

**TOWN OF HILTON HEAD ISLAND
SIGN REVIEW CHECKLIST: FREESTANDING 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 requirements 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 <i>to scale</i> on the photos. <ul style="list-style-type: none"> • Provide photos close to the location, showing relevant details such as drive aisles, sidewalks, trees, etc. • Provide photos further away from the location, showing much of the surrounding area as possible. 				
Photos of other freestanding signs on the same parcel or in the same development.				
An aerial photo, site plan, or sketch to scale showing property lines and the location of the sign. For multiple signs, indicate each sign location using the corresponding number or letter on the rendering, e.g. "Sign A". Note: Signs cannot be located off-premises.				

For new or relocated signs on sites with existing freestanding signs: An aerial photo, site plan, or sketch to scale showing the location of the existing sign(s) and the proposed sign(s). Indicate each sign location using the corresponding number or letter on the rendering, e.g. "Sign A". Note: Freestanding signs on the same parcel or part of the same development must be located at least 200 feet apart.				
Manufacturer cut sheet for signs with new lighting fixtures or for channel letter signs.				
For new signs, a landscape plan. See requirements below.				
Design Review Board (DRB) Notice of Action for signs (including structure) larger than 40 square feet.				
If the sign (including structure) is larger than 40 square feet, wind load calculations stamped and signed by a certified engineer stating the sign can withstand winds of up to 130 miles per hour.				
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
If they will be used, existing structure or posts are clearly visible in photos.				
Structure or post materials are listed, e.g. "Concrete block with stucco", "4 inch x 4 inch wood posts".				
Sign panel materials are listed, e.g. "2 inch thick HDU".				
All additional materials and hardware is listed, e.g. "Black chains".				
All materials match the Town-approved sign system, if applicable.				

RENDERING – DIMENSIONS				
REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
The sign does not exceed the size limit in LMO Section 16-5-114.F.				
Structure or post height.				
Structure or post width.				
Structure or post depth.				
Distance between the bottom edge of the sign and the ground. Note: Cannot exceed 4 ft.				
Dimensions of all structure or post features, e.g. caps, recesses, etc.				
Sign panel height & width.				
Sign panel depth, e.g. "2 inch thick HDU".				
How the sign is dimensional, e.g. "Text and border are raised" or "Text and border are recessed".				
Depth of dimension. Note: The minimum required depth is 0.25 inch. Larger signs may				

require more depth.				
Channel letters: Letter depth, e.g. “3 inch thick aluminum”				
Letter heights				
Border width, if applicable. E.g. “1 inch wide border”				
Logo dimensions, if applicable.				
Channel letter signs: Backer height, width & depth, if applicable.				
Channel letter signs: Standoff from the building or backer, 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
The street address of the site is shown in 4 inch tall numbers on both sides of the sign. Note: The street name may be also required if the site accesses more than one street.				
If the street address is not located on the sign face, it is well-integrated into the sign design so that it does not look like an afterthought.				
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.				
Single-sided signs: Specify the back (blank) side of the sign will be painted to match the background of the sign’s front. If an existing panel is being reused, the back of the panel should be blasted smooth to eliminate dimension from the previous sign.				
Sign panels: A description or photo of the background texture of the sign, e.g. “Wood grain”.				
Sign panels: The background texture matches the texture of other sign panels on 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.”				
New lighting: Rendering or cut sheet specifies the light will be white.				
New lighting: Type (halo or external fixture) matches the Town-approved sign system, if applicable.				
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.				

LANDSCAPE PLAN

REQUIRED INFORMATION & DESIGN STANDARDS	Yes	No	N/A	Comments & Questions
A drawing, to scale, of an aerial view of the proposed sign, the lighting fixtures (if applicable), and the locations of the proposed plants.				
The drawing includes a key listing the number, size, and species of the proposed plants.				
The proposed landscaping matches or complements the existing vegetation on site.				
The proposed landscaping will not grow to obscure the sign.				