

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

APPLICATION : PIZZA HUT

SITE : PALLADIUM BUILDINGS, WATERLOO ROAD, BLACKPOOL

HERITAGE STATEMENT

This statement is required only because the building is locally listed. It is not statutorily listed nor in a conservation or other designated area.

The Proposal and its impact on the Palladium Buildings

1. The application is for the replacement of the existing main frontage fascia signs and addition of a projecting sign. The existing fascia signs comprise three panels. Each is set on the provided fascia and extends between the plain capitals above the supporting columns. The outer two comprise red panels with superimposed internally illuminated "Pizza Hut" lettering and logo; the central panel is plain red. We propose to replace the panels with identically sized and positioned signs. The only differences would be in the colour, design and illumination. The two outer backing panels would be finished in black; red and white "Pizza Hut" lettering and logo would be superimposed. The letters and logo would be both face and halo illuminated. Below the main lettering would be a red "stripe" with white lettering. The stripe comprises a housing for LED uplighters to illuminate the white lettering. The central panel would be simple black with the red lit box "stripe". A projecting sign would be installed on the left of the two central capitals. It would be 600mm x 695mm. It would be internally illuminated with light showing only through the logo.
2. The building was opened in 1928 as the Palladium Super Cinema. Sources indicate that the ground floor façade to Waterloo Road contained a full length foyer. The windows above were to a café. The building is in a Neo-Classical style in brick with pairs of fluted, half-attached columns with ionic capitals to each end. The first floor façade is brick with raised rusticated columns rising above the ground floor "pilasters". There is a stone cill band and dentilled eaves below a low parapet wall. There is evidence that there was originally a deep moulded cornice above the ground floor. But this has been

successively removed, leaving only a partial stone band, infilled with brick (see attached, undated photographs).

3. In 1976, the cinema closed and the building was put to use as a bingo hall (Apollo). Presumably, at that time, the shops were inserted into what was the building's foyer. Clearly, these have been much altered over the years since. The cornice has been totally removed and the projecting cinema-style canopy has also gone. The shop units are fairly standard, inserted between the original foyer column supports/dividers. They are modern and unspectacular. Because Waterloo Road slopes down from the east (old railway bridge), the stall risers compensate, rising from non-existent to waist height, so that the shop windows present level. Each unit is divided into three bays with transom lights. Doors are inserted into only nos 3 and 6.
4. Pizza Hut's presence is the only sign of activity in the building. The adjacent vacant units and bingo hall doorway are in poor condition. The exposed eastern elevation is covered by a large poster panel and graffiti. The old "Apollo" sign, fixed to ugly scaffolding, remains on the roof.
5. The ground floor units were clearly designed to be commercial units and fascia areas were provided between the capitals exactly for the purpose of carrying signage. No effort was made to give the shopfronts any character which might reflect the age and style of the upper floor. The proposed replacement signs fit exactly where the building's designer intended them to go. The signs are modern in style which matches what character the shopfronts have. They are clean, stylish and attractive. They do no harm to this locally listed building at all. Indeed, in ensuring that at least part of it remains economically active, they serve to preserve at least part of the structure of this building.