Table 4.1.A, PlaceType Heights). The Regional-Serving Facility PlaceType (28 to 150 ft; unlimited height in some areas along Long Beach Boulevard), Downtown PlaceType (38 to 240 ft), and Waterfront PlaceTypes (35 to 600 ft) would allow for the maximum height limitations, which would allow proposed uses in these areas to have prominent 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 three 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 development (most of which would be infill development) as allowed by the proposed project, existing development in these areas currently inhibits views of scenic vistas as the City is almost entirely developed and consists of urbanized development along the coastline (as shown in Figure 4.1.1). Further, future development facilitated by project approval would be designed according to the development strategies, policies, and standards in the proposed UDE (described below) that would be aimed at guiding the aesthetic character of new development in a manner that would not significantly inhibit or obstruct scenic vistas in the planning area.

Table 4.1.A: PlaceType Heights

PlaceType	Maximum Height ¹
Open Space	2 stories
Founding and Contemporary Neighborhood ¹	2 stories, (varies by area ²)
Multi-Family Residential:	
Low	4 stories
Moderate	6 stories
Neighborhood-Serving Centers and Corridors:	
Low	4 stories
Moderate	7 stories
Transit-Oriented Development	
Low	5 stories
Moderate	10 stories
Community Commercial	7 stories
Industrial	65 ft
Neo-Industrial	65 ft
Regional-Serving Facility	Approx. 28 to 150 ft (see Figure 3.5, PlaceType Height Limits)
Downtown (see Downtown Plan)	Approx. 38 to 240 ft (see Downtown Plan)
Waterfront	Approx. 35 to 600 ft (varies by area ³)

Source: Proposed Long Beach General Plan Land Use Element (March 2018) (Appendix H).

¹ This table represents maximum heights citywide for each PlaceType; further height restrictions citywide for individual parcels are shown in Figure 3.5 (PlaceType Height Limits).

² Height limits may vary within PlaceType areas. See Figure 3.5 (PlaceType Height Limits) for maximum height.

³ See Figure 3.5 (PlaceType Height Limits) 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 future 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 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). Although future development facilitated by project approval would modify views to and from areas throughout the City, such as potentially blocking distant views of the San Gabriel Mountains from public vantage points, project applicants would be required to demonstrate consistency with goals, policies, and strategies outlined in the proposed LUE and UDE that are aimed at preserving scenic vistas in the planning area. Therefore, potential impacts of the proposed project on scenic vistas would be less than significant, and no mitigation would be required.

Threshold 4.1.3: **In a non-urbanized area, would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings? If the project is in an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?**

Less than Significant Impact. As previously noted, the planning area is currently characterized as a built-out urban environment. The land use plan of the proposed project 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 proposed project would allow for future development projects that would be consistent with the existing urbanized setting of the City. These future changes within the built environment will involve the replacement of existing structures with new structures including high-quality materials and design required under the UDE. While these changes may be widespread over time, they are not considered degrading to the City's visual character as intended by the meaning of the threshold. In addition, in many circumstances such updates and changes may result in improvements to the visual quality of the built environment.

The following discussion outlines project-related changes in the visual character of the nine established Community Plan Areas, with a particular emphasis on changes that would occur within the eight Major Areas of Change. Where prominent changes are anticipated to occur, renderings of the post-project condition have been provided to represent new development envisioned under the proposed project. However, key views without renderings have also been included to illustrate where several areas of the City are not anticipated to experience significant changes in land use patterns that would affect the existing visual character.

North Long Beach

Key View 1: View of 2400 East Artesia Boulevard: Key View 1 (Figure 4.1.3-1) shows a view looking northwest from East Artesia Boulevard and Paramount Boulevard in North Long Beach. This vantage point was chosen because it represents a Major Area of Change (Convert to Neo-Industrial Uses).

As previously stated, the aesthetic character depicted in Key View 1 is characteristic of low-intensity industrial, manufacturing, and commercial uses. This view can be considered representative of other areas throughout the City that propose to convert existing uses to Neo-Industrial uses.

Following project implementation, new development within this area is anticipated to consist of medium-intensity neo-industrial development. 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. The maximum building height within the Neo-Industrial PlaceType would be 65 ft for the area depicted in this key view, which would be taller than the existing one-story structures in this area. 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 25-2) and the enhancement of on-site sidewalk streetscape landscaping, signage, and other enhancements (Policy UD 25-5). The proposed project would improve the visual character and quality of areas targeted for Neo-Industrial uses through the design, streetscape, and landscape features described above. The overall visual quality within this Area of Change would be improved as a result of project implementation. Moreover, future projects occurring within the Neo-Industrial PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 2: View of 5368 Atlantic Avenue: Key View 2 (Figure 4.1.3-2) shows a view looking southeast from Atlantic Avenue, south of Market Street, in North Long Beach. This vantage point was chosen because it represents the Neighborhood-Serving Center or Corridor - Low (NSC-L) PlaceType, which allows mixed-use development. Due to similarities, this key view is also representative of the Neighborhood-Serving Center or Corridor - Moderate (NSC-M) PlaceType, which allows comparable development at a greater intensity. This vantage point is not within a Major Area of Change.

