

### Hagley Avenue



The alignment of Hagley Avenue relative to the site, along with the tree planted at the end of Hagley Avenue in the area where the street has been realigned, significantly limit the views of the location of the billboard installation.

**There is no clear visual catchment of the billboard display faces from Moorhouse Avenue.**

Figure 8: View towards location of proposed billboard from approximately 160m. Location of billboard installation blocked by trees (photograph RKL 04-02-2020).

### Visual Simulations

In view of the analysis above, visual simulations were produced to consider the visual impact of the proposed billboard viewed from the east and west along Moorhouse Avenue. These were included as small images in the original versions of this report.

In their email<sup>1</sup> CCC requested that these be provided at 'A3 size and cropped to a 50mm lens (as per the NZILA guidelines)'. I understand that the reference in this request to a 50mm lens may refer to older NZILA guidance, not the current NZILA 'Best Practice Guide – Visual Simulations – BPG 10.2'<sup>2</sup>. This current guide does not specify what camera and lens combination should be used for visual simulations. It does however confirm that whatever camera/lens combination is utilised, each image should confirm the distance at which it should be read/viewed when printed at a specified size. In view of this, and in light of the Council's request, A3 versions of these previously prepared visualisations are included as Appendix 1. These are each labelled to confirm the camera/lens combination used along with details of the distance at which they should be read/viewed, and therefore now conform to the NZILA BPG 10.2 guidance.

In response to CCC's request additional visual simulations have been prepared illustrating the billboard in views from the shared pathway within Hagley Park parallel to Moorhouse Avenue and Hagley Avenue and from the location of the apartment development at 420 Hagley Avenue. These are attached as Appendix 2. These are each labelled to confirm the camera/lens combination used along with detail of the distance at which they should be read/viewed, and therefore conform to the NZILA BPG 10.2 guidance.

<sup>1</sup> Email from Matthew Klomp to John Scheele, 2<sup>nd</sup> June 2020

<sup>2</sup> New Zealand Institute of Landscape Architects, 02.11.10)

## Scale of Visual Effects

The following scale of visual effects has been utilised in assessing the visual effects from each viewpoint:

Scale of Effect	Description of Effect
<b>Extreme</b>	Total loss of the existing character, distinctive features or quality of the landscape resulting in a complete change to the landscape or outlook
<b>Very high</b>	Major change to the existing character, distinctive features or quality of the landscape or a significant reduction in the perceived amenity of the outlook
<b>High</b>	Noticeable change to the existing character or distinctive features of the landscape or reduction in the perceived amenity or the addition of new but uncharacteristic features and elements
<b>Moderate</b>	Partial change to the existing character or distinctive features of the landscape and a small reduction in the perceived amenity
<b>Low</b>	A slight loss to the existing character, features or landscape quality
<b>Very low</b>	The proposed development is barely discernible with little change to the existing character, features or landscape quality
<b>Negligible</b>	The proposed development is barely discernible or there are no changes to the existing character, features or landscape quality

## Original Viewpoints (see A3 size copies attached as Appendix 1)

### *View West along Moorhouse Avenue*



VIEW FROM CAR, MOORHOUSE AVENUE AT 50M, 20Y, 256mm IMAGE SIZE @ A1 (200mm READING DISTANCE)  
Photo ©, 4mm FOCAL LENGTH (20mm FULL FRAME EQUIVALENT LENS)

From **50m** the proposed billboard is seen against the backdrop of the existing canopy and building on the site and against the buildings on the Industrial General and Commercial Office zoned land to the rear. Whilst in this view the billboard structure appears marginally taller than the filling station canopy, it is significantly lower than buildings located to the rear of the view. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Low (equivalent to a minor adverse effect).



VIEW FROM CAR, MOORHOUSE AVENUE AT 100M. 201,050mm IMAGE SIZE @ A3 (200mm READING DISTANCE)  
Photo X, 4mm FOCAL LENGTH (20mm FULL FRAME EQUIVALENT LENS)

From **100m** the proposed billboard will still be viewed against the backdrop of the existing canopy and building on the site and against the buildings on the Industrial General and Commercial Office zoned land to the rear. Against its backdrop of other buildings and within the setting of the busy Moorhouse Avenue, the proposed billboard installation will not appear out of place or out of scale in the area.

