All contextual site plans shall be reviewed by the director of planning, and by the planning and zoning commission if an appeal is filed, and shall be approved, approved with conditions, or denied based on the following criteria:

1. Consistency with the spirit and intent of the comprehensive plan and the E-470 and Northeast Plains Land Use Studies;

2. Consistency with E-470 corridor or northeast plains zone district requirements and design standards in this chapter;

3. Consistency with all other applicable standards, guidelines, policies, and plans adopted by city council; and

4. Consistency with the FDP approved for the site.

5. The director of planning, city council or the planning commission are authorized to consider the past performance of an applicant in their consideration of any contextual site plan. The director of planning, planning commission or city council may deny any approval of a contextual site development plan if the applicant or developer thereof is determined to be in violation of any requirements, conditions, or representations on a prior development.