

STAFF REPORT

This document is the staff's comparison of the Secretary of the Interiors Standards for Rehabilitation, Design Guidelines for Denver Landmark Structures and Districts, the Landmark Preservation Ordinance (Chapter 30, Revised Municipal Code) and other applicable adopted area guidelines as applied to the proposed application. It is intended to provide guidance during the commission's deliberation of the proposed application. Guidelines are available at www.denvergov.org/preservation

Project: #CSA-2025-0000004-AMEND
Address: 7581 E Academy Blvd.
Historic District: Lowry Technical Training Center Historic District
Year structure built: 1942
Council District: #5 - Amanda Sawyer
Applicant: Brenda Voglewede

LPC Meeting: April 7, 2026
Staff: Krystal Marquez & Will Prince

Past LPC Action:

Meeting Date: May 7, 2019

2018-CSP-018 Lowry Hangar 2 Site – Lowry Technical Training Center

Description: Comprehensive Sign Plan

Motion by K. Corbett: I move to recommend conditional approval of application #2018-CSP-018 for the Comprehensive Sign Plan at the Lowry Hangar 2 Site to the zoning administrator. As per design guidelines 6.7 and 6.15, presented testimony, submitted documentation and information provided in the staff report, with the conditions that limiting language be added to page 6 "Maximum Quantity" that allows retail/office tenants no more than 3 total signs per use or 2 signs for each frontage, and building/site identification conform to zoning regulations, and that the applicant show the Rocket Building in elevation drawings in the application packet.
Second G. Johnson

Vote: Unanimous in favor (8-0-0), motion carries

Project Scope Under Review:

Lowry Hangar 2 Site - Comprehensive Sign Plan (CSP) Amendment

Applicant is requesting to add 1 new projecting sign type with 4 potential locations for major tenants only. It will be listed as the "F2" projecting sign type in pink in the legend. Only 2 locations may be used at 1 time. The locations are only for major tenants that occupy the entire 2 story West End or East End of the building as seen in Figure 1.

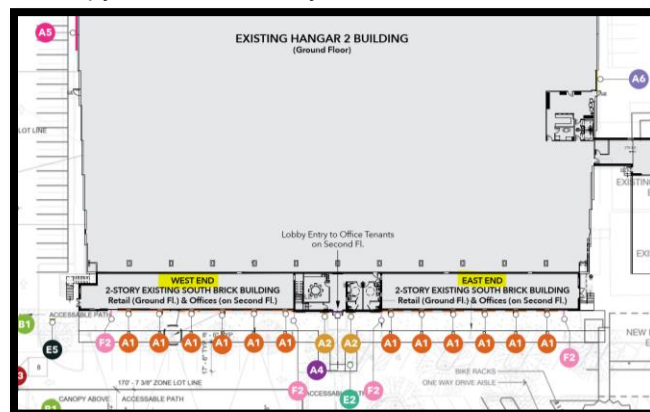


Figure 1 Diagram showing the 2 major tenant locations of the building, the West End or East End as highlighted in the diagram.

Staff Summary:

Lowry Hangar 2 site at 7581 E Academy Blvd. is located in the Lowry Technical Training Center Historic District. The Lowry Hangar 2 site is home to several commercial uses and had a Comprehensive Site Plan (CSP) adopted in 2019 to guide signage at the site.

This Amendment is to add 1 new projecting sign type for major tenants to the existing CSP. No other changes are proposed.

Excerpted from Design Guidelines for Denver Landmark Structures & Districts, March 2026

Guidelines	Meets Guidelines?	Comments
<p>6.2.10 Locate and design sign illumination to minimize impacts on a historic building and its surrounding context.</p> <p>a. Direct lighting toward a sign from an external shielded lamp if possible.</p> <p>b. Do not use an internally-lit plastic or glowing box.</p> <p>c. Use halo, push-through letters, faux-neon LED or neon for lighting signs when externally focused lighting is not possible.</p> <p>d. Use a warm temperature of light, similar to daylight.</p> <p>e. Locate the light source for signs so that it is not visible on a building façade.</p> <p>f. Do not install exposed conduit, races or junction boxes on the primary elevation of a building.</p> <p>g. Avoid casting light on adjacent properties or upper-floor residences.</p> <p>h. Use simply designed unobtrusive lamps, such as goose neck lamps or simple contemporary fixtures, for external lighting sources.</p> <p>i. Do not use flashing signs as defined by the Denver Zoning Code or electronic digital reader board signs (even if not flashing) since these signs are typically incompatible with historic building and district character.</p>	Yes	<p>The CSP Amendment notes on the projecting sign type F2 – Main Tenant ID page (p. 38) that all new projecting signs will utilize halo, push through letters, LED, neon or faux-neon lighting or use external gooseneck lamps that are simple an unobtrusive.</p> <p>New signs will not have any exposed conduit, races or junction boxes on the exterior of the structure.</p>
<p>6.5.1 Design projecting shaped signs to be three-dimensional iconographic images to attract pedestrian attention.</p> <p>a. Create eye-catching and well-crafted three-dimensional objects to portray a business' persona or service with as few words as possible.</p>	Yes	<p>Any new projecting signs will be eye-catching, well-crafted 3-dimensional objects for a major tenant of the building.</p> <p>Only 2 of the F2 projecting signs may be used at the same time. Rectangular forms will be limited and signs will be sculptural and will not exceed 12 sq. feet in area with simple bracket designs.</p>