Given the nature of the existing environment and the scale of the billboard within this view, I consider that the visual effects of the proposed billboard installation would be Very Low (equivalent to a less than minor adverse effect).

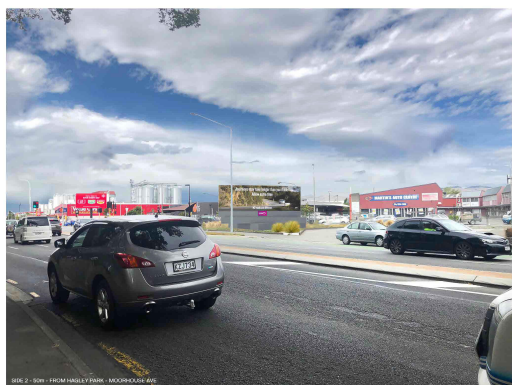


VIEW FROM CAR, MOORHOUSE AVENUE AT 200M. 201,050mm IMAGE SIZE @ A3 (200mm READING DISTANCE)  
Photo X, 4mm FOCAL LENGTH (20mm FULL FRAME EQUIVALENT LENS)

From **200m** it will be difficult to discern the proposed billboard installation. The billboard is viewed below the existing double-sided digital billboard (billboard location 2 identified on Figure 3). It is seen against the backdrop of taller buildings on the Industrial General and Commercial Office zoned land to the rear. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Negligible (equivalent to a less than minor adverse effect).

***View East along Moorhouse Avenue***



VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 50M. 201,050mm IMAGE SIZE @ A3 (200mm READING DISTANCE)  
Photo X, 4mm FOCAL LENGTH (20mm FULL FRAME EQUIVALENT LENS)

From **50m** the proposed billboard structure will in part break the existing skyline. However, it is seen in the context of its surroundings of Industrial General buildings and structures, including silos at the flour mill and buildings along Lincoln Road and Moorhouse Avenue. It will not appear out of place or out of scale in the area.

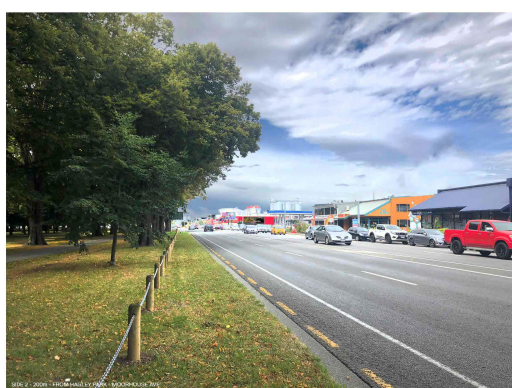
Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Low (equivalent to a minor adverse effect).



VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 100M. 201x150mm IMAGE SIZE @ A3 (100mm READING DISTANCE)  
Phone X, 4mm FOCAL LENGTH (36mm FULL FRAME EQUIVALENT LENS)

From **100m** the proposed billboard structure will be seen against the backdrop of Industrial General buildings, including silos at the flour mill. It appears entirely in scale with this setting and would stand out less than the existing double-sided digital sign (billboard location 2 on Figure 3). It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Very Low (equivalent to a less than minor adverse effect).



VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 200M. 201x150mm IMAGE SIZE @ A3 (100mm READING DISTANCE)  
Phone X, 4mm FOCAL LENGTH (36mm FULL FRAME EQUIVALENT LENS)

From **200m** the proposed billboard structure will be seen against the backdrop of Industrial General buildings, including silos at the flour mill. It appears entirely in scale with this setting and would be an insignificant feature in this view, given the nature of the existing environment. It will not appear out of place or out of scale in the area.

I consider that the visual effects of the proposed billboard installation would be Negligible (equivalent to a less than minor adverse effect).

**New Viewpoints (see A3 size copies attached as Appendix 2)**

***View from Shared Pathway, Hagley Avenue***



VIEW FROM SHARED PATHWAY, HAGLEY AVENUE AT 50M. 201x150mm IMAGE SIZE @ A3 (100mm READING DISTANCE)  
CANON EOS 90D 100mm LENS (200mm FULL FRAME EQUIVALENT)

From shared pathway, Hagley Avenue at **50m** the proposed billboard is seen against the backdrop of the existing canopy and building on the site and within the buildings on the Industrial General land around and behind the site, and against the Commercial Office zoned land to the rear. Whilst in this view the billboard structure appears marginally taller than the filling station canopy, it appears to be a similar height to other buildings around it and in its backdrop. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Low (equivalent to a minor adverse effect).



