

Southern California Edison
MESA PTC A.15-03-003

DATA REQUEST SET A.15-03-003 ED-SCE-01

To: ENERGY DIVISION
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Dated: 05/22/2015

Question Q.17:

Potentially Affected Viewer Groups

Provide sources for the determinations of sensitivity for the five potentially affected viewer groups. In addition, provide the viewer sensitivity level for the sixth group of future viewers for the planned retail shopping center.

Response to Question Q.17:

Accepted visual assessment methods, including those adopted by the Federal Highway Administration and other federal agencies establish sensitivity levels as a measure of public concern for changes to scenic quality. As referenced in the United States Department of Transportation Visual Impact Assessment for Highway Projects, major viewer groups can be differentiated based on defining physical factors that modify perception. In addition, research on the subject suggests that certain activities tend to heighten viewer awareness of visual and scenic resources, while others, such as commuting in heavy traffic, tend to be distracting. Sensitivity can be divided into high, moderate, and low categories. Factors considered in assigning sensitivity levels include viewer activity, view duration, viewing distance, adjacent land use, and special management or planning designation.

Sensitivity of the potential sixth group, future viewers for the planned retail shopping center, would be low to moderate.