

TO LET  
**Nottingham City**



# Guidance for Landlords

**On the erection of  
residential letting  
boards**

STUDENT LET  
(5 BED)

**Development**  
January 2012



**Nottingham**  
City Council

## Why is there Guidance?

Nottingham City Council has produced this document to help landlords and letting agents of residential properties comply with the special restrictions in place in parts of Nottingham City.

The Direction Area has been designated following approval by Communities and Local Government (CLG). There are a significant number of privately rented properties in the Direction Area and a proliferation of letting boards. Large numbers of letting boards have an adverse effect on the visual appearance of the Neighbourhoods, can be potentially off-putting for family buyers and renters, and act as an advertisement to would be burglars. A Voluntary Code has been in place since 2009 which has done little to improve the visual appearance of streets in the area.

The City Council has produced this guidance note for Landlords wishing to display letting boards on their residential properties in the Direction Area. This has been drawn up in consultation with key stakeholders to produce a set of criteria. The criteria aim to control the visual impact of letting boards, whilst allowing landlords to legitimately advertise their properties.

## What are the criteria?

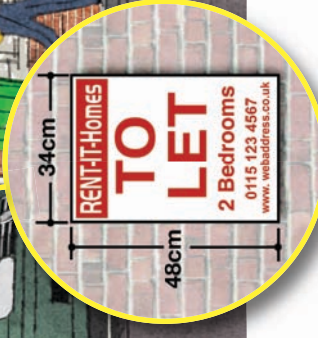
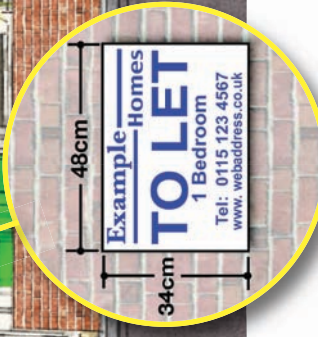
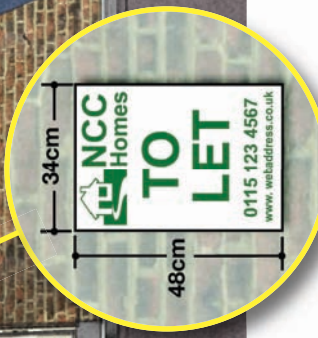
The criteria are that:

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 window sill 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

- 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).
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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.
- 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.



Board advertising 1st floor flat with number of bedrooms specified on board  
See note 7

Board mounted flush to wall and at correct specifications:  
See note 3 & 4

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

## 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 the guidance are likely to be considered acceptable.

## Do I need to apply?

Strictly speaking, you will need to apply for consent in order to display a 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. However, where applications are submitted, these will be dealt with swiftly.

## What if I don't apply?

Provided that the letting board erected complies with the guidance criteria, 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 are carrying out regular 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 take action 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 window sill 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 window sill 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). 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 reports 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 2011 map or seek further advice from the contacts below.

For further advice:

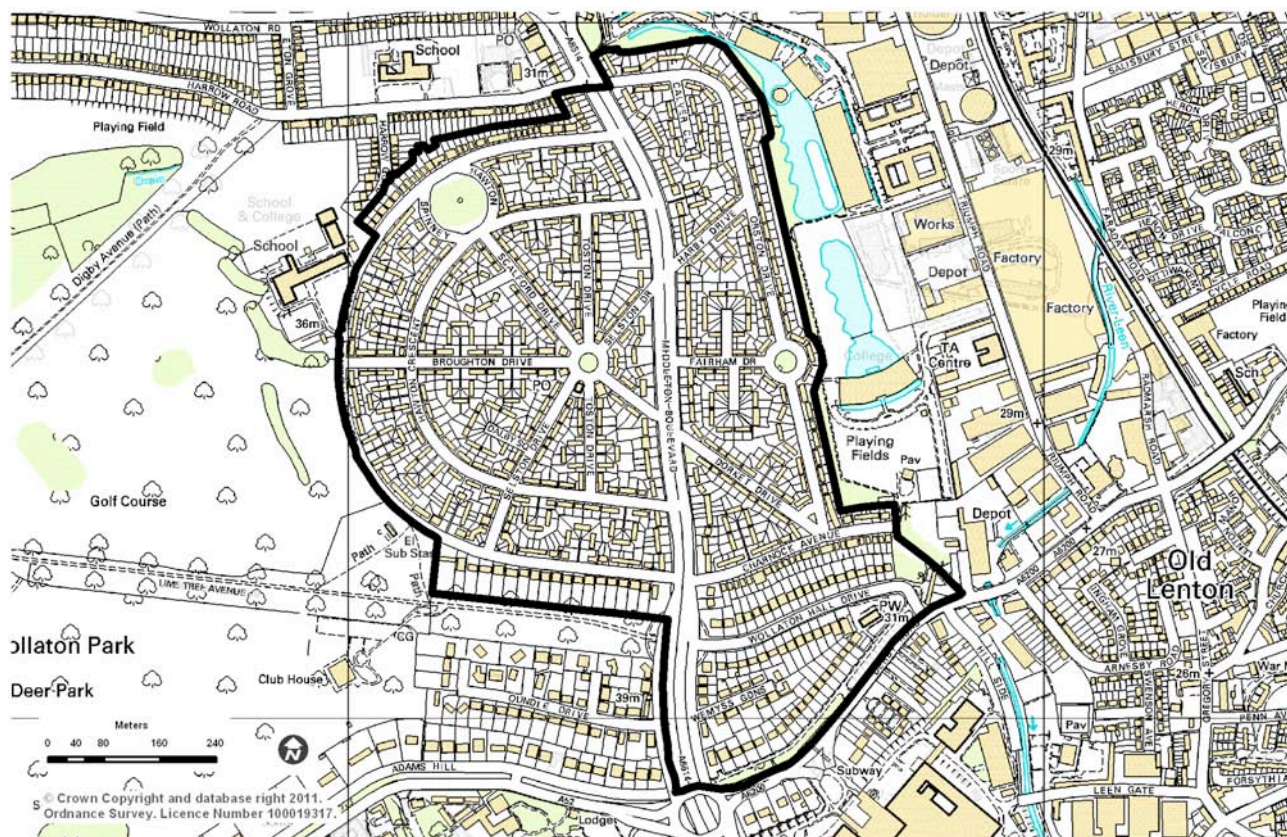
Please call: 0115 876 4447

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

or write to: Development Management Team,  
Development,  
4th Floor Loxley House,  
Station Street,  
Nottingham  
NG2 3NG

# Area 1

# Middleton Boulevard

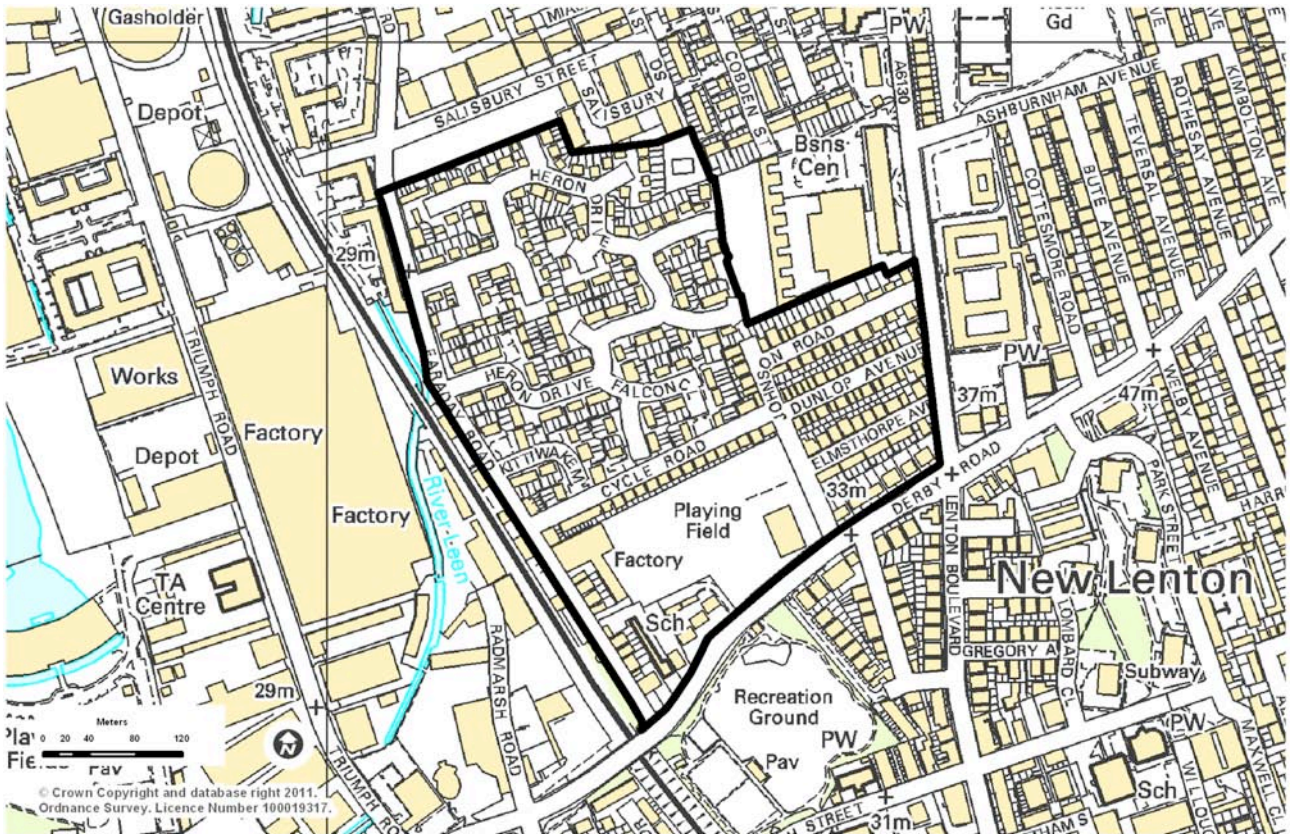


Street Name	Full or Partial Street
AVERTON SQUARE	all
BROUGHTON DRIVE	all
CALVER CLOSE	all
CHARNOCK AVENUE	all
DALBY SQUARE	all
DERBY ROAD	530 - 564 evens
DORKET DRIVE	all
FAIRHAM DRIVE	all
FARNDON GREEN	all
HARBY DRIVE	all
HAWTON CRESCENT	all
HAWTON SPINNEY	all
KILVERTON CLOSE	all
LONGORE SQUARE	all
MIDDLETON BOULEVARD	2-136 evens, 5-101 odds
ORSTON DRIVE	all
ORSTON GREEN	all
SCALFORD DRIVE	all
SELSTON DRIVE	all
SUTTON PASSEYS CRESCENT	all
TOSTON DRIVE	all
WEMYSS GARDENS	all
WOLLATON HALL DRIVE	all



