

6.5 In considering an application for a variance, the Director shall have regard for:

- (a) special circumstances or conditions applying to the land, building or use referred to in the application;
- (b) whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
- (c) whether such special circumstances or conditions are pre-existing and not created by the sign owner or applicant; and,
- (d) whether the sign that is the subject of the variance will alter the essential character of the area in which the sign will be located.