

Design + Heritage Document

Artemide

106, Great Russell Street, London

WC1B 3NB

13th February 2025 Revision /



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1.0 Introduction

1.1 Purpose of Document

The purpose of this design document is to support a Planning + Listed Building application incorporating a new glazing system, repairs and associated external works to the rear garden, to an existing Grade 2 listed terraced property.

Currently the site at 106 Great Russell Street is home to Artemide, a worldwide brand name synonymous with lighting, design innovation and manufacturing.

Artemide's UK Flagship home in London, comprises of a Grade 2 Listed property built within the late 17th century, its current primary use being showroom and office space.

This document contains design intent information including drawings and existing photographs.

2.0 Existing Site

2.1 Existing Site + Use

Artemide's UK Flagship home in London comprises of a Grade 2 Listed property built within the late 17th century, its current primary existing land use is A1 shop and B1a business office.

2.2 Planning History

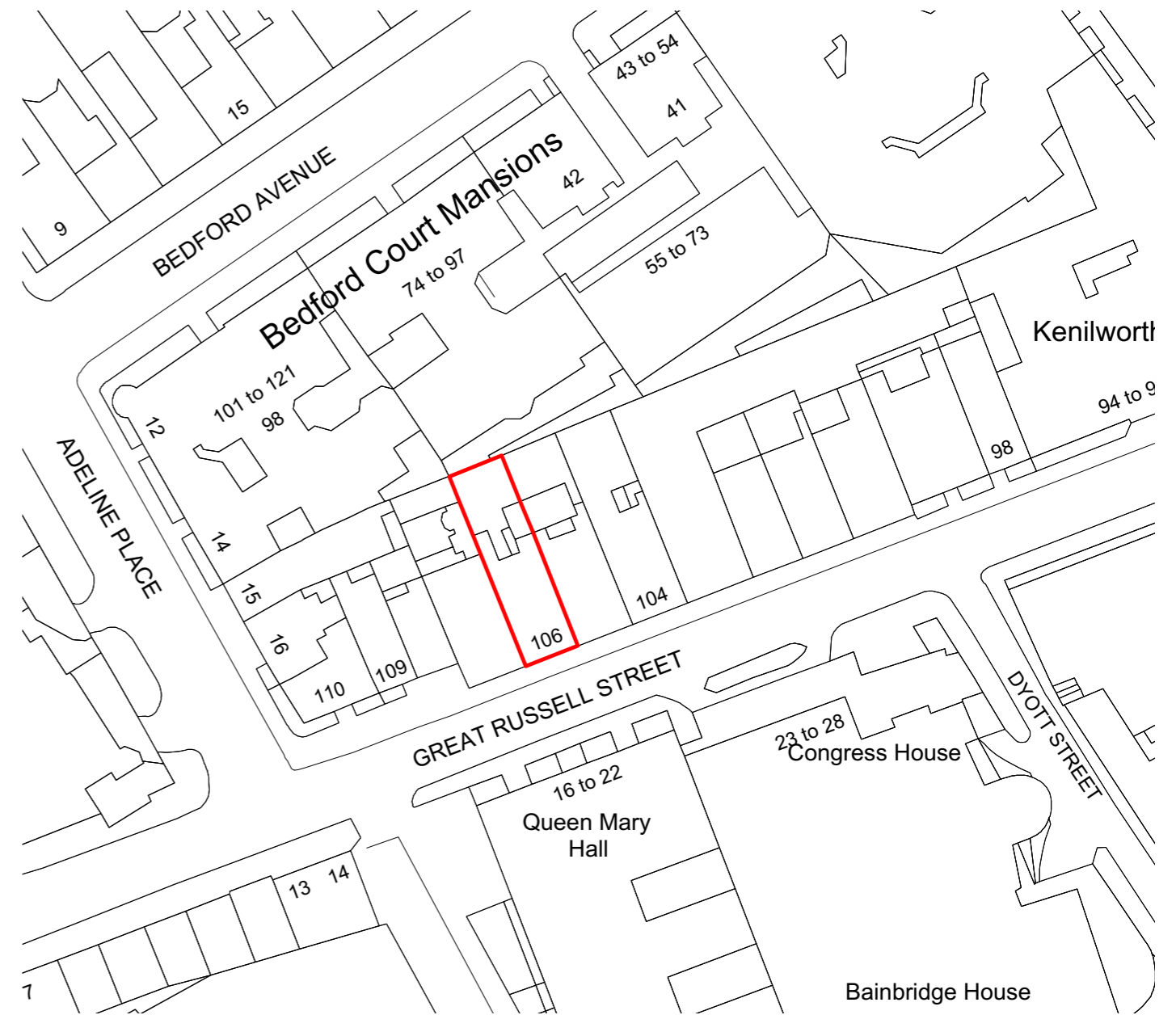
The most recent planning application submitted to Camden LPA comprised of a single storey rear extension, planning reference 2015/6422/P which was granted consent in 2017.

