

Summary of Proposals

10 CARNABY STREET AND 74 BROADWICK STREET

Shaftesbury Capital is pleased to introduce proposals for a new restaurant at 10 Carnaby Street and 74 Broadwick Street.

The basement space at 74 Broadwick Street has been vacant for over three years, and Shaftesbury Capital has been actively reviewing options to bring it back into active, appropriate use and support investment in the area.

This document sets out the proposals and invites your feedback ahead of a formal licensing application. We want to hear from you.

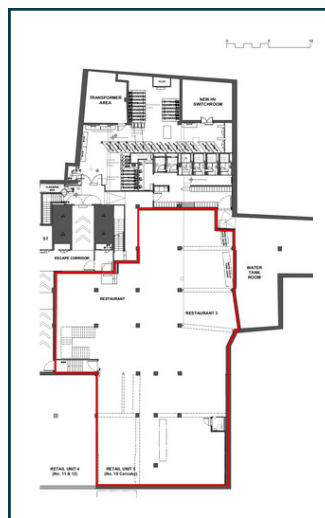


Din Tai Fung Interior, Canary Wharf

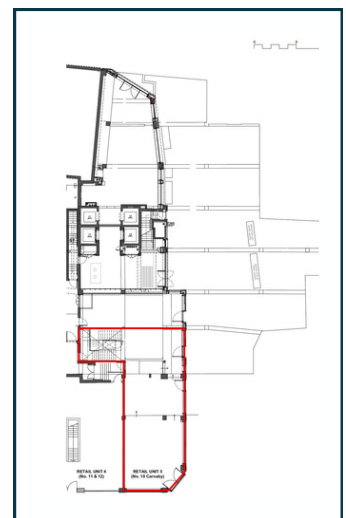
Proposed Operator: Din Tai Fung

Din Tai Fung is an internationally acclaimed, Michelin-recognised restaurant group renowned for its exceptional quality, professional management and responsible operational standards.

With over 180+ restaurants across 14 countries worldwide, Din Tai Fung brings a proven track record.



Basement Plan



Ground Floor Plan

About the Site

10 Carnaby Street and 74 Broadwick Street sit at the heart of the Carnaby neighbourhood, an area that Shaftesbury Capital has carefully managed and invested in for over 25 years.

The site occupies part of a larger building on the street block bounded by Broadwick Street, Carnaby Street, Ganton Street and Marshall Street, within the Soho Conservation Area and the Central Activities Zone.

