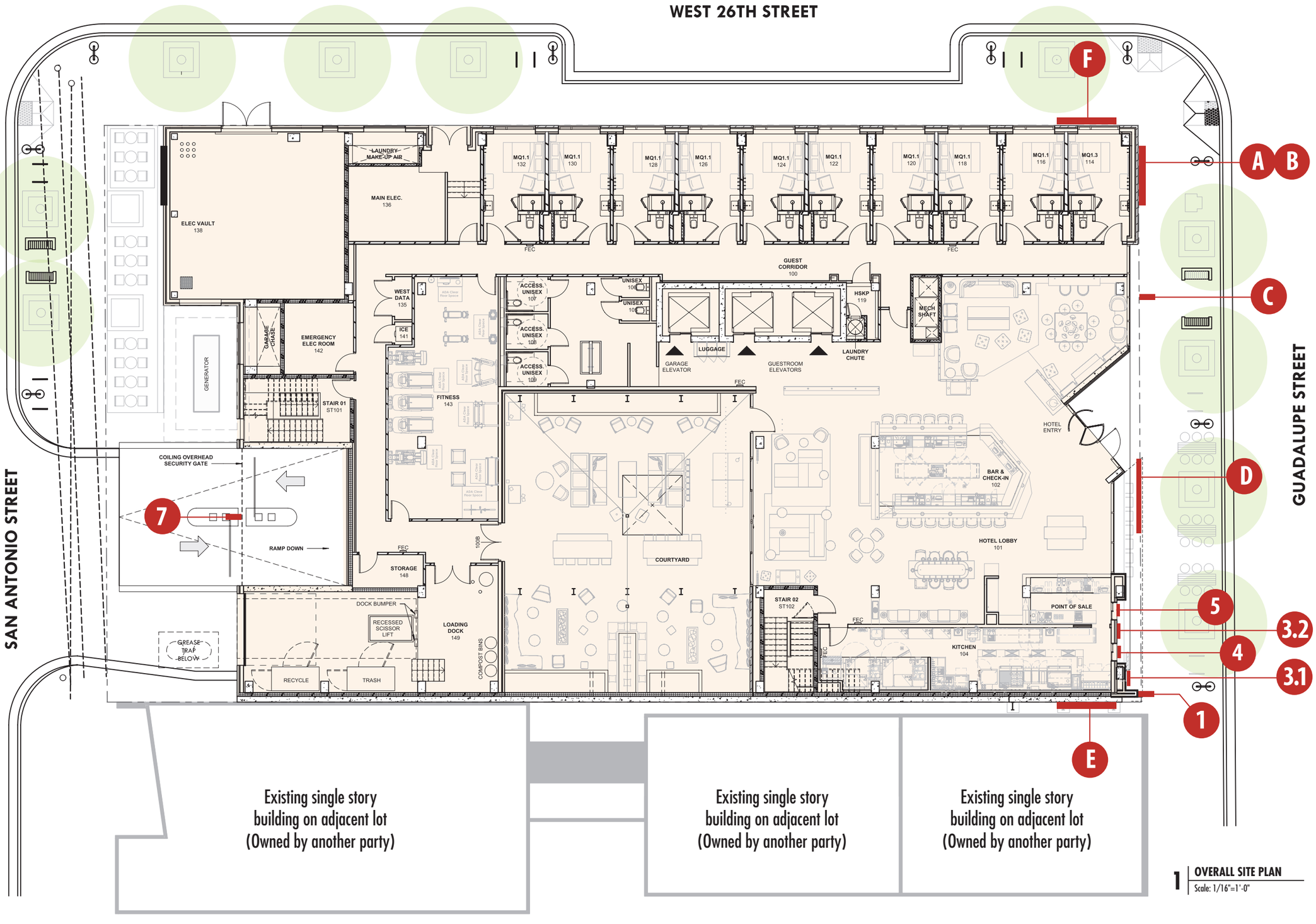
C-2/1-PRESENTATION

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Austin Moxy Hotel
2552 Guadalupe Street
Austin, Texas

Exterior Building Signage

City Presentation



1 OVERALL SITE PLAN
Scale: 1/16"=1'-0"

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Sign Location Plan

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

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1 RESTAURANT IDENTITY
Projecting Sign Box with push-through Restaurant Logo
Top of Sign = 12′-8″ above grade

