

E. Illumination:

1. Sign illumination may be cast directly onto the face of the sign; provided, that such illumination does not adversely affect pedestrian and/or vehicular traffic. Whenever a sign face is illuminated by an external source, light shall be concentrated on the sign face. The amount of light cast to the areas other than the sign shall be reduced to the extent possible. All external illumination sources shall be shielded from public view. On all internally illuminated freestanding, wall mounted and projecting signs, light shall be transmitted only through the material that comprise the letters located within the display area. No interior light source shall be visible to the exterior. No sign shall contain copy which consists of illuminated bulbs or individual lights or light sources.
2. Lighting for all exterior signs, whether lettering is internally back lighted or light is cast onto the face of the sign, shall comply with the lighting standards established herein.