



*Achieve
Ambitions*

JLL Consulting

Unlock the value of your *assets*



Planning, part of JLL Consulting

We specialise in delivering commercially-driven planning and development advice that helps to maximise returns for landowners, developers and investors. Part of a multi-disciplinary property consultancy firm offering a full suite of consultancy services with national coverage of the UK, we link with other disciplines to advise public and private sector clients on all aspects of planning and development. Our expertise ranges from identifying planning opportunities and testing early development feasibility options, all the way through to strategy implementation and delivering winning planning permissions. We offer a truly bespoke service that's tailored to our clients' specific needs.



Why JLL Planning?

We work closely with a range of developers, occupiers, land and property owners, and government agencies on all types of developments. We're experts in the development industry with a proven track record in delivering successful permissions.

Our goal is to maximise site or scheme value for our clients and ensure proposals receive planning permission or listed building consent first time, avoiding costly delays and resubmissions. With over 70 planning and development specialists in six locations across the UK, we work collaboratively with colleagues across JLL to deliver strategic, commercially-driven advice to ensure we achieve the best possible results for our clients..

How can we help?

In a world of ever-changing planning policies and procedures, making sure you have access to the right professional planning advice from the outset has never been so important. Our teams bring planning and market expertise together, working closely with our agency and development colleagues, advising our private and public sector clients on the deliverability of schemes, and seeing them through to fruition.

Our national team of planning consultants work on all types of developments from residential, offices, industrial, logistics, retail, hotels and leisure to education, energy and healthcare. Through our attention to detail, decisive strategies and strong professional relationships with decision makers, we deliver clients the winning edge, ensuring that proposals stand the best possible chance of securing planning permission to realise a site's true potential.

Our expertise extends across all sectors, sizes and complexity of development. Ranging from small infill developments and changes of use, through to shopping centre renewals, large estate regeneration projects, strategic employment sites, energy infrastructure, and mixed-use schemes with 1,000+ homes, we have a broad depth and range of experience that will ensure clients unlock the full development potential of their sites.

Our expertise

We offer a full and comprehensive range of services covering every aspect of the planning process, including:

- Preparation of feasibility studies and initial development appraisals.
- Architectural massing and schematics to inform initial options appraisals.
- Due diligence in advance of site/building acquisition or disposal.
- Preparation and negotiation of options for the development of sites and urban extensions.
- Advice to safeguard the long-term position of an asset or add value to a portfolio.
- Shopping centre and other asset repositioning.
- Promotion of development opportunities through the development plan-making process.
- Negotiation with planning authorities to secure development briefs, large-scale masterplans and all types of planning permissions including full, outline and hybrid.
- Negotiate Planning Performance Agreements (PPAs) with planning authorities to establish clear timescales and secure dedicated officer resources necessary to deliver projects.
- Appeal, public inquiry and expert witness work.
- CIL calculations and scheme viability advice.
- Devise effective stakeholder engagement and public consultation strategies to minimise objections.
- Production of Retail Impact Assessments, Employment Land Statements and other specialist supporting market-based evidence.

For further information please contact:



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