

SISTER

The Crown Estate helps secure the return of the Grand Restaurant to London

St James's restaurant scene will spring into life this spring when restaurateur Philippe Le Roux opens his flagship restaurant Villandry and spearheads the restaurant offer within the area.

Located close to Piccadilly Circus, 6 Waterloo Place is among the group of venues with incredibly rich histories that have been restored by The Crown Estate as part of their Grand Restaurant project. These venues would be lost had the interiors not been meticulously removed, stored and reinstated over years of restoration. Now commercial working spaces, the public will be free to enjoy these revitalised spaces again.

The Grade II listed building on Waterloo Place, which has experienced a £5million redevelopment by The Crown Estate, is set to serve up to 600 covers a day in three dining areas. Villandry's main restaurant will offer a menu comprising of Italian, French and Spanish cuisine with ingredients of the highest organic quality from local sources. However, Villandry will act as more than just a dining venue, the addition of a deli area will sell a variety of products including salads, sandwiches and groceries as well as high quality, affordable wines.

Philippe Le Roux said, "Villandry is delighted to be part of The Crown Estate's redevelopment of St James's. This beautiful building flanks the entrance to Waterloo Place and provides an ideal location for the Villandry Grand Cafe."

Other restaurants in The Crown Estate's Grand Restaurant development include Brasserie Zedel on Sherwood Street, whose 1930's art deco interior was restored last year. Jeremy King, founder of Rex Restaurants says, "We were very impressed with The Crown Estate's overall approach and vision for the Quadrant development which meant we were able to embark upon the Brasserie Zedel project in an area previously unconscionable. It is fair to say that without The Crown Estate's capital outlay in restoring the basic interior we could never have afforded the refurbishment – especially as we were keen to make it an accessible and affordable restaurant".

St James's has also recently seen the opening of Italian restaurant Cicchetti, located on Piccadilly, the first London location for the San Carlo Group. The interior of the restaurant has been designed by Bernard Carroll with Ralph Lauren fixtures. Added specialist touches include the leather seating dyed to the specific yellow reminiscent of lemons from Sicily.

Café Royal has also recently re-opened on Regent Street as a contemporary, luxury hotel. Café Royal comprises of 104 luxurious rooms, 55 suites, 5 restaurants and bars including the elaborate and ornate listed Grill Room.

77 Brewer Street, which used to be the Titanic Bar of the Regent Palace Hotel has also recently undergone a renovation by The Crown Estate balancing the buildings original architecture with a contemporary interior, and now houses Danish steak restaurant MASH.

For more information on St James's visit:

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NOTES TO EDITORS

The Crown Estate is investing £500 million into St James's over the next 10 years with a focus on developing the area in line with its core values: personal, distinctive, stimulating and eclectic. The Crown Estate's holdings now comprise of nearly half of all the buildings in the area, totalling 4 million sq ft.

A major component of the investment plan is The Crown Estate's Eagle Place development, located between Piccadilly Circus and Jermyn Street. This 100,000 sq ft development will provide prime West End space for retail, office and residential use with external displays of public art by Royal Academicians Richard Deacon and Stephen Cox. Another large focus of the investment strategy is St James's Market, which is to be redeveloped to preserve historic facades together with public realm enhancement to create 245,000 sq ft of office, retail, restaurant and leisure accommodation.

The Crown Estate is committed to enhancing the area through a proactive tenant mix strategy, continued refurbishment of some of London's most historic landmark buildings and improved streetscape to encourage pedestrian dwell time. The St James's development will secure the area as one of London's most sought after retail destinations.

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