

A Quod profile



Charlotte Williams

Senior Planner

BSc Geography and Urban and Regional Planning, MSc Town Planning and MRTPI

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Areas of expertise

Since completing her MSc in Town Planning and becoming a chartered town planner, Charlotte continues to gain vital experience in her role as a Planner at Quod.

She has been involved in a wide range of projects since she joined in Spring 2019, but now spends the majority of her time specialising in retail and commercial (industrial and logistics) planning. Charlotte provides clear and concise planning advice, writes retail impact assessments and planning statements and provides retail park planning audits, for a range of clients on sites throughout the country.

Charlotte also assists on projects across sectors including residential and mixed use developments – with particular experience working on hotel and office projects.

Before joining Quod, Charlotte worked at a leading private planning consultancy in Essex and gained experience in residential, education and agricultural planning.

Key experience

Charlotte has predominately worked in a private consultancy setting, which has given her a solid platform to develop her planning knowledge. This has allowed her to develop a good commercial understanding, something which she recognises is vital for clients. By providing advice and submitting planning applications on behalf of clients, Charlotte has a positive understanding of planning policy and the approach needed to gain planning approval for her clients.

Equation Properties Limited – Charlotte assists on advising on a number of employment sites, providing pre-acquisition advice which assists Equation to identify suitable sites for development. Charlotte also assists in the preparation and submission of planning applications for new employment land proposals, for example Michelins Farm, Rayleigh

Key projects

Michelin's Farm, Rayleigh
Lakeside Retail Park, Thurrock
Friars Square Shopping Centre, Aylesbury
The Place Retail Park, Milton Keynes
Home Bargains, Ashington
Home Bargains, Belle Vale
Blackwater Shopping Park, Farnborough

Key clients

Travis Perkins Plc
Equation Properties Limited
TJ Morris Limited
Landsec
Patrizia
Quadrant Real Estate



Patrizia – Charlotte assists on advising on a number of retail sites. She also assists on the preparation and submission of planning applications for changes of use and new development proposals, which has recently resulted in the trampoline and adventure park group ‘Flip-Out’ occupying a vacant unit in Aylesbury Town Centre.

Travis Perkins Group – Charlotte assists in providing a range of planning and asset management advice for the Group. She also assists on planning applications for new development proposals.

T J Morris Limited – Charlotte assists in the preparation and submission of planning applications in support of new retail units. This includes a new store in Hyndburn. .

Landsec – Charlotte assists in the preparation and submission of planning applications relating to Landsec’s interest at Lakeside Retail Park, Essex. This has recently resulted in occupation from Lidl and Calligaris. .