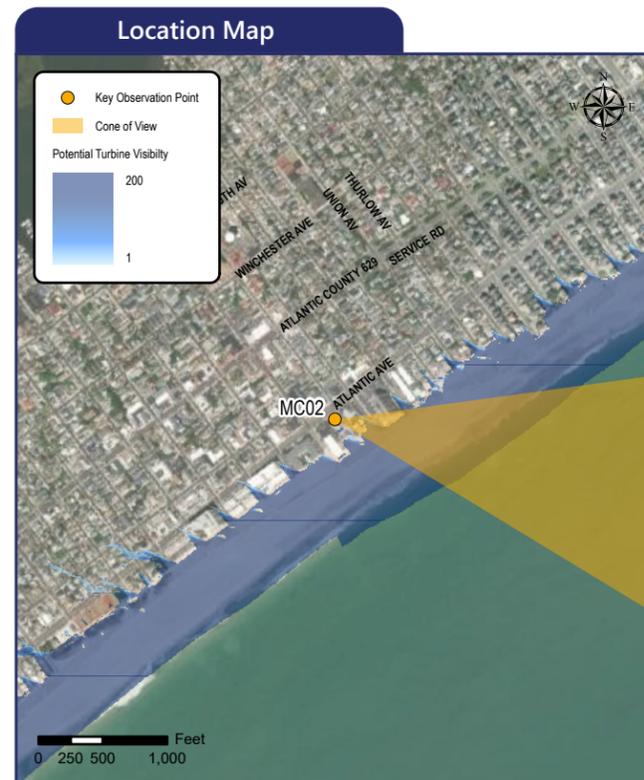
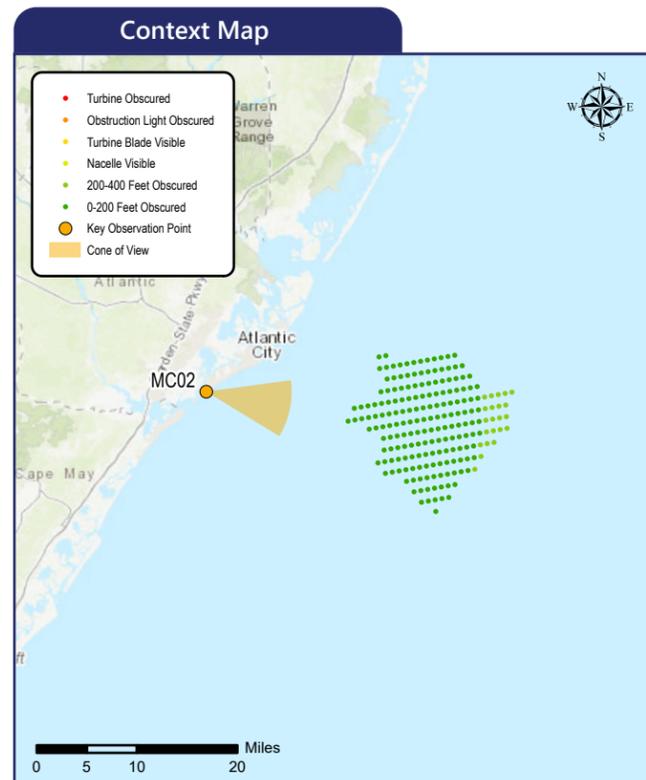


# MC02 Lucy the Margate Elephant National Historic Landmark

Margate City, Atlantic County, New Jersey



The image above is a +/- 124° panorama photograph from the lookout on top of Lucy the Margate Elephant, panning clockwise from northeast-east (left) to south (right). The yellow rectangle within the photo represents the extent of the photosimulation photo(s).



## Simulation Information

Coordinates: 39.32088°N, 74.51169°W  
 Character Area: Commercial Beachfront, Seascape (SCA)  
 User Group: Residents/Tourists  
 Direction of View: East  
 Distance to Nearest Visible Turbine: 14.43 miles  
 Visually Sensitive Resource: Atlantic Coast Public Beach, Lucy The Margate Elephant, Margate City Public Beach

## Environmental Information

Date Taken: 07/29/2020  
 Time: 3:30 PM  
 Temperature: 92°F  
 Humidity: 35%  
 Visibility: 10 miles  
 Wind Direction: Southwest  
 Wind Speed: 10 mph  
 Conditions Observed: Fair

