



TRAFFIC AND SAFETY MANUAL

Blank Sign Policy

Administrative Rule 761 IAC 117.6(9)

A blank sign is:

1. *An advertising device that has had a face physically removed.*
2. *An advertising device that has been completely removed.*
3. *An advertising device that does not display copy. "This space for rent" or a similar message is not copy.*
4. *An advertising device that qualifies as an obsolete sign.*

Purpose

The purpose for determining what qualifies as a blank sign is one involving highway beautification and for limiting the overall number of unused billboards and nonconforming signs. Once a sign has been identified as blank, the owner will be notified and given six months to display copy. If copy is not displayed within this time frame, the advertising device is subject to removal procedures.

Clarification on "Copy"

While a stand-alone message such as "This space for rent" does not qualify as copy, a message that primarily promotes the billboard company can be considered copy if it is displayed in the same manner as other typical copy would be displayed for that device. The use of reduced-size banners or similar band-aid style attachments where the face is not utilized in the normal manner is not copy.

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