

P R E S S R E L E A S E

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For immediate release

**SHELLEY SANDZER SECURES FOREVER HOME FOR URBAN LEISURE'S
'NEVER FOR EVER'**

Premium bar and restaurant group, **Urban Leisure**, is set to launch its latest concept in Kentish Town, North London, in March this year. The expansive 6,500 sq ft space at 79 Highgate Road – formerly occupied by Pizza East, Dirty Burger and Chicken Shop – was leased by leading specialist UK leisure property agency **Shelley Sandzer**, on behalf of landlord London Buildings.

With venues such as The Elgin in Maida Vale, Ask for Janice in Smithfield, as well as Heist Bank in Paddington, Urban Leisure is set to expand its portfolio with 'Never For Ever'. Split across two floors, comprising a 3,500 sq ft basement and 3,000 sq ft ground floor, the restaurant / bar concept will create a community focused space, featuring a common room space and live music, with home-brewed beers, wine, and cocktails on tap.

Offering delicious simple dishes from two wood-fired ovens, Never For Ever will embrace sustainability, seasonality, and quality, including homemade pizzas alongside large plates, classic bar snacks and locally-sourced charcuterie. Featuring a selection of curated contemporary art from both established and up and coming illustrators, the venue fit-out has been designed in-house by the Urban Leisure Group team.

Urban Leisure Group Founder and Director, Hezi Yechiel, commented: "When the site for Never For Ever came up, we knew it was the perfect opportunity to bring a fun and fresh new local to the Kentish Town area. The space, bringing together three former venues, provides the ideal arena to encapsulate our community-led concept. With support from Shelley Sandzer we were able to agree this letting in record time; we can't wait to see our idea become reality."

Ted Schama, Managing Partner at Shelley Sandzer, added: "Urban Leisure Group have numerous proven, successful venues in north London – including Alice House in Queens Park and The Elgin in Maida Vale. The former Pizza East seemed like a perfect fit, in tune with their

target audience. London Buildings were delighted and the deal was one of the quickest in recent times, concluding in less than two months.”

Shelley Sandzer is a leading and dynamic agency, specialising in the restaurant and leisure property sector. The company provides considered and valued advice to many of the UK’s most highly regarded restaurant brands, centres, developments high streets and landlords, via a lateral thinking team with an unparalleled knowledge and understanding of the leisure business. Shelley Sandzer is also known for the key role it plays in launching new entrants and unique concepts to the market, such as Sweet Chick, Honey & Smoke, and Frame.

Shelley Sandzer acted for the landlord, London Buildings.

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