

Schedule A: Applicant's Rational

Sign Variance Applications are evaluated against criteria listed below:

1. **Physical difficulties:** where due to special circumstances, pre-existing conditions of the building, layout or topography of the subject land, it is difficult to comply with the provisions of this By-law.
2. **Consistency with the architectural features of the building:** where the proposed sign blends well with the architectural features of the building and granting the sign variance will result in a more aesthetically pleasing visual appearance of the building for the community.
3. **Consistency with the character of the neighbourhood:** where the sign variance, if granted, will not alter the essential character of the neighbourhood and will have no adverse impact on the Town's cultural heritage.
4. **No adverse impact to the adjacent property or general public:** Such adverse impact may include but is not limited to: illumination, obstruction of other signage, obstruction of natural light, distance to the adjacent buildings and properties, etc.
5. **Adherence to Corporate Branding:** Where not granting a sign variance results in a conflict in corporate branding requirements such as updated/new logos or trademarks.
6. **Amount of deviation:** Consideration shall be given to minimize the amount of deviation from this By-law where possible.
7. **Impact on safety, traffic and accessibility:** The proposed sign variance, if granted, will not increase fire or traffic hazard or otherwise endanger public safety or negatively impact accessibility.
8. **Result in greater convenience to the public:** Granting of the variance will result in greater convenience to the public in identifying the business location for which a sign variance is sought.

Please describe in detail how do you rationalize the requested variance against each of the criteria listed above:

(use additional pages if necessary)