As previously stated, the aesthetic character of areas within this key view consists of commercial and light-industrial uses at varying intensities. This view can be considered representative of other low- and medium-intensity neighborhood-serving areas throughout the City.

Following project implementation, new development envisioned within this area would include mixed-use development allowed under the Neighborhood-Serving Center or Corridor – Low and Moderate PlaceTypes. These PlaceTypes are composed of low- and medium-rise, low- and medium-intensity mixed-use commercial centers and corridors designed to meet needs for goods and services close to residential areas. These PlaceTypes would allow for maximum building heights of four stories (NSC-L) and seven stories (NSC-M); however, the area depicted in Key View 2 allows a maximum building height of three stories. As such, new development envisioned under these PlaceTypes would be taller than the building heights of the existing structures. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In order to ensure the orderly transition between new mixed-use development envisioned under the proposed project and existing low-density neighborhoods, future projects would be required to protect and enhance established neighborhoods (Strategy No. 21). Specifically, new higher intensity development would be adjacent to transit stations and would step down in height and scale when adjacent to existing housing or lower scale buildings (Policy UD 21-1). This gradual increase in 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 21-3 and 21-4) and the gateway elements that help define neighborhood edges and provide transitions into center development along lengthy corridors (Policy UD 21-2). Although this area does not represent a Major Area of Change, the development of new buildings and streetscape improvements would improve existing blighted and underutilized parcels in this area. Moreover, future projects occurring within the NSC-L PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, the overall visual character of areas within these neighborhood-serving PlaceTypes would be improved through the design, streetscape, and landscape features described above. Impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Bixby Knolls

Key View 3: View from Cherry Avenue: Key View 3 (Figure 4.1.3-3) shows a view looking northeast from Cherry Avenue in Bixby Knolls. This vantage point was chosen because it represents a Major Area of Change (Transition from Industrial Uses to Commercial Uses).

As previously stated, the aesthetic character of areas within this key view consists of industrial uses that would be converted to commercial and office uses under the proposed project. This view can

be considered representative of other areas throughout the City that propose to convert existing industrial uses to commercial uses.

Following project implementation, new development within this area would be representative of the Community Commercial PlaceType, which would allow for low- and medium-intensity commercial and office uses. The Community Commercial PlaceType allows maximum building heights of seven stories; however, the maximum building height allowed within this area would be three stories, which would be slightly taller than building heights of existing structures. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). While the proposed height limits under the proposed LUE would result in a substantial change of the existing visual character shown in Key View 3, 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 (Policy UD 23-3). 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 23-1). 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 23-3, UD 23-4, and UD 23-6). Therefore, the overall visual quality of this area would be improved with implementation of the proposed project. 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. Moreover, future projects occurring within the Community Commercial PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of areas targeted for development of commercial uses would be less than significant, and no mitigation would be required.

Wrigley and Westside

Key View 4: View of the 3100 Block of Cedar Avenue: Key View 4 (Figure 4.1.3-4) shows a view looking north on the 3100 block of Cedar Avenue in the Wrigley neighborhood. This vantage point represents the Founding and Contemporary Neighborhood (FCN) PlaceType, which allows low-density residential development, and does not represent a Major Area of Change.

As previously stated, the existing aesthetic character of areas depicted in this key view is defined by low-density residential uses and tree-lined roadways. This view can be considered representative of other low-density residential neighborhoods throughout the City.

Following project implementation, new development envisioned within the FCN PlaceType would include low-density residential uses at a maximum building height of two stories). As such, the nature and scale of the proposed uses under the Founding and Contemporary Neighborhood PlaceType would be similar to existing uses within established residential neighborhoods located throughout the City. Future development within the PlaceType would aim to protect and enhance established Founding and Contemporary Neighborhoods (Strategy No. 19) and would include features that would promote the uniqueness of each neighborhood (e.g., preservation of trees, historic structures, architectural details, appropriate building scale, and cultural amenities [Policy UD 19-4]). New development would be designed to respect the height, massing, and open space characteristics of the existing neighborhood (Policy UD 19-3). The project would also require that new projects within this PlaceType 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 (Policy UD 19-5). With implementation of these features, the overall visual quality of the viewshed would be improved and protected with implementation of the proposed project. Although this area does not represent a Major Area of Change, areas targeted for FCN uses would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the FCN PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 5: View of 701 West Willow Street: Key View 5 (Figure 4.1.3-5) shows a view looking northeast from West Willow Street and Orange Avenue in the Wrigley neighborhood. This vantage point was chosen because it represents the Neighborhood-Serving Center or Corridor - Low (NSC-L) PlaceType, which allows mixed-use development. Due to similarities, this key view is also representative of the Neighborhood-Serving Center or Corridor - Moderate (NSC-M) PlaceType, which allows comparable development at a greater intensity. This vantage point does not represent a Major Area of Change.

