

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

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, 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 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 signs near the proposed sign.				
For signs with new lighting fixtures or for channel letter signs, 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. “HDU panel”, “Aluminum Channel Letters”.				
All materials match the Town-approved sign system, if applicable.				

RENDERING – DIMENSIONS

REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
The sign is not larger than 10% of the building elevation on which it will be located. Note: The maximum allowable size for a façade sign is 40 square feet.				
Panel signs: Overall sign height & width.				
Panel signs: Panel depth, e.g. “2 inch thick HDU”.				
Panel signs: Letter heights.				
Panel signs: Logo dimensions, if applicable.				
Panel signs: Border width, if applicable. E.g. “1 inch wide border”.				
Panel signs: How the sign is dimensional, e.g. “Text and border are raised” or “Text and border are recessed”.				
Panel signs: Depth of blast or routing. Note: The minimum required depth is 0.25 inch. Larger signs may require more depth.				
Channel letters: Letter heights.				
Channel letters: Letter thickness/depth, e.g. “2 inch thick HDU”. Note: The minimum required depth is 1 inch. Larger letters may require more depth.				
Channel letters: Overall sign height & width.				
Channel letters: Backer height, width & depth, if applicable. Note: Backers are allowed if the lighting cannot be otherwise installed or if the backer complements the architectural features of the building façade.				
Channel letters: Standoff from the building or backer, if applicable, e.g. “1 inch standoff”.				
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.				
Panel signs: a description or photo of the background texture of the sign, e.g. “Wood grain”.				
Panel signs: the background texture matches the texture of nearby façade 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.				
Channel letters: specify that the return color matches the letter face color.				
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.”				
For signs with new lighting: Rendering or cut sheet specifies the light will be white.				
For signs with new lighting: Type (halo or external fixture) matches Town-approved sign system, if applicable.				
For new external fixtures: Fixtures match or complement existing sign fixtures on site.				
Channel letters: Rendering or cut sheet states light will shine around letters, i.e. “Halo”.				
Channel letters: Rendering states UL or any other required labels will be placed on the top of the letters.				

LOCATION				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
The size of the sign is appropriate for its location.				
The sign fits entirely within the architectural element on which it's located, i.e. the sign would not extend over architectural features, such as building trim.				
There is sufficient space above and below the sign, i.e. the sign would not directly abut the bottom of the roof or the top of a door frame.				
The location matches the Town-approved sign system, if applicable.				

