

TO LET
Nottingham City Council



Guidance

**On the Erection of
Residential Letting Boards**

April 2025



**Nottingham
City Council**

What is this Guidance?

The City Council is reissuing this guidance note for Landlords wishing to display letting boards on their residential properties in the Direction Area. It was originally drawn up in consultation with key stakeholders to produce a set of criteria. The aim of the criteria is to control the visual impact of letting boards, whilst allowing landlords to legitimately advertise their properties. The only update to the previous guidance is providing updated maps.

Why is there Guidance?

The Council originally tried a Voluntary Code on restricting letting boards in 2009 but this did little to resolve the visual appearance of streets in the area. Instead the Council requested intervention from the Department for Levelling Up, Housing and Communities (formerly CLG) in July 2011 to regulate the display of residential letting boards in specific Nottingham wards due to an excessive number of such boards negatively impacting the visual appeal of neighborhoods, potentially deterring potential buyers and renters, and serving as an advertisement for burglars.

Initially granted in September 2012 and subsequently renewed in January 2018 for five years, this direction removed the automatic right to display letting boards without explicit consent in the designated area.

The Council has received approval for a renewed extension (to be confirmed in 2025) over the same area, except for a minor addition¹. The Council has secured consent for these restrictions to remain in place until XXX, acknowledging their success and longevity in managing the proliferation of letting boards in the area.

¹ Apart from a small addition for the residential development on the former Sandfield Centre which was previously excluded.

What are the Criteria?

The criteria are that:

- ① The use of letting boards will be permitted from January 1st to September 30th (inclusive) and prohibited from October 1st to December 31st (inclusive).
- ② Only one board per building will be permitted.
- ③ The board shall be mounted flush to the wall above the front door, or if that is not possible, it shall be mounted flush to the wall on the street frontage elevation. In either instance, no part of the board shall be higher than first floor windowsill level.
- ④ Each board shall have a white background and will conform to the following layout: 34cm x 48cm or 48cm x 34cm.
- ⑤ One company logo per board will be permitted providing that the logo does not exceed one third of the overall size of the advertising board. Logos and text will be permitted in black and any one colour provided it is a single uniform colour and that fluorescent colours are not used.
- ⑥ Boards marked by "Let By", "Let", "More wanted" or similar wording are to be prohibited.
- ⑦ One board shall be permitted per landlord/agent per street. However, if a landlord/agent wishes to advertise properties having different numbers of bedrooms, one board shall be permitted for each property with a different number of bedrooms, up to a maximum of three per street, as long as the number of bedrooms is specified on the board.
- ⑧ Letting boards shall be removed not later than 14 days after the granting of a tenancy for the room, house or flat in question. Letting boards shall not be displayed other than in the calendar year for which the tenancy is available.

Correct use of the criteria: Guidance notes

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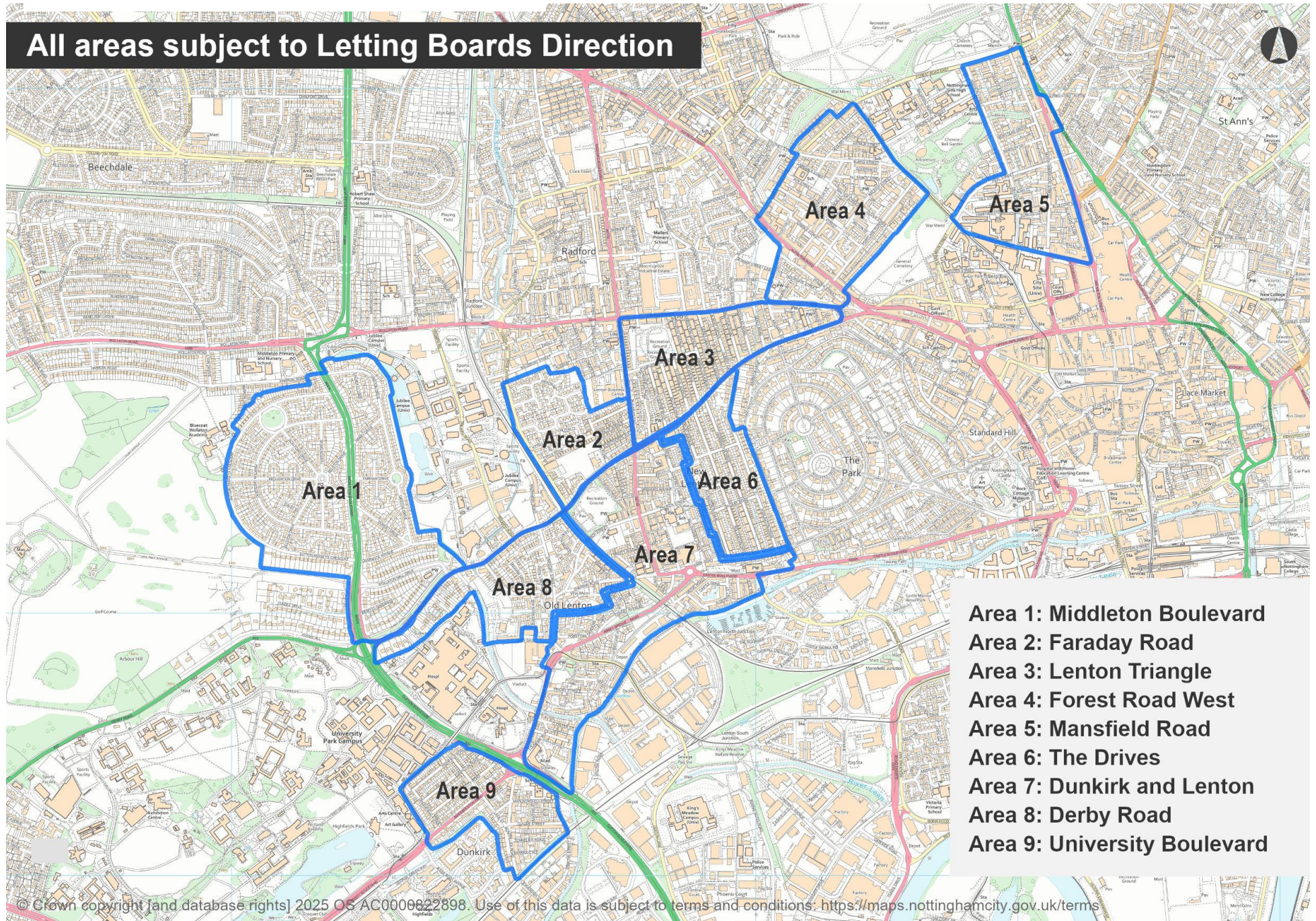
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Letting Board Areas - Overview Map

All areas subject to Letting Boards Direction



What does this mean?

