

**THE CALL IN PERIOD FOR THIS DECISION EXPIRES AT 5.00PM ON FRIDAY,  
22 JULY 2011. THE DECISION CANNOT BE IMPLEMENTED UNTIL AFTER  
THAT DATE.**

RECORD OF DECISION TAKEN UNDER DELEGATED POWERS AT COUNTY  
HALL, NEWPORT, ISLE OF WIGHT ON FRIDAY, 15 JULY 2011

Present: Cllr George Brown - Deputy Leader of the IW Council & Cabinet  
Member for the Economy and the Environment

Jonathan Baker – Democratic Services Officer

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<b>Item</b>	<a href="#">Confirmation of Article 4 Directions at Bembridge, Ryde, Ryde St John's, Sandown and Shanklin</a>
<b>Decision reference</b>	26/11
<b>Notice of Decision Published</b>	Thursday, 7 July 2011
<b>Decision taken</b>	Option 1 - To confirm the Article 4 Directions for Bembridge, Ryde, Ryde St John's, Sandown and Shanklin (as shown on the amended schedule of addresses and on the amended maps in <a href="#">Appendix 2</a> of the report).
<b>Reasons for decision</b>	To enhance the look and feel of local areas, protecting and enhancing the Islands natural beauty and helping to support economic development and regeneration as set out in the recently revised Corporate Plan 2011-2013.  To support the Eco Island themes and the Council's Corporate outcomes.
<b>Additional reasons</b>	To help enhance the Island's built environment and heritage as use of Article 4 Directions is a mechanism by which to address the issue of local distinctiveness. This in turn could have the effect of inflating property prices, benefitting residents and homeowners.
<b>Options considered and rejected</b>	Option 2 - To withhold the confirmation and allow all the Article 4 Directions in Bembridge, Ryde, Ryde St John's, Sandown and Shanklin to lapse (providing sufficient justification for so doing)  Option 3 - To progress with the confirmation of the Article 4 directions in some conservation areas but withhold others (providing sufficient justification for so doing)
<b>Declarations of interest</b>	None
<b>Additional advice received</b>	None declared