

**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 addition<sup>1</sup>. 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.

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<sup>1</sup> 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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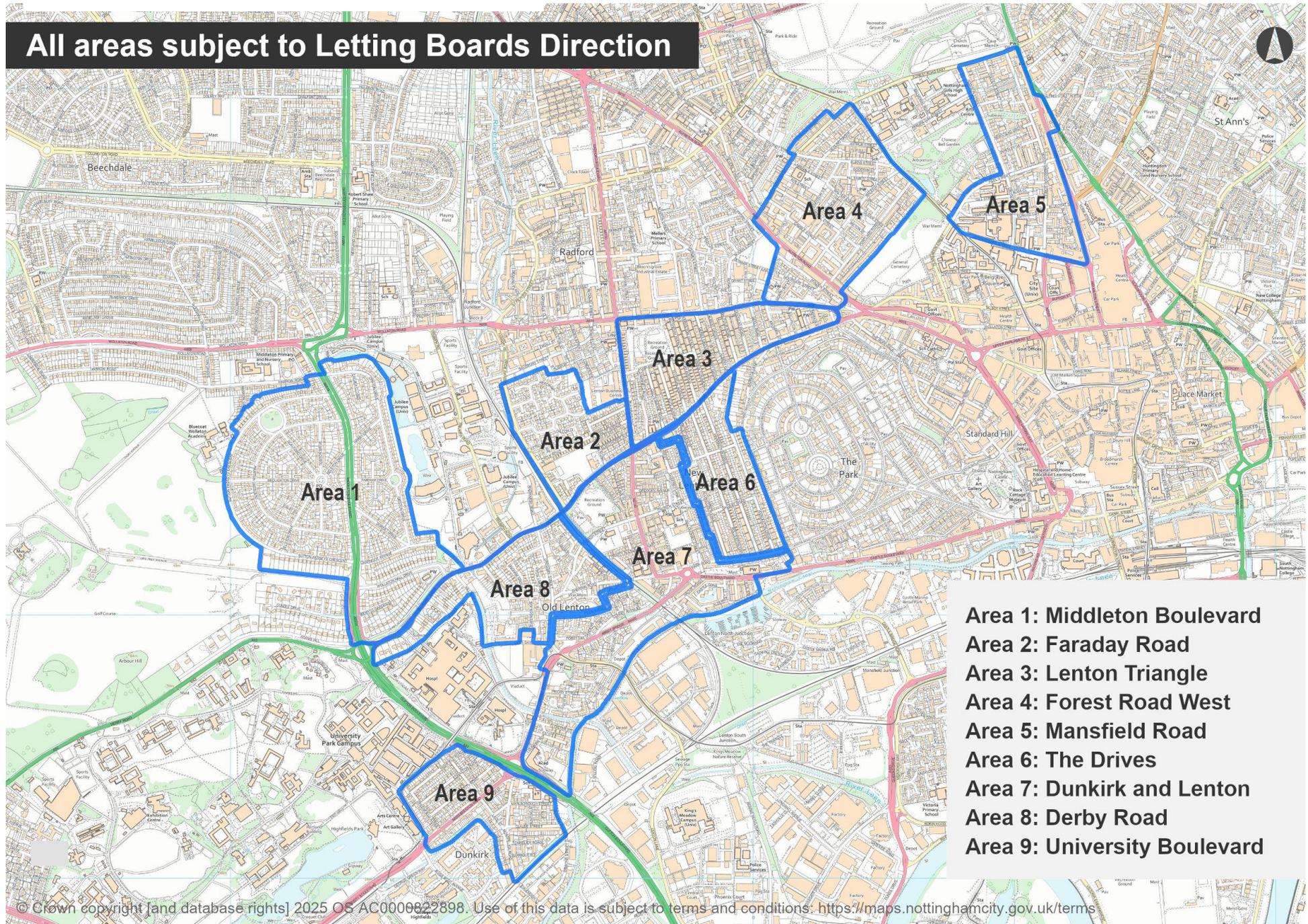
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## Letting Board Areas - Overview Map

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:

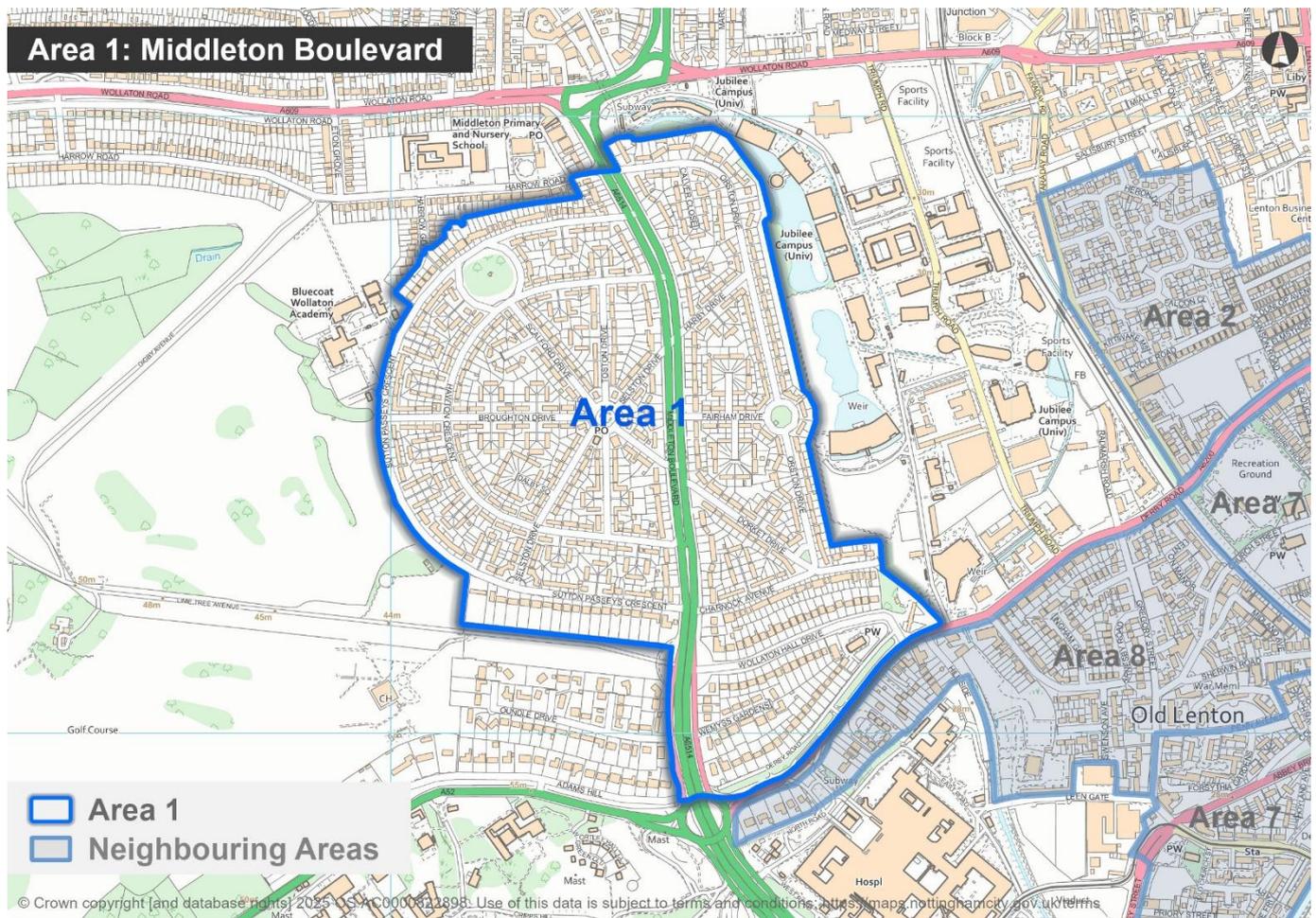
Please call: 0115 876 4447

e-mail: [planning@nottinghamcity.gov.uk](mailto:planning@nottinghamcity.gov.uk)

