1. The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign that will be inconsistent with the objectives of an overlay zone or adopted sub-area plan; and

2. The sign will not create a traffic or safety hazard; and

3. The adjustment will allow a unique sign of exceptional design or style that will:
   a. Achieve a positive and tasteful image;
   b. Have good legibility;
   c. Exhibit technical competence and quality in design, construction, durability, and have standard details uncluttered by wires, angles, or other elements that detract from the appearance;
   d. Relate to architectural features rather than obscure or disregard building planes;
   e. Present a harmonious relationship to other graphics and street furniture in the vicinity;
   f. Be of a size that is in scale with the setting, building, or structure where located; and
   g. Avoid glare.