# Area 2

# Triumph Road

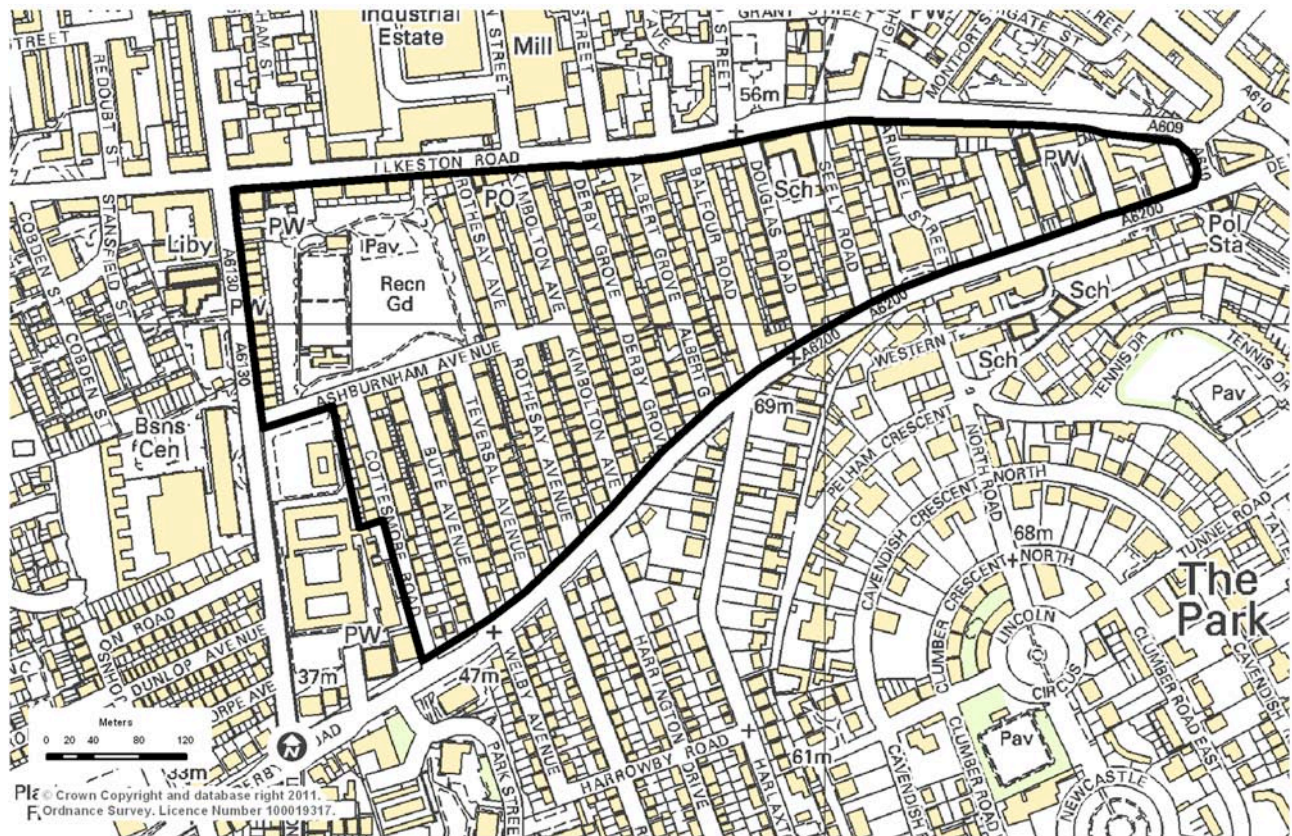


Street Name	Full or Partial Street
BEDARRA GROVE	all
BRADDOCK CLOSE	all
CYCLE ROAD	all
DERBY ROAD	312 - 396 evens
DUNLOP AVENUE	all
ELMSTHORPE AVENUE	all
FALCON CLOSE	all
FARADAY ROAD	4 - 118 evens
GRINSBROOK	all
HAZELMERE GROVE	all
HERON DRIVE	all
HINCHIN BROOK	all
JOHNSON ROAD	all
KITTIWAKE MEWS	all
LENTON BOULEVARD	131 - 155 odds
PEREGRINE CLOSE	all
SANDPIPER WAY	all
SHELBY CLOSE	all
WICKET GROVE	all



