

in conformity with all other applicable standards of this division.

- (2) No sign or other advertising structure as regulated by this division shall be erected:

- a. At the intersection of streets in such a manner as to obstruct free and clear vision; or
- b. At any location where, by reason of the position, shape or color, it may interfere with traffic, obstruct the view of traffic, or be confused with the use of words such as "stop," "danger," or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic.

(b) *Illumination.*

- (1) The light from any illuminated sign or from any light source shall be so shaded, shielded, or directed that the light intensity or brightness shall not adversely affect surrounding or facing residential districts, or adversely affect the safe vision and operation of vehicles moving on public or private roads, highways, or parking areas. Light shall not directly shine or reflect on or into residential structures.
- (2) Signs shall be subject to the outdoor lighting provisions of subsection (f) of this section (signs on awnings, canopies, fascia, or marquees) and other applicable regulations in this article.

(c) *Message changes.*

- (1) Message changes are permitted and do not require a permit on any permitted or legal nonconforming sign with changeable copy. However, signs that flash intermittently are prohibited.
- (2) Signs having video capability shall be permitted, provided they changes at rate of 20 frames per second or less. This type of sign must be equipped with an auto dimmer that dims the brightness between dusk and dawn. These signs will be allowed in any zoning; however, they may not be located with 250 feet of a residential structure.
- (3) Signs shall not have moving or rotating mechanical parts that change position more often than every seven seconds. Signs that rotate continuously, 360 degrees, will be allowed provided they do not rotate at a rate of more than six rotations per minute.
- (4) Electronic information signs.
 - a. Lighted electronic information signs whose only movement is the periodic changing of information against a solid background, shall be considered a changeable copy sign for the purpose of this division.
 - b. Must be equipped with dimmers that will dim light intensity from dusk to dawn.
 - c. Any sign under this section shall meet all other zoning requirements.