2.3 Conservation + Listed Building

The existing property lies within the Bloomsbury Conservation area dating back to late 17th century, altered, with late 18th century front, yellow brick.

Historic England has classified the front facade as Grade 2 listed.

The Kupron bronze plaque on the 1st floor, designed in 1908 by C Fitzroy Doll, Bedford Estate surveyor, from a model by C Langlois, commemorating the residence of Augustus Charles Pugin and August Welby Northmore Pugin.



2.0 Existing Site

2.4 Site Photographs

The following photographs illustrate the current state of the property and highlight the areas of proposed development.



The existing shop front has 2 door entrances and is categorised by a timber projecting window. The ends of the projecting window have a distinct curved glazed frameless window.



Photograph above of the projecting window with the distinct curved glazed frameless window.

2.0 Existing Site

2.4 Site Photographs



The photograph above illustrates the full rear extensions of the neighbouring properties in relationship to the site at 106 Great Russell Street.



Photograph above of the existing mature tree which is to be retained.

2.0 Existing Site

2.4 Site Photographs



The photograph above illustrates the main staircase.



The Photograph above illustrates the secondary access corridor to the existing office spaces on the upper levels of the property.

2.0 Existing Site

2.4 Site Photographs



The photograph above illustrates the rear elevation and the associated smaller extensions that have been added over time.



The Photograph above illustrates the lowerground level and associated smaller extensions.

3.0 Proposed Design

3.1 Design Intent

Currently the site at 106 Great Russell Street is home to Artemide, a worldwide brand name synonymous with lighting design innovation and manufacturing.

Artemide's UK Flagship home in London comprises of a Grade 2 Listed property (Front facade) built within the late 17th century, its current primary use being showroom and office space.

The proposal seeks to repair/enhance the existing showroom facade at ground floor level, all other levels are to remain office space including a new glazing system, repairs and associated external works to the rear garden.

Although the property was formally listed in 1969 by Historic England.

The design intent for the front elevation is to carefully repair and restore the damaged timber reveals and replace the shopfront door to match existing

The existing rear elevation currently houses a series of adhoc low-quality non-listed extensions, these extensions will be removed including the existing timber door/windows at lower ground and replaced with a high quality crittall style glazing system.

New timber decking will be proposed at lower and ground levels to the rear of the existing garden.

This proposed timber decking will not interfere with the existing mature protected tree.

The quality of the materials used for the rear glazing system will enhance and complement the existing house whilst respecting its immediate environment, defining a contemporary vernacular architecture, that blends well within its existing context.

The proposal also seeks to create a sense of place, with the addition of high quality and sustainable architecture.

4.0 Precedents

4.1 Precedents - Exterior - Timber Decking



The photograph above illustrates a modern decking type.



The photograph above illustrates beautiful natural dark timber decking.