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

# Area 1

# Middleton Boulevard

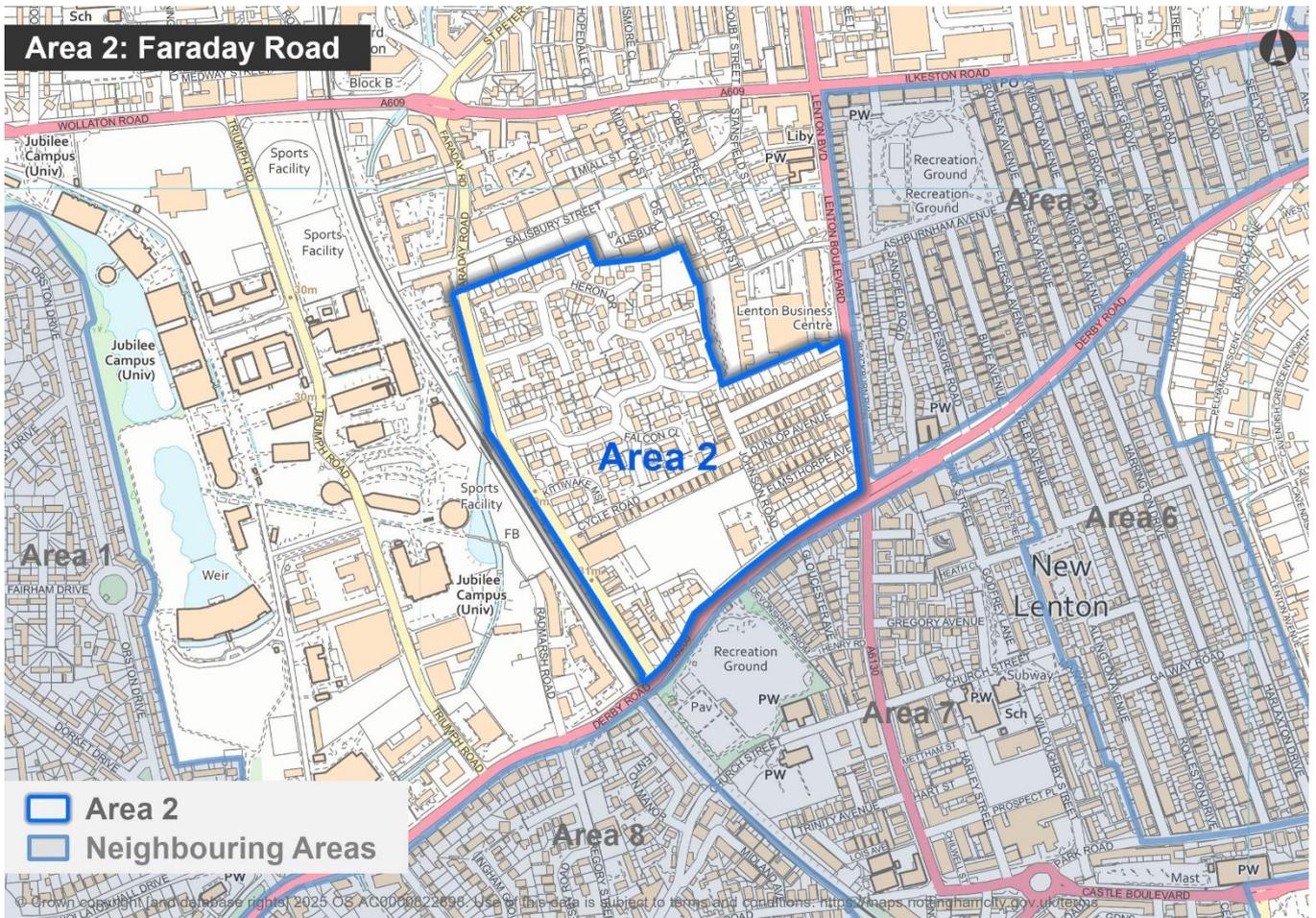


## Streets for Area 1

- 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



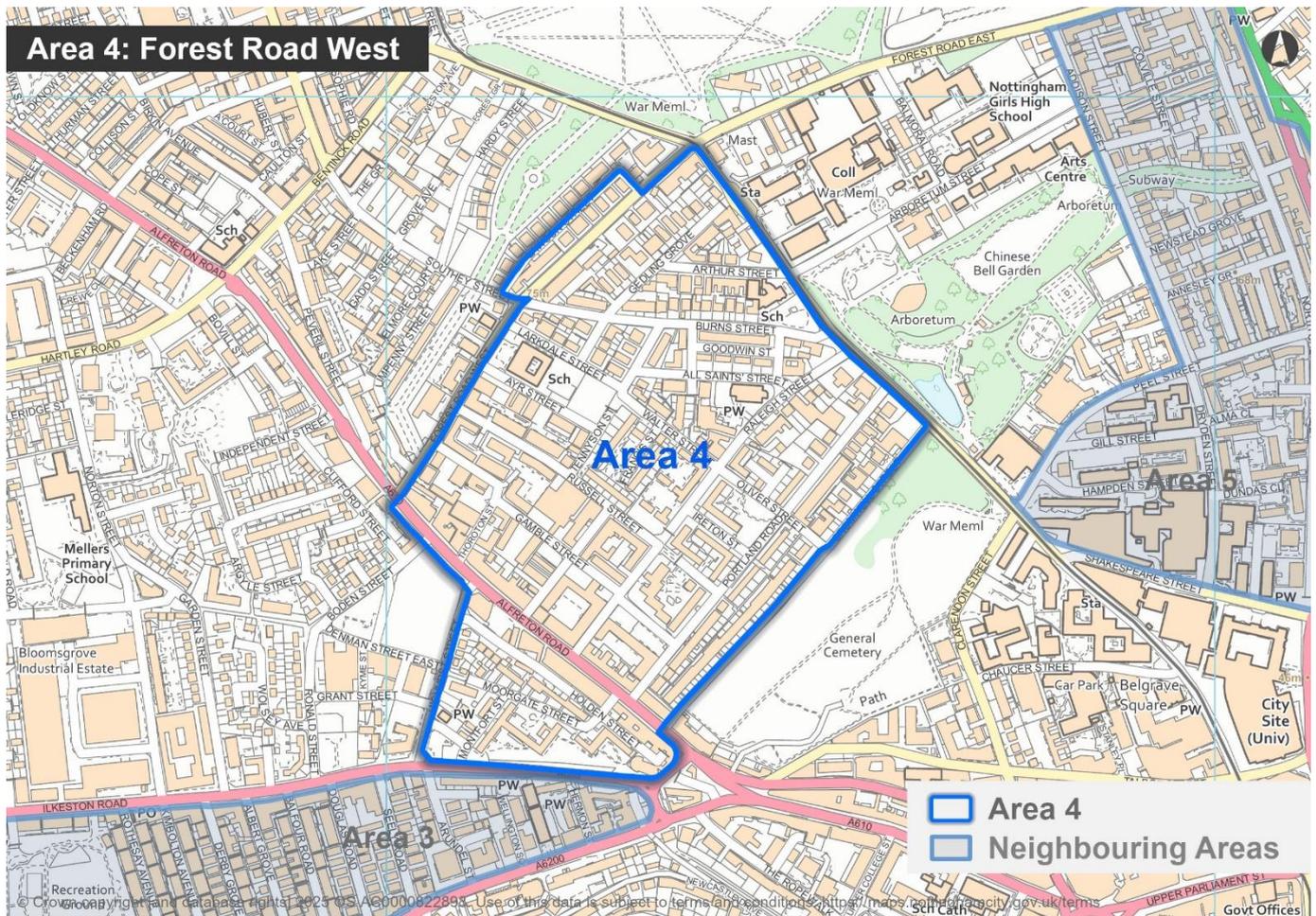
