

APPENDICES

STOURBRIDGE AREA COMMITTEE

DATE: 9 JUNE 2003

REQUEST TO: LEASE LAND

LOCATION: ADJOINING 85 HIGH STREET, LYE
(As shown on the plan attached)

BACKGROUND

In February 2002 the Council compulsory purchased the advertising hoarding site at land adjoining 85 High Street, Lye, under the Lye Gyratory CPO 1997 scheme for the purposes of highway works.

At that time there were 4 x 48 and 1 x 96 advertising boards/panels were located on this site. The lease in respect of these panels was terminated.

Subsequently, the advertising company relocated 1 x 48 board and 1 x 96 board to IMO Car Wash (now Arc). It was thought that the boards were located on land within IMO's ownership, but it was then discovered that at least one of the boards was actually on Council owned land. The location of the Council's land, which is under the control of the Directorate of the Urban Environment is outlined in black, with the advertising boards shown marked with a cross.

The advertising company have now requested a now three year lease with the advertising boards which is on Council owned land backdated to the 13th February 2003, with the tenant being responsible for landscaping around the site, and on terms and conditions to be negotiated and agreed by the Director of Law and Property.

COMMENTS

All of the relevant Council departments have been consulted, but objections have been received from the Directorate of the Urban Environment who object to the advertising hoardings on this prominent site as they state that the hoardings will create an adverse, visually detracting commercial feature to the entrance of Lye Town Centre and would not be supported if such proposals were made in the form of advertisement consent applications.

PROPOSAL

That the Stourbridge Area Committee advise the Lead Member for Transportation to refuse the application to lease land, and that he requests the Director of Law and Property to arrange for the advertisement hoardings to be removed from Council owned land, and also to collect the back "rent" due from 13 February 2003.

BACKGROUND PAPERS

1. E-mails and memos from the Directorate of Law and Property dated 27 February 2003.
2. E-mails and memos from the Directorate of Urban Environment dated 28 February 2003.
3. E-mails and memos from the Housing Department dated 10 March 2003.

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