4.0 Precedents

4.2 Precedents - Crittall Style Glazing



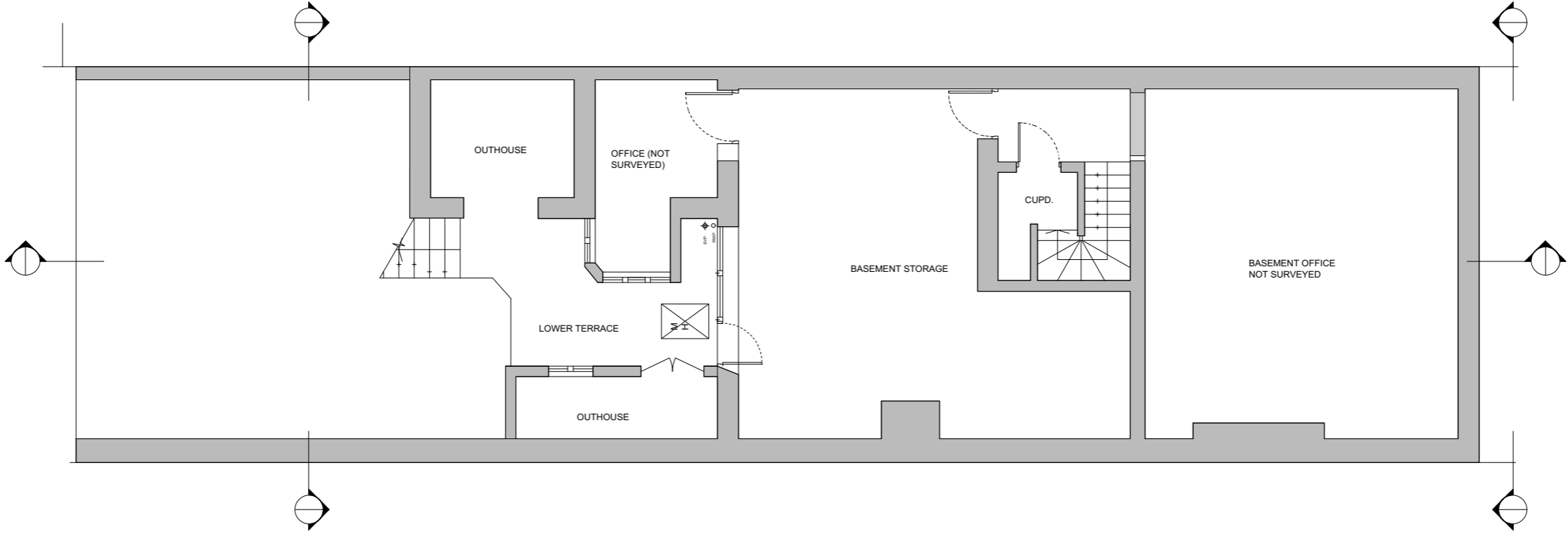
The photograph above illustrates the beautiful and elegant glazed profiles of Crittall glazing.



The Crittall glazing above illustrates how well the glazed proportions of this system will compliment the proposed design for new glazing system at lower ground level, whilst maintaining the heritage of the existing property.