As previously stated, the existing aesthetic character of areas depicted in this key view is defined by low-intensity neighborhood-serving commercial uses. This view can be considered representative of other low-intensity neighborhood-serving areas throughout the City.

As depicted by Key View 5, new development within this PlaceType would include a mix of uses and would be representative of other Neighborhood-Serving Center or Corridor PlaceTypes throughout the City. The maximum building heights within these PlaceTypes would be four stories (NSC-L) and seven stories (NSC-M); however, the maximum building height allowed in the key view area would be three stories. Given the relatively low to moderate building heights and density in this area, future buildings constructed at the maximum building heights would be visibly taller than many of the existing structures in these areas. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For

example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In addition, future projects within these PlaceTypes would be required to be consistent with Policies UD 21-1 through UD 21-4, which require streetscape improvements and transitions between buildings to maintain the scale, massing, and proportion of proposed development by concentrating higher building intensity nearest the center of the PlaceType and adjacent to transit stations, with housing or lower scale buildings at the periphery. Although this area does not represent a Major Area of Change, the overall visual character of areas targeted for development of neighborhood-serving uses would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the NSC PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Eastside

Key View 6: View of 3490 Spring Street: Key View 6 (Figure 4.1.3-6) shows a view looking northeast from Spring Street, west of Redondo Boulevard, in Eastside Long Beach. This vantage point was chosen because it represents the Regional-Serving Facility (RSF) PlaceType and a Major Area of Change (Promote Regional-Serving Uses).

As illustrated by Key View 6, the existing visual character of the area depicted is defined by low-intensity commercial and office uses. This view can be considered representative of other low- to medium-intensity regional-serving areas throughout the City.

Following project implementation, new development within this area would consist of three- to four-story buildings supporting regional-serving uses. Due to height limitations established by the FAA for areas around the Long Beach Airport, new development within most areas designated as the Regional-Serving Facility PlaceType would be consistent with existing land use patterns in these areas of the City. Although some areas, such as the area depicted in Key View 6, could be developed at building heights that would be taller than existing buildings, the project would continue to promote regional-serving uses at maximum building heights determined by the FAA. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In order to ensure the compatibility with the surrounding environment, future regional facilities would be required to enhance the edges using streetscape enhancements and architectural treatments to avoid abrupt transitions (Policy UD 26-1). In addition, streetscape improvements, including shade trees and pedestrian amenities along main streets, would reduce incompatibility with neighboring

uses by orienting the facility toward the sidewalk (Policy UD 26-3). Design features incorporating thematic elements would link adjacent areas with regional-serving facilities, reinforcing community connections to these places (Policy UD 26-4). Compatibility with neighboring uses would be enhanced in this area, and consequently, the overall visual quality of this Major Area of Change would be improved with implementation of the proposed project. Moreover, future projects occurring within the RSF PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 7: View of 3455 North Studebaker Road: Key View 7 (Figure 4.1.3-7) shows a view looking northwest from North Studebaker Road, west of Wardlow Road, in Eastside Long Beach. This vantage point was chosen because it represents the Founding and Contemporary Neighborhood (FCN) PlaceType, which allows a maximum of two-story, low-density residential development. This vantage point does not represent a Major Area of Change.

As previously stated, the existing aesthetic character of areas depicted in this key view is defined by low-density residential uses. This view can be considered representative of other low-density residential neighborhoods throughout the City.

Following project implementation, new development envisioned within the Founding and Contemporary Neighborhood PlaceType would include low-density residential uses at a maximum building height of two stories. As such, the nature and scale of the proposed uses within Founding and Contemporary Neighborhoods would be similar to existing uses within established residential neighborhoods located throughout the City. As depicted in Key View 7, the Founding and Contemporary Neighborhood PlaceType allows neighborhood edges, transition areas, and key intersections to have appropriately scaled multifamily structures. Public facilities and low-intensity neighborhood-serving commercial uses are also allowed in these areas. Future development within these residential neighborhoods would aim to protect and enhance established Founding and Contemporary Neighborhood PlaceTypes (Strategy No. 19) and would include features that would promote the uniqueness of each neighborhood (e.g., preservation of trees, historic structures, architectural details, and cultural amenities [Policy UD 19-4]). New development would be sensitive to established neighborhood context, historic development patterns, and building form and scale (Policies UD 19-2). To allow for better integration, new development would be designed similarly to height, massing, and open space characteristics of the existing neighborhood while creating the appearance of single-family units for multifamily buildings (Policy UD 19-3). With implementation of these features, the overall visual quality of these neighborhoods would be improved and protected with implementation of the proposed project. Although this area does not represent a Major Area of Change, areas targeted for Founding and Contemporary Neighborhood uses would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the FCN PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development

regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of these areas would be less than significant, and no mitigation would be required.

Key View 8: View of 6235 Spring Street: Key View 8 (Figure 4.1.3-8) shows a view looking northwest from Spring Street, west of Palo Verde, in Eastside Long Beach. This vantage point was chosen because it represents the Community Commercial (CC) PlaceType. This vantage point does not represent a Major Area of Change.

