(4) The exceptional circumstances are not the result of action by the applicant.

(5) The requested variance is the minimum variance necessary to allow the applicant to enjoy the rights commonly enjoyed by other similarly situated.

(6) Granting of the variance would not violate more than one (1) standard of this chapter.

(7) Granting of the variance would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.

(b) No variances shall be granted to allow a greater height, size or number of signs than would be allowed if the hardship did not exist. No variance shall transfer to a new owner or occupant of the property.

(c) An application for a variance from the strict application of the provisions of this Chapter may be initiated by application to the City Council on the form provided by the Planning Department. The Planning Director shall prepare an analysis of each application for variance applying the criteria and standards set forth in this section and said findings shall be presented to the City Council prior to the public hearing.