

CHAPTER 5: SIGNS

5.2.7 Electronic Message Displays

A. Electronic message displays are permitted on interstate signs and freestanding signs for commercial uses in zoning districts for which internally illuminated signs are permitted on parcels that front on a four-lane or greater arterial roadway. These signs are not permitted in the Historic Preservation Overlay.

B. An electronic message display board shall not have any distracting appearance of motion, flashing, blinking, shimmering, varying of light intensity, flipping, crawling, or any other message changing mechanism which gives the impression or appearance of movement.

C. The area occupied by electronic message display board may comprise no more than 24 square feet of a permitted freestanding sign.

D. An electronic message display board that is readily visible to drivers of vehicles on any public right-of-way must have characters of sufficient size to be easily discerned and must not constitute a safety hazard by distraction of drivers.

E. The display may change no more frequently than 10 seconds. For time and/or temperature signs, the display may change no more frequently than seven (7) seconds.

*****Please review Chapter 5 of the City of Walterboro Unified Development Ordinance (Zoning Ordinance).*****