09/2015

TOWN OF HILTON HEAD ISLAND
SIGN REVIEW CHECKLIST: RESIDENTIAL SHORT-TERM RENTAL SIGN

SIGN PERMIT #:		**DATE SUBMITTED:**	
BUSINESS NAME:		**DATE REVIEWED:**	
RENTAL 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. Note: Renderings or photos are not required for previously approved sign designs.				
A photo of the location of the proposed sign *without the proposed sign.*				
Photos of the location of the proposed sign with the sign superimposed to scale on the photos. • Provide photos close to the house, showing relevant details such as existing lighting fixtures. • Provide photos further away from the house, showing as much of the elevation of the house as possible.				
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**
Sign panel material, e.g. "0.5 inch PVC sign board". Note: The material must be 0.5 inch thick sign board or similar material.				
Text material, e.g. "Vinyl text". Note: Paint and Vinyl are both acceptable materials.				

RENDERING – DIMENSIONS				
REQUIRED INFORMATION & DESIGN STANDARDS	**Yes**	**No**	**N/A**	**Comments & Questions**
Panel height and width. Note: Panel must be 12 inches tall and 18 inches wide.				
Text height.				
Border width, if applicable. E.g. "0.5 inch wide border".				
Logo dimensions, if applicable.				

RENDERING – DESIGN				
DESIGN GUIDE/LMO REQUIREMENT	**Yes**	**No**	**N/A**	**Comments & Questions**
Text is limited to words that reasonably identify the rental company, e.g. company name, phone number, website, etc.				
The number of fonts used does not make the sign look busy.				
The logo is well-integrated into the design.				
If a ®, ©, or similar elements are required, the color matches the sign background or building color.				

RENDERING – COLORS				
DESIGN GUIDE/LMO REQUIREMENT	**Yes**	**No**	**N/A**	**Comments & Questions**
Every color, including vinyl, used is identified by manufacturer name and number, e.g. "SW 6112 Biscuit", "3M 130 Egg Shell". Pantone colors are not used.				
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.				

LOCATION				
REQUIRED INFORMATION & DESIGN STANDARDS	**Yes**	**No**	**N/A**	**Comments & Questions**
Only one sign will be located on the residence.				
The sign will be placed near the entrance of the residence.				
The sign will be visible from the street.				
The sign will be wall mounted no more than 6 feet above FEMA base flood elevation.				
The sign will fit entirely within the architectural element on which it's located, i.e. the sign will not extend over architectural features, such as building trim.				
The photo states "Sign will not be illuminated by artificial light."				