



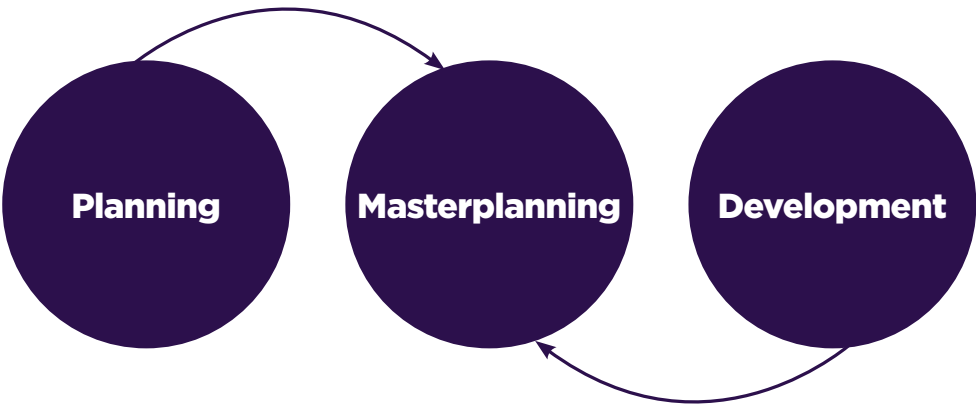
MASTER PLANNING

Carter Jonas

OUR NATIONAL MASTERPLANNING TEAM IS AN INTEGRAL PART OF THE CARTER JONAS PLANNING & DEVELOPMENT OFFERING.

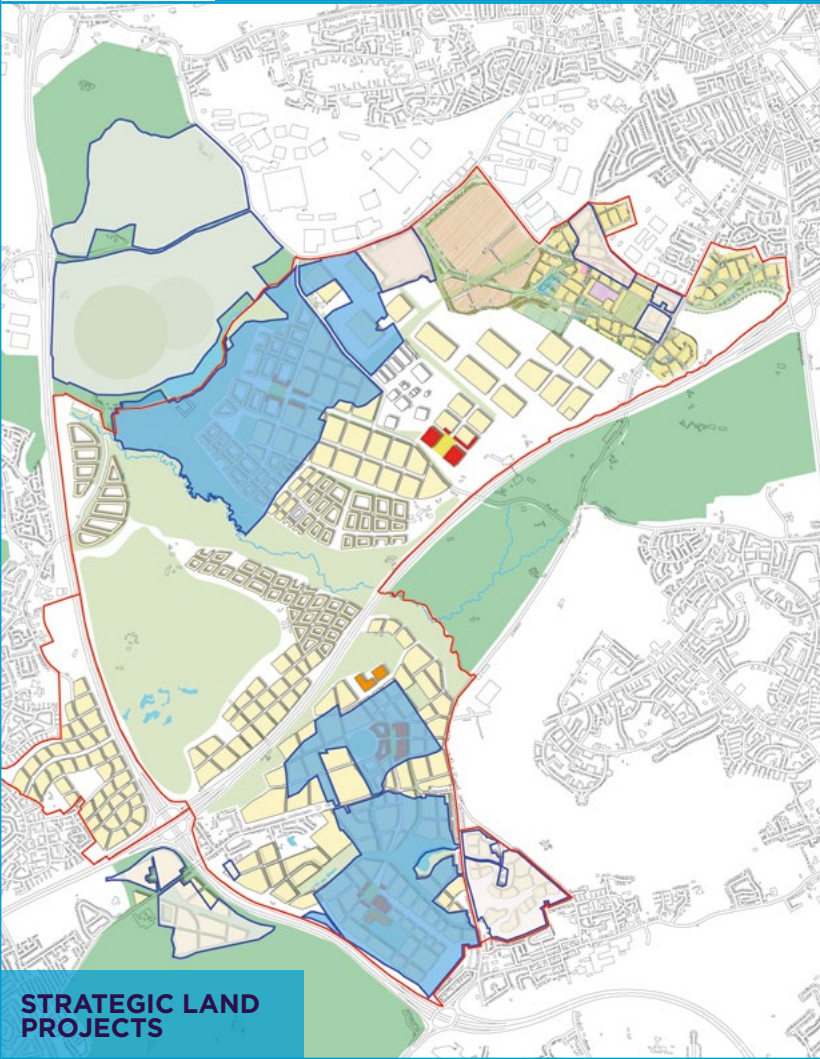
OUR UNIQUE APPROACH

- 1 Carter Jonas offers a fully **integrated planning, masterplanning and development** service
- 2 We have access to **market knowledge** through our **in-house commercial, education and residential teams**
- 3 We specialise in **strategic land projects, residential developments and urban mixed-use regeneration**
- 4 We secure a **smooth planning and consultation process**
- 5 Our masterplans are always **market-led, commercially viable and deliverable**