As previously stated, the aesthetic character of areas within this key view depicts commercial uses of varying intensities and tree-lined streets. This view can be considered representative of other low- and medium-intensity commercial areas throughout the City.

Following project implementation, new development within this area would be representative of the Community Commercial PlaceType, which would allow for low- and medium-intensity commercial and office uses. The Community Commercial PlaceType allows maximum building heights of seven stories; however, the maximum building height within this area would be two stories, which would be similar to existing heights within this area. As such, future development would not result in changes to distant views of the San Gabriel Mountains from public vantage points. Future development envisioned under the Community Commercial PlaceType would be required to protect and enhance established commercial uses (Strategy No. 23). Specifically, buildings would transition in scale between automobile-oriented corridors and established residential neighborhoods through the use of adjacent multiple-family residential developments (Policy 23-2). In addition, setbacks and visual/noise buffers would be used to separate automobile-oriented developments from adjacent residential neighborhoods (Policy UD 23-1). 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 23-3) and low walls and hedges that would help buffer pedestrians from surface parking lots (Policy UD 23-6). Although this area does not represent a Major Area of Change, areas targeted for development of commercial uses would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the Community Commercial PlaceType would be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of areas targeted for development of commercial uses would be less than significant, and no mitigation would be required.

Central

Key View 9: View of 1750 Pacific Avenue: Key View 9 (Figure 4.1.3-9) shows a view looking west from Pacific Avenue, south of PCH, in Central Long Beach. This vantage point was chosen because it represents the Transit-Oriented Development-Low (TOD-L) PlaceType. Due to similarities, this key

view is also representative of the Transit-Oriented Development-Moderate (TOD-M) PlaceType, which allows comparable development but at a greater intensity. This vantage point represents a Major Area of Change (Promote Transit-Oriented Development Uses).

As illustrated by Key View 9, existing uses within this area include low-intensity commercial uses that are oriented towards the street. This view can be considered representative of other low- and medium-intensity transit-oriented areas throughout the City.

New projects envisioned under the Transit-Oriented Development PlaceTypes would consist of infill and redevelopment uses that would support TOD uses. The height limit along Long Beach Boulevard in this view would be a maximum of 10 stories (refer to Figure 3.5, PlaceType Height Limitations), which would be significantly taller than existing one- to four-story developments in these areas. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In addition, the Transit-Oriented Development PlaceTypes would concentrate mixed uses and higher building intensity near the center of the development and adjacent to transit stations (Policy UD 22-3) and would encourage the massing of buildings and setbacks to transition from more intense to less intense development (Policy UD 22-1). New development projects would also be required to include the provision of streetscape improvements and pedestrian amenities (Policies UD 21-4 and UD 22-6) and plazas near bus and major transit stations (Policy UD 21-7), which would further enhance the visual character of areas proposed for development with transit-oriented uses. Therefore, the overall visual character of existing areas targeted for transit-oriented uses under the proposed project would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the TOD PlaceTypes would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. For future infill projects within transit priority areas involving residential, mixed-use residential, or employment centers, aesthetic impacts would not be considered significant environmental impacts under CEQA.¹ For the reasons stated above, impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 10: View of 1006 Junipero Avenue: Key View 10 (Figure 4.1.3-10) shows a view looking northeast from Junipero Avenue and 10th Street in Central Long Beach. This vantage point was chosen because it represents the Multi-Family Residential-Low (MFR-L) PlaceType. Due to similarities, this key view is also representative of the Multi-Family Residential-Moderate (MFR-M) PlaceType, which allows comparable multifamily development at a greater density. This vantage point does not represent a Major Area of Change.

¹ As stipulated by California Public Resources Code, PRC Section 21099.

As previously stated, the aesthetic character of areas within this key view is representative of light industrial and commercial uses of varying intensities and low-density residential uses. This view can be considered representative of other low- to medium-density multifamily residential areas throughout the City.

Following project implementation, new development envisioned within the Multi-Family Residential PlaceTypes would include medium-density multiple-family residential uses at a maximum building height of four stories (MFR-L) or six stories (MFR-M); however, maximum building heights in the key view area would be limited to three stories. Given the relatively low building heights and density in this area, future buildings constructed at the maximum building heights would be visibly taller than many of the existing structures in these areas. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In addition, future development within the Multi-Family Residential PlaceTypes would integrate multifamily residential neighborhoods with surrounding uses to encourage appropriate transitions in height and massing (Policy UD 20-1), especially when planning infill development. New development would be required to design residential buildings to reflect the historic context of surrounding neighborhoods (Policy UD 20-2). As shown in Key View 10, new development would preserve the existing urban fabric through preservation of mature trees, historic structures, and cultural amenities (Policy UD 20-5). With implementation of these features, the overall visual quality of the viewshed would be improved and protected with implementation of the proposed project. Although this area does not represent a Major Area of Change, areas targeted for multifamily residential uses would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the MFR PlaceTypes would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Traffic Circle

Key View 11: View of 4874 East Los Coyotes Diagonal: Key View 11 (Figure 4.1.3-11) shows a view looking southeast from East Los Coyotes Diagonal, south of Lakewood Boulevard, in the Traffic Circle neighborhood. This vantage point was chosen because it represents the Multi-Family Residential - Moderate (MFR-M) PlaceType, which allows residential, commercial, and community-serving uses. This vantage point represents a Major Area of Change (Promote Infill and Redevelopment to Support Transit).