## Photograph Information

Camera: Canon EOS 5D Mark IV  
 Resolution: 30.4 Megapixels  
 Focal Length: 50mm  
 Camera Height: 52.5 feet AMSL

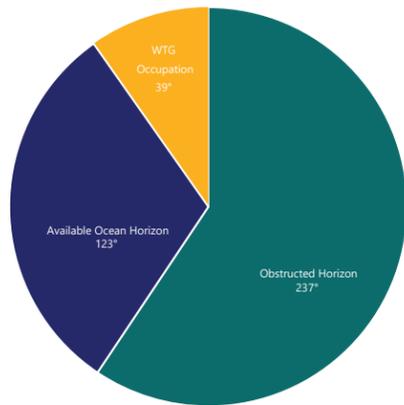
## Notes

Printed at 100%, the photosimulations are 15 inches wide by 10 inches high. At this size, the photosimulation(s) should be viewed from a distance of 21 inches.

## Simulated Photograph(s)

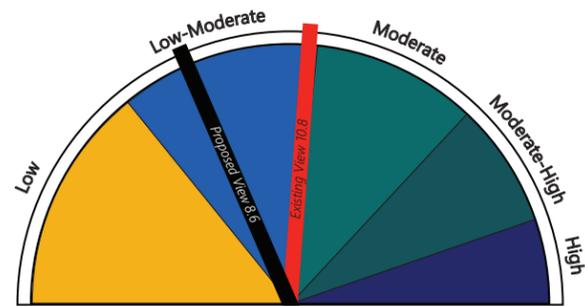


## Field of View



## Visual Impact Rating

### Impact Rating Summary



## Existing Conditions

Scenic Quality Classification: Low-Moderate  
 Rating Panel Score Average: 10.8  
 Rating Panel Score Range: 9.3 - 11.7

This KOP is located from the observation deck of Lucy the Elephant, a six-story elephant-shaped example of novelty architecture, constructed of wood and tin sheeting in 1881 in Margate City, New Jersey, approximately 5 miles south of Atlantic City. Originally named Elephant Bazaar, Lucy was built to promote real estate sales and attract tourists. Today, Lucy the Margate Elephant is the oldest surviving roadside tourist attraction in America and was designated as a National Historic Landmark in 1976. She remains a tourist attraction, with 135,000 visitors to the site in 2016.

The existing view to the east from this location features an eclectic mix of buildings and other man-made structures in the immediate foreground, backed by a fenced and planted dune restoration area. The elevated perspective is observed from within the observation deck, the basket carried on Lucy's back. Beyond the restoration area, a strip of white sandy beach extends across the middle ground of the view. The beach is well populated by sunbathers and other beach-goers. Beyond the band of breaking surf at the shoreline, the dark blue ocean extends to a well-defined horizon line where it meets the light blue sky. Due to the elevated location of this viewpoint, the sky is unbroken by man-made features (e.g., overhead utility poles and lines), except for the high-rise apartment building on the left side of the view. Despite the broad expanse of open water and sky, the abundance of nearby built structures and people give the view a highly developed character.

Rating panel members indicated that the view from the historic Lucy the Margate Elephant is a highly developed and cluttered view that lacks a specific focal point. The vista to the deep blue ocean is interrupted by numerous utility and service amenities, as well as man-made structures of varying style, material, and scale. The viewer experiences this vista for a short period of time while in the howdah observation deck mounted on Lucy's back. Despite the historic significance of the site, the surrounding environment detracts from, rather than contributes to, the visitor's viewing experience. Rating panel scores for the existing conditions photographs ranged from 9.3 to 11.7 (average SQC score = 10.8) suggesting this view has moderate scenic quality.

## Proposed Conditions

Scenic Quality Classification: Low-Moderate  
 Rating Panel Score Average: 8.6  
 Rating Panel Score Range: 6.0 - 9.7  
 Impact Magnitude: 2.2

Viewshed analysis suggests that Project visibility from this general area will be largely limited to the open beach and more elevated sites within the adjacent developed neighborhood. Ground level views of the Project will be completely blocked by the first inland row of built structures as one moves into the City.

