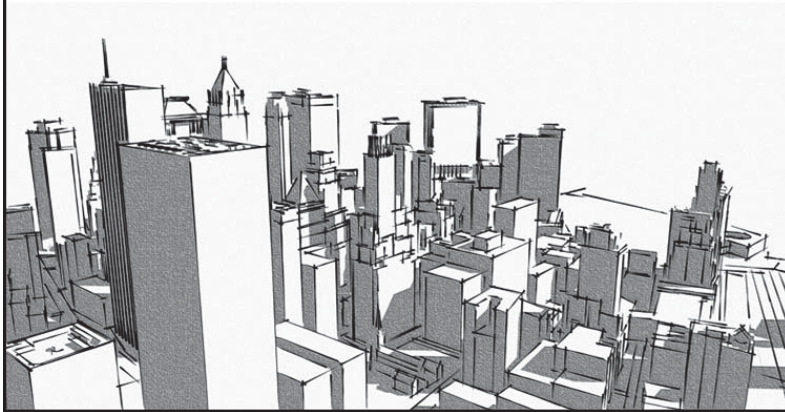


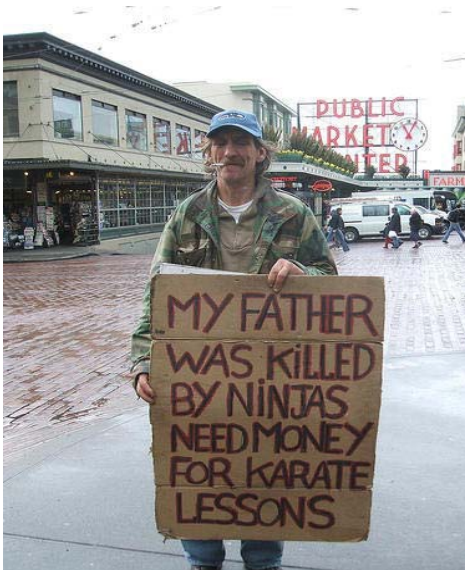
THE REGULATION OF SOLICITATION, THE HOMELESS, AND CHARITABLE DONATION BINS IN THE SHADOW OF *REED V. TOWN OF GILBERT*



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"Competing 1st Amendment Interests"



The path to *Reed*.

- **Panhandling Regulations**

- Recognized as protected speech since the late 1980s
 - *United States v. Kokinda*, 497 U.S. 720, 725 (1990)
 - *Vill. of Schaumburg v. Citizens for a Better Env't.*, 444 U.S. 620, 629 (1980)
- Division among the circuits emerged over content-neutrality
 - **CONTENT BASED / STRICT SCRUTINY**
 - 2nd Circuit (1993) – NY Penal Code criminalized panhandling (e.g., San Antonio)
 - 9th Circuit (2006) – invalidated Las Vegas Ordinance as being content-based
 - 4th Circuit (2013) – distinguished between different types of solicitations
 - 6th Circuit (2013) – prohibition on category of speech protected by 1st Amendment
 - **NOT CONTENT BASED / INTERMEDIATE SCRUTINY**
 - 7th Circuit (Norton – 2014) – Location-specific ordinances content neutral
 - 1st Circuit (Thayer – 2014) – Ordinances were content-neutral
 - District of Colombia - prohibiting solicitation near park monuments

- **Then *Reed* in June 2015, followed by *Thayer* a few weeks later.**

- While the *Reed* decision on sign regulation came out of nowhere, the *Thayer* case had been cooking for some time as the issue made its way through the various circuit courts.
- *Reed* reset the standard on 1st Amendment jurisprudence; *Thayer* followed.

It all began in the “desert.”

- **Town of Gilbert, Arizona**

- Population as of June 2015: 233,028
- Doubled every five years from 1980-2000
- Median Population Age: 31.9
 - 77% of population under age 50
 - 33% of population under age 19
- Highest median incomes in the state of Arizona: \$80,080



- **The Good News Community Church (Pastor Reed)**

- Small and cash-strapped (lawsuit)
- Did not own a facility
- “Mobile” services
- Used temporary signs to advertise services
- All they wanted to do was advertise their church services.



Everything was *fine* until...

- Gilbert adopted a comprehensive sign code in 2005
 - Appendix “A”: Sign Code as of 11-30-14
- **Purpose:**
 - Promote optimum conditions for serving sign owners’ needs
 - Respecting [sign owners] rights to identification while balancing the community’s aesthetic interests
- **Necessary and in the public interest because:**
 - A. To promote and aid the public and private sectors in the identification, location, and advertisement of goods and services.
 - B. To enhance the beauty, unique character, and quality of the Town of Gilbert, which will attract commerce, businesses, residents and visitors.
 - C. To promote economic development and the value of commercial properties, be sensitive to surrounding land uses and maintain an attractive community appearance.
 - D. To promote general safety by ensuring properly designed and located signs.
 - E. To encourage signs that are clear and legible to the user.
 - F. To emphasize small town historical character by promoting pedestrian oriented and appropriately scaled signage in the Heritage Village Center zoning district.

Categorical Content Regulations

- **Ideological Signs:**
 - any sign communicating a message or ideas for non-commercial purposes that is not a Construction Sign, Directional Sign, Temporary Directional Sign Relating to a Qualifying Event, Political Sign, Garage Sale Sign, or a sign owned or required by a governmental agency
- **Political Signs:**
 - any temporary designed to influence the outcome of an election called by a public body.
- **Temporary Directional Signs relating to Qualifying Event:**
 - any "temporary sign" intended to direct pedestrians, motorists, and other passersby to a "qualifying event."

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