



TO: Denver Planning Board
FROM: William Prince, Associate City Planner
DATE: December 9, 2025
RE: Large Facility Comprehensive Sign Plan Amendment, 2025-CSP-0000008– HCA Health One - Presbyterian St. Lukes

Staff Report and Recommendation

Community Planning and Development recommends **approval** of Comprehensive Sign Plan Amendment 2025-CSP-0000008 for 1719 East 19th Avenue.

Request for Comprehensive Sign Plan – Large Facility

Address: 1719 East 19th Avenue
Neighborhood/Council District: City Park West/ District 10 - Council Member Chris Hines
Total Building Ground Floor Area: 241,819 square feet
Current Zoning: H1-A with conditions, R-4, OD-1, and CMP-H2
Property Owner: Columbia HealthOne LLC
Owner Representative: Collin McDougall, Davis Partnership Architects

Summary of Comprehensive Sign Plan Request

- This Comprehensive Sign Plan allows flexibility in the size, type, and location of signs within the development.
- This is an amendment to the previously adopted CSA-2017-0000007-AMEND
- Specific requests for this site as proposed by the applicant includes creating a Project Identification sign type, allowing the Canopy Sign Type, adapting the total area to match among zone districts, and allowing location and size options for standard Building Identification Signs (for example Emergency Signs).

1719 East 19th Street, HealthOne Presbyterian St. Lukes Hospital, is amending its existing Comprehensive Sign Plan to improve its wayfinding and identification throughout its campus. It is located in the City Park West statistical neighborhood. The main campus is bounded by 21st Avenue to the north, High Street to the east, 19th Avenue to the South, and Franklin Street to the west. Additional smaller parcels are located south of 19th Avenue. The campus features hospital and medical buildings with additional offices. The standards set forth in this comprehensive sign plan will support the creation of a unified, integrated, and enhanced character for the project through signage rules and regulations that respond to the unique attributes of the area.

This Large Facility Comprehensive Sign Plan (CSP) will serve as the basis for approval of permits for building and tenant signs through zoning permits. This CSP is intended to build upon the regulations set forth in the H1-A, R-4, and CMP-H2 zone districts and to ensure that all signage will contribute to the vitality and interest of the hospital and relate uses.

Intent of the Comprehensive Sign Plan (CSP)

This project consists of identifying the sizes, types, and potential locations of proposed signage for the development located at 1719 East 19th Avenue and establishes a rigorous framework of design standards and guidelines for each Sign Type proposed. These sign types include:

Project ID:

- Ground Signs

Tenant Signage:

- Wall Signs
- Ground Signs
- Window Signs
- Canopy Signs
- Projecting Signs

Joint Identification Signs

- Ground Signs
- Wall Signs

Building Identification Signs

- Wall Signs

Parking/Traffic Directional Signs

- Wall Signs
- Ground Signs
- Projecting Signs

The intent of this type of Comprehensive Sign Plan is to allow flexibility in the size, type and location of signs identifying the use and location of large facilities and the tenants within them. Flexibility is generally offered because these facilities often have a need for additional or different types of signage due to the varied physical layout of the facility and a desire for the facility to evolve and remain flexible over time. This flexibility is offered in exchange for a coordinated program of signage ensuring a higher standard of design quality for such signs. This Comprehensive Sign Plan will serve as the basis for approval of permits for individual building and tenant signs.

