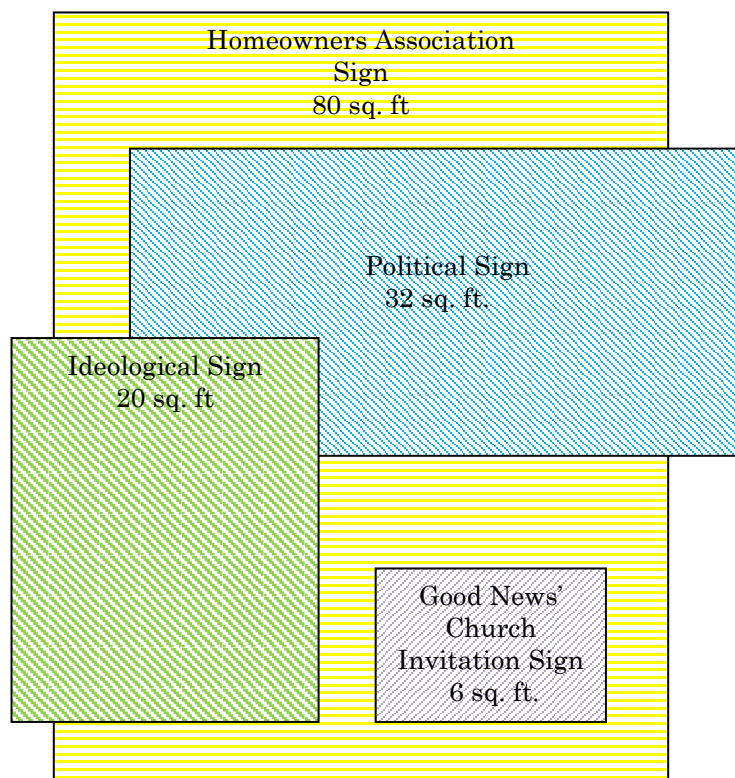




App. 31-32, 38, 54.

The Code also applies different duration limits according to the content-based category into which officials place a sign. Consider the following diagram, which demonstrates the Code's application to five signs that relate to Saturday events that begin at 8:00 a.m., each lasting 12 hours: (1) an ideological sign commenting on any of the events, (2) a polling station open for an election with a primary, (3) an HOA's community festival, (4) a weekend real estate sale, and (5) a religious event hosted by a church:

DURATION

Display Time Before	Event	Display Time After
← Unlimited	Ideological Sign	Unlimited →
← 4 ½ Months	Election	15 Days →
← 30 Days	HOA Event	→ 48 hrs
16 hrs ←	Real Estate Sale	→ 36 hrs
12 hrs ←	Religious Event	→ 1 hr

App. 32, 38, 52, 54-55, 84, 93.

The Code also regulates location, whether a sign must relate to a Gilbert event, number, and permit requirements based on a sign's content. The following table sets out this differential treatment:

	<i>Gilbert</i>			
	<i>Right of Way</i>	<i>Event Only</i>	<i>Number</i>	<i>Permit</i>
<i>Political</i>	Yes	No	Unlimited	No
<i>Ideological</i>	Yes	No	Unlimited	No
<i>Qualifying Event</i>	Yes, but Gilbert events only	Yes	Four per property	No
<i>HOA</i>	Yes	Yes (indirectly)	Up to 80 sq. ft. total	Yes
<i>Real Estate</i>	Yes	Yes (indirectly)	15	Yes