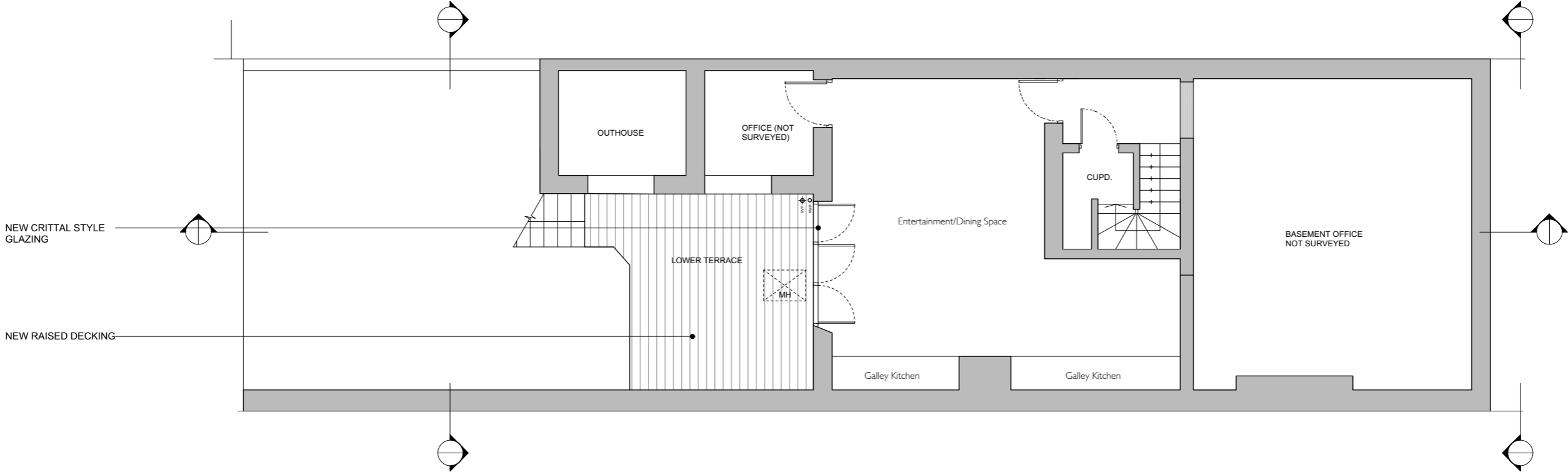
5.0 Sketch Drawings

5.1 Existing Basement Floor Plan



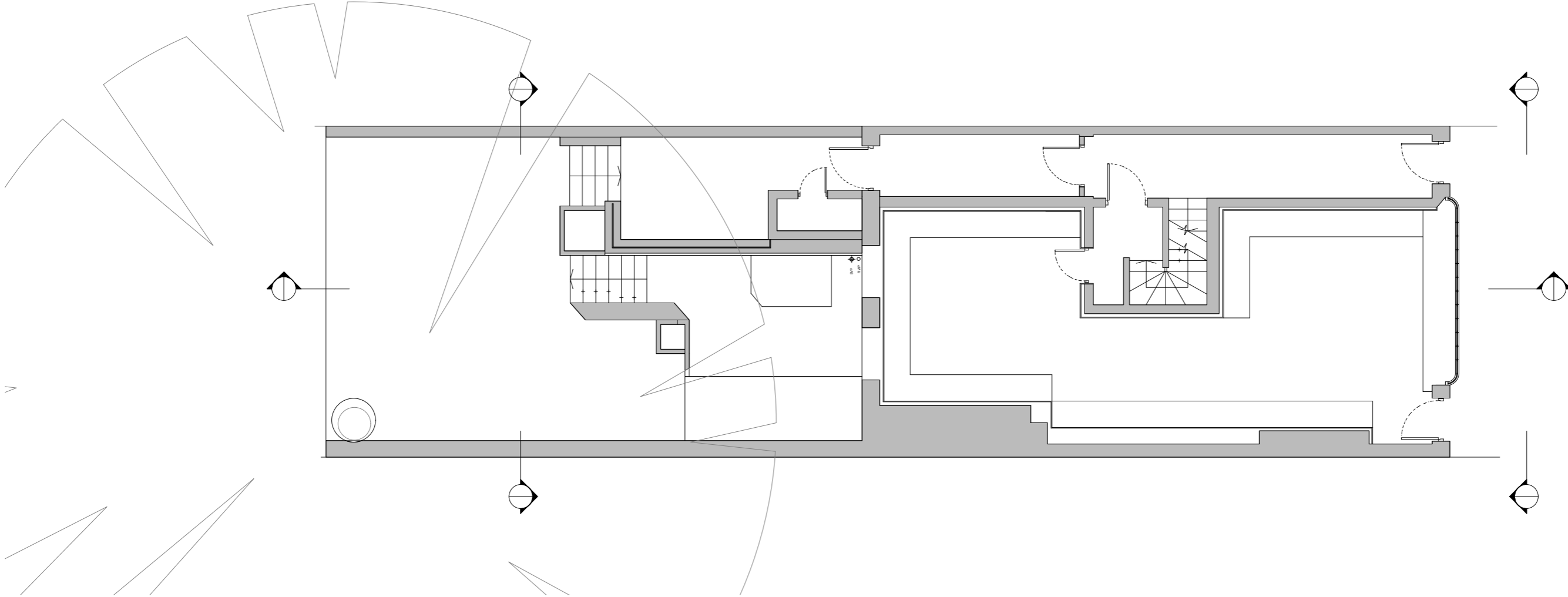
5.0 Sketch Drawings

5.2 Proposed Basement Floor Plan



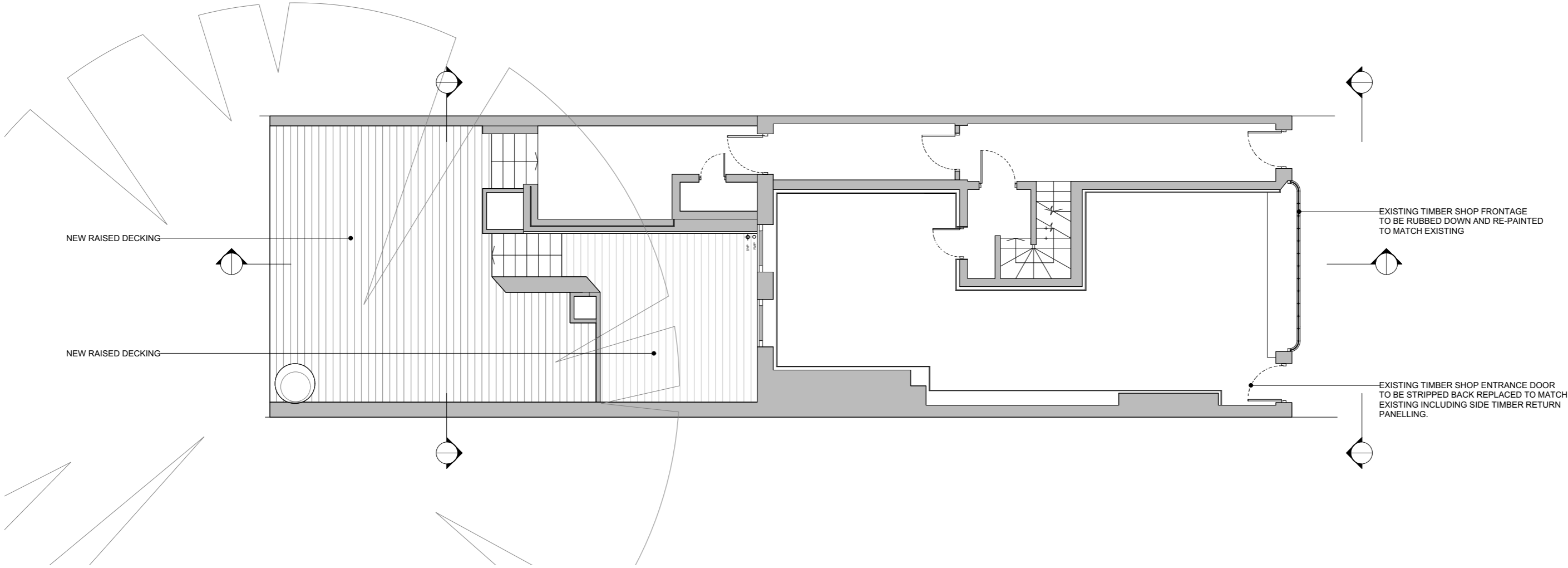
5.0 Sketch Drawings

5.3 Existing Ground Floor Plan



5.0 Sketch Drawings