## Streets for Area 2

- 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 4

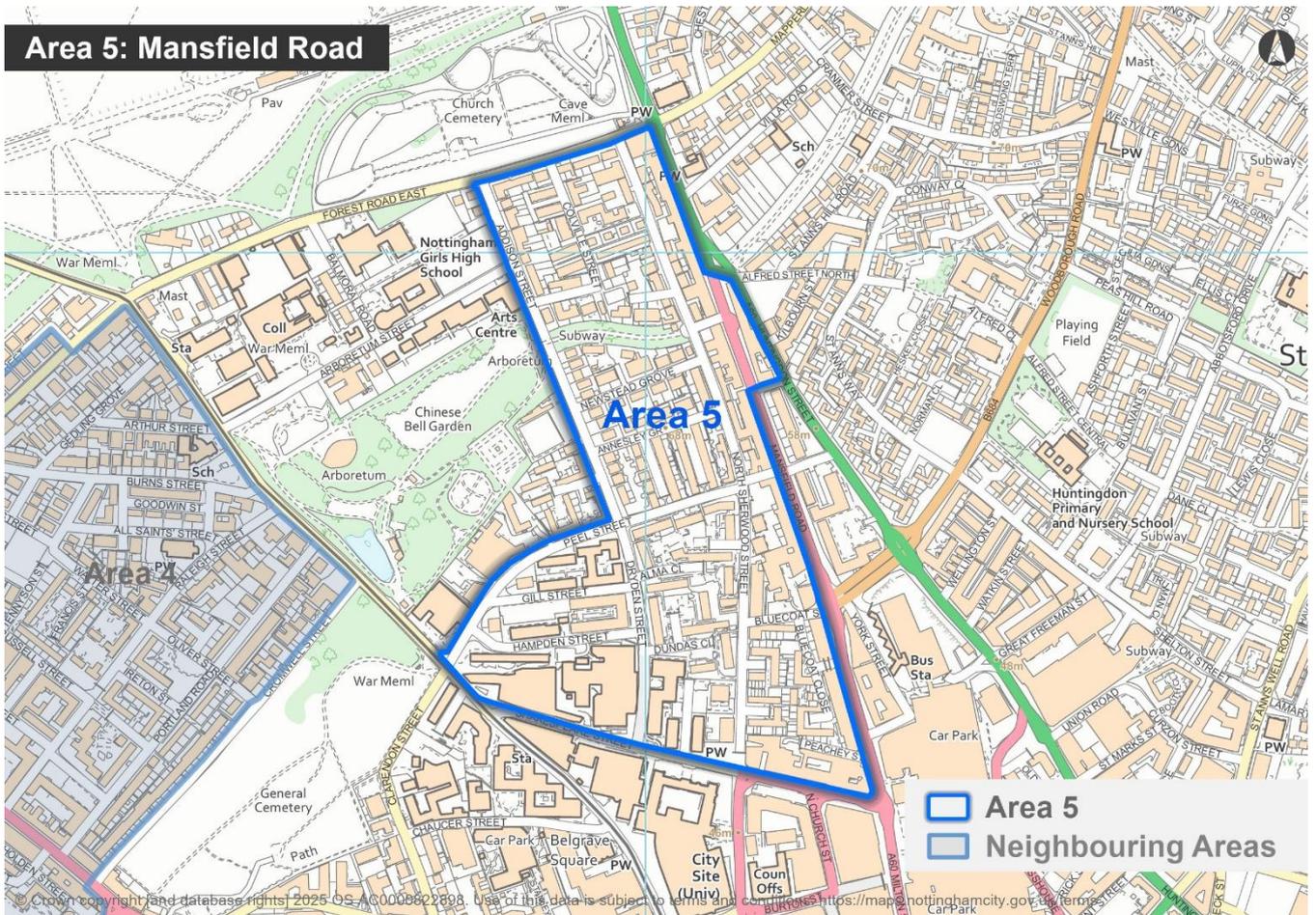
# Forest Road West



## Streets for Area 4

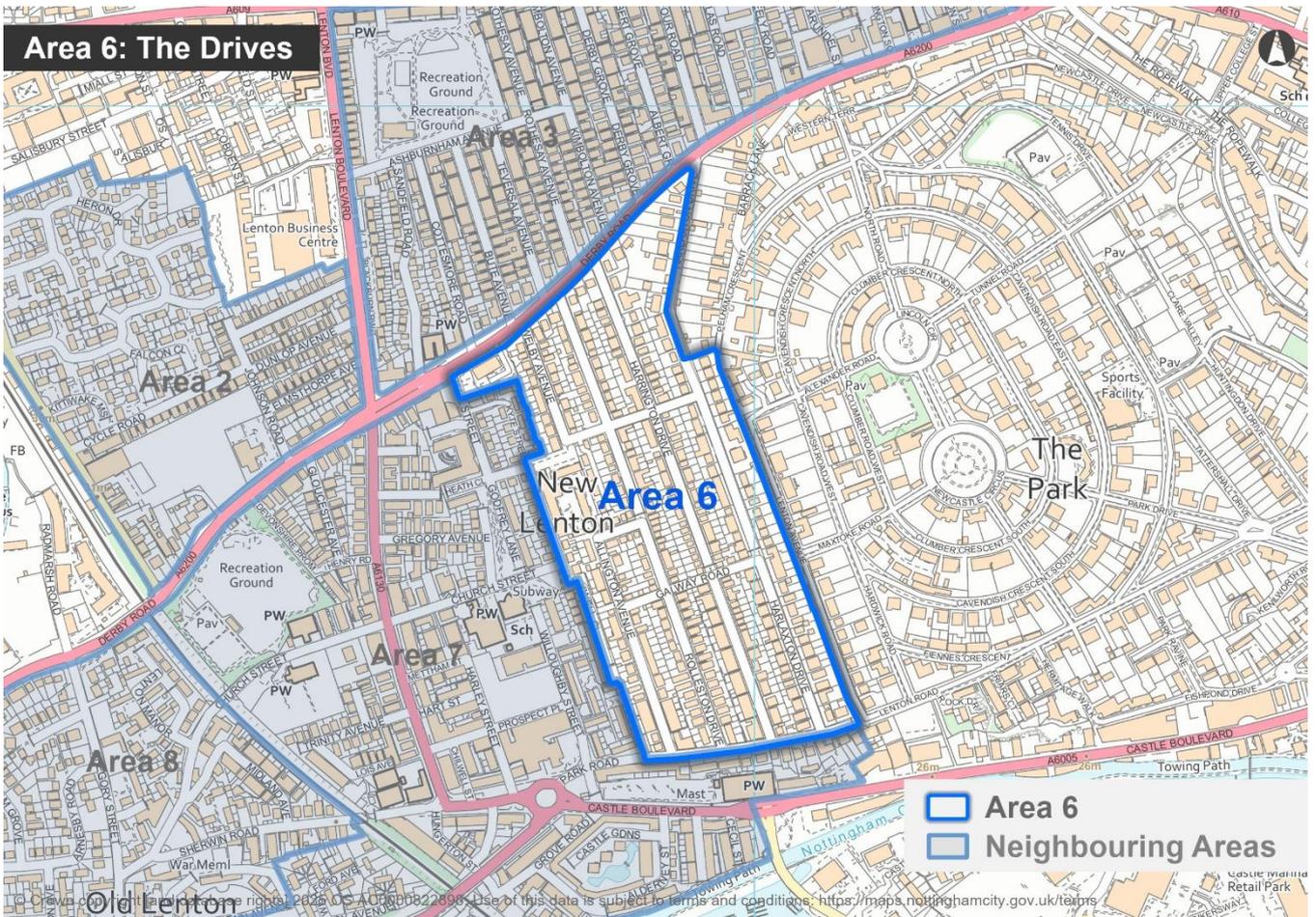
Alfreton Road (11 - 131 odds, 18 - 168 evens)  
 All Saints Street  
 All Saints Terrace  
 Althorpe Street  
 Arthur Street  
 Ayr Street  
 Birch Passage  
 Burke Street  
 Burns Avenue  
 Burns Street  
 Cromwell Street  
 Forest Road West (4 - 56 evens, 75 - 191 odds)  
 Francis Street  
 Gamble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