With the proposed Project in place, the view is dominated by a large and highly visible array of WTGs that extend across a large portion of the ocean view to the east-southeast from this location. Of the 123 degrees of relatively unobstructed ocean horizon, the Project occupies approximately 39 degrees or 31.7 percent of the view (see Field of View Image, left). Project visibility is enhanced by the relative proximity of the WTGs (14.43-miles) but partially mitigated by the afternoon sun front-lighting, which makes the WTGs appear lighter against the sky. Rating panel members had a somewhat variable range of reactions to the impact resulting from the Project WTGs, with the VIA scores ranging from 6.0 to 9.7 (average score = 8.6). These scores indicate an average reduction of 2.2 points in comparison to the existing view suggesting moderate magnitude impacts. Individual rating panel members indicated reductions that ranging from 1.3 to 3.3. Panel members noted that the presence of the WTGs adds to an already visually cluttered and aesthetically compromised view that is further affected by the perceived randomness of the WTG placement and the stacking WTGs that present as a singular, dense, white silhouette on the horizon. The overlapping blades of the WTGs create a fence-like visual barrier along the horizon and their movement will attract viewer attention and make the WTGs a focus of this view. However, the visibility and visual dominance of the WTGs is likely to be reduced under more hazy or foggy sky conditions. With the Project in place, the rating panel results suggest the view has low to moderate scenic quality.

Panel members assigned the Project visibility an average VTL of 5 from this KOP. The greatest influence on the VTL score is associate with the lack of compatibility, severe scale contrast, and spatial dominance when considering the ocean (water resources). The WTGs also resulted in moderate scale contrast and co-dominance with land use, landform, and user activity.

## Visual Threshold Level (VTL)

**5** An object/phenomenon that is not large but contrasts with the surrounding landscape elements so strongly that it is a major focus of visual attention, drawing viewer attention immediately and tending to hold that attention. In addition to strong contrasts in form, line, color, and texture, bright light sources such as lighting and reflections and moving objects associated with the study subject may contribute substantially to drawing viewer attention. The visual prominence of the study subject interferes noticeably with views of nearby landscape/seascape elements (Sullivan et al., 2013).

## Principles of Composition and Factors Affecting Visual Impact Summary

Design Elements	Description
Focal Point	The open horizon framed by development draws viewer attention, but does not hold attention as a specific focal point.
Order	The built environment is cluttered but contained as one body of shoreline balanced by open water and open sky.
Visual Clutter	There is considerable clutter in the foreground that competes with the open water view.
Movement	People on the beach and waves likely to be the main source of movement.
Duration & Frequency of View	Short Term/Fleeting & Long-term   Occasional
Atmospheric Conditions	The sky is almost completely clear with only a few wispy clouds on the right side.
Lighting Direction	Front-lit
Scenic or Recreational Value	Atlantic Coast Public Beach, Lucy the Margate Elephant, Margate City Public Beach.

## SQC & Magnitude of Impact

Lucy the Margate Elephant NHL					
	KAC	KAV	JMG	SMB	Average
Existing	11.0	11.0	9.3	11.7	10.8
Proposed	9.7	9.3	6.0	9.3	8.6
Change	1.3	1.7	3.3	2.3	2.2

## Compatibility and Contrast Rating Average

Lucy the Margate Elephant NHL			
Resource	Compatibility	Scale	Spatial Dominance
Water Resources	2.6	2.6	2.6
Landform	2.1	2.1	1.9
Vegetation	1.3	1.3	1.8
Land Use	1.5	1.5	1.8
User Activity	2.1	2.1	2.1

1 – Compatible	1 – Minimal	1 – Subordinate
2 – Somewhat Compatible	2 – Moderate	2 – Co-Dominant
3 – Not Compatible	3 – Severe	3 – Dominant



Existing Conditions

**Atlantic Shores Offshore Wind Project  
Outer Continental Shelf - New Jersey**

Key Observation Point: MC02 - Lucy the Margate Elephant National Historic Landmark  
Attachment E: Photosimulations: Page 70 of 89

Printed at 100% the resulting photosimulation size is 15 inches wide by 10 inches high. At this size and focal length, the photosimulation should be viewed from a distance of 21 inches.



This scale is designed to insure the photosimulation images are printed at the intended size.



Photosimulation

**Atlantic Shores Offshore Wind Project**  
**Outer Continental Shelf - New Jersey**

Key Observation Point: MC02 - Lucy the Margate Elephant National Historic Landmark  
Attachment E: Photosimulations: Page 71 of 89

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