

TO LET

Nottingham City Council



Guidance

**On the Erection of
Residential Letting Boards**

September 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 to introduce restrictions over the same area, except for a minor addition.¹

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. Where the property displaying the sign is accredited, the appropriate recognised accreditation scheme logo could also be incorporated.
- 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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- ② Only one board per building will be permitted.
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- ④ Each board shall have a white background and will conform to the following layout: 34cm x 48cm or 48cm x 34cm.
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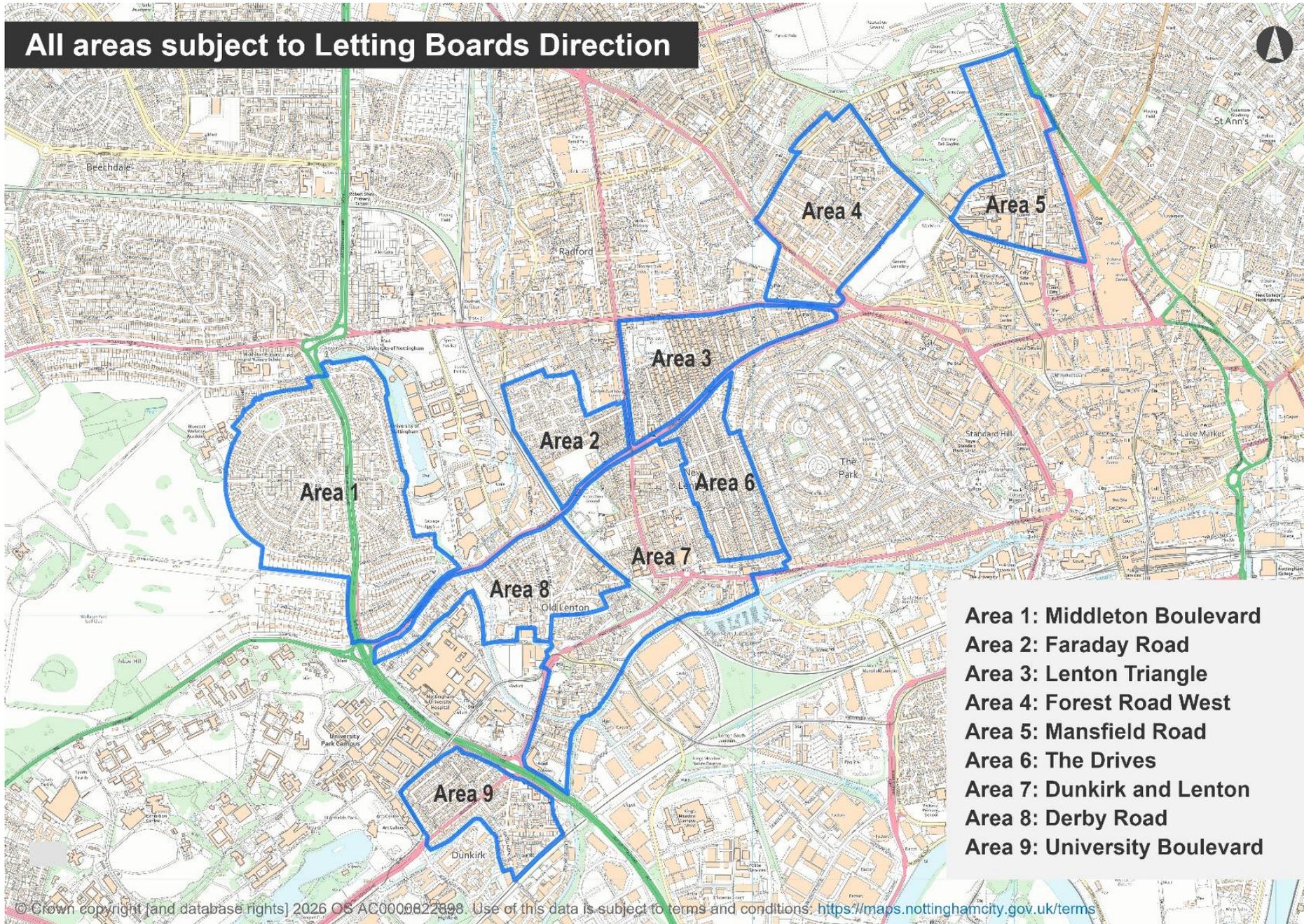
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Board advertising 1st floor flat with number of bedrooms specified on board
See note 7

Non - fluorescent text and company logo on white background:
See notes 4 & 5

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:

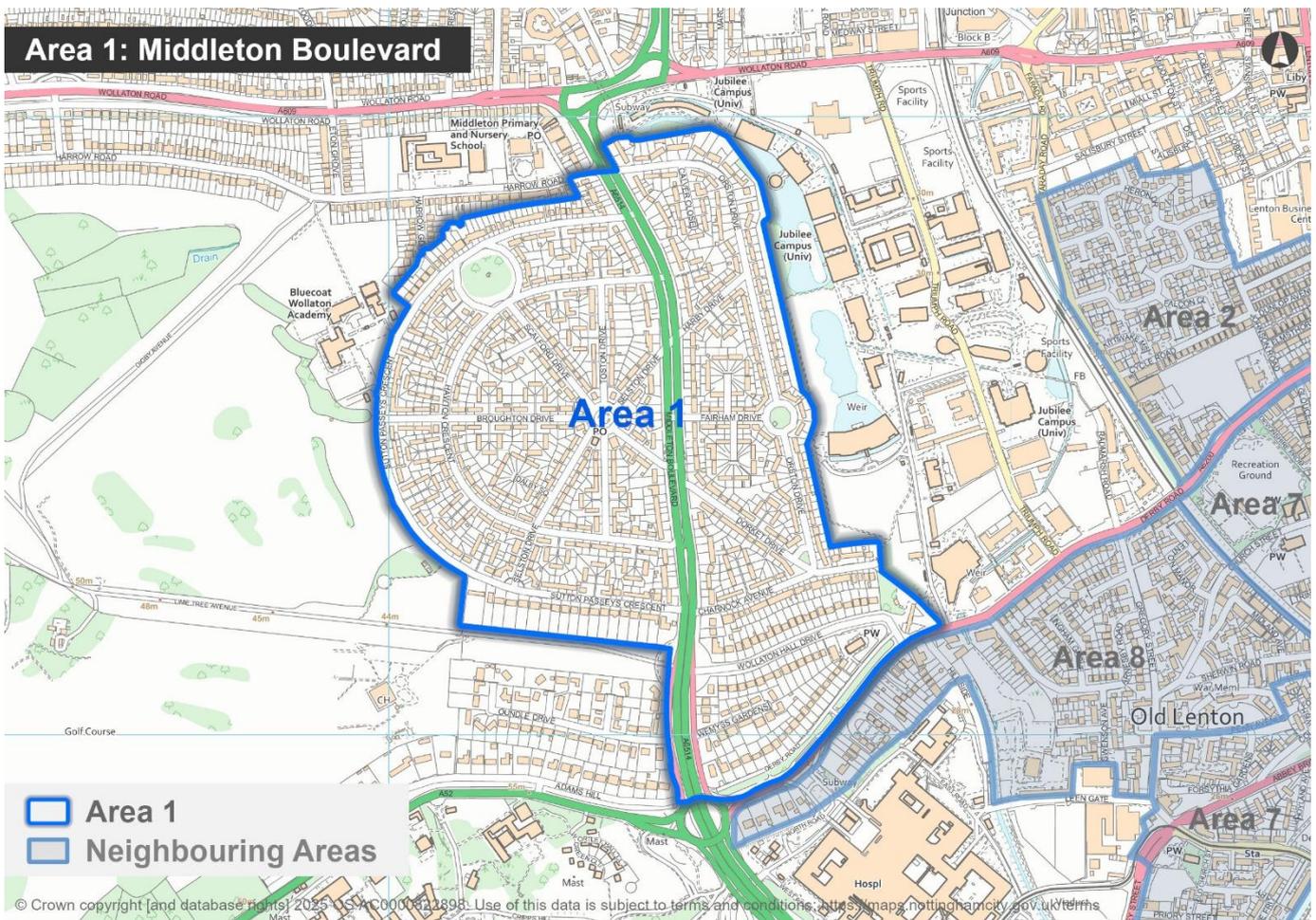
e-mail: planning@nottinghamcity.gov.uk

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

Please call: 0115 876 4447

Area 1

Middleton Boulevard