3.1 MENU DISPLAY
Located to left of windows.
Top of Sign = 6′-0″above grade.

3.2 MENU DISPLAY
Located to left of windows.
Top of Sign = 6′-0″above grade.

4 PICK UP WINDOW IDENTITY
Box sign with white push-through graphics.
Top of Sign = 8′-0″ above grade.

5 ORDER WINDOW IDENTITY
Box sign with white push-through graphics.
Top of Sign = 8′-0″ above grade.

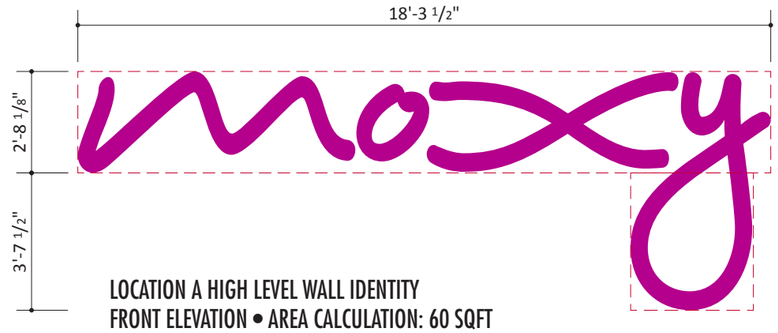


EAST ELEVATION
SCALE: 1/16″ = 1′-0″

East Elevation
High and Low
Level Signs

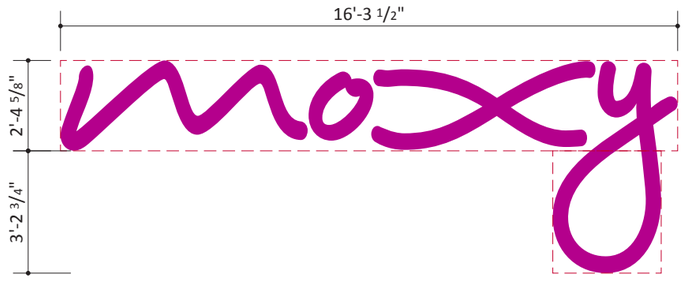
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



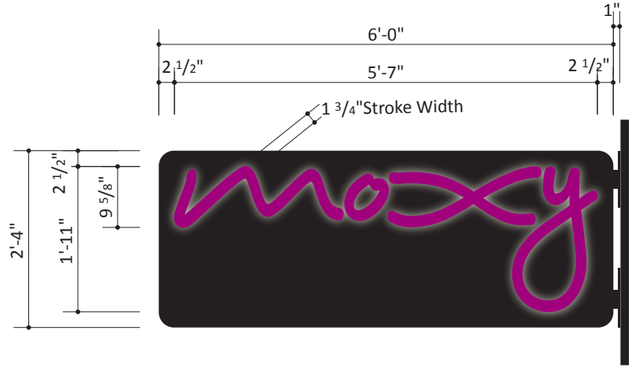
A

LOCATION A HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT
Top of Sign = 58'-8" above grade.
SCALE: 1/4" = 1'-0"



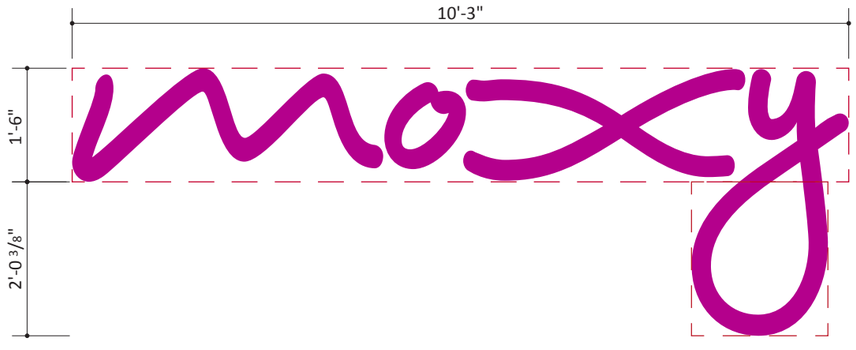
B

LOCATION B LOW LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 48 SQFT
Top of Sign = 14'-8" above grade.
SCALE: 1/4" = 1'-0"



C

LOCATION C FLAG BRAND IDENTITY
FRONT ELEVATION • AREA CALCULATION: 14 SQFT
Top of Sign = 22'-8" above grade.
SCALE: 1/2" = 1'-0"