From shared pathway, Hagley Avenue at **100m** the view is dominated by the trees within Hagley Park, alongside the shared pathway, with a view through these to the billboard. During spring and summer the deciduous trees will be covered in leaves and they will further enclose the view, so that the proposed billboard will be seen within a small window between these.

In this view the proposed billboard appears a similar height to surrounding Industrial General buildings and lower than buildings within the Commercial Office zoned land to the rear. It will not appear out of place or out of scale in the area.

The proposed billboard will not be a dominant feature in this view, and given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Very Low (equivalent to a less than minor adverse effect).



From shared pathway, Hagley Avenue at **200m** the view is dominated by the trees within Hagley Park, alongside the shared pathway, with a view through these of approximately half of the billboard face.

Compared to the view at 100m, there is a more open view towards Hagley Avenue from this position, bringing the three storey apartments at 420 Hagley Avenue into view as a reasonably dominant feature in the view.

During spring and summer the deciduous trees will be covered in leaves and they will further enclose the view, so that the proposed billboard will be seen within a small window between these.

In this view the proposed billboard is only seen with the petrol station canopy not with other surrounding buildings or buildings to the rear. It appears at a broadly similar height to the petrol station canopy. It does not appear out of place or out of scale against the petrol station canopy.

The proposed billboard will not be a dominant feature in this view, and given the

nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Negligible (equivalent to a less than minor adverse effect).

**View from Shared Pathway, Moorhouse Avenue**



VIEW FROM SHARED PATHWAY, MOORHOUSE AVENUE AT 50M. 2674000mm IMAGE SIZE @ A3 (31.5mm RELATIVE DISTANCE) CANON EOS 85D 18MM LENS (28MM FULL FRAME EQUIVALENT)

From shared pathway, Moorhouse Avenue at **50m** the proposed billboard is seen within the context of the Industrial General buildings on surrounding sites

In this view the billboard structure appears a similar height to other buildings around it and in its backdrop. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Low (equivalent to a minor adverse effect).



VIEW FROM SHARED PATHWAY, MOORHOUSE AVENUE AT 100M. 2674000mm IMAGE SIZE @ A3 (31.5mm RELATIVE DISTANCE) CANON EOS 85D 18MM LENS (28MM FULL FRAME EQUIVALENT)

From shared pathway, Moorhouse Avenue at **100m** the proposed billboard is seen within the context of the Industrial General buildings on sites surrounding it and to its rear. The trees along the edge of Hagley Park are a dominant feature in this view and will be more so in the spring and summer when they have leaves on them.

In this view the billboard structure appears a lower height to other buildings around it and in its backdrop. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, and the context of the billboard, I consider that the visual effects of the proposed billboard installation would be Very Low (equivalent to a less than minor adverse effect).



VIEW FROM SHARED PATHWAY, MOORHOUSE AVENUE AT 200M, 261\*400mm IMAGE SIZE @ A3 (315mm READING DISTANCE) CANON EOS 80D 18mm LENS (28mm FULL FRAME EQUIVALENT)

From shared pathway, Moorhouse Avenue at **200m** the trees along the pathway dominate the view and limit views towards the billboard. The billboard is a minor feature in this view and is seen within the context of the Industrial General buildings on sites surrounding it and to its rear. The trees will be an even more dominant feature in this view in the spring and summer when there are leaves on them.

In this view the billboard structure appears a lower height to other buildings around it and in its backdrop. It will not appear out of place or out of scale in the area.

The proposed billboard will not be a dominant feature in this view, and given the nature of the existing environment, I consider that the visual effects of the proposed billboard installation would be Negligible (equivalent to a less than minor adverse effect).

***View from in front of Apartments at 420 Hagley Avenue***



VIEW FROM IN FRONT OF APARTMENTS AT 420 HAGLEY AVENUE, 261\*400mm IMAGE SIZE @ A3 (315mm READING DISTANCE) CANON EOS 80D 18mm LENS (28mm FULL FRAME EQUIVALENT)

This view is taken from the front of the apartments at 420 Hagley Avenue.