# Area 3

# Lenton triangle

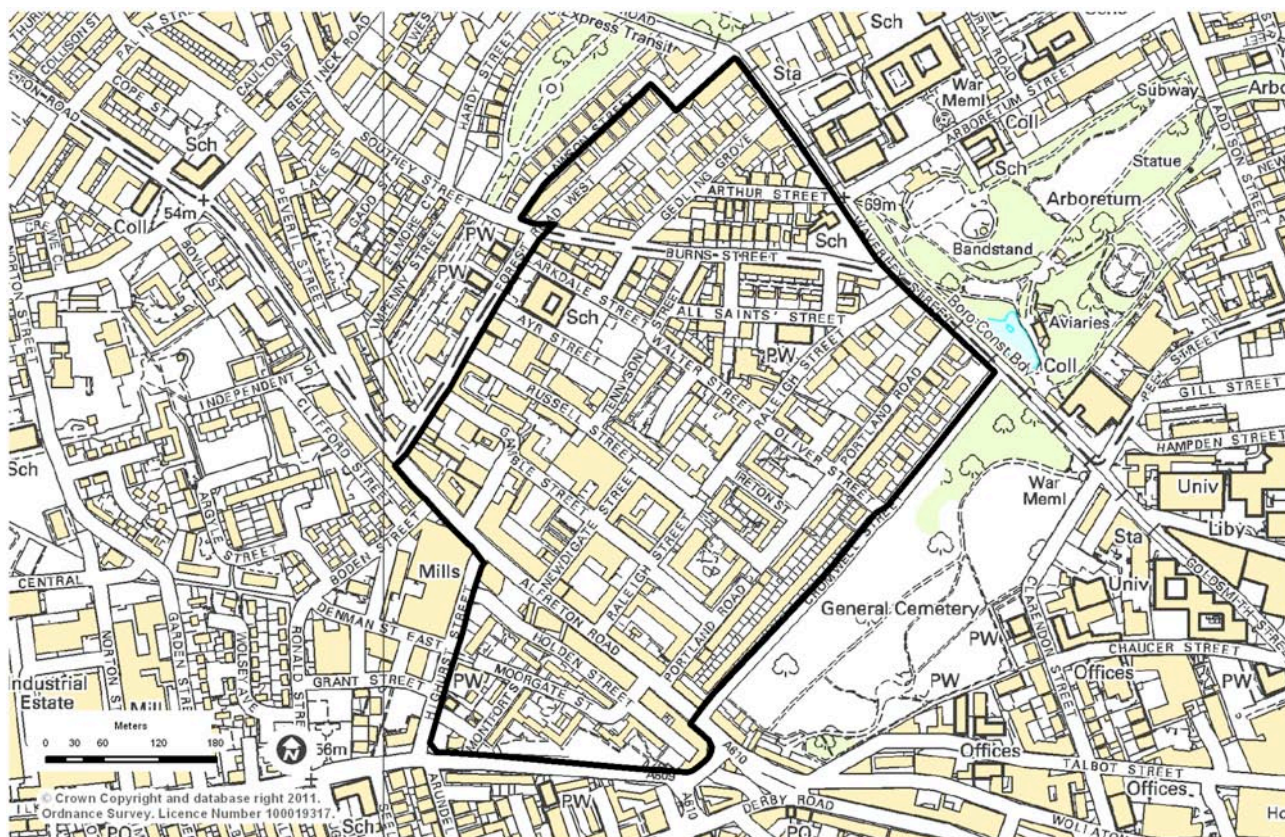


Street Name	Full or Partial Street
ALBERT GROVE	all
ARUNDEL STREET	all
ASHBOURNE STREET	all
ASHBURNHAM AVENUE	all
BALFOUR ROAD	all
BUTE AVENUE	all
COTTESMORE ROAD	all
DERBY GROVE	all
DERBY ROAD	158 - 288 evens and Park West
DOUGLAS ROAD	all
HERMON STREET	all
ILKESTON ROAD	57 - 201 odds
KIMBOLTON AVENUE	all
LENTON BOULEVARD	110 - 164 evens
ROTHESAY AVENUE	all
SEELY ROAD	all
TEVERSAL AVENUE	all
WELLINGTON SQUARE	all
WELLINGTON VILLAS	all



