

# CAMDEN DESIGN REVIEW PANEL

Chloë Phelps - Camden Design Review Panel Vice-Chair

Dr Tom Bolton - Associate, Frame Projects

22 July 2025



# FRAME PROJECTS TEAM



Deborah Denner  
Director



Tom Bolton  
Associate



Bonnie Russell  
Senior Panel Coordinator

# WHERE WE WORK

Frame Projects manages 23 design review panels and 6 community review panels, including:

- 13 London planning authorities (Camden was our 3<sup>rd</sup>)
- 7 panels in the south of England
- 3 Garden towns / cities
- HS2 Independent Design Panel
- Euston Design Panel





“Good design is essential to creating places, buildings, or spaces that work well for everyone, look good, last well and will adapt to the needs of future generations... planning should always seek to secure high quality design and that good design is indivisible from good planning..”

Camden Local Plan, Design and Heritage, paragraph 7.1





# NPPF

## SECTION 12 - ACHIEVING WELLDESIGNED PLACES

'Local planning authorities should ensure that they have access to, and make appropriate use of, tools and processes for assessing and improving the design of development..there is a range of tools including workshops to engage the local community, design advice and review arrangements... In assessing applications, local planning authorities should have regard to the outcome from these processes, including any recommendations made by design reviewpanels.'

National Planning Policy Framework, paragraph 138

# DESIGN REVIEW PRINCIPLES

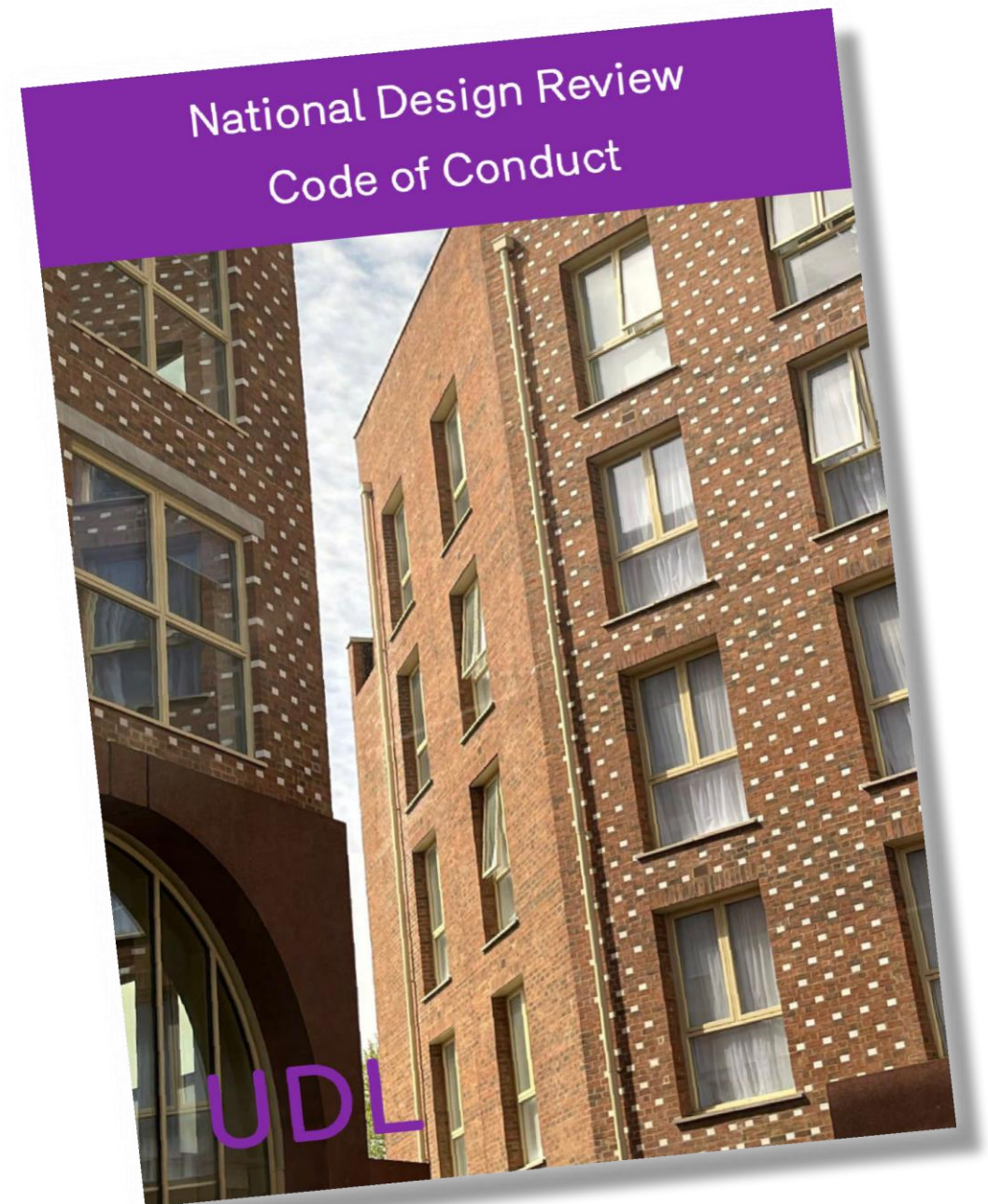
'Design Review is focused on outcomes for people. It explores how a building or place can better meet the needs of the people who will use it and of everyone who will be affected by it. It does this by constructively endeavouring to improve the quality of architecture, urban design, landscape and highway design.'

