



BACKGROUND

Shaftesbury Capital PLC are developing proposals to sensitively refurbish and improve accessibility to 39-40 Bedford Street, which was previously occupied by 'The Lady' magazine, but has been vacant at basement level to the 2nd floor since 2019.

The improvements form part of our aspirations to introduce a new active use at lower levels.

HAVE YOUR SAY:

We are keen to understand the views of residents, workers and visitors to the area ahead of submitting any planning application to Westminster City Council.

Further information on the emerging proposals and how you can have your say can be found overleaf.

THE EXISTING BUILDING



39-40 Bedford Street as viewed today

The former office space at basement to second floor has been vacant since 2019. This space was previously occupied by 'The Lady' magazine as their headquarters, which relocated out of Covent Garden.

The main access into the space from Bedford Street has two steps up from pavement level, which means accessibility is poor.

As a former office space, there is a hard frontage with limited glazing. This makes the space unsuitable for the desired retail / food & beverage use because these operators require good visibility into the space.

The area surrounding the building is poorly lit due to a lack of operational street lighting, as identified by our Covent Garden Place Study. This results in a dark and uninviting public realm in the immediate vicinity.

The building is not listed but it does sit within the Covent Garden Conservation Area.

The upper levels of the building accommodate a single residential apartment which would remain in situ under the proposals.

PRELIMINARY PROPOSALS

Our emerging proposals to enhance 39-40 Bedford Street, include:



The introduction of 3 new gas-effect electric lanterns (to complement the existing lantern), which would significantly improve lighting levels in this dark spot.



Regrading the pavement to improve access into the space, while ensuring that the Yorkstone finish is maintained for a quality finish.



The exterior of the building would be repaired and redecorated, to include an attractive Parma Grey colour for the Bedford Street and Maiden Lane elevations.



Sensitively designed, low glare façade lighting to enhance the building on this prominent corner.



Lowering the window sills on the Maiden Lane and Bedford Street elevations to improve visibility in to the space and make it suitable for a range of occupiers, while helping to animate this prominent corner.

Shaftesbury Capital PLC supports Westminster Employment Service (WES), find out more [here](#).



Concept CGI: displaying night-time illumination

NEXT STEPS



Thank you for taking the time to review our proposals for 39-40 Bedford Street.

We would be grateful if you could provide us with your thoughts using our online feedback form, which can be accessed via our consultation website



www.coventgardenconsultation.co.uk/our-proposals

Alternatively, if you would like to provide us with your feedback directly, or have any questions on our proposals, please do not hesitate to get in touch at:



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