# Area 4

# Forest Road West



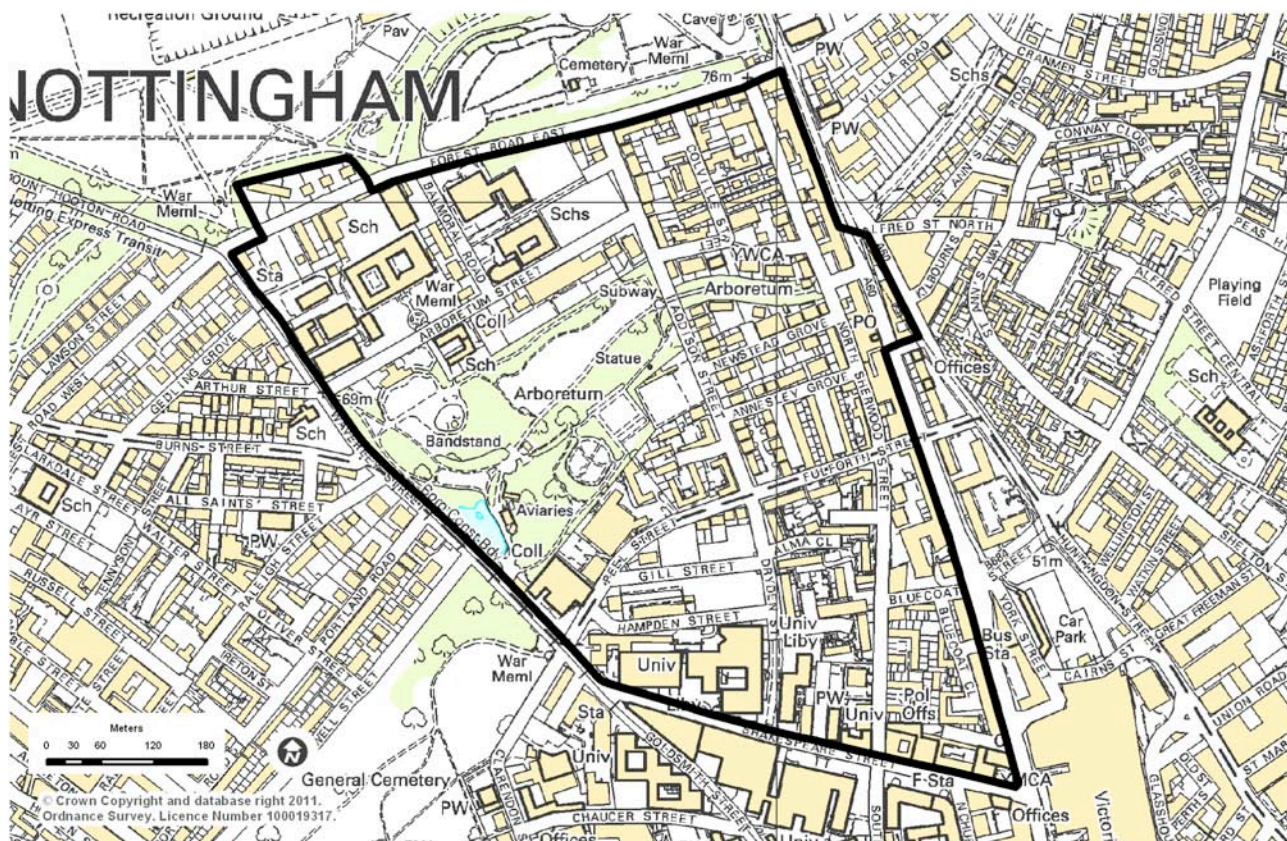
Street Name	Full or Partial Street
ALFRETON ROAD	11 - 131 odds, 18 - 168 evens
ALL SAINTS STREET	all
ALL SAINTS TERRACE	all
ALTHORPE STREET	all
ARTHUR STREET	all
BURNS AVENUE	all
BURNS STREET	all
CROMWELL STREET	all
FOREST ROAD WEST	24 - 56 evens, 75 - 181 odds
FRANCIS STREET	all
GAMBLE STREET	all
GEDLING GROVE	all
GREEK STREET	all
HIGHURST STREET	all
HOLDEN STREET	all
ILKESTON ROAD	2 - 72 evens
IRETON STREET	all
KANMAN COURT	all
LARKDALE STREET	all
MONTFORT STREET	all
MONTGOMERY STREET	all
MOORGATE STREET	all
NEWDIGATE STREET	all



# Area 4

## Forest Road West (cont.)

Street Name	Full or Partial Street
NEWDIGATE VILLAS	all
OLIVER CLOSE	all
OLIVER STREET	all
PORTLAND ROAD	all
RALEIGH STREET	all
RUSSELL STREET	all
TENNYSON STREET	all
THOROTON STREET	all
WALTER STREET	all
WANSBECK CLOSE	all
WAVERLEY STREET	1 - 35 odds, Bronte Court
WILDMAN STREET	all



Street Name	Full or Partial Street
ADDISON STREET	All
ALMA CLOSE	All
ALPHA TERRACE	All
ANNESLEY GROVE	All
ARBORETUM STREET	All
BALMORAL ROAD	All
BIRKLAND AVENUE	All
BLUECOAT CLOSE	All
BLUECOAT STREET	All
CENTURY COURT	All
CLINTON COURT	All
CLIPSTONE AVENUE	All
COLVILLE STREET	All
COLVILLE TERRACE	All
COLVILLE VILLAS	All
DRYDEN STREET	All
DUNDAS CLOSE	All
FOREST GROVE	All
FOREST ROAD EAST	All
GILL STREET	All
HAMPDEN STREET	All
MANSFIELD GROVE	All
MANSFIELD ROAD	11 - 261 odds, 140 - 184 evens