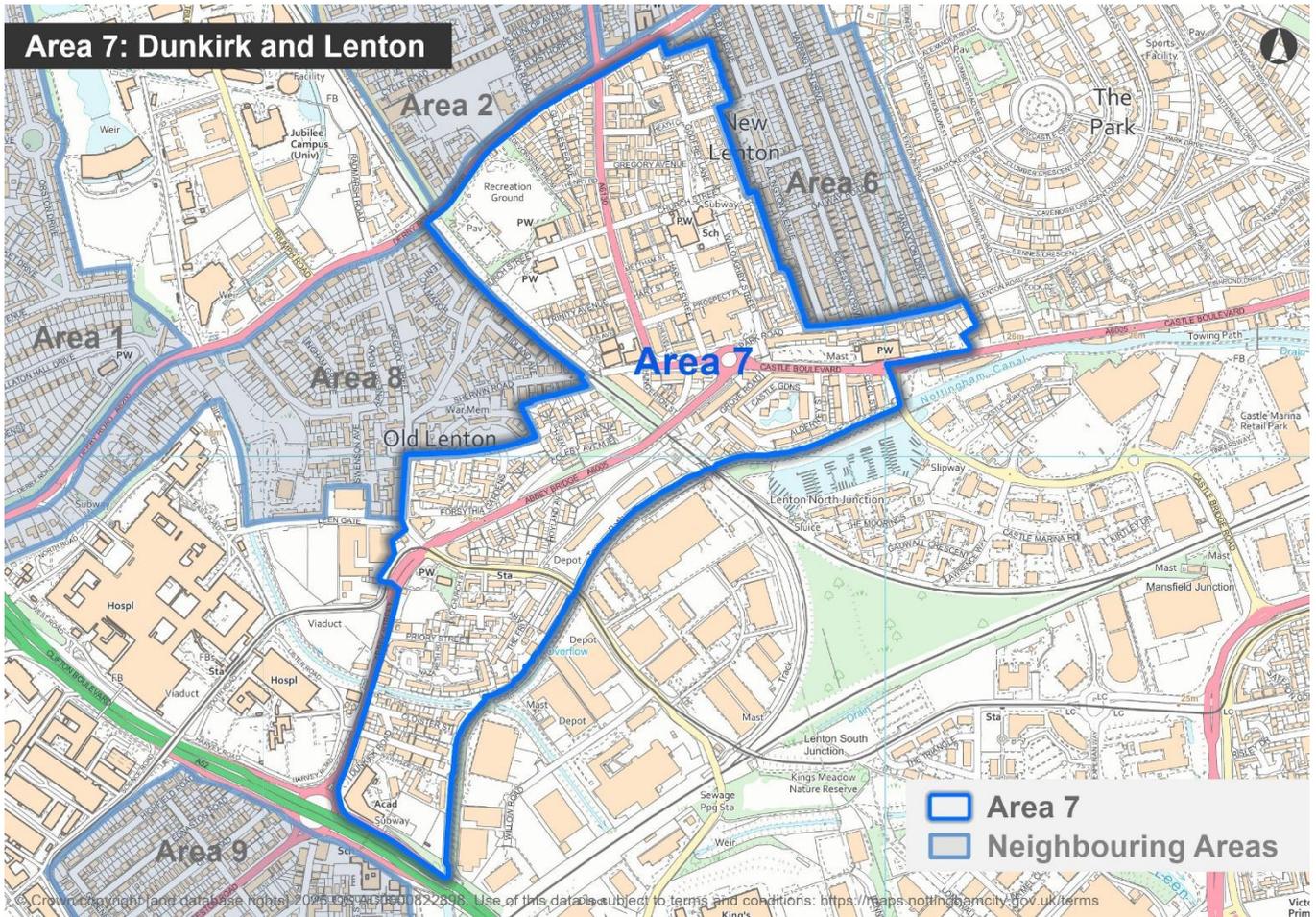
## Streets for Area 5

- |                  |   |
|------------------|---|
| 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
- Harlaxton Drive
- Harrington Drive
- Harrowby Mews
- Harrowby Road
- Maxwell Close
- Park Road (17a - 35 odds)
- Park Street (Victoria Court, Nos. 31 - 57 odds)
- Rolleston Drive
- Welby Avenue