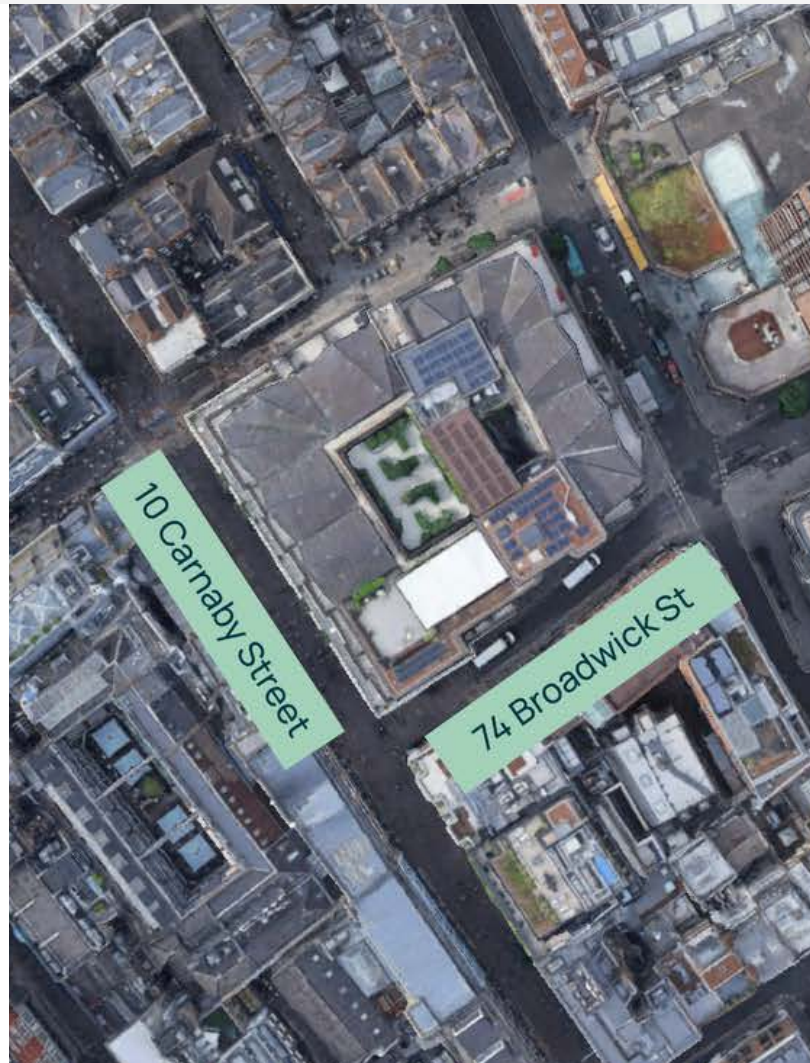
Site History

The basement premises were originally given planning permission in 2019 for use as a restaurant or retail unit as part of a wider development of the building.

In 2022, Westminster City Council granted planning permission for the flexible use of the basement as either a restaurant, retail unit, or live music venue. That permission acknowledged the case for a new cultural use on the site and the role of live music in Soho's heritage and character.

A licensing application for a jazz music venue was subsequently considered by Westminster City Council's Licensing Sub-Committee in September 2023 and was refused. The basement has remained vacant for three years since that decision.

Since the previous application, we have spent considerable time exploring a range of potential operators for the site.



The current application is the outcome of that process. The result is a core-hours restaurant with a significantly reduced capacity; guest access and egress arranged via Carnaby Street; and a world-class proposed operator with well-established management standards, demonstrated across four existing London locations.

The Proposals



A food-led, core hours restaurant

The proposed use is a seated restaurant, with alcohol served ancillary to dining only.



Core hours operation

The restaurant will operate within Westminster City Council's core hours, which are as follows: Monday to Thursday: 9:00am to 11:30pm; Friday and Saturday: 9:00am to 12:00am (Midnight); Sunday: 9:00am to 10:30pm.



A world-class, responsible proposed operator

Founded in Taiwan in the 1950s by Mr Bing-Yi Yang, Din Tai Fung grew from humble origins as an oil shop into an internationally acclaimed restaurant group. When tinned cooking oil threatened the business in the early 1970s, Mr Yang pivoted to making and selling Xiao Long Bao (steamed dumplings), and the rest is culinary history.

Word of mouth drove the brand's growth across Asia and beyond, and Din Tai Fung now operates more than 180 restaurants across 14 countries worldwide. The group has earned international recognition for its food, including a Michelin star, and is widely regarded as one of the world's leading dumpling specialists.

Din Tai Fung arrived in the UK in 2018 and now operates four London restaurants: at Covent Garden, Centre Point, Canary Wharf and Selfridges. All operate as seated, reservation-led dining destinations with a strong focus on quality and professional service. Carnaby would be Din Tai Fung's fifth London restaurant, bringing a proven track record of well-managed operations in busy central London locations.



Approximately 200 covers

The proposed capacity is approximately 200 covers, depending on final design and risk assessments, significantly less than the capacity of the previously proposed jazz venue (295).



Access and egress via Carnaby Street

Guest access and egress will be via the main entrance in 10 Carnaby Street only. In accordance with the lease, customers may only access and exit the Property through this entrance, save in the case of an emergency. This prevents use of the entrance at 74 Broadwick Street.

Din Tai Fung Interior, Covent Garden



Din Tai Fung Interior, Selfridges

Our Commitment to You

Shaftesbury Capital is committed to meaningful engagement throughout this process and welcomes feedback before any formal application is submitted to Westminster City Council.

Feedback received during this consultation will be reviewed by the project team ahead of any formal licensing application.



Previous applications

Late-night hours (previously until 2 am)

Proposed 295-seat venue

Regulated entertainment/
jazz venue

Dispersal towards Marshall Street

Current Proposal

Core hours only

Approximately 200 covers

Food-led restaurant only, no regulated
entertainment

Access and egress via Carnaby Street

Have your say on our proposals!

Share your feedback by contacting us using the email below by **Sunday 9 August**. If you have any questions or feedback that you would like to discuss with us, we would be happy to arrange a briefing at your convenience.

✉ feedback@carnabysohoconsultation.co.uk

🌐 carnabysohoconsultation.co.uk

Scan the QR code
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