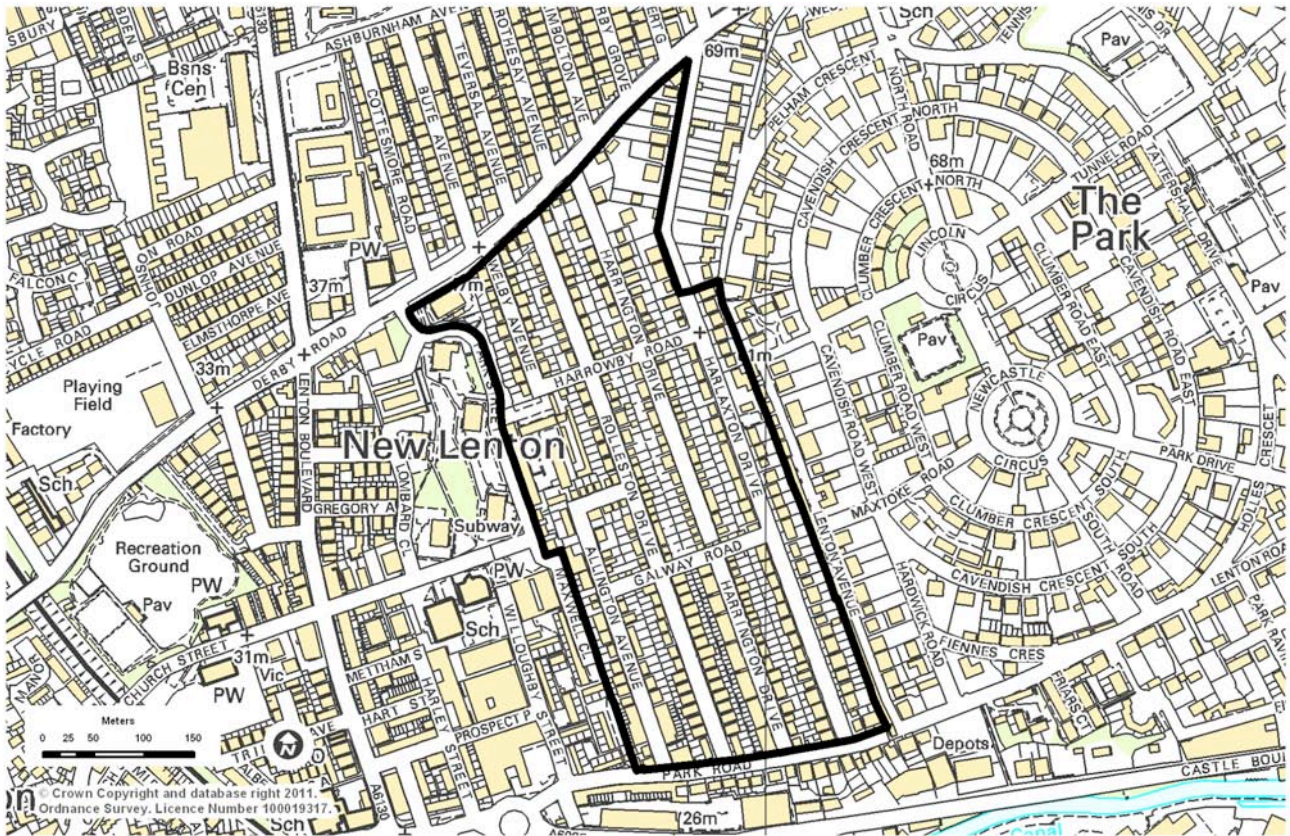
# Area 5

## Mansfield Road (cont.)

Street Name	Full or Partial Street
MATLOCK COURT	All
MOUNT HOOTON	All
NEWSTEAD GROVE	All
NORTH SHERWOOD STREET	All
OSSINGTON CLOSE	All
PEACHEY STREET	All
PEEL STREET	All
SHAKESPEARE STREET	North side
TUDOR GROVE	All
WAVERLEY MOUNT	All
WAVERLEY STREET	East side

# Area 6

# The Drives

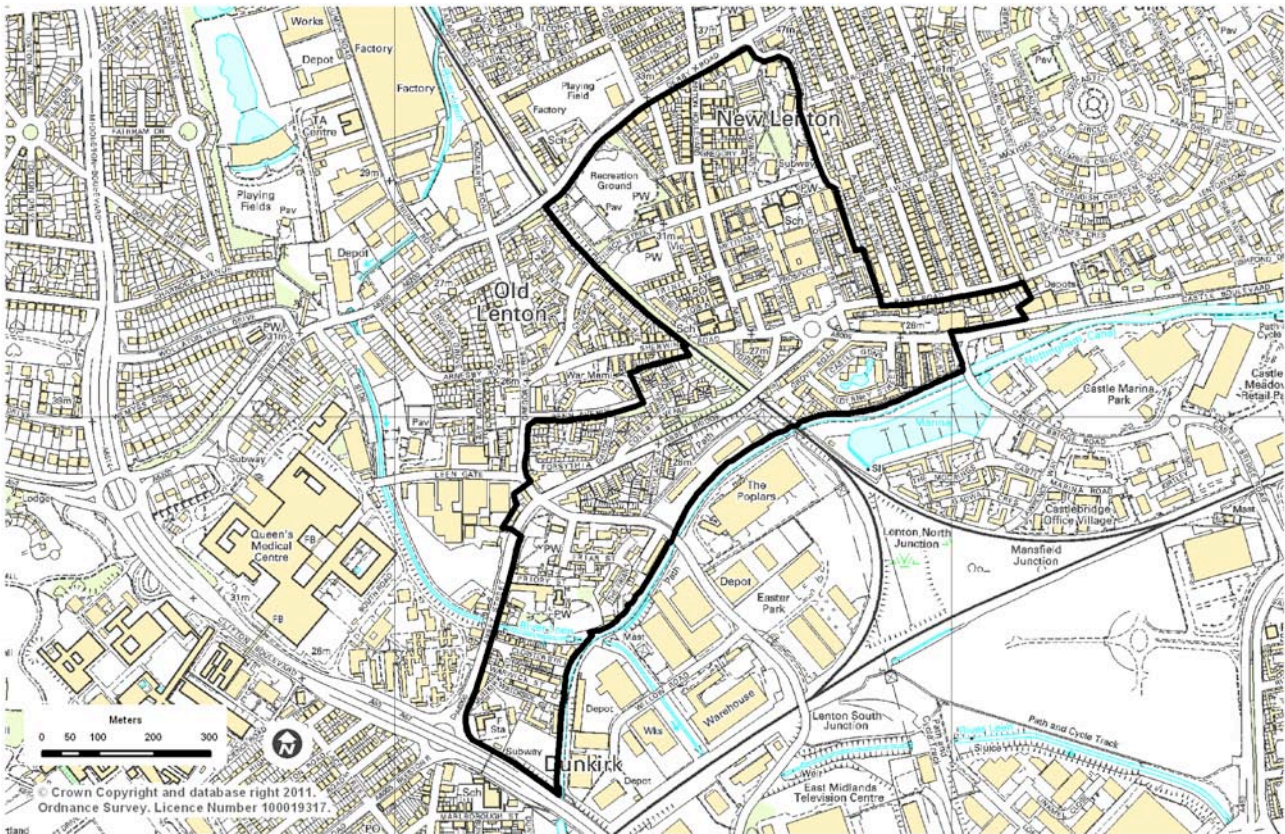


Street Name	Full or Partial Street
ALLINGTON AVENUE	All
DERBY ROAD	197 - 215 odds
HARLAXTON DRIVE	All
HARRINGTON DRIVE	All
HARROWBY MEWS	All
HARROWBY ROAD	All
PARK ROAD	17a, 25-35 odds
PARK STREET	39-49 odds, Victoria Court,
ROLLESTON DRIVE	All
WELBY AVENUE	All