As illustrated by Key View 11, existing uses within this area include medium-density residential uses and tree-lined streets. This view can be considered representative of other medium-density multifamily residential areas targeted for infill development throughout the City.

Implementation of the proposed project would promote infill development to support transit nodes. Following project implementation, new infill development envisioned within this PlaceType would include medium-density multifamily residential uses at a maximum building height of six stories. As such, the nature and scale of the proposed uses under the Multi-Family Residential - Moderate PlaceType would be substantially taller than existing uses within established residential neighborhoods located throughout the City. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In addition, future development within the Multi-Family Residential PlaceTypes would integrate multifamily residential neighborhoods with surrounding uses to encourage appropriate transitions in height and massing (Policy UD 20-1), especially when planning infill development. As shown in Key View 11, new development would place multifamily buildings along major corridors and near transit areas to increase density over existing conditions to encourage investment and development of infill sites (Policy UD 20-3). Residential buildings would be designed to reflect the historic context of surrounding neighborhoods (Policy UD 20-2) through preservation of mature trees, historic structures, and cultural amenities (Policy UD 20-5). The overall visual quality within this Area of Change would be improved through the streetscape and landscape features described above. Moreover, future projects occurring within the MFR PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. As stated previously, aesthetic impacts would not be considered significant environmental impacts under CEQA for future infill projects within transit priority areas involving residential, mixed-use residential, or employment centers. Therefore, overall impacts to the visual character and quality of areas targeted for infill development to support transit uses would be less than significant, and no mitigation would be required.

Downtown

Key View 12: View of 1056 Pacific Avenue: Key View 12 (Figure 4.1.3-12) shows a view looking northwest from Pacific Avenue, north of 10th Street, in Downtown Long Beach. This vantage point was chosen because it represents the Downtown (DT) PlaceType. This vantage point represents a Major Area of Change (Continue Downtown Development).

As stated previously, the visual character of this neighborhood is currently defined by medium-density residential uses and commercial uses of varying intensities. This view can be considered representative of other mixed-use development in the Downtown area.

Implementation of the proposed project would continue the development pattern currently implemented in the Downtown Long Beach (see Figure 4.1.1, Downtown Aerial View and related discussion under Threshold 4.1.1 above). Maximum building heights established in this area under the LUE would be approximately 240 ft, which is slightly greater than the height of existing buildings in the Downtown area. However, many areas within the Downtown PlaceType would require much shorter building heights; for example, the area depicted in Key View 12 allows a maximum building height of five stories. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). Future development would promote the importance of transitions between uses and developments in the Downtown PlaceType, given the small block sizes and mix of different uses (Policy UD 27-1). For example, 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 multifamily residential dwellings. Additionally, 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 (Policy UD 27-4). 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. 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 and height profile of the City's Downtown. Moreover, future projects occurring within the Downtown PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 13: View from East Shoreline Drive: Key View 13 (Figure 4.1.3-13) shows a view looking southeast from East Shoreline Drive in Downtown Long Beach. The vantage point shows the Marina Green Park with expansive views of the Pacific Ocean in the distance. This vantage point was chosen because it represents an aesthetic resource within the Open Space (OS) PlaceType and does not represent a Major Area of Change. Although no rendering is provided for Key View 13, post-project conditions would be similar to the Existing Conditions view.

As stated previously, the visual character of this neighborhood is currently defined by recreational uses, open space, and views of the Pacific Ocean. This view is representative of other ocean views from this area.

The Pacific Ocean is considered the City's most prominent scenic resource. The Open Space PlaceType has distinctive scenic, natural, or cultural features that contribute to community character and would preserve visual quality throughout the City, such as views of the Pacific Ocean. Implementation of the proposed project would result in the restoration and protection of the City's natural features, which include the Pacific Ocean, beaches, and bluffs (Strategy No. 29). In addition, the LUE specifies protection and enhancement of aesthetic resources, such as the Pacific Ocean, through the preservation of open space. In some instances, the proposed LUE would permit the construction of commercial recreation uses in the Open Space PlaceType. The maximum building heights in this PlaceType area would be limited to approximately two stories, which would allow for the preservation of existing scenic views of the Pacific Ocean. 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. Future development as part of the project would provide greater access to the open space network (Strategy No. 30) through improvements to existing facilities and wayfinding programs (Policy UD 30-1). Therefore, the proposed project would maintain public views of the open space areas, including the Pacific Ocean. Moreover, future projects occurring within the Open Space PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Impacts to the visual character and quality of this Open Space area would be less than significant, and no mitigation would be required.

