

**Sign Research Foundation
2019-2020 Research Grant**

Project Title: Action after Reed - Reed Analysis Commercial vs. Non-Commercial Speech, On and Off Premise

Problem Statement

Over three years since the US Supreme Court issued its landmark Reed v Town of Gilbert decision, the ramifications of the case are still being felt and debated in communities across the country today. What does the case mean for the on-premise vs off-premise sign distinction? How can the government regulate commercial speech as compared to political or ideological speech? Either question may have a dramatic impact on the way that the sign industry is regulated and conducts business.

Research Product

A 5- 10 page, annual paper documenting any use cases that clarify how to regulate after Reed and providing annual updates on status of Reed including commercial and non-commercial speech as well as on and off-premise clarifications.

Target Audience

Planners, city attorneys, land use attorneys

Budget

\$5,000 which includes any necessary travel/accommodations to present work at one conference.

PROPOSALS MUST INCLUDE THE FOLLOWING:

Lead Researcher:

Job Title:

University/Organization/Affiliation:

Address:

Email:

Phone:

Date:

Additional Researchers:

Scope of Research (describe your methodology, process, literature review):

Project Timeline with Deliverables

Task/Deliverable	Months													
	1 Jan	2 Feb	3 Mar	4 Apr	5 May	6 Jun	7 Jul	8 Aug	9 Sep	10 Oct	11 Nov	12 Dec	13 Jan	14 Feb
Task 1														
Task 2														
Task 3														

Task 4														
Task 5														
Task 6 Submission of draft report														
Task 7 Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

Milestone	Due Date	Payment
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
TOTAL		