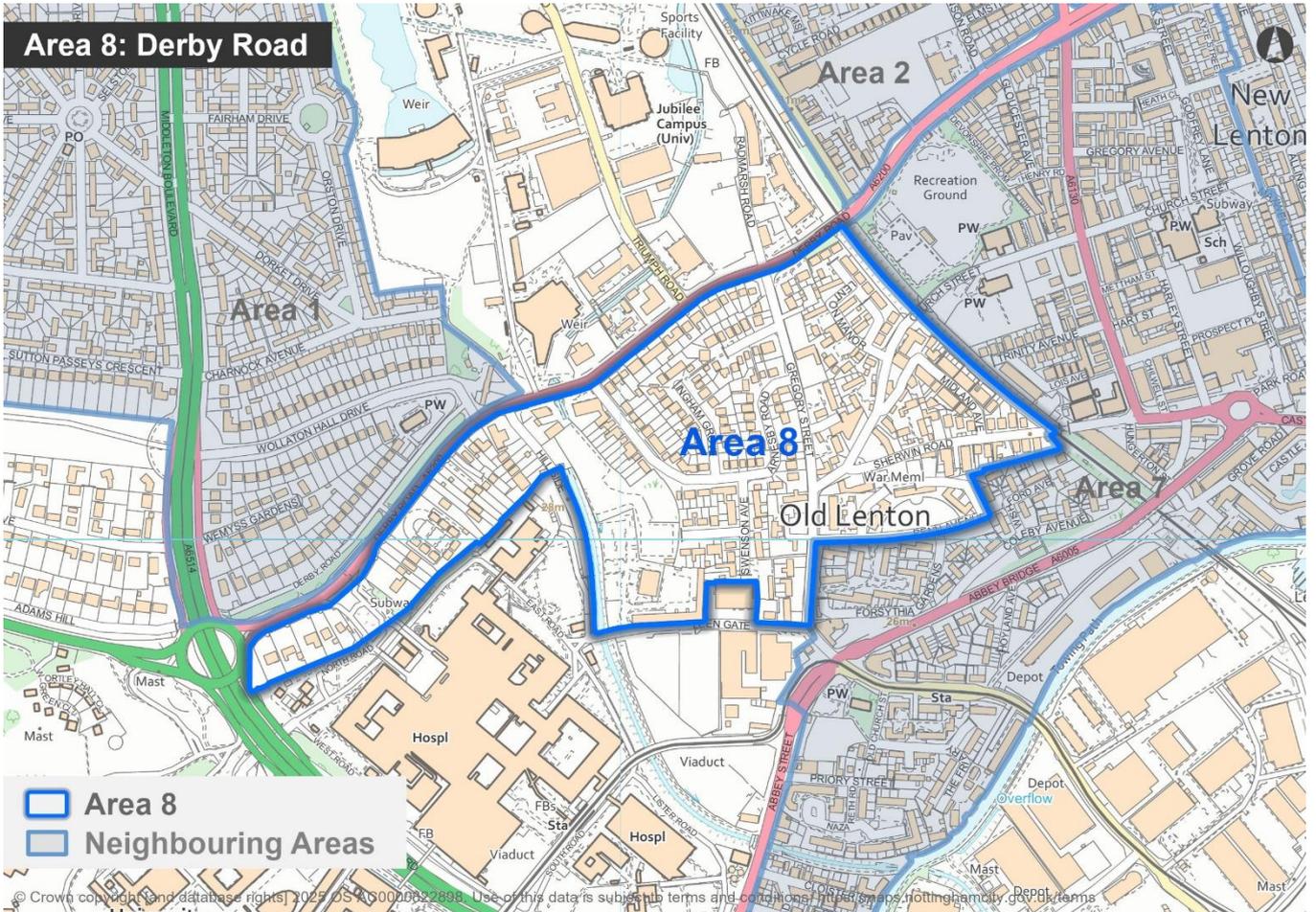


## Streets for Area 7

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)