Letting boards usually benefit from deemed consent i.e. they do not require permission. Within the Direction Area however, letting boards will be subject to strict control by the City Council.

Only those boards which comply with this guidance are likely to be considered acceptable.

Do I need to apply?

Strictly speaking, you will need to apply for consent to display any letting board. However, given the size of the area and in the interests of speed, the Council will not request applications for those boards which comply with the criteria in this guidance. However, where applications are submitted, these will be dealt with as swiftly as possible.

What if I don't apply?

Provided that the letting board erected complies with the guidance criteria in this guidance note, no action will be taken. However, landlords who erect boards which do not comply with the criteria will be subject to enforcement action, unless an application has been submitted to us and approved as an exceptional circumstance.

What enforcement action can be taken?

The Council's Enforcement Team will carry out surveys of the Direction Area and pursuing prosecutions where appropriate. The Council can immediately bring a prosecution in the Magistrates Court. The maximum fine on conviction of an offence is presently £2,500, with an additional daily fine of one-tenth of the maximum penalty on conviction of a continuing offence. The Council will also respond to quickly remove and destroy letting boards that do not comply with the criteria. Reasonable costs incurred in the removal may also be recovered.

Guidance Notes

Criterion 1: Permitted and prohibited periods

The Council is clear that the prohibited period will not be changed and anticipates that letting agents and landlords will be able to continue advertising their properties through other means.

Criterion 2: One board per building

A 'traditional' style house converted into flats will still only be able to have one board at any one time. The same applies to blocks of flats where it may be appropriate to have one board by the main entrance indicating "Flats to let" with a main contact. The Council would expect letting agents and landlords to reach consensus as to the most appropriate solution and make an application if considered necessary.

Criterion 3: Position and mounting

Boards higher than first floor windowsill level will not be permitted as these would give an unfair advertising advantage and be incompatible with the Council's general design criteria relating to

advertisements. It may be possible to mount a board on the fabric of a first floor flat below the windowsill level, but note that criterion 2 will still apply. No boards will be permitted on blank or secondary elevations.

Boards will not be permitted on front boundary walls or other similar features. Within Conservation Areas and on Listed Buildings, care should be taken to avoid damaging brickwork/ stonework / rendered finishes and/or mortar. Many historic buildings in the area are built using soft stone, which is easily eroded and damaged. Care should also be taken to avoid damaging any decorative features.

Criterion 4: Size and background colour

This is a size already favoured by a number of landlords / letting agents and used successfully in other local authority areas. Agents will be able to ensure that their board design clearly shows the important information.

Criterion 5: Logo and colour

The Council will be happy to help with informal discussions regarding the suitability of boards.

Criterion 6: “Let by” boards

Such boards will not be permitted

Criterion 7: One board per landlord / agent per street

On most streets, only one board is permitted per landlord / agent, per street. However, if the board specifies the numbers of bedrooms in the property advertised, one board shall be permitted for each property with a different number of bedrooms up to a maximum of three per street (e.g. you could have boards advertising a three bed, four bed and five bed property, but no more). The number of bedrooms must be stated on the actual board itself. Only on the specified longer roads of Derby Road and Ilkeston Road, a landlord/agent will be permitted to have one board in each designated area, up to a maximum of six along the entire road. The areas are as designated in the Gazetteer which forms part of this guidance.

Criterion 8: Removal of boards after tenancy granted

This mirrors the condition in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (schedule 3A) for boards that would normally benefit from deemed consent. Regular inspections will be undertaken and telephone and other complaints will be followed up. Where suspicion arises that this criterion has not been complied with the Council may serve a section 16 Notice under the Local Government (Miscellaneous Provisions) Act 1976.

Letting boards shall not be displayed other than in the calendar year for which the tenancy is available. This is to prevent landlords or letting agents advertising student lets for a subsequent academic year.

Applications

The criteria and the above guidance notes are designed to inform landlords and letting agents about what type of boards are likely to be acceptable. However, applications may be submitted where a board would not strictly accord with the criteria, perhaps in instances of exceptional special circumstance. Such applications will be dealt with on their own merit and expedited.

Gazetteer of Streets within the Direction Area

The lists of streets on the following pages are those which are within the Direction Area, where compliance with this guidance is compulsory. The lists of streets is correct at the time of printing, but if in doubt, please use in conjunction with the Direction Area map or seek further advice from the contacts below.

For further advice:

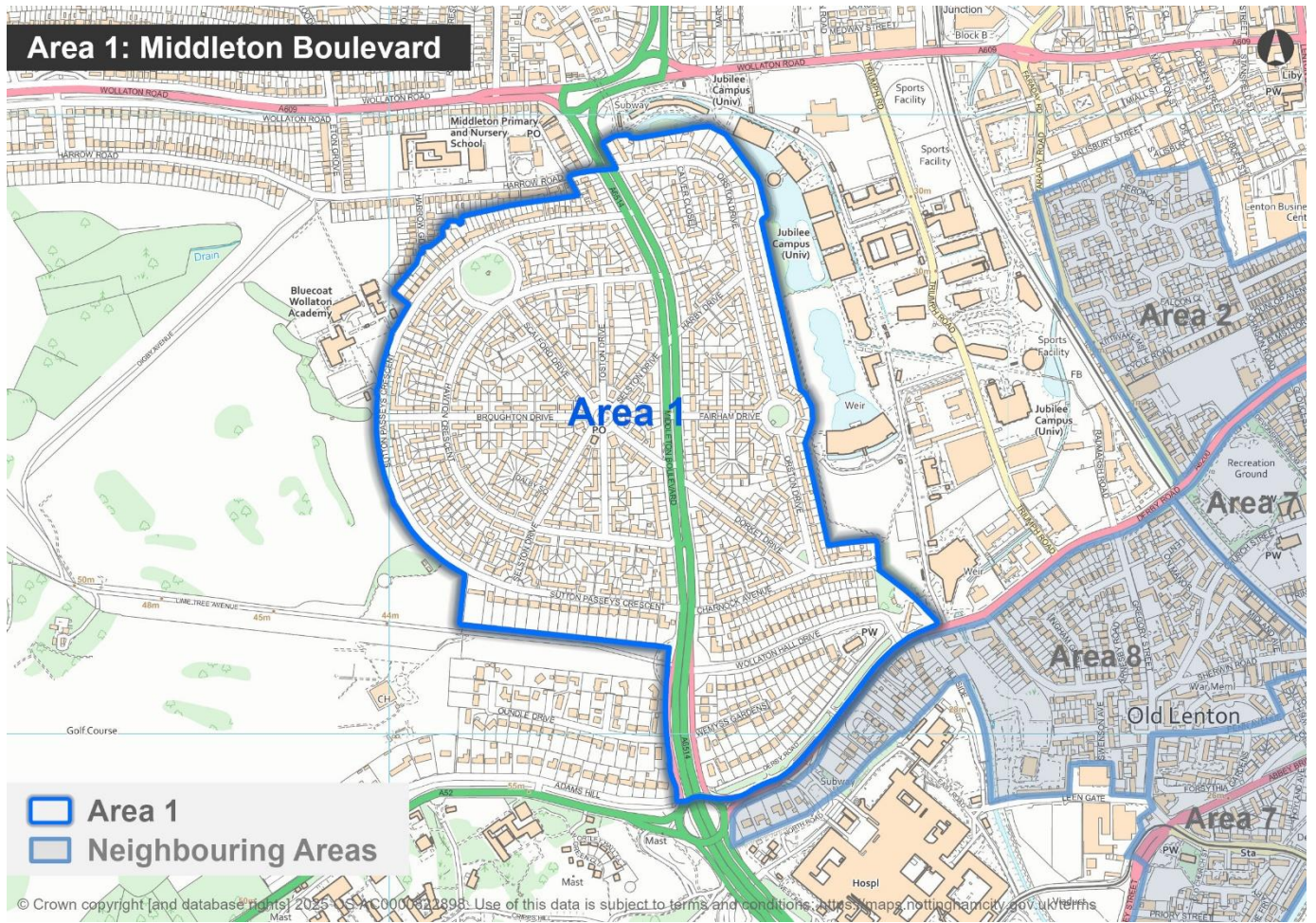
Please call: 0115 876 4447

e-mail: planning@nottinghamcity.gov.uk

Write to: Development Management Team
Planning Development
Loxley House
Station Street
Nottingham
NG2 3NG