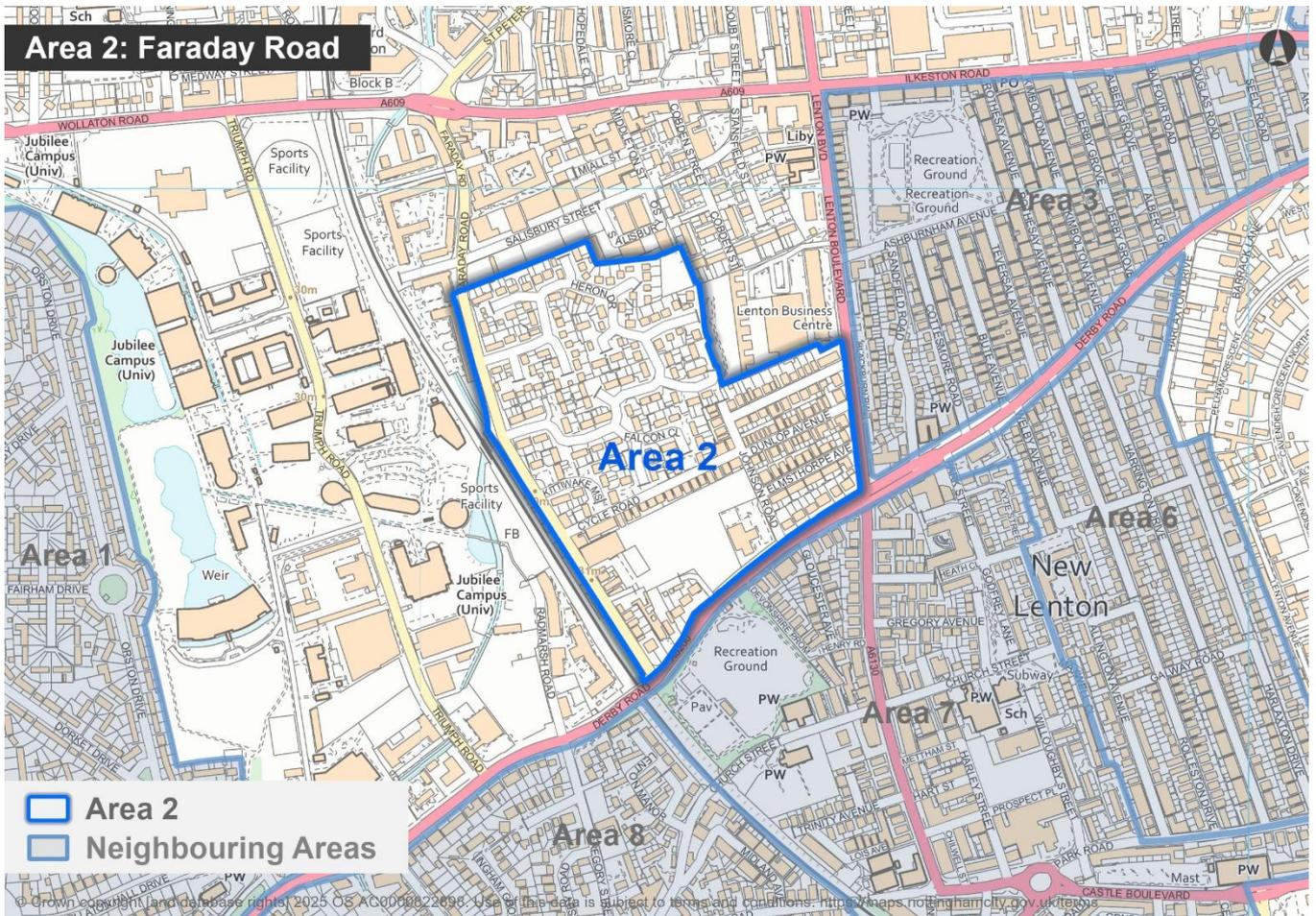


Streets for Area 1

- 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
- Scaford Drive
- Selston Drive
- Sutton Passeys Crescent
- Toston Drive
- Wemyss Gardens
- Wollaton Hill Drive