D

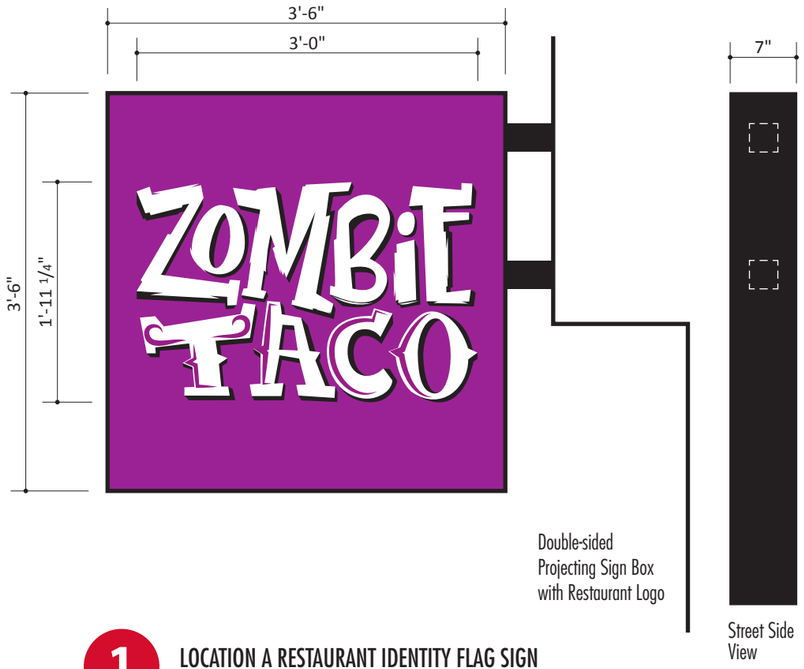
LOCATION D CANOPY-TOP IDENTITY
FRONT ELEVATION • AREA CALCULATION: 19 SQFT
Top of Sign = 14'-2" above grade.
SCALE: 1/2" = 1'-0"

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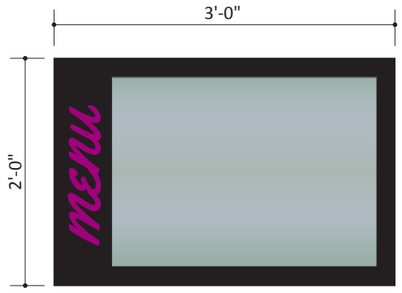
East Elevation
Locations A, B, C, D
Graphic Layouts

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

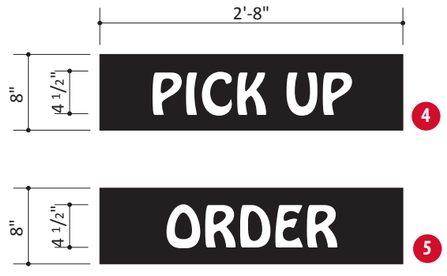
November 18, 2020



1 LOCATION A RESTAURANT IDENTITY FLAG SIGN
FRONT ELEVATION • AREA CALCULATION: 12.25 SQFT
Top of Sign = 12′-8″ above grade.
SCALE: 3/4″ = 1′-0″



3 LOCATION 3.1 & 3.2 MENU BOARDS
FRONT ELEVATION • AREA CALCULATION: 6 SQFT
Top of Signs = 6′-0″ above grade.
SCALE: 3/4″ = 1′-0″
The area of this sign type does not count towards the overall elevation sign area total.



Sign Box mounted over Pick Up and Order Windows

4 **5** LOCATIONS 4-5 RESTAURANT WINDOW IDENTITY SIGN
FRONT ELEVATION • AREA CALCULATION: 2 SQFT
Top of Sign = 8′-0″ above grade.
SCALE: 1/2″ = 1′-0″

BDG

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East Elevation
Locations 1, 3, 4 and 5
Graphic Layouts