(Design Review Principles and Practice, chapter 1, page 7)



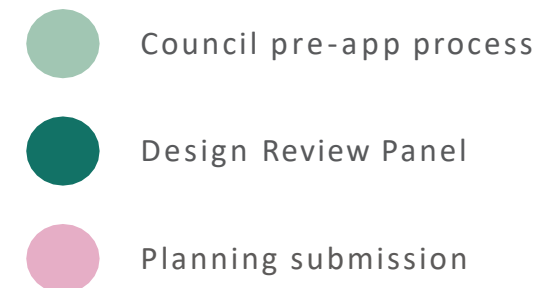
# UDL CODE OF CONDUCT

1. Panel make up
2. Relationship with LPA
3. Well managed and chaired
4. High quality expert advice
5. Well informed professional and impartial
6. Objective, timely and proportional
7. Independent, transparent and financially stable



# VALUE OF DESIGN REVIEW

- Early identification of design issues before the scheme is fixed
- Constructive feedback to inform ongoing pre-app discussions
- Follow up reviews
- Can be included as part of PPAs to establish expectation upfront







# PANEL MEMBERSHIP

The Camden Design Review Panel was set up in 2016 by Frame Projects.

Panel members are appointed through an open recruitment process, in consultation with Camden officers. Membership is regularly refreshed based on feedback from planning officers.

# PANEL CHAIRS



**Chloë Phelps**

Architect  
CEO, Grounded Practice

Chloë Phelps has a unique blend of public and private sector expertise as an architect, in practice, as well as in leading development and planning teams.

Established in 2021, Grounded is an architecture and urbanism practice with extensive experience working on large scale public housing, town centre renewal strategies as well as the delivery of homes on small sites. Chloë previously led the Croydon Small Sites Programme, which led to recognition as one of the Architects' Journal's '40 under 40' in 2020.



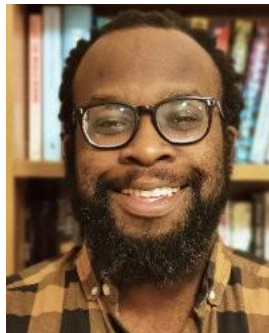
**Daniel Rea**

Landscape architect  
Director, Periscope

Daniel Rea is a landscape architect, urbanist and founding director of Periscope. He has over 15 years' experience in leading complex landscape, urban design and masterplanning projects. Daniel leads the strategic direction of all projects at Periscope, and has been a guest critic at The Bartlett School of Architecture and Harvard Graduate School of Design. He currently sits on a number of Design Review Panels in London and is a Chartered Member of the Landscape Institute in the UK.



# PANEL MEMBERS





# HOW IT WORKS

- One review meeting per month
- Funded by the developer
- Panel members paid a day rate
- Types of review (proportionate)
- Aim to see schemes at pre-application stage
- Follow up reviews if necessary
- Reports provide advice on design issues to support officers and planning decisions



# BENEFITS

- For developers - should speed up the planning process if done well, helping resolve design issues, reducing risk and costs
- For planning officers - provides independent expert advice, and access to multidisciplinary expertise to support the pre-application process in a transparent and accountable way
- For the planning committee - panel reports offer analysis of design quality issues to support confident decision making, improving the borough's standing
- For Camden communities - the panel champions good design and advocates for the necessary infrastructure for successful, sustainable places, contributing to quality of life



# HOW IT WORKS

- Not a substitute for in-house design advisors at the council
- Not a substitute for community engagement - but can complement it
- Should not attempt to force any particular 'style' on a developer or local community
- Should not attempt to redesign a poor scheme for the applicant





# 100 CHALK FARM ROAD





# EUSTON TOWER





# CAMDEN DESIGN REVIEW PANEL

Terms of reference 2025

FRAME PROJECTS

In partnership with  
Camden Council

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