Area 1

Middleton Boulevard

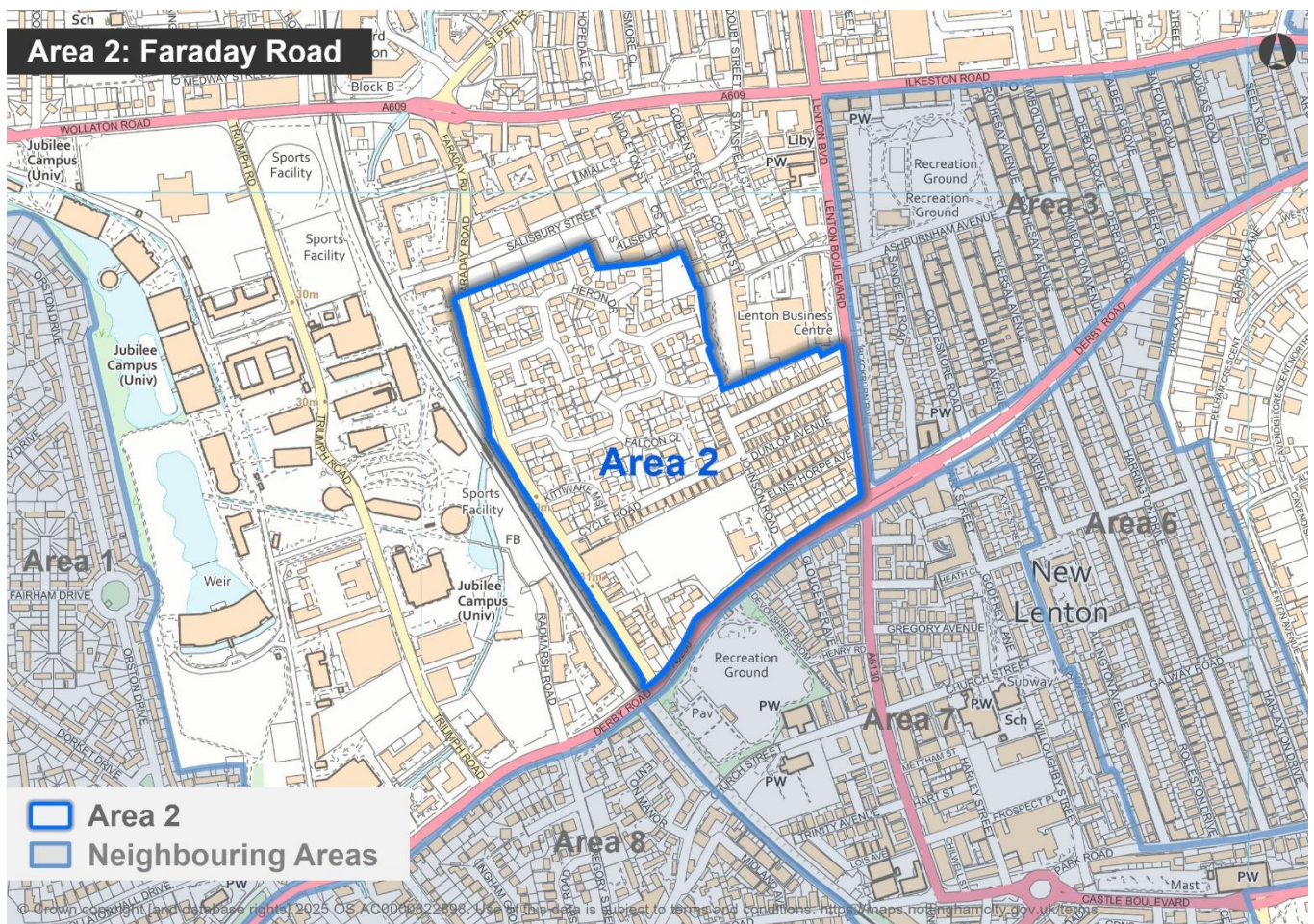


Streets for Area 1

Averton Square
Broughton Drive
Calver Close
Charnock Avenue
Dalby Square
Derby Road (530-564 evens)
Dorket Drive
Fairham Drive
Farndon Green
Harby Drive
Hawton Crescent
Hawton Spinney
Kilverton Close
Longore Square
Middleton Boulevard (2-136 evens, 5-101 odds)
Orston Drive
Orston Green
Scalford Drive
Selston Drive
Sutton Passeys Crescent
Toston Drive
Wemyss Gardens
Wollaton Hall Drive

Area 2

Faraday Road

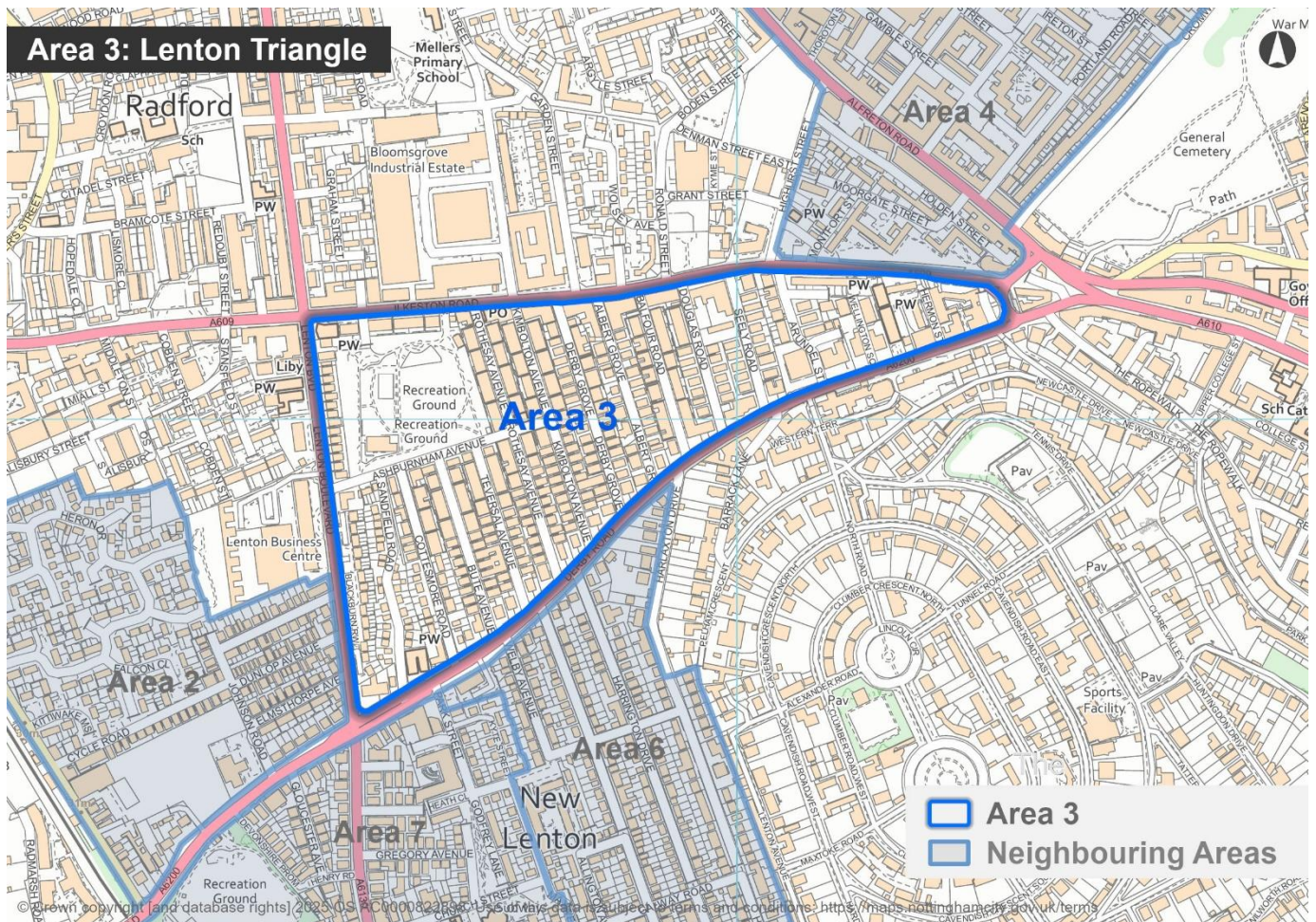


Streets for Area 2

Bedarra Grove
Braddock Close
Cycle Road
Derby Road (312-396 evens)
Dunlop Avenue
Elmsthorne Avenue
Falcon Close
Faraday Road (4-118 evens)
Grinsbrook
Hazelmere Grove
Heron Drive
Hinchin Brook
Johnson Road
Kittiwake Mews
Lenton Boulevard (131-155 odds)
Peregrine Close
Sandpiper Way
Shelby Close
Wicket Grove

