

**TOWN OF HILTON HEAD ISLAND
SIGN REVIEW CHECKLIST: HANGING SIGN**

SIGN PERMIT #:		DATE SUBMITTED:	
BUSINESS NAME:		DATE REVIEWED:	
ADDRESS:		SUBMITTAL #:	

REQUIRED INFORMATION & MATERIALS

APPLICATION FORM			
REQUIRED INFORMATION	Yes	No	Comments & Questions
Town of Hilton Head Island Business License numbers are provided for the business, the property owner, the designer/agent, and the sign installer. Contact the Community Development Information Center at 843-341-4757 for information.			
New or Alteration is checked.			
The number of each type of sign is noted.			
The number of faces for each type of sign is noted.			
Yes or No is checked after "Are there recorded private covenants and/or restrictions..."			
The application is signed and dated.			

APPLICATION MATERIALS				
REQUIRED MATERIALS	Yes	No	N/A	Comments & Questions
A color rendering or photo of the proposed sign with all required information. See below. For multiple signs, indicate each sign location using the corresponding number or letter on the rendering, e.g. "Sign A".				
A photo of the location of the proposed sign <i>without the proposed sign</i> .				
Photos of the location of the proposed sign with the sign superimposed to scale on the photos. <ul style="list-style-type: none"> • Provide photos close to the building, showing relevant details such as existing lighting fixtures. • Provide photos further away from the building, showing as much of the elevation of the building as possible. 				
Photos of any façade and hanging signs near the proposed sign.				
For signs with new lighting fixtures, submit the manufacturer cut sheet.				
A copy of any applicable Private ARB or POA approval. If ARB or POA has not yet been obtained, a copy of the ARB or POA approval must be submitted prior to the approval of the application.				

DESIGN REVIEW

RENDERING – MATERIALS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Material is noted, e.g. “HDU panel”.				
Hardware used to hang the sign is noted, e.g. “Black chains”.				
Material and hardware match the Town-approved sign system, if applicable.				

RENDERING – DIMENSIONS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Panel height & width.				
Panel depth, e.g. “2 inch thick HDU”, “2 inch thick redwood”.				
Letter heights.				
Border width, if applicable. E.g. “1 inch wide border”.				
Logo dimensions, if applicable.				
How the sign is dimensional, e.g. “Text and border are raised” or “Text and border are recessed”.				
Depth of blast or routing. Note: The minimum required depth is 0.25 inch. Larger signs may require more depth.				
All dimensions match the Town-approved sign system, if applicable.				

RENDERING – DESIGN				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Text is limited to words that reasonably identify the business or location.				
The number of fonts does not make the sign look busy.				
The font matches the Town-approved sign system, if applicable.				
The logo is well-integrated into the design.				
The logo is allowed per the Town-approved sign system, if applicable.				
If a ®, ©, or similar elements are required, the color matches the sign background or building color.				
A description or photo of the background texture of the sign, e.g. “Wood grain”.				
The background texture matches the textures of nearby hanging signs at the site.				

RENDERING – COLORS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Every color used is identified by manufacturer name and number ,				

e.g. "SW 6112 Biscuit", "BM OC-95 Navajo White". Pantone colors are not used.				
Colors reflect/complement the colors on the building walls, trim, etc.				
Colors match the other signs on site for that business or development.				
Background colors are earth tones: green, brown, beige, and grey.				
Subdued shades of color are used.				
There isn't a harsh contrast between adjacent colors.				
To reduce contrast, off-white is used instead of white.				
The number of colors does not make the sign busy.				
Every color proposed is part of the Town-approved sign system, if applicable.				

LIGHTING				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Existing fixtures, if any, are clearly visible in photos.				
For signs with existing lighting, rendering states: "Existing fixtures will remain" or "Existing fixtures will be removed" or "Existing fixtures will be replaced".				
For new signs or signs without existing lighting, rendering states: "New lighting will be installed" or "The sign will not be illuminated."				
New lighting: Rendering or cut sheet specifies the light will be white.				
New lighting: Fixture matches Town-approved sign system, if applicable.				
New lighting: Fixture matches or complements existing fixtures on site.				

LOCATION				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
The size of the sign is appropriate for the location.				
There is sufficient space above and below the sign.				
The location matches the Town-approved sign system, if applicable.				