Area 2

Faraday Road

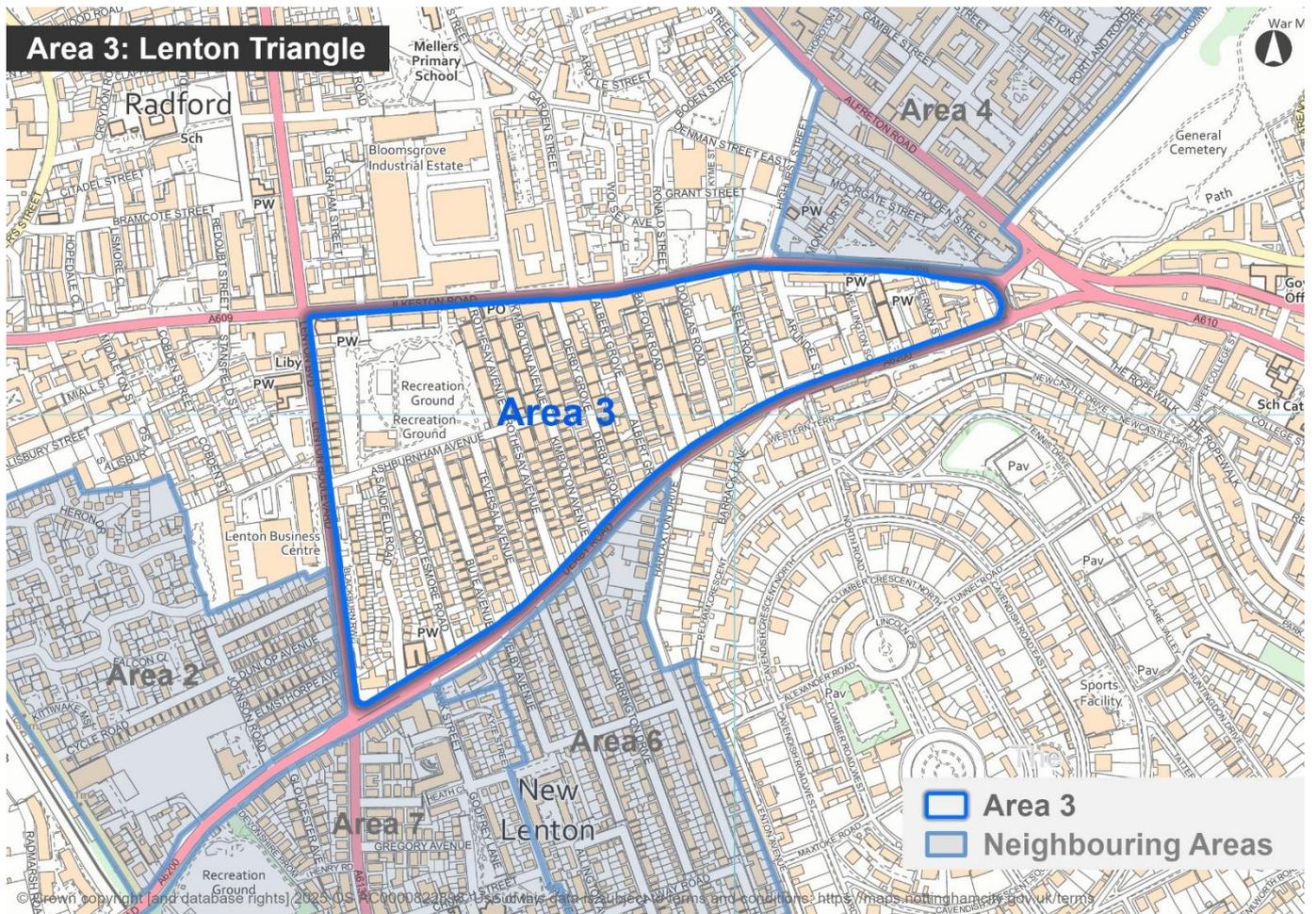


Streets for Area 2

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

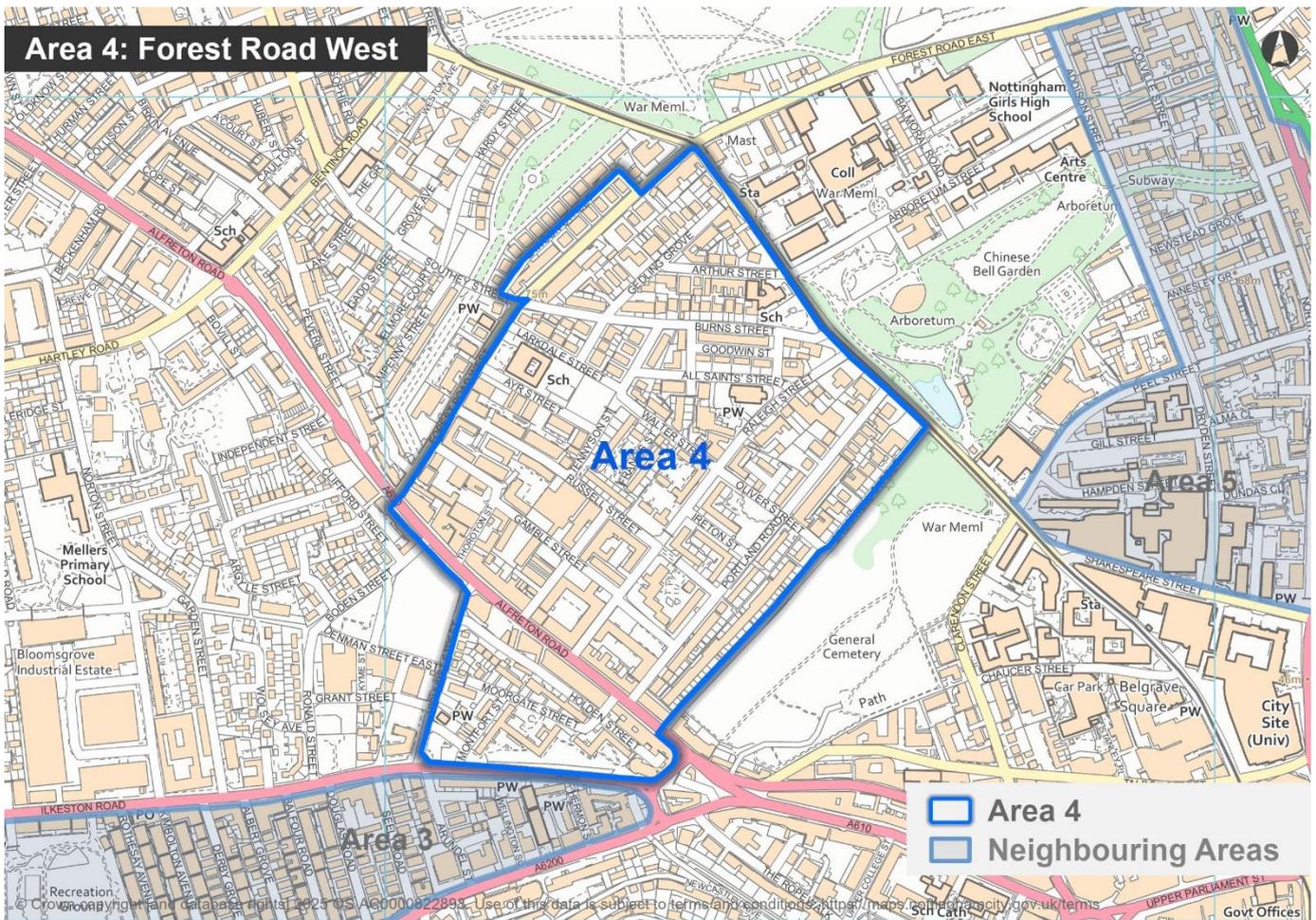


Streets for Area 3

- | | |
|--|---|
| 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 | Rothesay 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