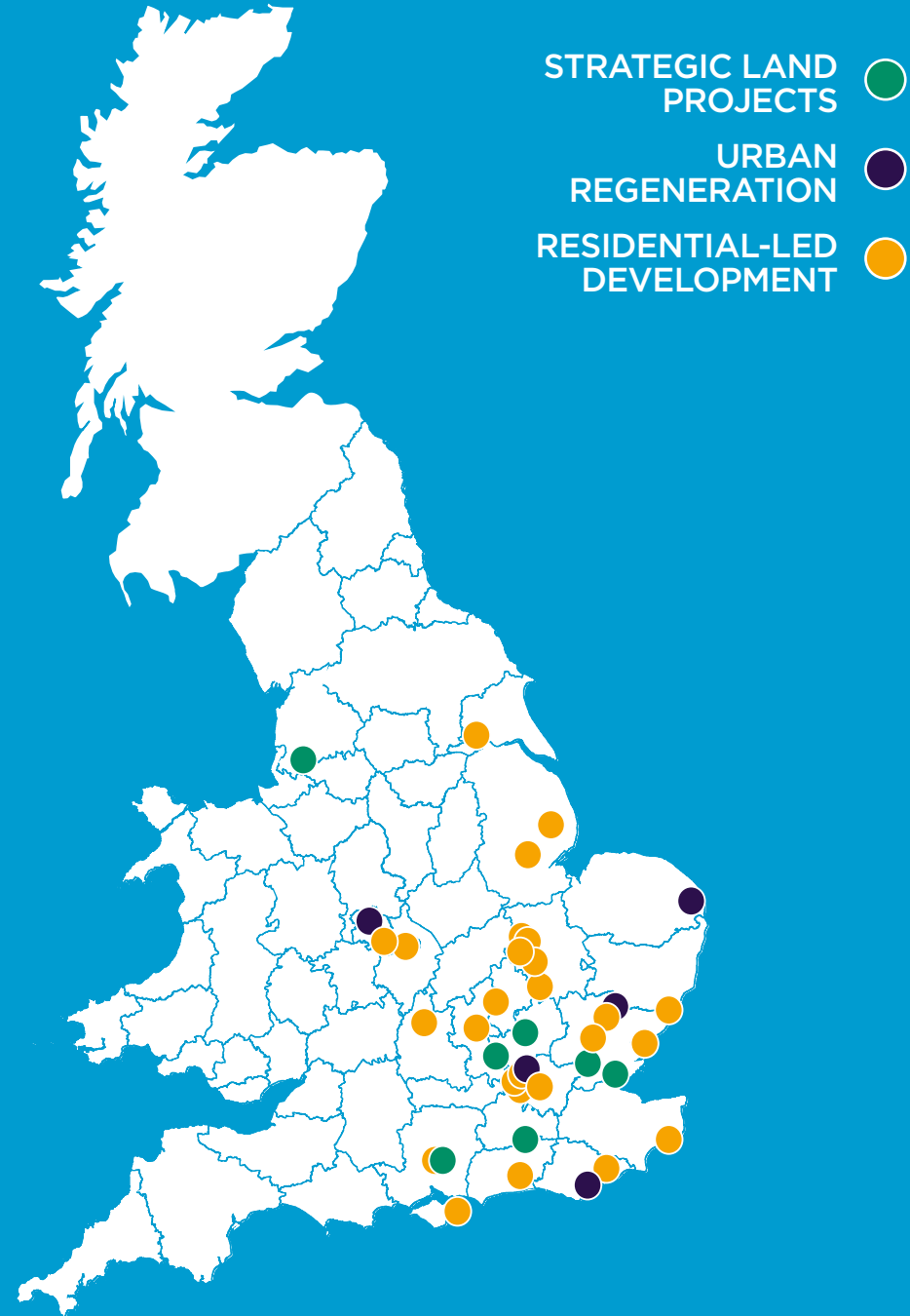


OUR ETHOS

- 1 The art of **place making** is **fundamental** to our design approach
- 2 We have **high quality, experienced designers**
- 3 We pride ourselves on **forward thinking design** through the research we undertake
- 4 We ensure there is **always a senior team member** leading your project
- 5 We take an **environmentally, economically and socially responsible design approach**