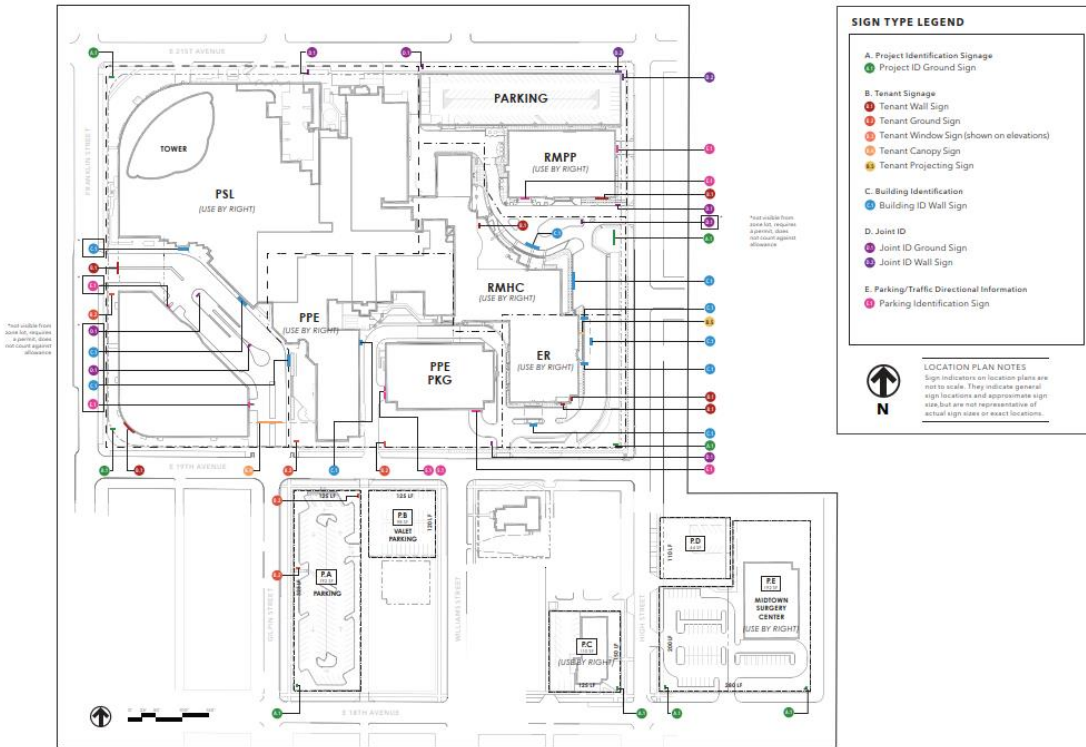
Site and Building Description

The subject site is in the City Park West neighborhood in City Council District 10, represented by Council Member Chris Hines. Its primary address is 1719 East 19th Avenue. The site is over 240,000 ground floor square feet. The site is zoned H-1-A with conditions, R-4, and CMP-H2 and is intended to promote and encourage the maintenance and concentration of existing and proposed healthcare facilities and their related uses.

Site Plan for Potential Sign Locations:

4. Building Signage

LOCATION PLAN



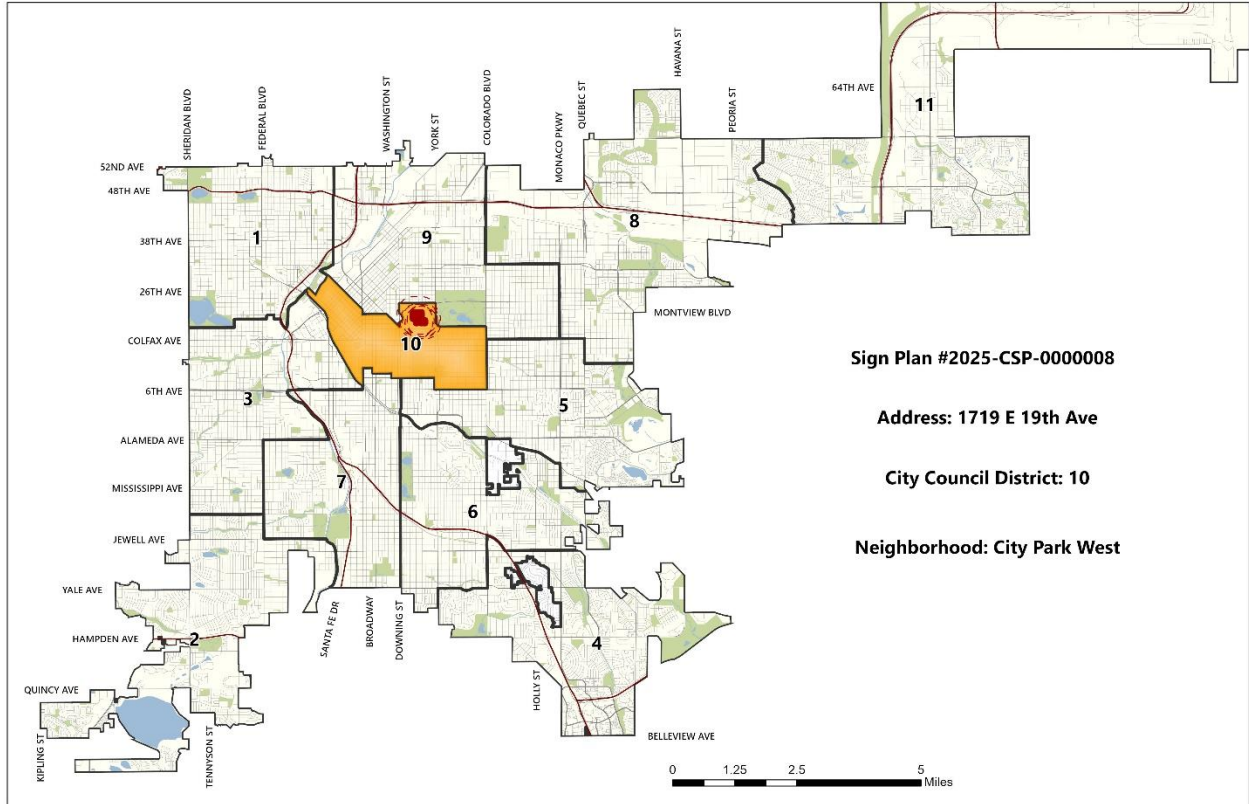
2025-10-29

HCA HEALTH ONE PRESBYTERIAN ST LUKES - COI.I.PREHENSIVE SIGN PLAN A.I.I.END.DIENT 15

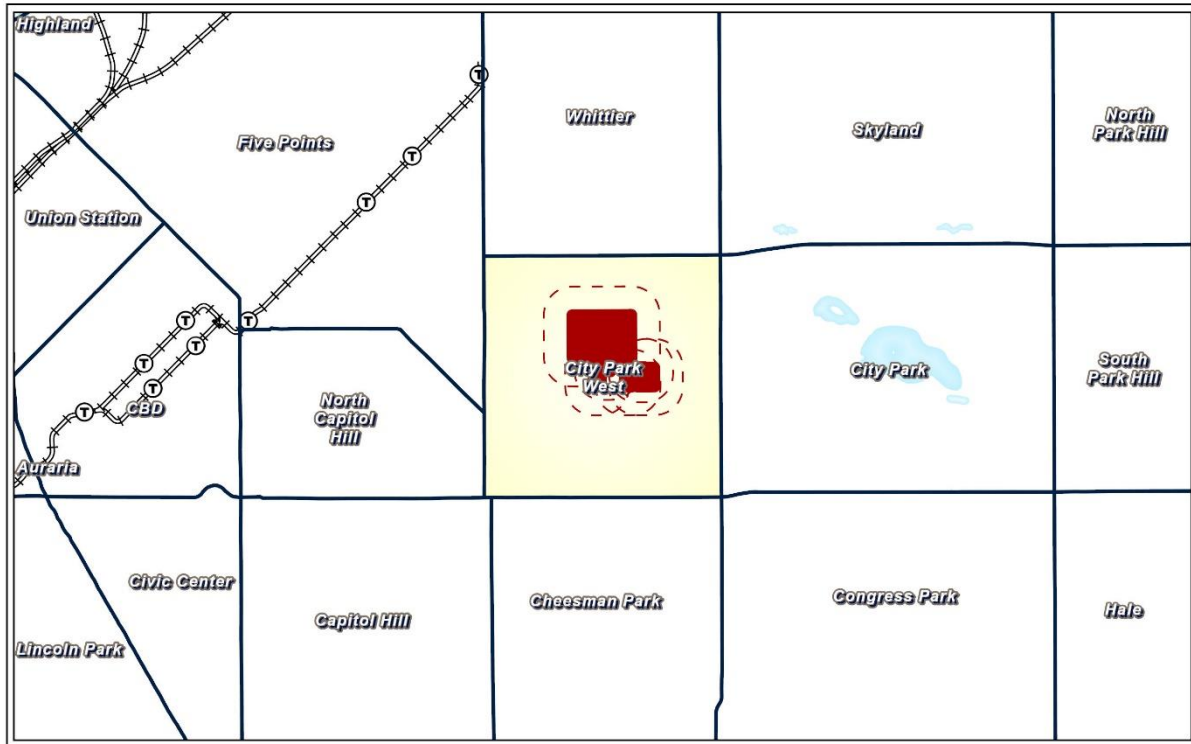
Sample Elevation:



City Location:



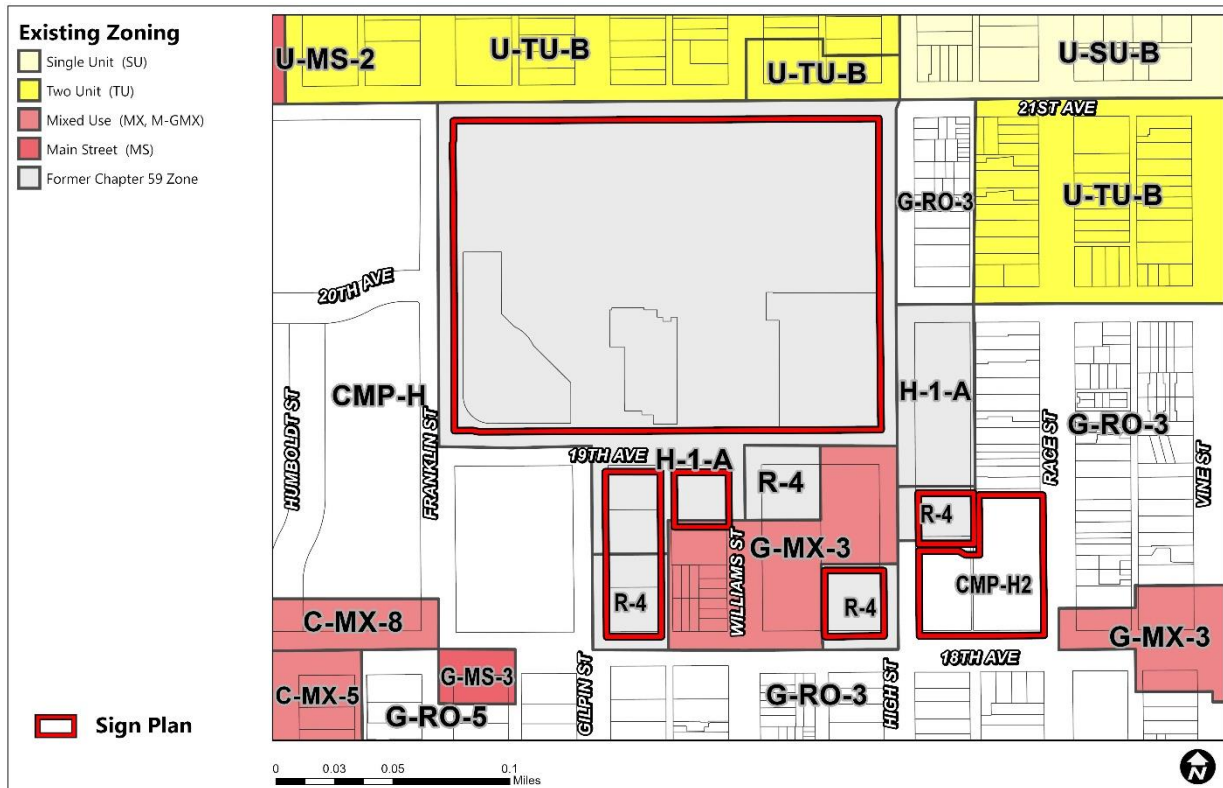
Neighborhood:



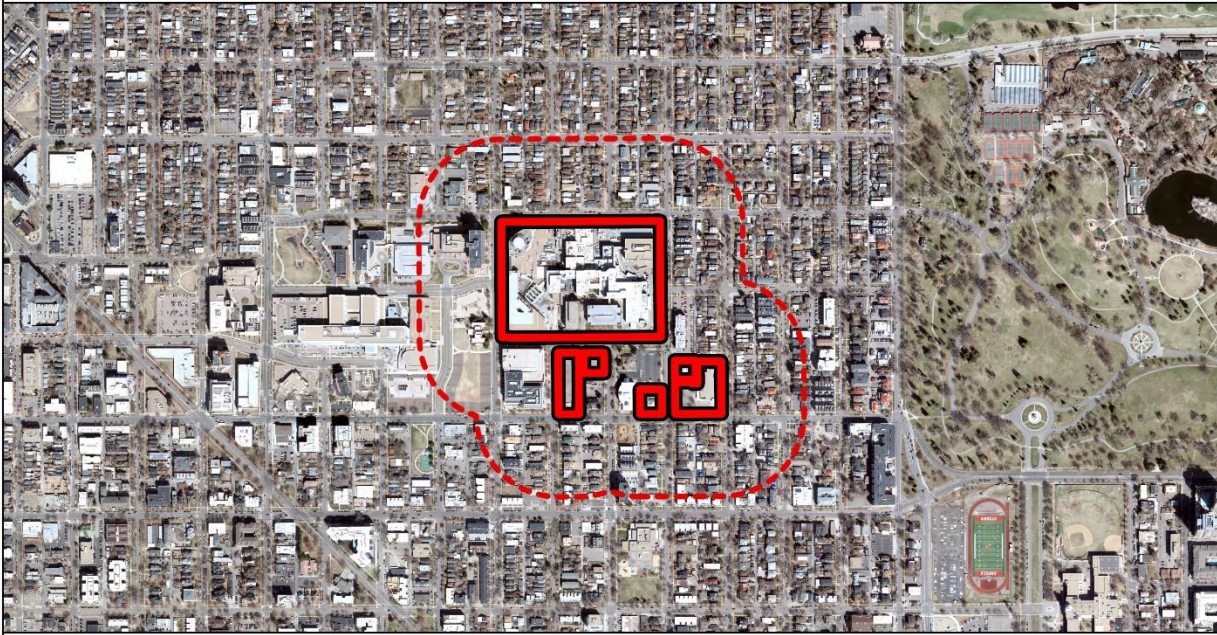
Existing Land Use:



Zoning Maps:



Protected Zone Districts



-  Protected Zone Districts
-  Sign Plan



0 280 560 1,120
Feet

Site Context:

View from East 19th Avenue, looking north (via Google Earth):



View from East 21st Avenue, looking south (via Google Earth):



View from alley between East 18th and 19th Avenues, looking north (via Google Earth)



Legal Notice and Community Response

As required by the Denver Zoning Code provisions, notice of receipt of the complete Comprehensive Sign Plan and the Planning Board public hearing were provided to RNOs within 2000 feet of the Plan area and to the district and at-large City Council representatives. The property was posted as required for at least 15 days prior to the meeting date.