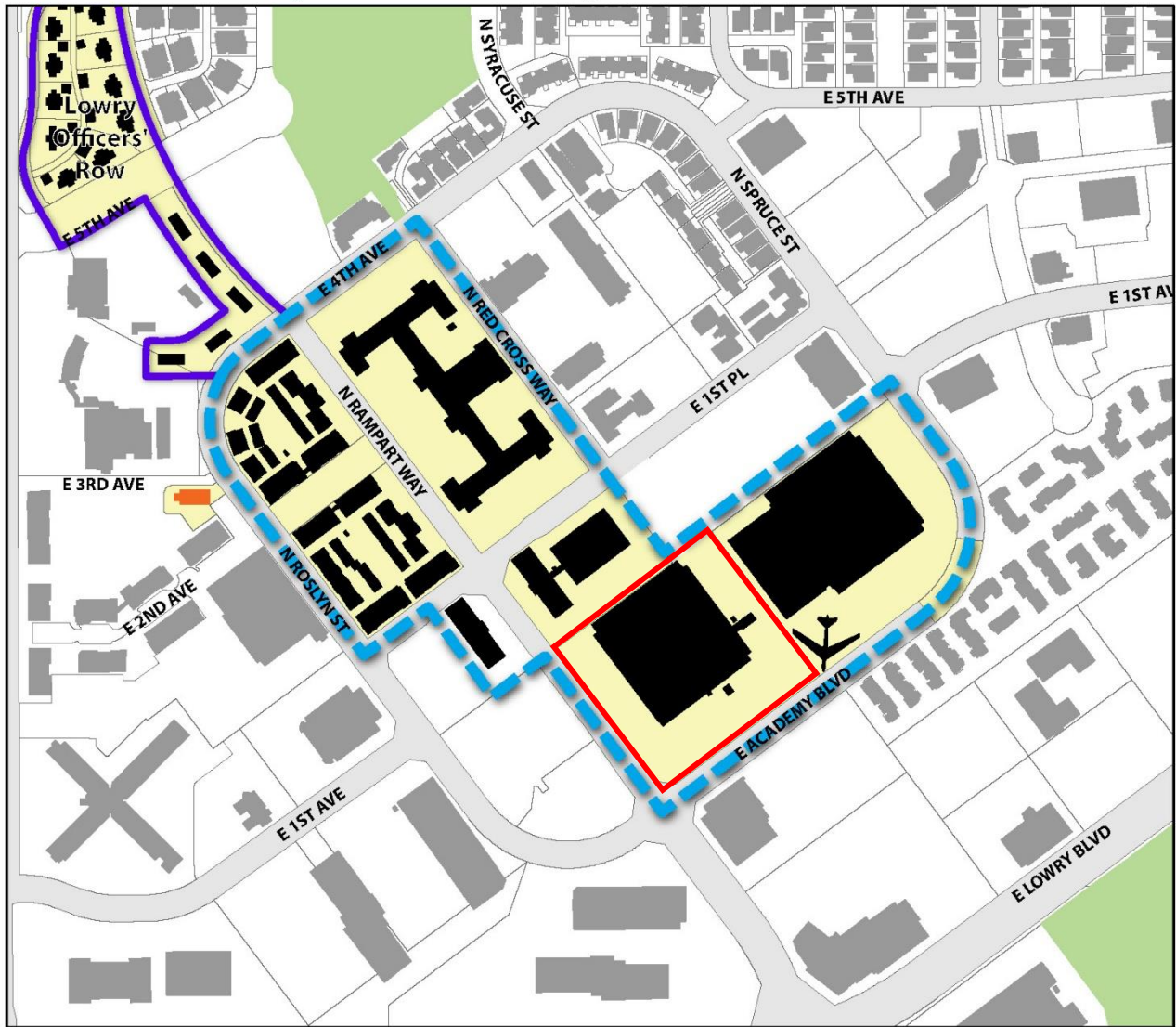
<p>b. Design shaped signs so that the image, rather than words, are visible from the street or further down the block.</p> <p>c. Keep wording and logos to a minimum on a three-dimensional object, but ensure any wording is readable. The wording should not be main business signage for the use.</p> <p>d. Propose projecting signs to be sculptural, three-dimensional objects which are either literal forms or abstracted interpretations. Abstracted, exaggerated or embellished interpretations of literal forms are preferred.</p> <p>e. Limit rectangular forms, cut-out logos or built-up layers of flat stock to the minority of the overall sign area.</p> <p>f. Design projecting signs to be a maximum of 12 square feet in surface area for each sign face.</p> <p>g. Design projecting signs with an overall sign volume (= height x length x depth) exceeding 12 square feet to encourage a shaped sign that is a true three-dimensional object.</p> <p>h. Limit shaped projecting signs to one per façade or business, except for corner buildings where visibility cannot be gained from both streets without an additional sign.</p> <p>i. Use simple bracket designs that serve as a backdrop to hold the three dimensional imagery.</p> <p>j. For lighting, refer to Guideline 6.2.10 on page 114.</p>		
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Basis: The new projecting signs will use illumination that minimizes impacts to the historic structure and the projecting signs will be shaped, 3-dimensional objects.

Suggested Motion: I move to APPROVE application # CSA-2025-0000004-AMEND for the Comprehensive Sign Plan Amendment at 7581 E Academy Blvd, as per design guidelines 6.2.10, 6.5.1, presented testimony, submitted documentation and information provided in the staff report.

Lowry Technical Training Center with 7581 E Academy Blvd outlined in red

Lowry Technical Training Center Historic District



Date: March 2023

- District Boundary
- Other Historic District
- Property Subject to Design Review
- Individual Landmark Building
- Building within Historic District

All individual landmarks and properties within historic district boundaries are subject to design review.