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



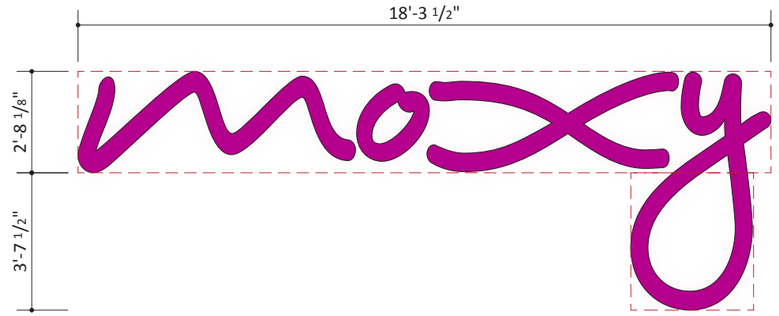
Northbound on Guadalupe #1



Northbound on Guadalupe #2

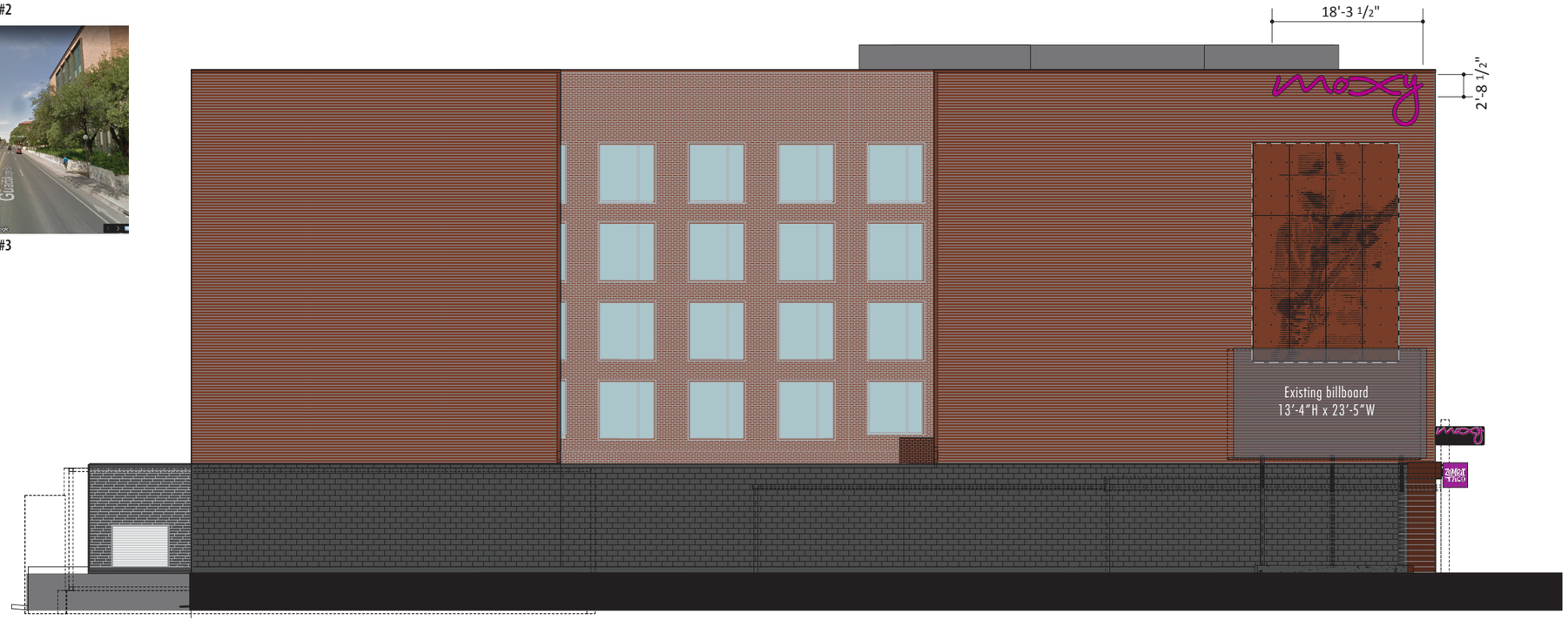


Northbound on Guadalupe #3



E

LOCATION A HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT
Top of Sign = 58'-8" above grade.
SCALE: 1/4" = 1'-0"



SOUTH ELEVATION
SCALE: 1/16" = 1'-0"

Dimensional Letters to be Moxy pink.
Top of Sign = 58'-8" above grade.