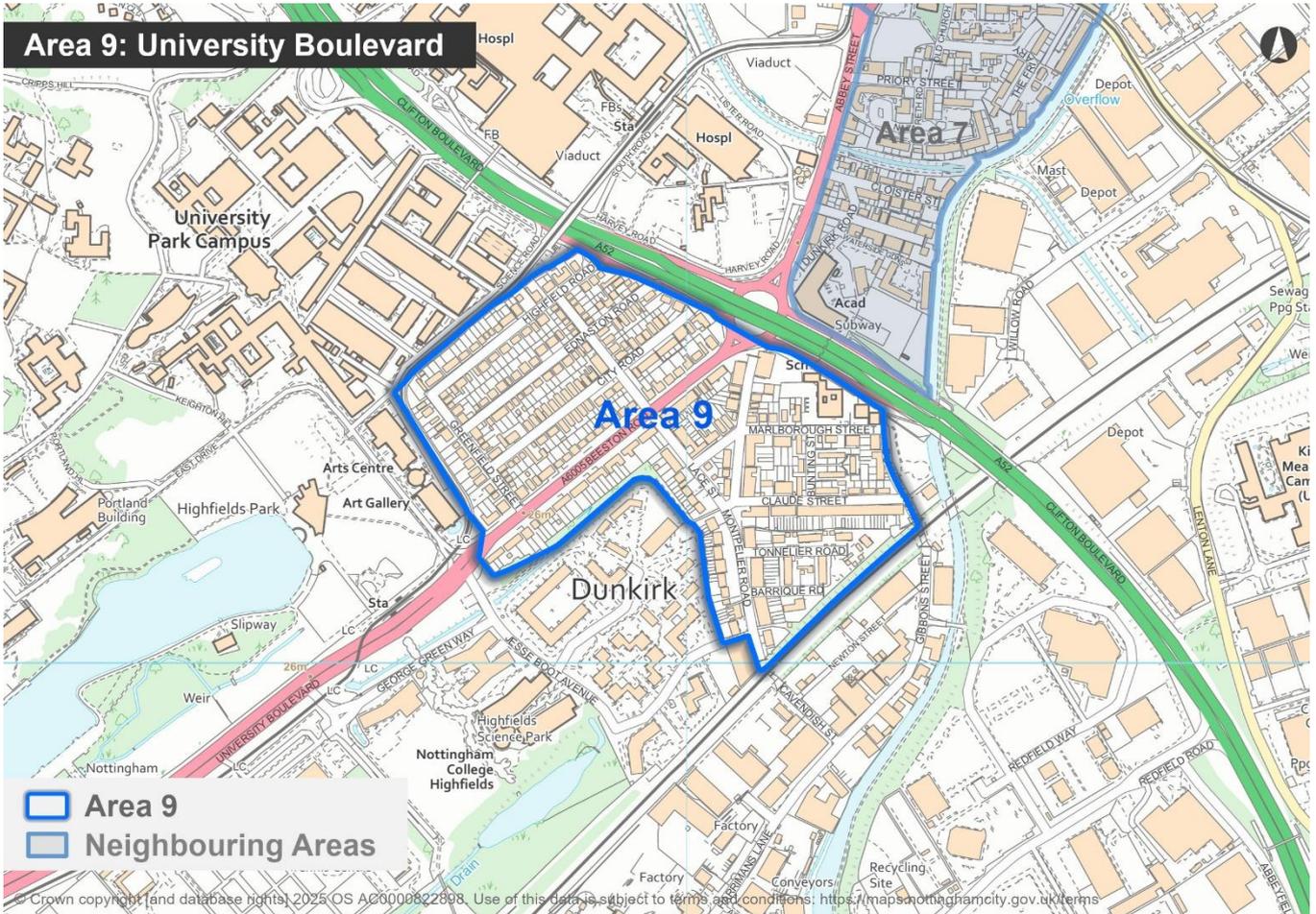
Devonshire Promenade  
 Dunkirk Road  
 Forsythia Gardens  
 Frederick Grove  
 Friar Street  
 Friary Close  
 Gloucester Avenue  
 Godfrey Lane  
 Gregory Avenue  
 Gregory Street  
 Grove Road  
 Harley Street  
 Hart Street  
 Heath Close  
 Henry Road  
 Hoyland Avenue  
 Hungerton Street  
 Kyte 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  
 Priors Mews  
 Priors 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



## Streets for Area 8

- Arnesby Road
- Church Street (37 - 57 odds, Albert Square)
- Derby Road (East of Hillside)
- Gregory Court
- Gregory Street
- Hill Side
- Ingham Grove
- Leen Gate (2 and Leengate Court)
- Lenton Manor
- Martinmass Close
- Midland Avenue
- Penn Avenue
- Rathmines Close
- Saxon Green
- Sherwin Grove (60 - 84 evens 29 - 83 odds Mirberry Mews, Albert Ball Homes)
- Sherwin Road
- Swenson Avenue



## Streets for Area 9

- Barrique 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
- Tonnellier Road



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