5.4 Proposed Ground Floor Plan



5.0 Sketch Drawings

5.5 Existing Section



5.0 Sketch Drawings

5.6 Proposed Section



5.0 Sketch Drawings

5.7 Existing Rear Elevation



5.0 Sketch Drawings

5.8 Proposed Rear Elevation



5.0 Sketch Drawings

5.9 Existing Front Elevation



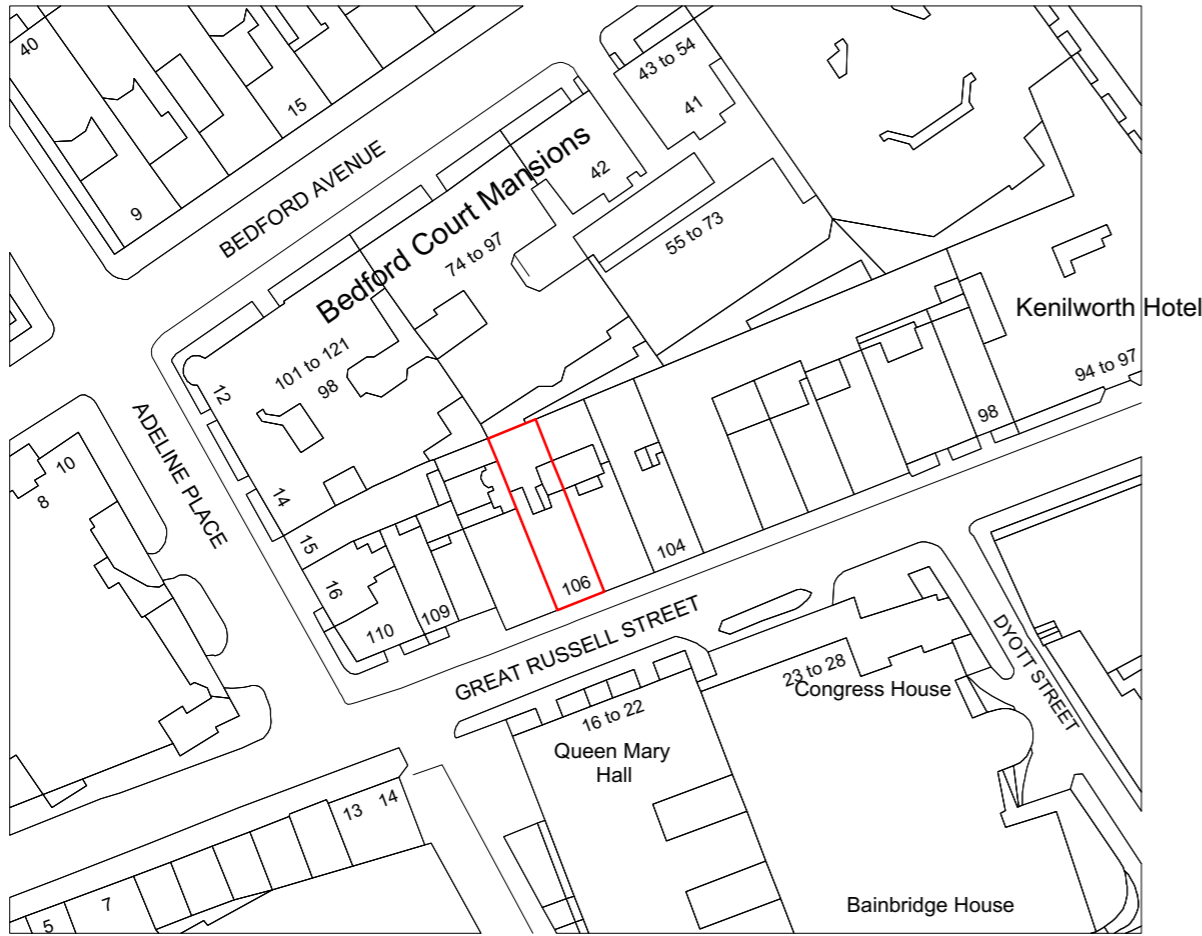
5.0 Sketch Drawings

5.10 Proposed Front Elevation

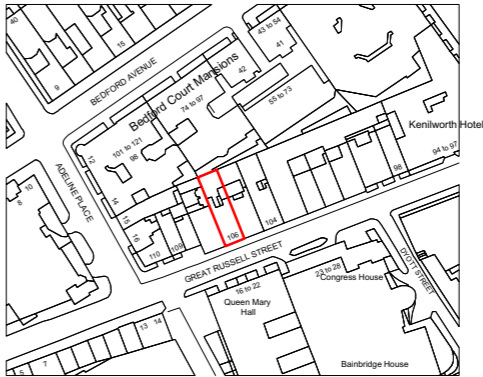
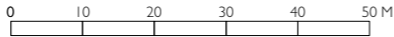
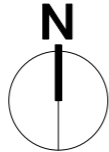


5.0 Sketch Drawings

5.11 Site Location + Block Plan



1 Site Block Plan
Scale: 1:500



2 Site Location Plan
Scale: 1:1250

