



JLL

*Achieve
Ambitions*

JLL Consulting

Delivering research-led advice on mixed-use development *schemes*



Strategic Development Consulting, part of JLL Consulting

The primary focus of the Strategic Development Consulting team is to deliver independent, research-led strategic advice on mixed-use development schemes for landowners, developers and investors both nationally and internationally.



Track record

Masterplanning

Canada Water, London - JLL are the strategic advisors to British Land on the masterplan for this exciting new mixed-use development comprising office, residential and retail use on a 53 acre site. Initial advice provided a research and market led approach to understand the demand drivers for each use class. This informed the development mix and quantum submitted as part of the planning permission in 2019.

Strategic Placemaking

We hold strategic placemaking mandates for a number of regional local authorities, including **Basingstoke, Guildford and Winchester**.

Winchester City Council - JLL are the Council's Strategic Placemaking Consultant. We are instructed to provide site specific development advice and overarching strategic advice to inform key real estate decisions across the city. This work has involved understanding Winchester's competitive position locally, nationally and internationally and ensuring any 'gaps' identified can be catered for through utilising the Council's portfolio of sites. The team are working alongside JLL's Sustainability experts to ensure that the long-term strategy addresses climate change issues.

Highest and Best Use

Arden Cross, Birmingham - Arden Cross is a 350 acre green belt site situated to the east of Birmingham. The HS2 interchange station is planned to run through the centre of the site. Our role was to provide an evidence base for future development. We assessed global exemplar developments to look at lessons learnt and how they could be applied to the development at Arden Cross. The report provided a detailed assessment of occupier take up/market demand, supply, competitive position and future trends across a number of sectors which enabled us to assess the appropriate quantum of development on the site and the mix of uses, driving best value for the client.

Viability and Delivery

Barts Health NHS Trust, Whipps Cross - We provided market-led advice to support the business case for delivery of a residential led masterplan alongside a new healthcare facility at Whipps Cross. We advised on the optimal mix of the masterplan, provided financial appraisals and a delivery strategy to ensure viability was enhanced, and the scheme created an attractive and deliverable opportunity for the market. Our recommendations were informed by a soft market testing exercise in which we tested the opportunity with suitable developers and identified preferred commercial structures.

Public Procurement

York Central - JLL are advising on York Central, helping Network Rail and Homes England deliver a c. 4 million sq ft mixed-use development on former railway land next to York Station. Our involvement spans multiple disciplines, acting as development adviser to optimise value and select a development partner, together with financial modelling, market advice, commercial structuring, and programme management.

Mayfield, Manchester - Covering 24 acres this is a transformational regeneration opportunity in the heart of Manchester City Centre. JLL led the competitive dialogue process from project inception to appointment of U&I Group plc as the preferred development partner.

Our services

Development Consultancy

We provide an integrated approach to clients on complex mixed-use projects by coordinating the wide range of expertise and experience that JLL has to offer. We advise on all stages of the development process from scheme inception through to implementation and on-going management.

Strategic Placemaking

We work closely with colleagues across the company, particularly in sustainability and estate management, to identify the 'value' of place and assist clients with optimising value through the delivery of new places and beyond.

Mixed Use Regeneration

We have extensive experience in large-scale mixed use regeneration, helping to shape skylines and build celebrated communities.

International Best Practice

Globally connected through the UK, EMEA and global consulting business sharing best practice and international exemplar projects.

Thought Leadership

We produce and draw on extensive thought leadership in order to embed future trends and insights into our advice, providing our clients with informed strategic recommendations.

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