The Planning Commission may grant a sign deviation with regard to the size, color, location, illumination, and number of signs, based upon unique architectural treatments, special development conditions, or specific hardship (Unified Development Ordinance Section 18.440.150). The consideration of a proposed deviation shall review (in a content-neutral manner) whether the proposed deviation:

A. Complies with the general purpose and intent of the sign code.
B. Adversely affects neighboring property owners or residents, and whether it is consistent or compatible with the image and aesthetics of the area as a whole.
C. Adversely affects the public health, safety, or welfare, including but not limited to, traffic on adjacent streets. For monument signs, a safe sight-distance setback is required, and the sign location must not encroach upon potential future right-of-way needs. The proposed deviation should not significantly distract traffic on adjacent streets.
D. Significantly clutters or negatively impacts the visual landscape of the area. This review should take into account the addition of all existing or potential future signs in the surrounding area.
E. Is intended to account for topography, landscaping, existing buildings or unusual building designs that would otherwise substantially block or impair the visibility of the proposed sign. While visibility of a sign is not guaranteed from all directions, a deviation may be appropriate to provide reasonable visibility of a business entity's main sign.
F. Has any lighting that will disturb residents of nearby residential properties or adversely affects traffic on adjacent streets.
G. Is of high quality and is compatible and integrates aesthetically with the daytime/nighttime color, lighting, signs and architecture of the development and adjacent buildings. Wall signs may include unique copy design including painting of walls or integration into canopies/awnings, shapes, materials, lighting and other design features compatible with the architecture of the development of the surrounding area. Deviations should be of a unique, high quality design, which accentuates the architecture of the building(s) served, versus functioning solely to draw attention to itself.