Area 3

Lenton Triangle

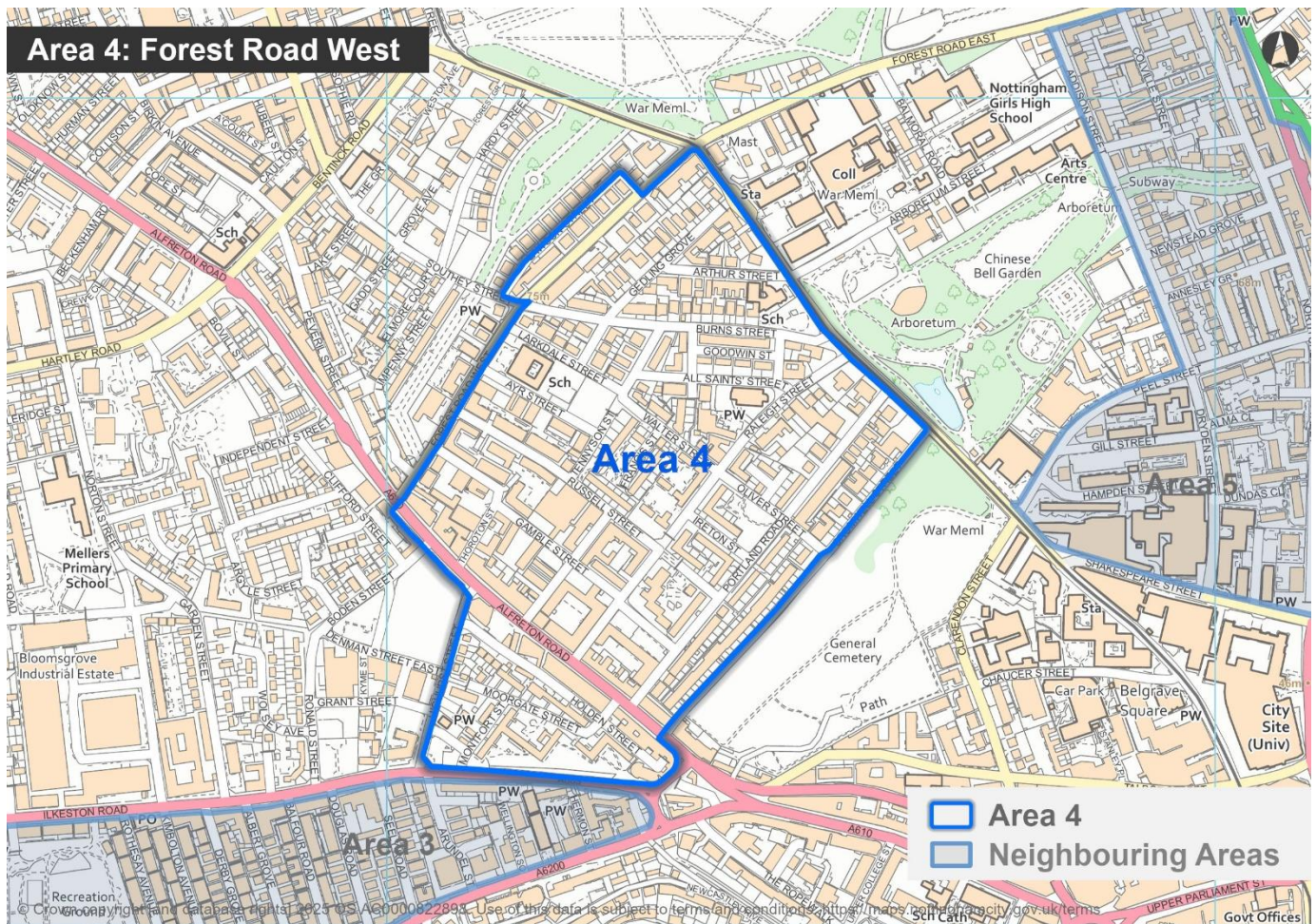


Streets for Area 3

Albert Grove	Henton Row
Arundel Street	Hermon Street
Ashbourne Street	Ilkeston Road (57 - 201 odds, Raynor Court)
Ashburnham Avenue	Kimbolton Avenue
Balfour Road	Leaning Row
Blackburn Row	Lenton Boulevard (110 - 164 evens)
Bute Avenue	Park Hill
Cottesmore Road	Rothsay Avenue
Derby Grove	Sandfield Road
Derby Road (158-298 evens and Park West)	Seely Road
Douglas Road	Teversal Avenue
Elliott Street	Wellington Square
	Wellington Villas

