

*Proposed*



View 22 Winter

Cromwell Road, outside main gate of Natural History Museum

Baseline





View 22 Winter  
Cromwell Road, outside main gate of Natural History Museum



View 23 Winter

Cromwell Road, outside Victoria and Albert Museum

Baseline





View 23 Winter  
Cromwell Road, outside Victoria and Albert Museum

*Proposed*



View 24 Winter  
McLeod's Mews

Baseline





*Proposed*



View 25 Winter  
Grenville Place / Southwell Gardens

Baseline





*Proposed*



View 29 Winter

Kensington High Street / De Vere Gardens

Baseline





*Proposed*



View 31 Summer  
Hereford Square

Baseline





View 31 Summer  
Hereford Square

*Proposed*



View 31 Winter  
Hereford Square

Baseline





View 31 Winter  
Hereford Square

*Proposed*



# Kensington Forum

## Appendix 2: Views for on-site assessment

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April 2019

This Appendix contains the 37 'as proposed' AVRs showing the Proposed Development, reproduced at the optimum scale for assessing the Proposed Development on site. When held at a viewing distance of 30cm, the features shown in the AVRs will have the same apparent scale on the paper as they would in the real scene. The 30cm viewing distance is within the range recommended by the Landscape Institute's Advice Note 01/11, 'Photography and photo-montage in landscape and visual impact assessment'.

The images shown are either versions of the views as presented in the June 2018 ES (in cases where the design amendments are not expected to result in any noticeable change to the visibility or appearance of the amended Proposed Development), or they are versions of the revised views presented in Appendix A1. Where on-site assessment images show versions of the views which have been revised for this ES Addendum, this is indicated by "Amended Proposed Development" under the image.

The images are provided on A3 sized paper and in some cases, in order to enlarge the image to the point where the viewing distance of 30cm can be achieved, it has been necessary to crop the original AVR to fit the page. Where this has been necessary, the cropping has aimed to ensure that visibility of the Proposed Development within a recognisable townscape context has been maintained.

**HayesDavidson**



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View 01: Cromwell Road, West (Summer)  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 01: Cromwell Road, West (Winter)  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 02: Cromwell Road / Marloes Road (Summer)  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 02: Cromwell Road / Marloes Road (Winter)  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 03: Cromwell Road, opposite Collingham Road (Winter)  
Viewing Distance - 300mm (when viewed on A3 page)  
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View 04: Cromwell Road, opposite Courtfield (Winter)  
 Amended Proposed Development  
 Viewing Distance - 300mm (when viewed on A3 page)  
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View 05: Collingham Road / Courtfield Gardens north (Summer)  
 Amended Proposed Development  
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View 05: Collingham Road / Courtfield Gardens north (Winter)  
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View 06: Collingham Road (Summer)  
 Amended Proposed Development  
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View 06: Collingham Road (Winter)  
Amended Proposed Development  
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Single Frame View





View 07: Collingham Road / Courtfield Gardens south (Summer)  
 Amended Proposed Development  
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View 07: Collingham Road / Courtfield Gardens south (Winter)  
 Amended Proposed Development  
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View 08: Courtfield Gardens (Winter)  
Amended Proposed Development  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 09: Courtfield Road, near Astwood Mews (Winter)  
 Amended Proposed Development  
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View 10: Courtfield Road, near Ashburn Gardens (Summer)  
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View 10: Courtfield Road, near Ashburn Gardens (Winter)  
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Single Frame View





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 Amended Proposed Development  
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 Amended Proposed Development  
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View 17: Gloucester Road (Winter)  
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View 18: Cromwell Road, opposite Gloucester Arcade (Summer)  
Amended Proposed Development  
Viewing Distance - 300mm (when viewed on A3 page)  
Single Frame View





View 18: Cromwell Road, opposite Gloucester Arcade (Winter)  
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