

9 – 10 Henrietta Street

Frequently Asked Questions

Question	Answer
What are you proposing for 9–10 Henrietta Street?	We are proposing the sensitive refurbishment of 9–10 Henrietta Street, a Grade II listed building in the Covent Garden Conservation Area. The scheme will combine two existing units into a single, flexible Class E space suitable for retail or restaurant use. The refurbishment will respect the building's heritage while introducing discreet upgrades to improve accessibility, ventilation, and servicing.
Will the character of the building be preserved?	Yes. The proposals retain and enhance the building's historic features, including sash windows, stall risers, pilasters, fascia and cornice detailing. Internally, staircases, skylights and structural elements will be preserved wherever possible.
Are you making any changes to the front façade / shopfront?	The shopfront will be refurbished with traditional detailing. The two existing single doors will be replaced with a wider double-door entrance to improve accessibility. Discreet louvres will be incorporated to meet modern ventilation needs while maintaining the traditional appearance.
Will there be any external signage?	Two new hanging signs are proposed, sensitively positioned to respect the conservation area. Final design details will be determined in collaboration with future tenants.
What kind of tenant are you expecting?	<p>The proposed refurbishment and combining of the two units have been designed to attract high-quality retail or food and beverage operators who will contribute positively to the vibrancy and footfall of Covent Garden.</p> <p>As a significant and long term landowner in the area, our experience, supported by market research, has identified that high quality, modern tenants are interested in larger, more flexible spaces within Covent Garden, and our plans support this shift, ensuring a high quality tenant can lease the site in future.</p> <p>No tenant has been confirmed yet.</p>
Is any demolition proposed?	Minimal internal demolition will be required to reconfigure the two units into one. These will be kept to a minimum, respecting the historic integrity of the building.

Operational Management & Servicing

Question	Answer
How will the building be serviced?	<p>Servicing arrangements will be coordinated to avoid disruption to neighbouring properties and public spaces.</p> <p>Servicing and deliveries will typically take place between 7am and 11am, in line with estate-wide protocols.</p>

	Shaftesbury Capital has extensive experience managing servicing across the Covent Garden Estate and will ensure operations are discreet and well-managed.
Are you proposing to introduce any new plant on the building?	A new extract duct is proposed at the rear of the property, carefully positioned to minimise visual impact. Setback to the building and terminating above the building eaves, ensuring the duct is able to operate effectively, with minimal visual impact. An AHSP Condenser is also proposed on the rear first floor flat roof.
Will there be a management plan in place for the future tenant?	Yes. An Operational Management Plan will be submitted with the planning application setting out standard requirements for future operation of the building. Shaftesbury Capital will then agree more detailed operational management details through lease agreements with future tenants. Depending on the nature of the tenant, this will cover aspects like servicing, waste management, hours of operation, and coordination with estate security and stewardship teams.
Will the street remain tidy and well-maintained?	Yes. Shaftesbury Capital's stewardship team actively maintains the Covent Garden Estate, including cleaning, greening, and security. Operators are expected to comply with high standards of presentation and management.

Licensing, Use & Public Realm

Question	Answer
Will there be outdoor seating or pavement use?	There are currently no plans for outdoor dining or drinking as part of this application. Any future proposals would be subject to separate planning and licensing approvals and would be managed to avoid disruption.
Will the unit require a new license?	Yes. A new licensing application will be submitted in line with Westminster City Council's designated core hours. Operational Management Plans will be included to ensure responsible operation.
What will be the hours of operation?	Hours will be subject to licensing approval, but are expected to align with Westminster's core hours: Monday–Thursday: 9am–11:30pm, Friday–Saturday: 9am–midnight, Sunday: 9am–10:30pm.
Will noise levels increase due to the refurbishment?	No. The refurbishment is designed to support a high-quality, well-managed operation. Any background music will not be audible outside, and windows will not be opened in a way that causes sound disturbance.
Will the public still be able to walk through the street freely?	Yes. The proposals are designed to enhance the pedestrian experience, with improved accessibility and sightlines. No changes are proposed to the pedestrian nature of the street.
Have heritage considerations been taken into account?	Yes. Shaftesbury Capital has worked closely with heritage consultants and Westminster City Council to ensure all changes respect the historic character of the building and the wider Conservation Area.

Further Information

Visit our dedicated project website: <https://coventgardenconsultation.co.uk/> or contact the team directly: 020 3900 3676, Shaftesburycapital@kandaconsulting.co.uk, FAO: Floor 5, 10 Chiswell Street, London EC1Y 4UQ