Notified Registered Neighborhood Organizations (RNOs)

- Humboldt Street Neighborhood Association
- Capitol Hill United Neighbors
- Opportunity Corridor Coalition of United Residents
- Swallow Hill RNO
- City Park Friends and Neighbors
- Five Points Neighborhood Association
- Old San Rafael Neighborhood Organization
- Whittier Neighborhood Association
- Neighbors for Greater Capitol Hill
- South City Park Neighborhood Association
- City Park West Neighborhood Association
- Colfax Ave BIC
- Inter-Neighborhood Cooperation (INC)

As of this report, no public comments have been received.

Review Criteria and Findings

This property is within both the Denver Zoning Code and Former Chapter 59 Zoning Code. Both Criteria are reflected in this report.

Per Denver Zoning Code Section 12.4.15.3, the criteria for evaluation of a Comprehensive Sign Plan are as follows:

- A. The comprehensive sign plan complies with all applicable sign standards stated in Division 10.10, Signs, including where applicable, the special provisions applicable in the Downtown (D-) zone districts and the Civic Center Area stated in Sections 10.10.16, 10.10.17, and 10.10.20.**

The proposed Comprehensive Sign Plan (“CSP”) sets the framework for a variety of high-quality signs that will exhibit design excellence and inventiveness in the CMP-H2 District. Each of the individual sign types proposed (pages 31-39) provide a high-quality outcome tailored to individual locations on the multiple building faces and on the site.

- B. The sign plan allows flexibility in the size, type and location of signs identifying the use(s) and location of a large facility, structure, or building group.**

The proposed Comprehensive Sign Plan contains a range of sign types and allowed locations within the large facility. New sign types proposed help to enhance the design of the area to create a more pedestrian friendly campus and essential wayfinding for medical services.

The applicant is requesting flexibility in size, type and location of signs, to better support the medical campus and surrounding uses of the project and has organized sign types between project and building signs to better differentiate uses. The primary request of this CSP is addition of sign types for Project ID, Joint ID, and other wayfinding as well as adapting the size as identified in the allowance tables:

- **Maximum Area:** One (1) square feet of sign area for each two (2) linear feet of street frontage of the zone lot not, however, to exceed 200 square feet of sign area to be applied to any 1 street front and not more than 2 street fronts, 1 contiguous with the other, shall be used. The total sign area of any use-by-right shall not exceed 300 square feet per frontage. No single sign face shall exceed 200 square feet.

This allowance has been applied to all zone districts.

C. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.

The proposed Comprehensive Sign Plan includes performance, material, and design standards to ensure high quality and design of individual signs reflective of the CMP-H2 zone district. Design Principles and Standards are expanded on page 11 as well as individual sign intent pages for each sign type.

D. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area.

The signs anticipated by the Comprehensive Sign Plan are appropriate for a medical campus in an urban neighborhood. “Acceptable Sign Illumination Examples” on page 42 and each allowance table both reference specific language on illumination.

E. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. Portable roof signs, flashing signs, and animated signs are prohibited.

No roof signs are allowed or proposed as part of this the CSP.

F. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complimentary feature of the building which it serves.

All features of the new signage are thoroughly detailed and described in the plan and will ensure that signs are attractive and complimentary and complimentary features of the building which they are located. Design Standards on page 6 state “All exterior signage should address both the communicative functions of a sign and its aesthetic integration with the overall retail concept. The building’s architecture sets the tone for the signage program and the Landlord has established standards for identity signage as outlined in these criteria.” The proposed Comprehensive Sign Plan includes general design standards and specific guidance on allowed sign types (pages 31-39).

G. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this Comprehensive Sign Plan provision is to encourage exciting, iconographic, and inventively illuminated signage.

Signage opportunities are shown in anticipation of creative solutions and opportunities for signage in the surrounding medical campus context. As shown, signage allowances will reinforce the necessary wayfinding and identification for services and uses within the campus. Pages 31-39 of the CSP reference the appropriate examples of each sign type in further detail.