There are two high level windows in each floor of the elevation of the apartments which faces in this direction, towards the billboard. However, views towards the proposed billboard from the windows in the upper two floors are blocked by the existing billboard located alongside the apartment building (discussed above). The view from the viewpoint location is broadly similar to that which would be available from the ground level windows, albeit that the photo viewpoint is estimated to be approximately 10m closer to the proposed billboard than the windows. Due to the high sill height of these windows there would be very limited opportunity for occupiers to view the proposed billboard from them.

In this view the proposed billboard is seen against the backdrop of the existing canopy and building on the site and within the buildings on the Industrial General land around and behind the site, and against the

Commercial Office zoned land to the rear. The billboard structure appears lower than other buildings in the view, although marginally taller than the filling station canopy. It will not appear out of place or out of scale in the area.

Given the nature of the existing environment, which consists of large roads, a busy intersection and a range of Industrial General and Commercial Office buildings, I consider that the visual effects of the proposed billboard installation would be Low (equivalent to a minor adverse effect).



## 4. Assessment of the Proposed Billboard

The proposed digital billboard is a Restricted Discretionary Activity. The proposal is therefore considered against the relevant Objectives, Policies and assessment criteria for signs below. In considering these Objectives, Policies and assessment criteria I have been cognisant of the permitted baseline (which is set out in some detail in the AEE).

Relevant Objectives and Policies	Comment
<p><b>6.8.2.1 Objective – Signage</b></p> <p>a. Signage collectively contributes to Christchurch’s vitality and recovery by:</p> <ul style="list-style-type: none"> <li>i. supporting the needs of business, infrastructure and community activities;</li> <li>ii. maintaining public safety; and</li> <li>iii. enhancing the visual amenity values and character of the surrounding area, building or structures</li> </ul>	<p>The proposed digital billboard installation will support local businesses by virtue of providing a medium for third party advertising.</p> <p>It will be located on private land and has been positioned so as not to impact public safety.</p> <p>As described above, it will not have an impact on the visual amenity values and character of the surrounding area.</p>
<p><b>6.8.2.1.1 Policy - Enabling signage in appropriate locations</b></p> <p>a. Enable signage:</p> <ul style="list-style-type: none"> <li>i. as an integral component of commercial and industrial environments, strategic infrastructure and community activities throughout the Christchurch District; and</li> <li>ii. that is necessary for public health and safety and to provide direction to the public.</li> </ul>	<p>The proposed architect designed digital billboard installation will become an integral component of the site and of the wider commercial environment.</p>
<p><b>6.8.2.1.2 Policy - Controlling signage in sensitive locations</b></p> <p>a. Ensure the character and amenity values of residential, open space and rural zones are protected from adverse visual and amenity effects from large areas or numbers of signs, or off-site signs within these zones.</p>	<p>The proposed billboard installation is located within the Industry General zone. However, it would be visible from part of the Residential Central City zone, which adjoins Moorhouse Avenue at 21 Moorhouse Avenue and also from the open space zoned Hagley Park.</p> <p>The Residential Central City zoned site at 21 Moorhouse Avenue is occupied by the Gothic Motel. There is a tall fence/wall and planting along the Moorhouse Avenue frontage of this site. The buildings within the site are single storey. Due to its low overall height and distance from this part of the Residential Central City zone the proposed billboard would not cause adverse effects to occupiers in the zone, even were the site at 21 Moorhouse Avenue redeveloped for a higher density residential development.</p>

There will be views of the billboard from Hagley Park, zoned Open Space Community Parks.



Figure 9: View towards site from within Hagley Park (photograph RKL 04-02-2020)

The billboards have been designed to present their display faces east and west along Moorhouse Avenue. There will only therefore be views of the angled faces of the billboards from within the park, not clear straight on views of the faces.

These views will be greatest from the edge of the park, close to Moorhouse Avenue. This part of the park is already compromised by the location of the road and the significant traffic which uses it. The edge of the park is an area that people pass through, rather than somewhere they dwell and spend time. Given this, users of this section of the park will not experience adverse visual and amenity effects.

