

05 April 2017

Delivered by Planning Portal

Feargal McEvoy
Liverpool City Council
Planning Department
Municipal Buildings, Dale Street
Liverpool
L2 2DH

Dear Mr McEvoy

LFC CLUB STORE, WALTON BRECK ROAD, ANFIELD - SIGNAGE APPLICATION

On behalf of my client Liverpool Football Club and Athletics Grounds Ltd (the Club), I hereby submit an application for advertisement consent for signage to the new Club Store that is in final stages of construction pursuant to planning permissions ref 16O/0518 and 16RM/1451.

The Club Store will provide a high quality facility for the sale of Club merchandise and support the ongoing stadium improvements and site regeneration. A number of quality signs are proposed to the store to indicate the main store entrance and the associated "kiosk access" location on the north east elevation for sales on match days. Two signs for Club branding are also proposed.

The signs are of quality materials and design and will be internally illuminated.

The application comprises:

- Advert application forms duly completed via the Planning Portal ref - PP-05944012
- Site location plan ref:4327 SK60
- Signage elevation plans ref:4327 SK209 and 4327 SK210
- Document with illustration of External Signage

A fee for £110 as the requisite advertisement application fee has been paid to your authority via telephone.

1 New York Street
Manchester
M1 4HD

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I trust that you have all necessary to register this application and I look forward to a favourable decision in the near future. Please contact me should anything further be required.

Yours sincerely

Sarah Jones
Senior Planner

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