# Area 7

# Dunkirk & Lenton



Street Name	Full or Partial Street
ABBEY BRIDGE	All
ABBEY STREET	All
ALBERT ROAD	All
ALDERNEY STREET	All
ARTHUR AVENUE	All
BROADHOLME STREET	All
CASTLE BOULEVARD	203-325 odds
CASTLE GARDENS	All
CECIL STREET	All
CHILWELL STREET	All
CHIPPENDALE STREET	All
CHURCH AVENUE	All
CHURCH GROVE	All
CHURCH SQUARE	All
CHURCH STREET	17-35 odds, 28-34 evens
CLAYTONS DRIVE	All
CLOISTER STREET	All
COLEBY AVENUE	All
DERBY ROAD	235-289 odds
DEVONSHIRE PROMENADE	All
DUNKIRK ROAD	All
FORSYTHIA GARDENS	All
FREDERICK GROVE	All

# Area 7

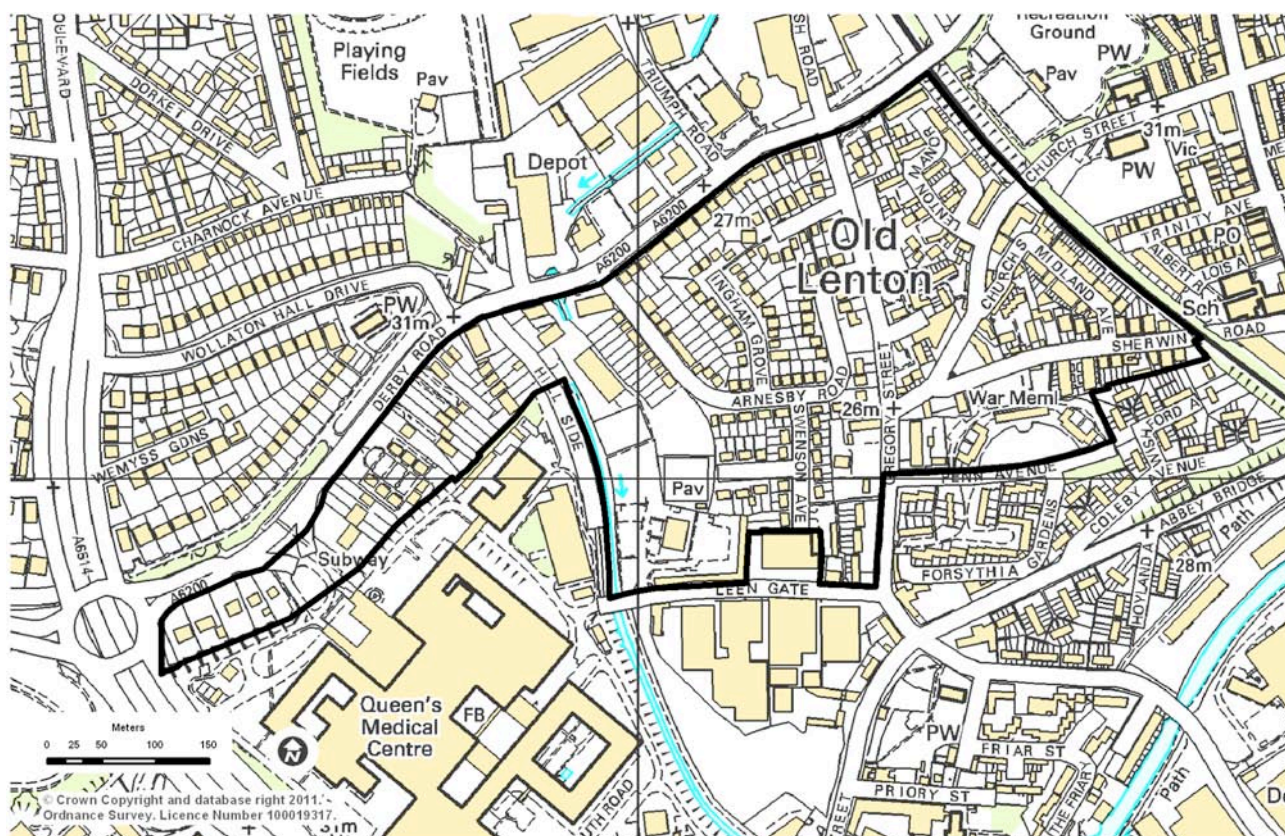
## Dunkirk & Lenton (cont.)