Area 4

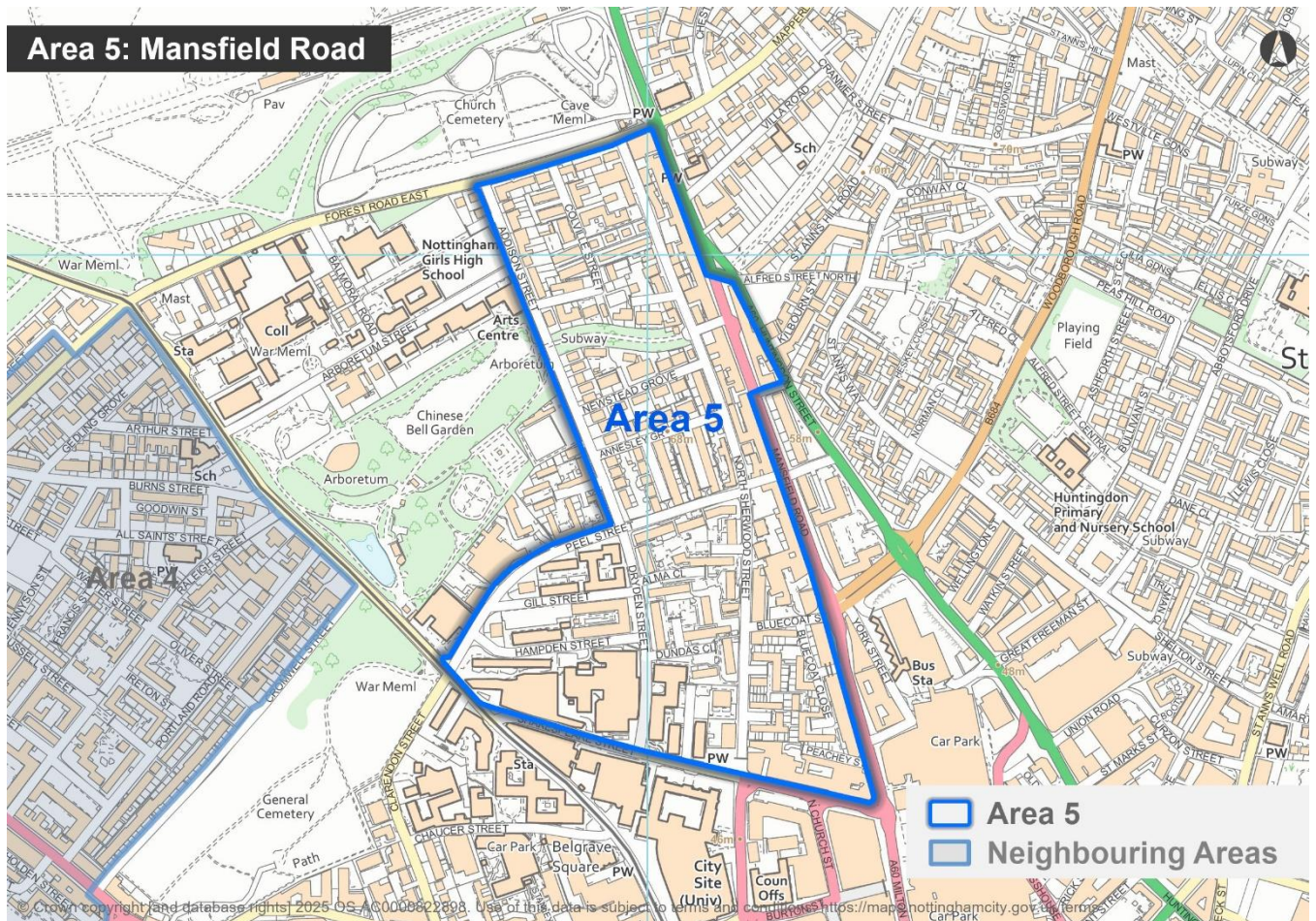
Forest Road West



Streets for Area 4

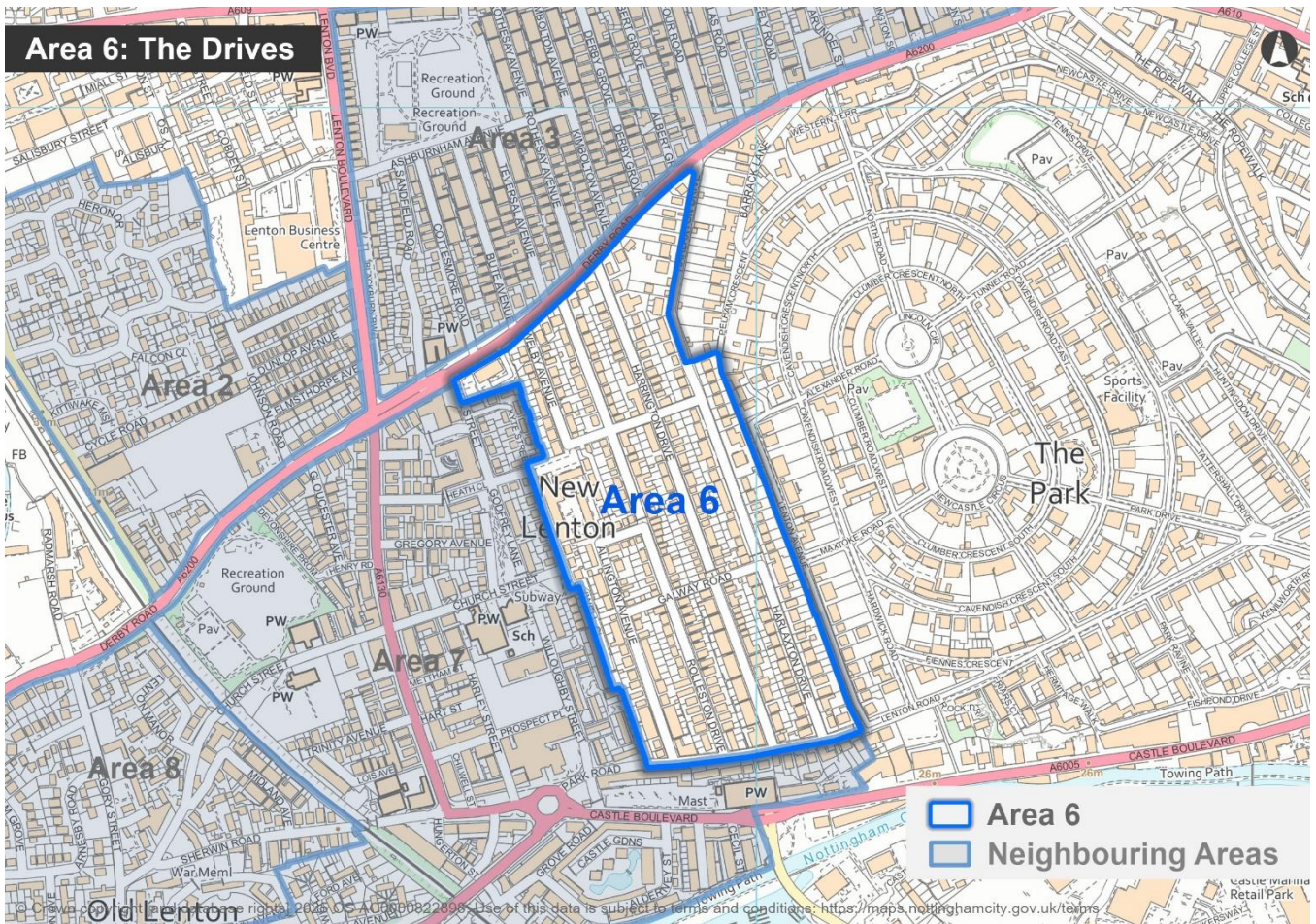
Alfretton Road (11 - 131 odds, 18 - 168 evens)
 All Saints Street
 All Saints Terrace
 Althorpe Street
 Arthur Street
 Ayr Street
 Birch Passage
 Burke Street
 Burns Avenue
 Burns Street
 Cromwell Street
 Forest Road West (4 - 56 evens, 75 - 191 odds)
 Francis Street
 Gamble Street
 Gedling Grove
 Goodwin Street
 Greek Street
 Highurst Street
 Holden Street

