

HERITAGE STATEMENT

Store: LEON Restaurant

Address: Unit 2
Brunswick Centre,
Bloomsbury,
London
WC1N 1AY 5-7

Date: 30-09-16

Ref: LEON Restaurant – 300916 – Heritage Statement

Prepared by: James Williams

1.00	Introduction
1.01	Unit 2 at the Brunswick Centre was recently a vacant unit consisting of a main 289 SQM ground floor area. It was last occupied by French Connection as a retail unit prior to June 2016. The unit is part of the main Brunswick Centre building, and was originally constructed between 1967 and 1972 with modernistic architecture that is a grade II listed residential and shopping centre in Bloomsbury, Camden, London, England, located between Brunswick Square and Russell Square. It achieved Grade II status in 2000. The overall design of the development looked to pay homage to typical Georgian style terraced housing that previously stood on the site and those that still surround it. The building has been altered many times over the years, with only modernisation and refurbishment works carried out by the landlord. Interior fit out of the unit has only been completed that has not effected any of the building fabric. A strip out contract has taken place following an asbestos survey. The shopfront sash work (circa 1980) and glazing has been retained, and the remaining front elevation around the existing stonework fascia panel has been untouched.
2.00	Overview of Landlords developer existing area (no changes).
2.01	Now referring to itself as The Brunswick, the centre contains 560 flats, various shops, cafés and restaurants, a Waitrose supermarket, and the Renoir Cinema (one of London's Curzon Cinemas group). The landlord continues to promote and encourage new brands to the centre where units become available to ensure practical use for a modern retail unit. These works continue but remain in keeping with the rest of the centre and no changes to the building fabric. Leon restaurants took possession of the lease for Unit 2 in June 2016
2.02	Front Elevation & Ground Floor: The landlord maintains the existing shopfront in between the existing building columns. Externally the ramps and steps remain unchanged, as part of the landlord demise. The external facade and stonework remain unchanged.
3.00	Leon's Scope of works to the building.
3.01	Front Elevation: Leon's scope for the side front elevation on the their ground floor exterior is proposed as follows. Installation of 1no. internally illuminated 600x800x100mm blade projection sign to match the landlord existing scheme within the rest of the centre (as per planning proposed drawings enclosed). The installation and design are in compliance with the submitted building control application. No further works are planned for the shopfront.
4.00	Summary
4.01	Leon Restaurants has taken a sensitive view to the appearance and local importance of this building in amending the advert application to include an illumination from the projecting sign. After taking possession of the lease in June 2016 Leon have developed a proposed scheme of fit out that has strived to balance both the financial aspirations of the business and the aesthetic expectations of the community in keeping with the surrounding retail environment. This has been demonstrated with maintaining the 'clean' fully glazed shopfront, so as not to clutter and confuse the front facade of the building. And the willingness to work with the local planning team to ultimately arrive at a suitable design that serves then needs of all involved.