Street Name	Full or Partial Street
FRIAR STREET	All
FRIARY CLOSE	All
GLOUCESTER AVENUE	All
GREGORY AVENUE	All
GREGORY STREET	All
GROVE ROAD	All
HARLEY STREET	All
HART STREET	All
HENRY ROAD	All
HOYLAND AVENUE	All
HUNGERTON STREET	All
LENTON BOULEVARD	1-109 all, 111-115 odds
LOIS AVENUE	All
LOMBARD CLOSE	All
MAXWELL CLOSE	All
METTHAM STREET	All
NAZARETH ROAD	All
OLD CHURCH STREET	All
OSMASTON STREET	All
PARK ROAD	1-20 all and 22-74 evens
PARK STREET	Digby Court, Abbey Court, Newgate Court, Lenton Court, Willoughby Court
PETERSHAM MEWS	All
PRIORY MEWS	All
PRIORY STREET	All
ROB ROY AVENUE	All
SHERWIN ROAD	20-42 evens
THE FRIARY	All
TRINITY AVENUE	All
WARWICK STREET	All
WATERSIDE GARDENS	All
WILLOUGHBY AVENUE	All
WILLOUGHBY STREET	All
WISHFORD AVENUE	All



# Area 8

# Derby Road

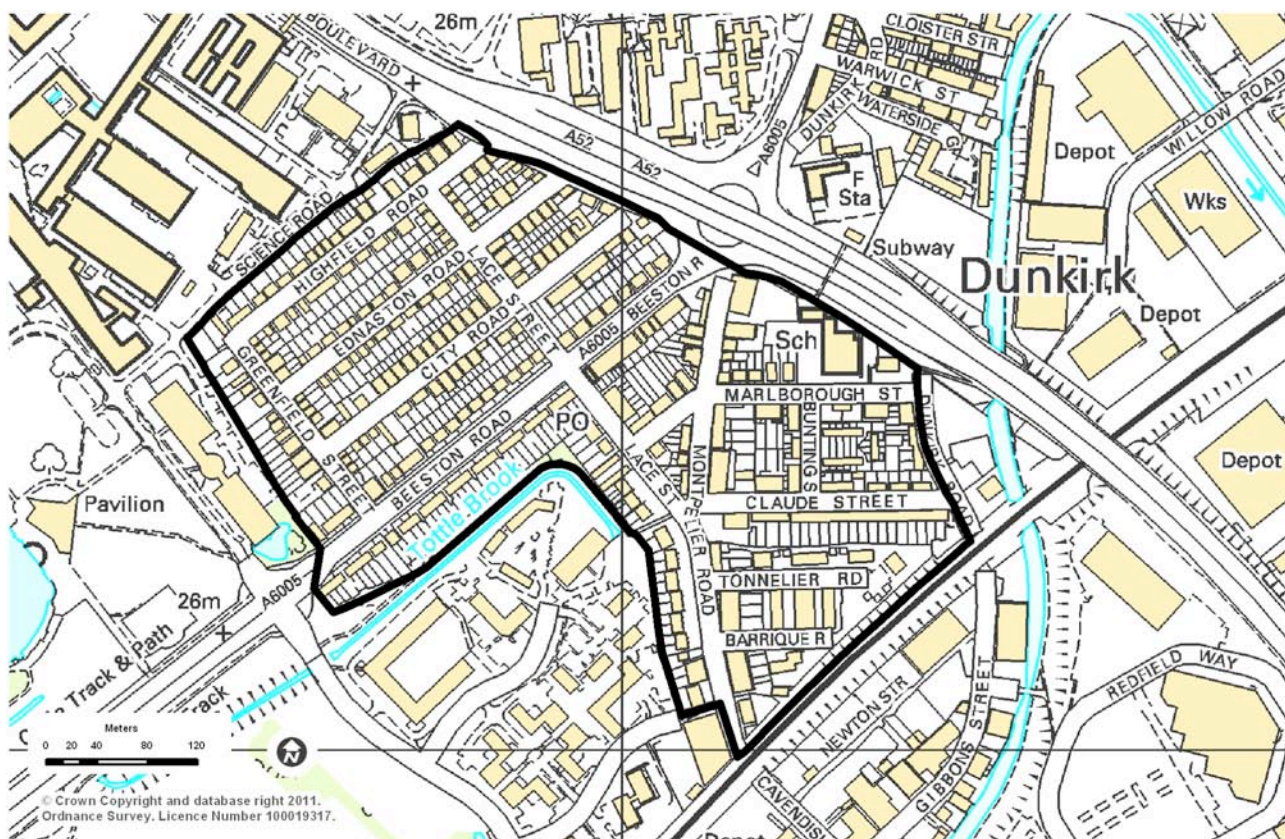


Street Name	Full or Partial Street
ARNESBY ROAD	All
CHURCH STREET	37-57 odds, Albert Square
DERBY ROAD	321-447 odds
GREGORY COURT	All
GREGORY STREET	All
HILL SIDE	All
INGHAM GROVE	All
LEEN GATE	2 and Leengate Court
LENTON MANOR	All
MARTINMASS CLOSE	All
MIDLAND AVENUE	All
PENN AVENUE	All
RATHMINES CLOSE	All
SAXON GREEN	All
SHERWIN GROVE	All
SHERWIN ROAD	60-84 evens 29-83 odds Mirberry Mews, Albert Ball Homes
SWENSON AVENUE	All



# Area 9

# University Boulevard



Street Name	Full or Partial Street
Barriquer Road	all
Beeston Road	all
Bunting Street	all
Brailsford Road	all
City Road	all
Claude Street	all
Clifton Boulevard	21 - 45 odds
Dunkirk Road	80 - 106 evens
Ednaston Road	all
Greenfield Street	all
Highfield Road	all
Lace Street	all
Marlborough Street	all
Montpelier Road	all
Tonnellier Road	all