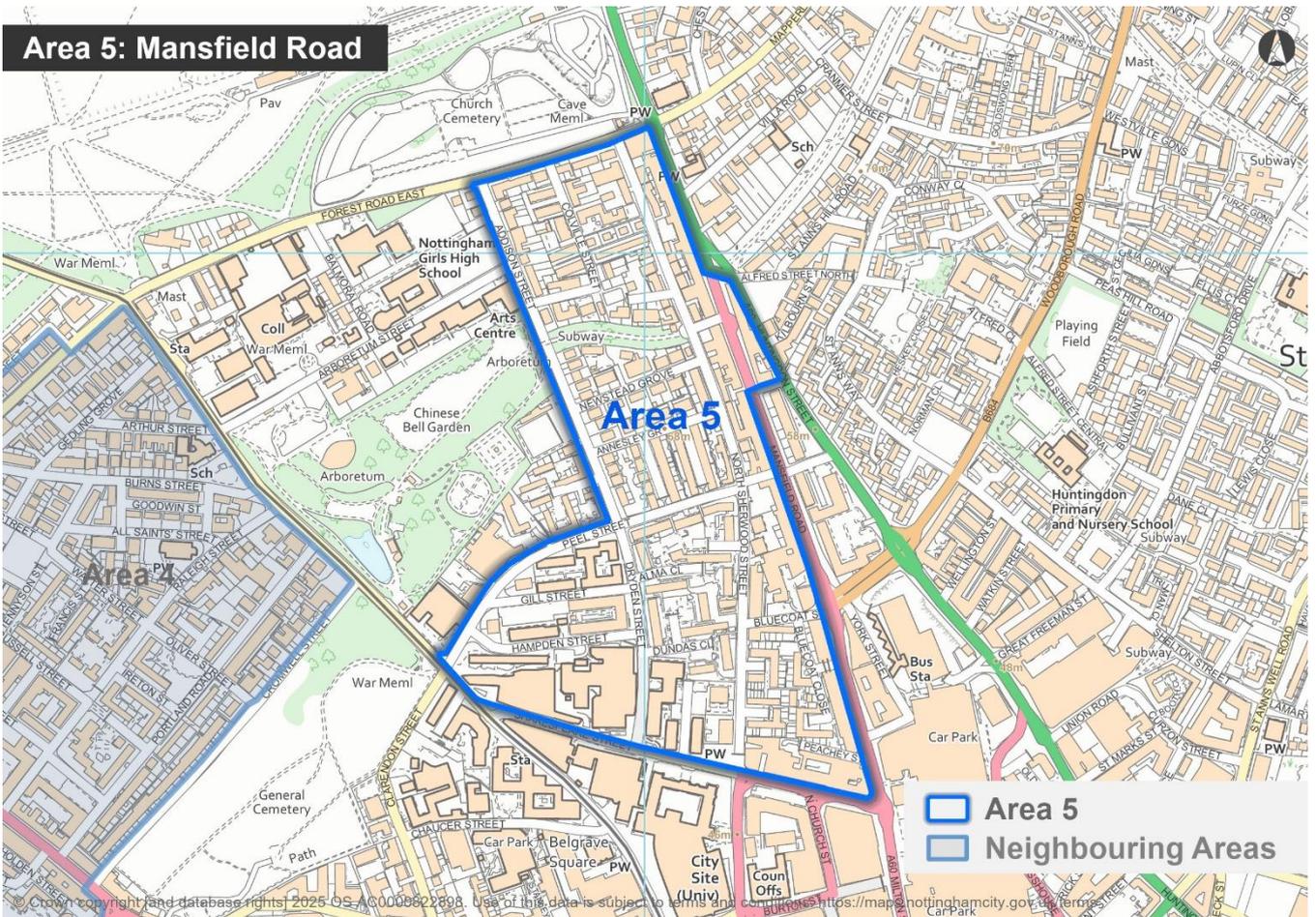
Streets for Area 4

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

Area 5

Mansfield Road



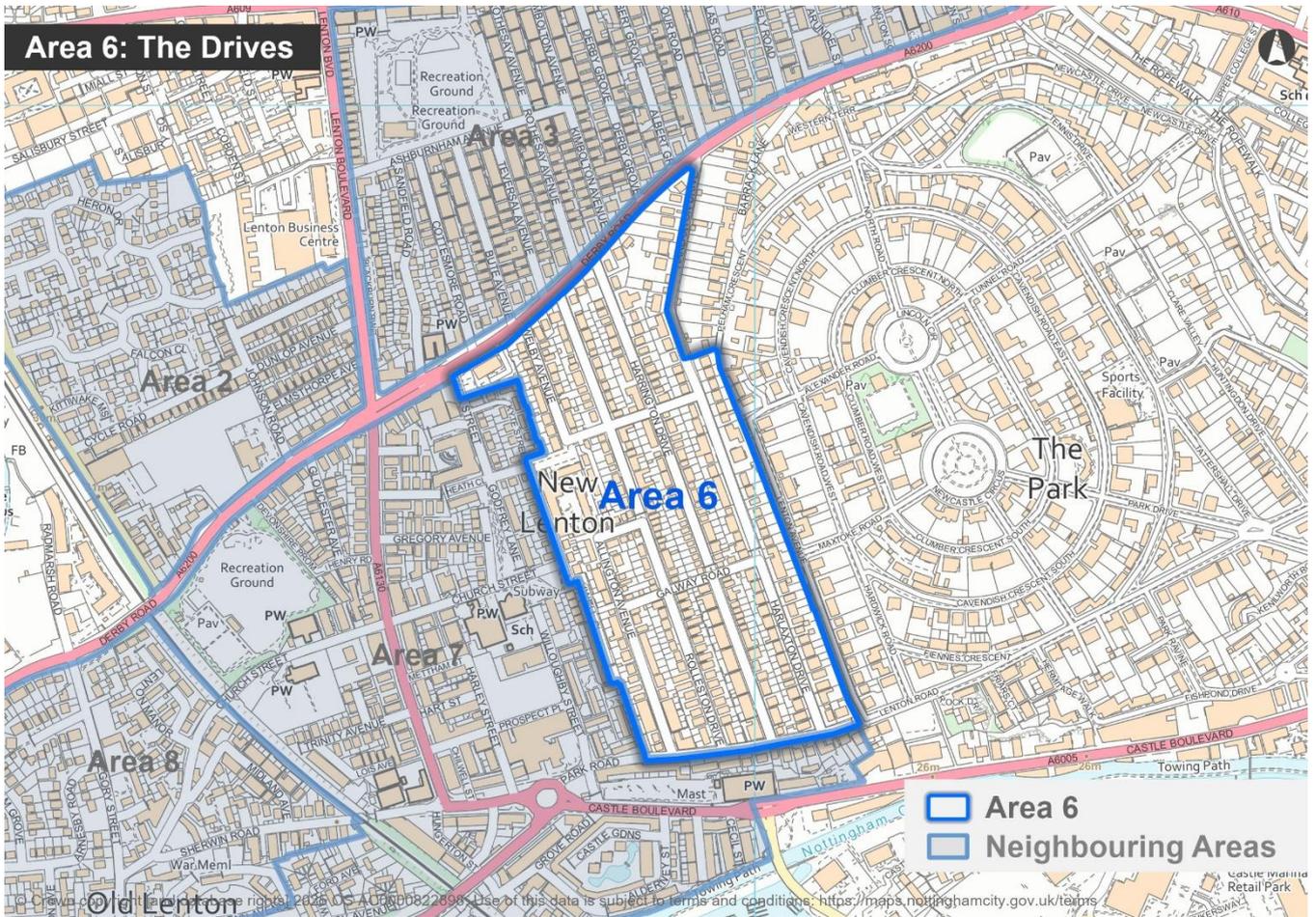
Streets for Area 5

Addison Street
 Alma Close
 Alpha Terrace
 Annesley Grove
 Birkland Avenue
 Bluecoat Close
 Bluecoat Street
 Chatham Street
 Clinton Court
 Clipstone Avenue
 Colville Street
 Colville Terrace
 Colville Villas
 Dryden Street

Dundas Close
 Forest Grove
 Forest Road East (East of Addison Street)
 Gill Street
 Hampden Street
 Huntingdon Street
 Mansfield Road (11 - 261 odds, 140 - 184 evens)
 Matlock Court
 Newstead Grove
 North Sherwood Street
 Ossington Close
 Packers Place
 Peachey Street
 Peel Street
 Shakespeare Street (North side)
 Shakespeare Villas
 Tudor Grove