H. Signs shall be professionally designed and fabricated from quality, durable materials.

The specifications contained in the Comprehensive Sign Plan require the use of quality materials in creating professionally designed and fabricated signs referenced on page 6 of the CSP. To maintain a high level of quality and character appropriate to the project, the sign types and fabrication described in “Prohibited Building Sign Types” on page 43 will not be permitted within the project. Selected materials should reflect their use and the anticipated longevity of the individual sign.

Per Former Chapter 59 Zoning Code Section 59-537,538, and 548, the criteria for evaluation of a Comprehensive Sign Plan are as follows:

A. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.

This Comprehensive Sign Plan sets the framework for a variety of high-quality signs that will exhibit design excellence and inventiveness. Each of the individual sign types proposed provide a high-quality outcome tailored to individual locations on the multiple building faces and on the site.

B. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area.

The signs anticipated by the Comprehensive Sign Plan are appropriate for a medical campus in an urban neighborhood. “Acceptable Sign Illumination Examples” on page 42 and each allowance table both reference specific language on illumination.

C. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.

No roof signs are allowed or proposed as part of this the CSP.

D. The Comprehensive Sign Plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height and location, shall be designed so that it will be an attractive and complimentary feature of the building which it serves.

All features of the new signage are thoroughly detailed and described in the plan and will ensure that signs are attractive and complimentary and complimentary features of the building which they are located. Design Standards on page 6 state “All exterior signage should address both the communicative functions of a sign and its aesthetic integration with the overall retail concept. The building’s architecture sets the tone for the signage program and the Landlord has established standards for identity signage as outlined in these criteria.” The proposed Comprehensive Sign Plan includes general design standards and specific guidance on allowed sign types (pages 31-39).

- E. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this subsection 59-537(c) is to encourage exciting, iconographic, and inventively illuminated signage.**

Signage opportunities are shown in anticipation of creative solutions and opportunities for signage in the surrounding medical campus context. As shown, signage allowances will reinforce the necessary wayfinding and identification for services and uses within the campus. Pages 31-39 of the CSP reference the appropriate examples of each sign type in further detail

- F. Signs shall be professionally designed and fabricated from quality, durable materials.**

The specifications contained in the Comprehensive Sign Plan require the use of quality materials in creating professionally designed and fabricated signs referenced on page 6 of the CSP. To maintain a high level of quality and character appropriate to the project, the sign types and fabrication described in “Prohibited Building Sign Types” on page 43 will not be permitted within the project. Selected materials should reflect their use and the anticipated longevity of the individual sign.

- G. The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.**

No outdoor general advertising proposed.

- H. Signs for accessory uses, which are prohibited by other provisions of article V, are allowed as part of an approved sign plan.**

Not applicable.

Summary of Staff Findings: Staff finds that this comprehensive sign plan and related requests are appropriate and in line with the flexibilities allowed by a Comprehensive Sign Plan meeting all review criteria as identified in Denver Zoning Code and Former Chapter 59 Code.

Board Authority and Role

This Denver Planning Board authority to review and recommend Comprehensive Sign Plans for approval is established in Denver Zoning Code Section 12.4.15 and Former Chapter 59 Section 59-537, which also establishes the process content and approval criteria for a comprehensive sign plan. Denver Zoning Code Section 10.10.3.3 and Former Chapter 59 Section 59-537 allows large facilities to submit a comprehensive sign plan that provides flexibility in size, type, and location of signs in exchange for a coordinated program of signage with a higher standard of design quality. Flexibility is not allowed for an increase in the number of signs proposed.

The Planning Board is required to conduct a public hearing for the purposes of receiving staff and public review comments and forwarding a recommendation to the Zoning Administrator of approval, approval with conditions, or denial not later than 15 days after the public hearing. All previously notified neighborhood organizations are notified of this public hearing.

Comprehensive Sign Plan CSP-2025-0000008
1719 East 19th Avenue – Presbyterian St Lukes
December 9, 2025

Attachments

1. Application
2. Final Comprehensive Sign Plan 2025-CSP-0000008