Midshore

Key View 14: View of 1911-1990 East 7th Street: Key View 14 (Figure 4.1.3-14) shows a view looking northeast from East 7th Street and Cherry Street in the Midshore neighborhood. This vantage point was chosen because it represents the Neighborhood-Serving Community - Moderate (NSC-M) PlaceType. This vantage point represents a Major Area of Change (Promote Infill and Redevelopment to Support Transit).

As stated previously, existing uses within this area include low-intensity commercial uses and medium-density residential uses. This view can be considered representative of other low- and medium-intensity neighborhood-serving areas that are targeted for infill development throughout the City.

Implementation of the proposed project would promote infill development to support transit nodes. Following project implementation, new development envisioned within this area would include mixed-use development allowed under the Neighborhood-Serving Community PlaceType. The PlaceType is composed of mid-rise, medium-intensity mixed-use commercial centers and corridors designed to meet the need for goods and services close to residential areas. The PlaceType would allow for maximum building heights of seven stories; however, the area depicted in Key View 14 allows a maximum building height of five stores. As such, new development envisioned under this PlaceType would be taller than the building heights of the existing structures. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary

street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). In order to ensure the orderly transition between new mixed-use development envisioned under the proposed project and existing low-density neighborhoods, future projects would be required to protect and enhance established neighborhoods (Strategy No. 21). Specifically, new higher intensity development would be adjacent to transit stations and would step down in height and scale when adjacent to existing housing or lower scale buildings (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 21-3) and the gateway elements that help define neighborhood edges and provide transitions into center development along lengthy corridors (Policy UD 21-2). The overall visual quality within this Area of Change would be improved through the streetscape and landscape features described above. Moreover, future projects occurring within the NSC PlaceTypes would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. As stated previously, aesthetic impacts would not be considered significant environmental impacts under CEQA for future infill projects within transit priority areas involving residential, mixed-use residential, or employment centers. Therefore, overall impacts to the visual character and quality of areas targeted for infill development to support transit uses would be less than significant, and no mitigation would be required.

Key View 15: View from East 1st Street: Key View 15 (Figure 4.1.3-15) shows a view looking east from East 1st Street in the Midshore neighborhood. This vantage point was chosen because it represents an historic district in a Founding and Contemporary Neighborhood. This vantage point does not represent a Major Area of Change. Although no rendering is provided for Key View 15, post-project conditions would be similar to the Existing Conditions view.

As stated previously, the visual character of this neighborhood is currently defined by low-density residential uses. This view is representative of other historic districts in the City.

Following project implementation, new development envisioned within the FCN PlaceType would include low-density residential uses at a maximum building height of two stories. As such, the nature and scale of the proposed uses under the Founding and Contemporary Neighborhoods PlaceType would be similar to existing uses within established residential neighborhoods located throughout the City. Future development proposed within historic districts would protect and enhance existing historic resources (Strategy No. 9). Historic buildings that enhance a historic district would be preserved (Policy UD 9-1), and districts that are part of the City's history and possess a unique neighborhood character would be protected (Policy UD 9-2). Further, future development within the FCN PlaceType would aim to protect and enhance established FCN PlaceTypes (Strategy No. 19) and would include features that would promote the uniqueness of each neighborhood (e.g., preservation of trees, historic structures, architectural details, and cultural amenities [Policy

UD 19-4]). New development would be designed to respect the height, massing, and open space characteristics of the existing neighborhood (Policy UD 19-3). The project would also require that new projects within this PlaceType 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 (Policy UD 19-5). With implementation of these features, the overall visual quality of the viewshed would be improved and protected with implementation of the proposed project. Although this area does not represent a Major Area of Change, areas identified as historic districts and Founding and Contemporary Neighborhoods would be protected and enhanced under the proposed project. These areas would be improved through the design, streetscape, and landscape features described above. Moreover, future projects occurring within the FCN PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, overall impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 16: View from Ocean Boulevard: Key View 16 (Figure 4.1.3-16) shows a view looking southwest from Ocean Boulevard in the Midshore neighborhood. The key view is located within the Open Space (OS) PlaceType. This vantage point was chosen because it represents an aesthetic resource and is not within a Major Area of Change. Although no rendering is provided for Key View 16, post-project conditions would be similar to the Existing Conditions view.

As stated previously, the visual character of this neighborhood is currently defined by recreational uses, open space, and views of the Pacific Ocean. This view is representative of other ocean views from this area.