Ilkeston Road (2 - 72 evens)
 Ireton Street
 Kanman Court
 Larkdale Street
 Montfort Street
 Montgomery Street
 Moorgate Street
 Newdigate Street
 Newdigate Villas
 Oliver Close
 Oliver Street
 Portland Road
 Raleigh Street
 Russell Street
 Stoneleigh Street
 Tennyson Street
 Thoroton Street
 Walter Street
 Wansbeck Close
 Waverley Street (1 - 35 odds, Bronte Court)
 Wildman Street
 Wood Street



Streets for Area 5

- | | |
|------------------|---|
| Addison Street | Dundas Close |
| Alma Close | Forest Grove |
| Alpha Terrace | Forest Road East (East of Addison Street) |
| Annesley Grove | Gill Street |
| Birkland Avenue | Hampden Street |
| Bluecoat Close | Huntingdon Street |
| Bluecoat Street | Mansfield Road (11 - 261 odds, 140 - 184 evens) |
| Chatham Street | Matlock Court |
| Clinton Court | Newstead Grove |
| Clipstone Avenue | North Sherwood Street |
| Colville Street | Ossington Close |
| Colville Terrace | Packers Place |
| Colville Villas | Peachey Street |
| Dryden Street | Peel Street |
| | Shakespeare Street (North side) |
| | Shakespeare Villas |
| | Tudor Grove |

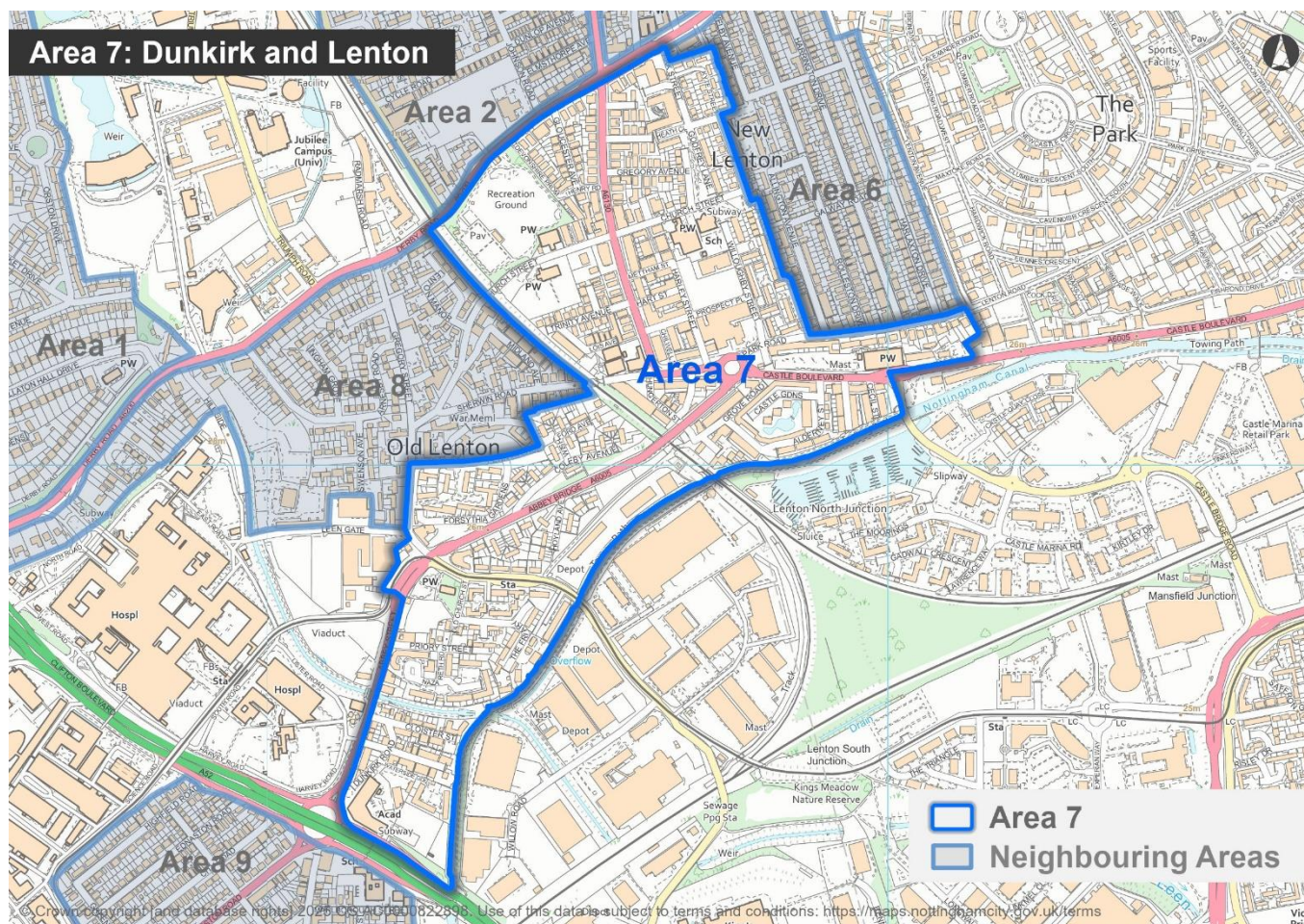


Streets for Area 6

Allington Avenue
 Derby Road (197 - 215 odds)
 Galway Road
 Harlowby Mews
 Harlowby Road
 Maxwell Close
 Park Road (17a - 35 odds)
 Park Street (Victoria Court, Nos. 31 - 57 odds)
 Rolleston Drive
 Welby Avenue

