

**TOWN OF HILTON HEAD ISLAND
SIGN REVIEW CHECKLIST: FAÇADE SIGNS ON AWNINGS**

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
For new awnings, the awning was approved by Town staff or the Design Review Board (DRB).				
A color rendering or photo of the proposed sign with all required information. See below. For multiple signs, number or letter each proposed sign, e.g. "Sign A", "Sign 3".				
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 awning, showing relevant details such as existing lighting fixtures. • Provide photos further away from the awning, showing as much of the elevation of the building as possible. 				
Photos of any façade or awning signs near the proposed sign.				
For new lighting fixtures, submit the manufacturer cut sheet for the lighting.				
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
Materials for all parts of the sign are listed, e.g. “Vinyl letters”.				
All materials match the Town-approved sign system, if applicable.				

RENDERING – DIMENSIONS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
The size of the sign is appropriate for the proposed location.				
Overall sign height & width.				
Letter heights.				
Logo dimensions, if applicable.				
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 awning color.				

RENDERING – COLORS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
Every color used is identified by manufacturer name and number.				
Colors reflect/complement the colors on the building walls, trim, etc.				
Colors match the other signs on site for that business or development.				
The letters and logos are applied directly to the awning; background colors are not used.				
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.				
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LIGHTING				
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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."				
For signs with new lighting: Rendering or cut sheet specifies the light will be white.				
For signs with new lighting: Fixture matches existing fixtures on site or Town-approved sign system, if applicable.				

LOCATION				
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REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
There is sufficient space above and below the sign, i.e. the sign letters or logo would not directly abut the top or bottom of the awning.				
The location matches the Town-approved sign system, if applicable.				