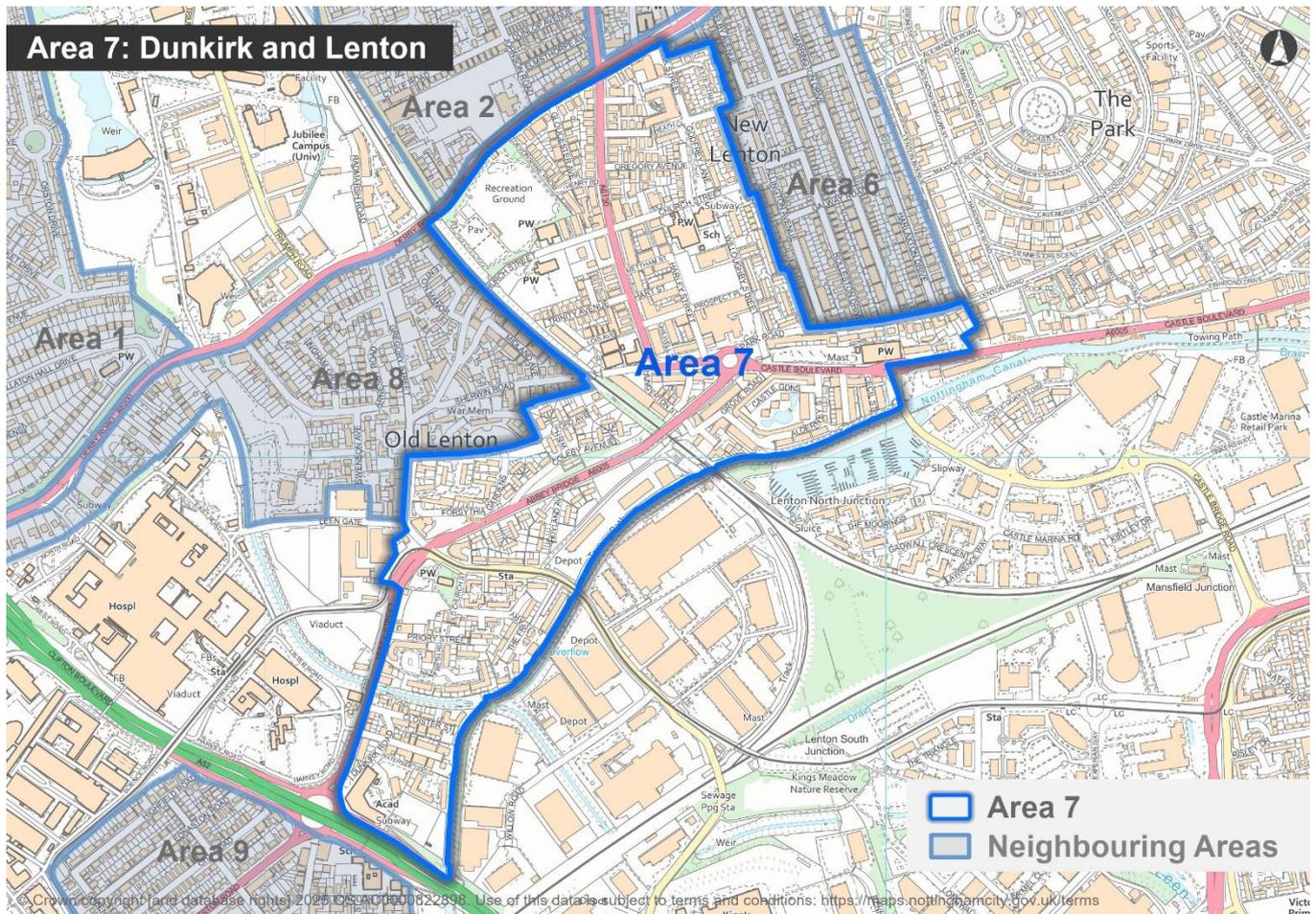
Area 6

The Drives



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

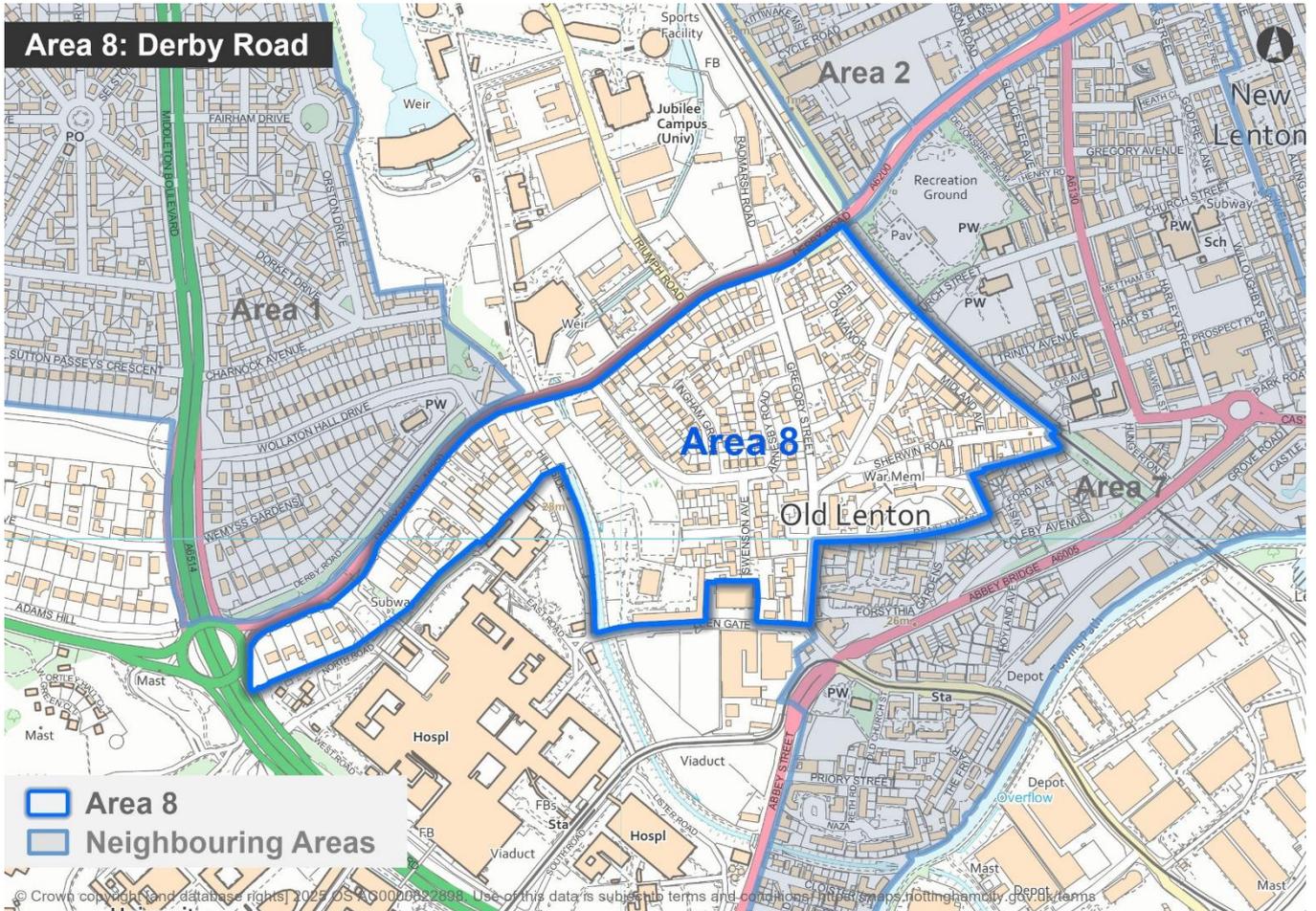


Streets for Area 7

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)

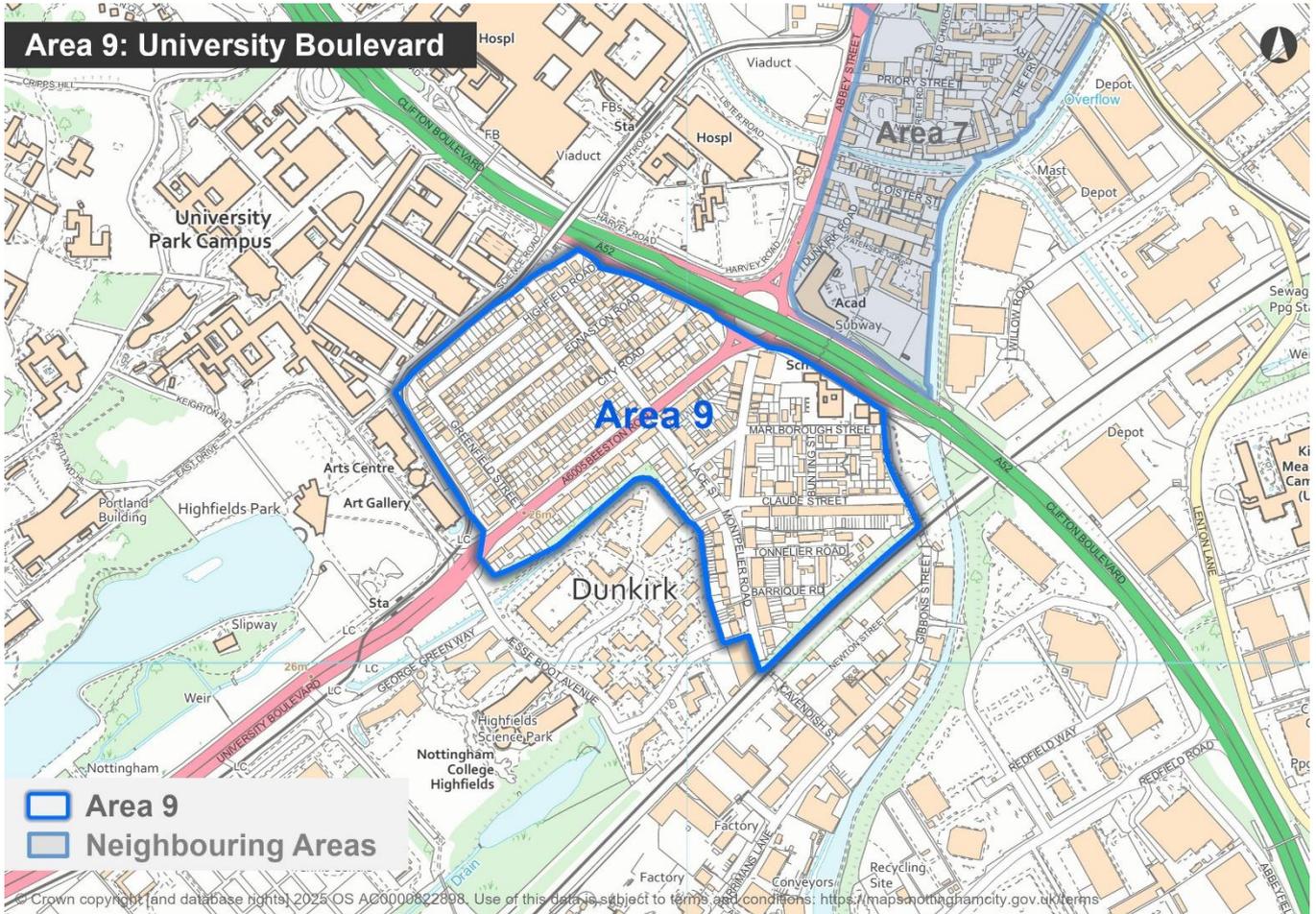
Devonshire Promenade
 Dunkirk Road
 Forsythia Gardens
 Frederick Grove
 Friar Street
 Friary Close
 Gloucester Avenue
 Godfrey Lane
 Gregory Avenue
 Gregory Street
 Grove Road
 Harley Street
 Hart Street
 Heath Close
 Henry Road
 Hoyland Avenue
 Hungerton Street
 Kyte Street
 Lenton Boulevard (1 - 109 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
 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



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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