Area 7

Dunkirk & Lenton



Streets for Area 7

Abbey Bridge
Abbey Street
Albert Road
Alderney Street
Arthur Avenue
Broadholme Street
Castle Boulevard (203 - 243, 273, 297 - 335 odds)
Castle Gardens
Cecil Street
Chilwell Street
Chippendale Street
Church Avenue
Church Grove
Church Street (17 - 35 odds, 24 - 34 evens)
Claytons Drive
Clockwork Close
Cloister Street
Coleby Avenue
Derby Road (235 - 289 odds)

Devonshire Promenade
Dunkirk Road
Forsythia Gardens
Frederick Grove
Friar Street
Friary Close
Gloucester Avenue
Godfrey Lane
Gregory Avenue
Gregory Street
Grove Road
Harley Street
Hart Street
Heath Close
Henry Road
Hoyland Avenue
Hungerton Street
Kyte Street
Lenton Boulevard (1 - 109 all, 111 - 115 odds)
Lois Avenue
Lombard Street
Maxwell Close
Mettham Street

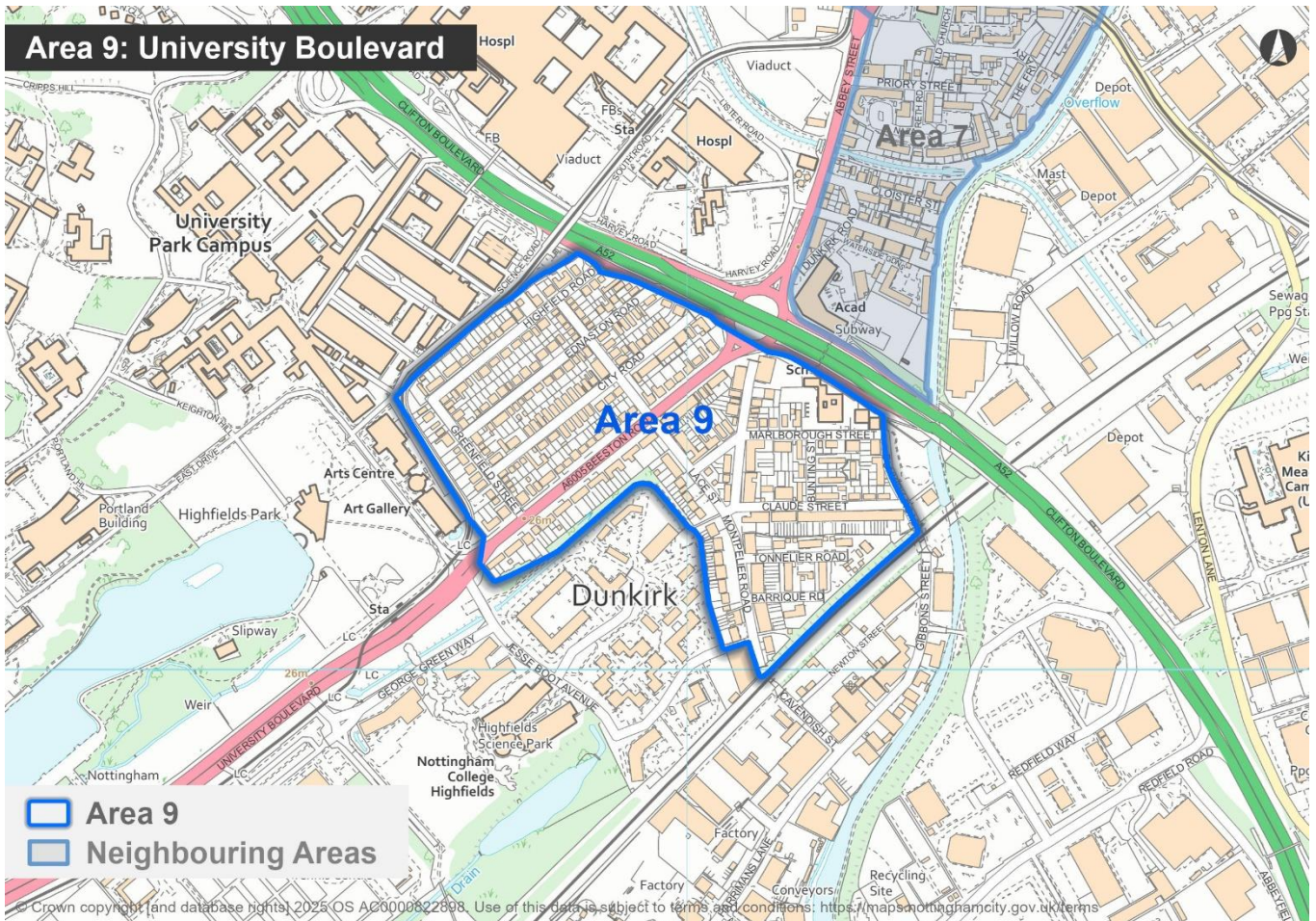
Nazareth Road
Newgate Street
Old Church Street
Osmaston Street
Park Road (1 - 20 all, 22 - 74 evens)
Park Street (West side)
Penn Avenue
Petersham Mews
Preston Street
Priory Mews
Priory Street
Prospect Place
Rob Roy Avenue
Sherwin Road (20 - 42 evens)
The Friary
Trinity Avenue
Warwick Street
Waterside Gardens
Willoughby Avenue
Willoughby Street
Wishford Avenue



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Area 9

University Boulevard



Streets for Area 9

Barriquer Road
Beeston Road
Brailsford Road
Bunting Street
City Road
Claude Street
Clifton Boulevard (21 - 45 odds)
Dunkirk Road (80 - 106 evens)
Ednaston Road
Greenfield Street
Highfield Road
Lace Street
Marlborough Street
Montpelier Road
Tonnelier Road