The Open Space PlaceType has distinctive scenic, natural, or cultural features that contribute to community character and would preserve visual quality throughout the City, such as views of the Pacific Ocean. Thus, preservation of this Open Space area would preserve views of the Pacific Ocean, which is the City's most prominent scenic resource. Implementation of the proposed project would result in the restoration and protection of the City's natural features, which include the Pacific Ocean, beaches, and bluffs (Strategy No. 29). In some cases, the proposed LUE would permit the construction of commercial recreation uses in the Open Space PlaceType. The maximum building heights in this PlaceType area would be limited to approximately two stories, which would allow for the preservation of existing scenic views of the Pacific Ocean. 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. Future development as part of the project would provide greater access to the open space network (Strategy No. 30) through improvements to existing facilities and wayfinding programs (Policy UD 30-1). Therefore, the proposed project would maintain public views of the open space areas, including the Los Cerritos Channel and SEASP areas. Moreover, future projects occurring within the Open Space PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict

with regulations governing the scenic quality of future development in the planning area. Impacts to the visual character and quality of this open space area would be less than significant, and no mitigation would be required.

Southeast

Key View 17: View of 3980 Ocean Boulevard: Key View 17 (Figure 4.1.3-17) shows a view looking southwest from Ocean Boulevard and Termino Avenue in Southeast Long Beach. This vantage point was chosen because it represents the Waterfront (WF) PlaceType. This vantage point represents a Major Area of Change (Redevelop to Highest and Best Use).

As stated previously, the visual character of this neighborhood is currently defined by commercial uses of varying intensities and medium-density residential uses. This view can be considered representative of other mixed-use development in the Waterfront area.

Implementation of the proposed project would continue the development pattern currently implemented in the Waterfront PlaceType. Building heights in the area depicted in the key view would be limited to four stories. However, maximum building heights established in this PlaceType under the LUE would be approximately 600 ft, which is significantly taller than the height of existing buildings in various portions of the Waterfront PlaceType. Although new development proposed within the Waterfront PlaceType would be at greater heights than existing development, these buildings would generally be consistent with the overall urban character of the City's development. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). Future development as part of the proposed project would encourage mixed uses and greater building intensity to be located nearest the center of development, with housing and/or lower-scale buildings on the periphery (Policy UD 28-2). In addition, views of future development in this area would be enhanced by attractive gateway elements (Policy UD 28-4), street design characteristics unique to each Waterfront PlaceType (Policy UD 28-5), and pedestrian-scaled building details (Policy UD 28-10), which would encourage the establishment of new uses on blighted or underutilized parcels to promote the revitalization of the Waterfront PlaceType. The proposed project would aim to improve the visual quality of this area through the provision of pedestrian amenities and streetscape improvements. Moreover, future projects occurring within the Waterfront PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 18: View from East Ocean Boulevard: Key View 18 (Figure 4.1.3-18) shows a view looking southeast from East Ocean Boulevard in Southeast Long Beach. The key view is located within the

Waterfront (WF) PlaceType. This vantage point was chosen because it represents an aesthetic resource and is not within a Major Area of Change. Although no rendering is provided for Key View 18, post-project conditions would be similar to the Existing Conditions view.

As stated previously, the visual character of this neighborhood is currently defined by recreational uses, open space, and views of the Pacific Ocean. This view is representative of other ocean views from this Waterfront area.

Implementation of the proposed project would continue the development pattern currently implemented in the Waterfront PlaceType. Building heights in the area depicted in the key view would be limited to four stories. However, maximum building heights established in this PlaceType under the LUE would be approximately 600 ft, which is significantly taller than the height of existing buildings in various portions of the Waterfront PlaceType. Although new development proposed within the Waterfront PlaceType would be at greater heights than existing development, these buildings would generally be consistent with the overall urban character of the City's development. Future development proposals are unknown, and therefore, the anticipated General Plan build out cannot be projected; however, future design patterns would properly scale a building's height and massing to the primary street it fronts (Policy UD 14-1). For example, taller buildings would be located on larger boulevards, and smaller buildings would be located on narrower streets. New development in high-density centers and corridors would be required to transition in height, massing, scale, and intensity to provide a buffer to lower density residential development (Policy UD 14-2). Future development as part of the proposed project would encourage mixed uses and greater building intensity to be located nearest the center of development, with housing and/or lower-scale buildings on the periphery (Policy UD 28-2). In addition, views of future development in this area would be enhanced by attractive gateway elements (Policy UD 28-4), street design characteristics unique to each Waterfront PlaceType (Policy UD 28-5), and pedestrian-scaled building details (Policy UD 28-10), which would encourage the establishment of new uses on blighted or underutilized parcels to promote the revitalization of the Waterfront PlaceType. The proposed project would aim to improve the visual quality of this area through the provision of pedestrian amenities and streetscape improvements. Moreover, future projects occurring within the Waterfront PlaceType would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Therefore, impacts to the visual character and quality of this area would be less than significant, and no mitigation would be required.

Key View 19: View from Studebaker Road: Key View 19 (Figure 4.1.3-19) shows a view looking southwest from Studebaker Road in Southeast Long Beach. This view is intended to display the Los Cerritos Channel and associated open space areas in the SEASP area. This vantage point was chosen because it represents a Major Area of Change (More Open Space). Although no rendering is provided for Key View 19, post-project conditions would be similar to the Existing Conditions view.

As stated previously, the visual character of this neighborhood is currently defined by open space. This view can be considered representative of other Major Areas of Change (More Open Space) throughout the City.