From deeper within the park, during summertime the views of the billboard will be screened by the dense tree canopies. During the wintertime, the angle of the billboard faces and their distance from the view will ensure that users of this part of the park will not experience adverse visual and amenity effects.

Given the above, I consider that the proposed billboard installation will not impact residential, open space or rural zones.

#### **6.8.2.1.3 Policy - Managing the potential effects of signage**

- a. In considering Policies 6.8.2.1.1 and 6.8.2.1.2, ensure that the size, number, height, location, design, appearance and standard of maintenance of signs:

The proposed freestanding architect designed billboard installation has been designed to not appear out of place or out of scale within the surrounding Industry General environment.

It is of a scale which is not unexpected in the area.

It is not located within the central city.

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- i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;
  - ii. integrate within the façade of the building, do not detract from the integrity of the building design, and maintain the building as the primary visual element;
  - iii. are in proportion to the scale of buildings and the size of the site; and
  - iv. enhance the Central City.
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**6.8.2.1.6 Policy - Managing off-site signage**

- a. Limit off-site signs in the sensitive zones specified in Policy 6.8.2.1.2 and to enable such signage where it:
  - i. is compatible with the surrounding environment and is located within a commercial or industrial context;
  - ii. is appropriately maintained;
  - iii. will not cause or contribute to visual clutter and other cumulative adverse effects; and
  - iv. is consistent with the outcomes sought in Policy 6.8.2.1.3.

The proposed billboard installation is not located within one of the sensitive zones described in Policy 6.8.2.1.2.

As described above it is compatible with its surrounding Industry General environment.

It will be well maintained (to ensure continuing revenue for the operator).

Whilst there are other billboards in the local area. The majority of these are located in Lincoln Road and will not be viewed with the proposed billboard installation.

When viewed in close proximity from the west along Moorhouse Avenue it may be possible to see the proposed billboard installation with the existing billboards at positions 1 and 2 in Figure 3. Both of these are some distance away from the proposed billboard.

I understand that there is a consent to alter the billboard in position 1 to become a digital billboard, albeit at a reduced size. To view the billboard at position 1 from the same position as viewing the proposed billboard will require a passer-by to turn their view from one to the other. Given this I believe that there is no clutter effect or cumulative effect from this as they are not viewed together.

Whilst the billboard at position 2 will be seen in the same view as the proposed billboard, it is located at a higher height and at some distance behind the proposed billboard. As illustrated in the visualisation images, in this view the proposed billboard will be seen against the backdrop of existing Industry General development and will not stand out as a prominent feature in the street. Given this I believe that there is no clutter effect or cumulative effect from this.

When viewed from the east, it will be possible to view the proposed billboard installation with the existing digital billboard at position 2. However, in this view, as

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illustrated in the visualisations, when viewed from this direction the proposed billboard will be seen against the backdrop of Industry General development. It will be far less prominent in the street than the existing tall billboard at position 2. The billboards are also some distance apart from each other. Given this I believe that there is no clutter effect or cumulative effect from this.

Relevant Assessment Criteria	Comment
<p><b>6.8.5.3 Static and digital billboards</b></p> <p>a. Whether the scale, design, colour, location and nature of the billboard will have impacts on the architectural integrity, amenity values, character, visual coherence, and heritage values of:</p> <ul style="list-style-type: none"> <li>i. the building and the veranda on which the billboard is displayed and its ability to accommodate the signage;</li> <li>ii. the surrounding area (including anticipated changes in the area);</li> <li>iii. residential activities; and</li> <li>iv. heritage items or heritage settings, open spaces, protected trees or areas possessing significant natural values.</li> </ul> <p>b. Whether the extent of the impacts of the billboard are increased or lessened due to:</p> <ul style="list-style-type: none"> <li>i. the design, dimensions, nature and colour of the sign or support structure;</li> <li>ii. the level of visibility of the billboard; and</li> <li>iii. vegetation or other mitigating features.</li> </ul> <p>c. Whether the billboard combines with existing signage on the building, the site or in the vicinity, to create visual clutter or set a precedent for further similar signage</p>	<p>The proposed billboard installation is located within the Industry General Zone. There are no heritage items or heritage settings in the immediate vicinity.</p> <p>The billboard installation has been carefully designed so as to appear in keeping with the local area, and in recognition of its position at the intersection of Lincoln Road with Moorhouse Avenue.</p> <p>It will not have impacts on any architectural integrity, amenity values, character, visual coherence, and heritage values.</p> <p>The scale of the proposed billboard installation is less than that which could be expected within the Industry General zone.</p> <p>Care and attention have been given to its overall design and to the new landscaping for the site, to ensure that the installation has an attractive appearance and sits comfortably within its local area.</p> <p>There is currently limited signage on the site, with the signage having been removed from the canopy and building. Whilst it is likely that any future commercial use of the site would require its own signage, I do not foresee this being of a scale which would cause clutter with the proposed billboard installation.</p> <p>As discussed above the proposed billboard installation will not create any clutter effect or cumulative effect when viewed with other existing billboards in the local area.</p>

