

BROADWAY/STOCKTON URBAN DESIGN PLAN
Site Plan and Design Review Guidelines Checklist

Applicant's Name: _____ **Phone:** _____
Project Address: _____ **Email:** _____

Applicant shall fill out the design guidelines checklist for all guidelines applicable to the project. Check the box if meets guideline and indicate in the comments how the guideline is met. Indicate NA if a design guideline is not applicable. Any design guideline that the project does not meet shall be indicated as a deviation with a comment explaining the rationale for the deviation.

GENERAL ARCHITECTURAL GUIDELINES

A. BUILDING FORM AND MASSING

The scale and massing of new development should acknowledge the economic development strategies and image objectives of the Urban Design Plan.

See guidelines related to:

1. Infill development that mends historic areas
2. Activation of public streets
3. Transition in scale
4. Roof and bay window forms

Comments / Deviations:

Staff Comment:

B. FAÇADE DESIGN

In mixed use areas, new development should complement the architectural elements found in the areas historic architecture.

See guidelines related to:

1. Visually accessible retail
2. Facades with vertical scale and cadence
3. Glazing design
4. Hierarchy of vertical and horizontal expression
5. Streetscape context

Comments / Deviations:

Staff Comment:

C. STOREFRONT DESIGN

Storefront design needs to reflect the streetscape context and objectives, as well as architecture of the building.

See guidelines related to:

1. Unified storefront elements
2. Reflect unique character

Comments / Deviations:

Staff Comment:

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D. SIGNAGE DESIGN

Signage should embody a whole design concept, including scale, graphics, and type of sign compatible with the architecture of the building.

See guidelines related to:

1. Quality materials/weatherproof
2. Street level signage
3. Vacuum formed plastic, translucent box signs, exposed electrical equipment, paper or cardboard signage not allowed.

Comments / Deviations:

Staff Comment:

E. IMAGE OBJECTIVES

Image objectives provide site and building design criteria to aid infill development, restore and reuse historic buildings, create pedestrian friendly environments, and contribute to the quality of the streetscape.

See Image Objectives related to:

1. Broadway and 35th Avenue District
2. Broadway and Stockton (Medical District)
3. Colonial Theater District
4. San Francisco Boulevard District
5. International Marketplace District

Comments / Deviations:

Staff Comment:

By signing below, the applicant certifies that this form accurately describes the proposed work.

Applicant's Signature: _____ **Date:** _____

Name of Planner: _____

FOR CITY STAFF USE ONLY **Counter Staff:** _____