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 the Open Space PlaceType. The maximum building heights in this PlaceType area would be limited to approximately two stories, 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. Future development as part of the project would provide greater access to the open space network (Strategy No. 30) through improvements to existing facilities and wayfinding programs (Policy UD 30-1). The Open Space PlaceType has distinctive scenic, natural, or cultural features that contribute to community character, and therefore, would preserve visual quality throughout the City. Therefore, the proposed project would maintain public views of the open space areas, including the Los Cerritos Channel and SEASP areas. Moreover, future projects occurring within the Open Space PlaceType and PlaceTypes in the SEASP area would also be required to comply with all applicable Goals, Policies, and Implementation Strategies outlined in the proposed LUE and UDE, as well as development regulations outlined in the City's Municipal Code. Compliance with the City's General Plan and Zoning Code would ensure that future projects would not conflict with regulations governing the scenic quality of future development in the planning area. Impacts to the visual character and quality of this Major Area of Change would be less than significant, and no mitigation would be required.

Summary. The Key Views provided above are illustrative of typical development that is projected to occur upon project implementation. Although future development would occur at higher and lower intensities than development shown in the post-project conditions of Key Views 1 through 19, future development proposals are unknown at this time, and therefore, the anticipated General Plan build out cannot be projected. The full anticipated General Plan build out is highly unlikely.

New development facilitated by project approval would primarily occur within the proposed Major Areas of Change, which encompass approximately 13 percent of the total land area in the City. While growth would occur in areas outside of the Major Areas of Change, it is not expected that growth in these areas would result in significant changes in intensity or density over existing conditions. Furthermore, the visual character and quality of the planning area would be preserved and enhanced through the application of goals, policies, strategies, and development standards outlined in the LUE and UDE that are intended to guide the quality and aesthetic value of existing and future development in the City. Future projects within the City would also be required to submit detailed plans to the City to ensure consistency with the City's design requirements (including those outlined in the proposed UDE) aimed at improving the visual character of the planning area. For example, future planning applications would be evaluated for compatibility between the proposed project and existing neighborhoods, including the appropriate buffers to minimize impacts associated with shade/shadow on adjacent uses. As such, project implementation would ensure that the majority of the planning area, including identified aesthetic resources and scenic vistas, would not be affected by future growth. Therefore, the proposed project would not substantially degrade the visual character of the planning area nor conflict with applicable zoning and other regulations governing scenic quality, and no mitigation would be required.

Threshold 4.1.4: Would the project 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, the Long Beach Airport, and entertainment activities at the Pike at Rainbow Harbor. 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.

New development envisioned under the proposed project would cause light and glare impacts if it would result in the introduction of highly reflective building materials that create glare or do not conform to applicable regulations related to glare. Reflective materials, such as large expanses of glass, are typically used in office and commercial uses that include large windows.

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. Areas with low-density residential uses are anticipated to have a very minimal effect on nighttime lighting because these uses would be limited to security or ornamental lighting on residential uses and supporting structures. Conversely, the largest nighttime lighting would occur in areas proposed for commercial, industrial, or high-density mixed-uses (e.g., high-rise buildings in the Downtown area) because such uses contain lighted signs, nighttime security lighting, and are often located with multifamily residential uses that have their own lighting requirements.

Future development facilitated by project approval would be required to comply with the design standards established in the proposed UDE and the City's Municipal Code. For example, all parking area and structure lighting would be designed with lights directed and shielded to prevent light and glare from intruding onto adjacent sites (Long Beach Municipal Code, Section 21.41.259, Parking areas—Lighting). On-site landscaping proposed as part of new development projects would further reduce glare and would serve to screen light sources to reduce the visual impact of lighting from buildings and parking lots. The City would review site plans and architectural renderings for new projects with an emphasis on the presence of reflective materials and proposed lighting to minimize 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.

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. Therefore, the proposed project's impact related to light and glare would be less than significant, and no mitigation would be required.

4.1.9 Mitigation Measures

The proposed project would not result in any significant adverse impacts related to aesthetics, and no mitigation would be 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 citywide 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 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 cumulatively 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

There would be no significant unavoidable adverse impacts related to aesthetics, and no mitigation would be required.

Figure 4.1.1: Downtown Aerial View

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Figure 4.1.2: Key View Location Map

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Figure 4.1.3-1: Key View 1

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Figure 4.1.3-2: Key View 2

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Figure 4.1.3-3: Key View 3

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Figure 4.1.3-4: Key View 4

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Figure 4.1.3-5: Key View 5

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Figure 4.1.3-6: Key View 6

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Figure 4.1.3-7: Key View 7

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Figure 4.1.3-8: Key View 8

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Figure 4.1.3-10: Key View 10

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Figure 4.1.3-11: Key View 11

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Figure 4.1.3-12: Key View 12

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Figure 4.1.3-13: Key View 13

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Figure 4.1.3-14: Key View 14

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Figure 4.1.3-18: Key View 18

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Figure 4.1.3-19: Key View 19

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