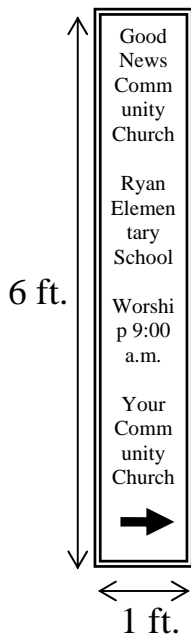


## INTRODUCTION

Good News Community Church and its Pastor (“Plaintiffs”) seek to place signs in Gilbert inviting people to their Church services. These temporary signs “communicate a religious message” (ER 698) and are thus entitled to the highest level of constitutional protection. Yet because they contain some directional information, the panel says the Town can severely restrict them, while at the same time granting far more favorable treatment to temporary political, ideological, and other similar signs. This figure illustrates the Town’s unequal treatment of signs:<sup>1</sup>

**Plaintiffs’ Religious Sign**

Size: 6 sq. ft.  
 Before service: 12 hrs.  
 After service: 1 hr.  
 # of signs: 4 per piece of private property  
 In Rights-of-Way: No



**Ideological Sign**

Size: 20 sq. ft.  
 Duration: unlimited  
 # of signs: unlimited  
 In Rights-of-Way: Yes



**Political Sign**

Size: 32 sq. ft.  
 Before primary election: 60 days  
 After general election: 15 days  
 # of signs: unlimited  
 In Rights-of-Way: Yes



<sup>1</sup> The specific provisions that apply to the depicted signs are located at pages 4-5 and 8-9 of the Addendum to Appellants’ Opening Brief (“Add.”).