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| <p>d. Whether the billboard:</p> <ul style="list-style-type: none"> <li>i. enlivens a space or screens unsightly activities; and</li> <li>ii. will result in an orderly and coordinated display.</li> </ul>  | <p>The site is currently unused.</p> <p>The sensitively designed billboard installation will be the first step towards bringing the site back into use. It will provide interest at the intersection of Lincoln Road with Moorhouse Avenue and will provide an orderly and coordinated display.</p>   |
| <hr/>  |   |
| <p>e. Whether the extent of the impacts of the billboard are increased or lessened due to:</p> <ul style="list-style-type: none"> <li>i. the frequency and intensity of intermittent or flashing light sources, and the proposed periods of illumination and frequency of image changes;</li> <li>ii. the prominence of the billboard due to its illuminated or animated nature and ability to draw the eye;</li> <li>iii. the nature of surrounding land use activities;</li> <li>iv. the proximity of the display to other properties and the likely effects of such intermittent or flashing lights or changing images upon those properties and their occupants; and</li> <li>v. The potential of the billboard to cause distraction or confusion to motorists in their observance of traffic conditions, directions or controls.</li> </ul> | <p>The billboard will be operated in accordance with accepted good practice, in relation to luminance, frequency of image change and the use of a 0.5 second dissolve between images.</p> <p>These factors will ensure that the proposed billboard will not be unduly bright or garish and will not catch the eye when images change.</p> <p>As described above, the proposed billboard installation will be in keeping with local area.</p> <p>Traffic safety matters are addressed by others.</p> |
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## 5. Overall Conclusion and Recommendations

The application proposes the construction of an architect designed digital billboard installation at the intersection of Lincoln Road with Moorhouse Avenue, consisting of two curved digital billboards.

The installation has been designed to sit comfortably in the local Industry General area and will become an integrated element of the site and the surrounding area.

The levels of luminance at night-time, image dwell time and dissolve between images will accord with accepted best practice

Overall, in my view, the proposed billboard will appear as an integrated part of the area as it currently exists, and its overall potential for effects on the visual amenity and the character and quality of this urban environment is minimal, when considered in the context of the nature of the surrounding area.



Richard Knott MRTPI IHBC IHE  
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27<sup>th</sup> August 2020

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**Appendix 1:**  
**A3 versions of Original Visual Simulations (conforming to NZILA BPG 10.2 guidance)**



SIDE 1 - 200m - FROM MOORHOUSE AVE

VIEW FROM CAR, MOORHOUSE AVENUE AT 200M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)





SIDE 1 - 100m - FROM MOORHOUSE AVE

VIEW FROM CAR, MOORHOUSE AVENUE AT 100M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)



SIDE 1 - 50m - FROM MOORHOUSE AVE

VIEW FROM CAR, MOORHOUSE AVENUE AT 50M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)



SIDE 2 - 200m - FROM HAGLEY PARK - MOORHOUSE AVE

VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 200M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)



SIDE 2 - 100m - FROM HAGLEY PARK - MOORHOUSE AVE

VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 100M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)



SIDE 2 - 50m - FROM HAGLEY PARK - MOORHOUSE AVE

VIEW FROM HAGLEY PARK, LOOKING ACROSS MOORHOUSE AVENUE AT 50M, 267x356mm IMAGE SIZE @ A3 (280mm READING DISTANCE)  
iPhone X, 4mm FOCAL LENGTH (28mm FULL FRAME EQUIVALENT LENS)