OUR PROJECTS OVER THE LAST 12 MONTHS



OUR WORK AT A GLANCE

- 7** Seven masterplans for strategic mixed use developments in the past two years
- 25,000** Land for over 25,000 new homes masterplanned
- 5** Five major town centre master plans in the past two years
- 17** 17 different local authorities we have experience working with

OUR MASTERPLANNING PROCESS

Our unified way of working means that we can give our clients a comprehensive national service that produces beautiful places which are not only viable, sustainable and deliverable, but are also locally appropriate.

1 FEASIBILITY

- Site context & baseline mapping
- Townscape studies, including urban character & morphology
- Technical analysis of baseline data & reports
- Opportunities, constraints plans & tables
- Planning policy reviews & brief definition
- Commercial market testing of briefs
- Masterplan strategies & supporting statements
- Masterplan options testing
- Stage one reporting
 - Feasibility studies
 - Capacity studies

2

CONCEPT DESIGN & PRE-APPLICATION

- Site visions & statements
- Research & ideas exploration studies
- Concept design drivers
- Concept masterplans & options
- Design rationale diagrams & statements
- Technical co-ordination with consultancy teams
- Masterplan frameworks
- 3-dimensional massing studies
- Illustrative masterplans
- Development phasing plans
- Illustrations
- Stage two reporting
 - Pre-application documents
 - Development prospectuses
 - Vision documents
 - Concept design reports

3

CONSULTATION & ENGAGEMENT

- Formal consultation meetings & presentations
- Community workshops, surveys & presentations
- Public exhibitions & presentations

4

PLANNING APPLICATIONS

- Design freeze documentation
- Detailed proving layouts
- Information for inclusion within EIA's
- Parameter plans
- Stage four reporting
 - Design and access statements
 - Design guidelines documents
 - Development brief documents
- Expert witness services, section 106 & CIL outputs



1



CLIENTS & TESTIMONIALS

HEYHILL



"We have been working with Carter Jonas' masterplanning team throughout 2018 progressing a residential scheme through the planning process. I have been impressed by the way the team has interpreted the conditions and sensitivities of the site and used these to inform a comprehensive design approach. The quality of the design output has been excellent and I have also been impressed by the commerciality of the scheme which demonstrates an understanding of the local housing market and seeks to maximise land value."

Jacob Taylor, Managing Director, Heyhill Land Ltd

"The masterplanning team at Carter Jonas are responsive to client requirements and are strategic in their vision for sites, ensuring connectivity to existing urban areas and delivery of schemes. The planning promotion document that they have just prepared for us is well presented with the masterplanning options clearly thought through in light of the site's context."

Robert Phillips, Planning Director, Endurance Estates

OUR APPROACH

Our design philosophy is quite simple - **we want to create great places**, which work brilliantly for the **people** who use them. We do this by providing an exemplary service for our clients, with **minimal delay through the planning system**. Our aim is to create places where life in all its guises can flourish. Places that are **economically thriving, artistically stimulating, environmentally conscious and with a strong sense of identity**. Places where people feel they belong.

Our projects range from **10 homes to 14,000**. We are as comfortable tackling smaller bespoke schemes as **large strategic sites**.





33 OFFICES ACROSS THE COUNTRY, INCLUDING 9 IN CENTRAL LONDON

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Bath Commercial

Birmingham

Bristol

Cambridge Central

Cambridge North

Cambridge South

Cardiff

Harrogate

Kendal

Leeds

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Marlborough Rural

Newbury

Northampton

Oxford

Peterborough

Shrewsbury

St Albans

Taunton

Truro

Winchester

York

National HQ One Chapel Place

Barnes

Fulham Bishops Park

Fulham Parsons Green

Holland Park & Notting Hill

Knightsbridge & Chelsea

Marylebone & Regent's Park

Mayfair & St James's

Wandsworth

ABOUT CARTER JONAS

Carter Jonas LLP is a leading UK property consultancy working across commercial property, residential sales and lettings, rural, planning, development and national infrastructure. Supported by a national network of 33 offices and over 800 property professionals, our commercial team is renowned for their quality of service, expertise and the **simply better advice** they offer their clients.

Find out more at carterjonas.co.uk

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