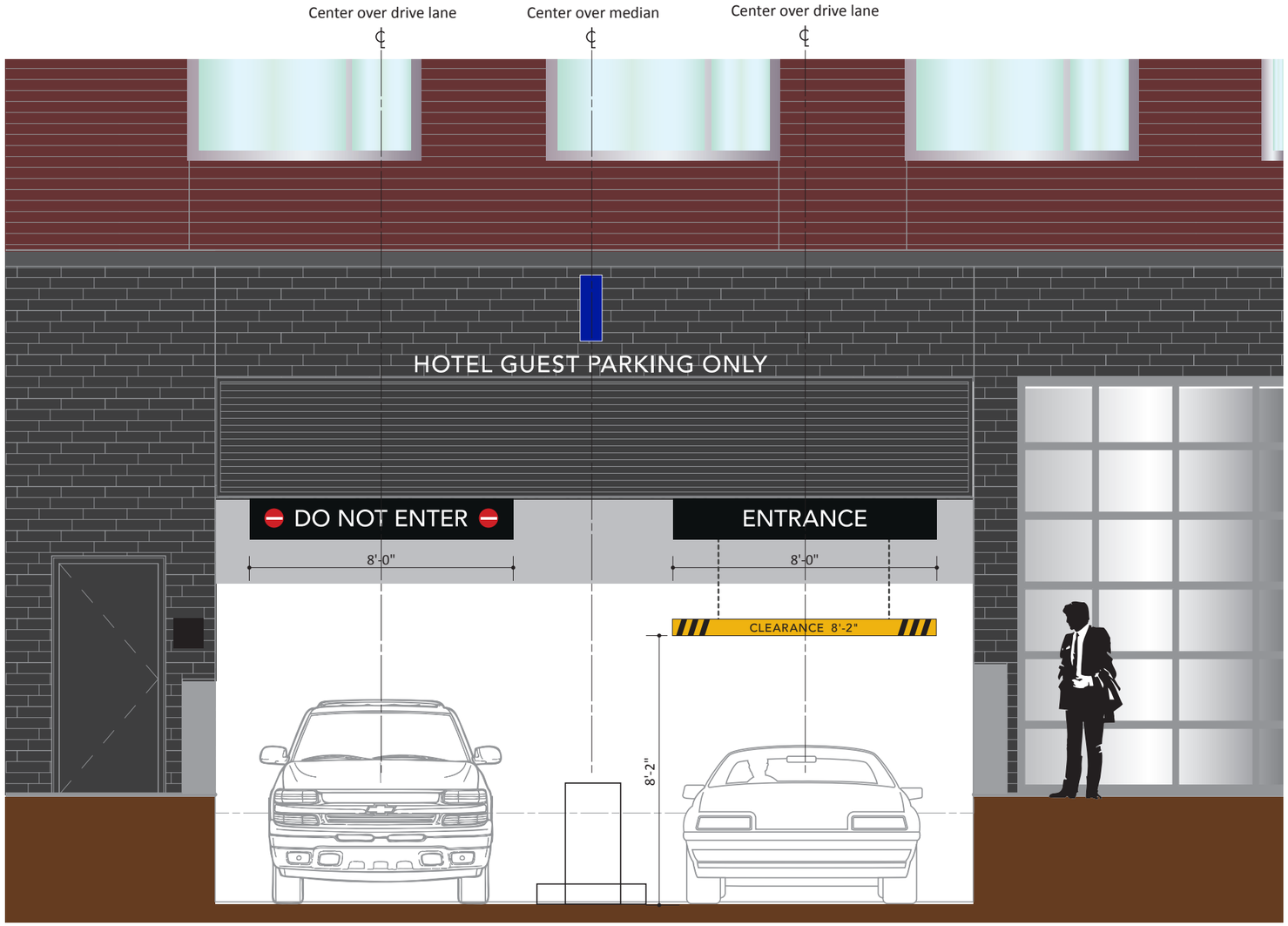
E

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South Elevation
Location E

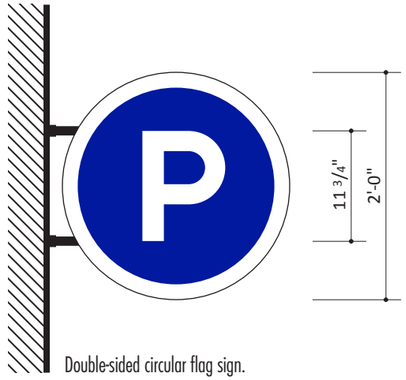
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



WEST ELEVATION AT GARAGE ENTRANCE
SCALE: 1/4" = 1'-0"

7 PARKING FLAG IDENTITY:
Mounted to wall above the louvers. Top of Sign = 16'-0" above grade.



Double-sided circular flag sign.

7

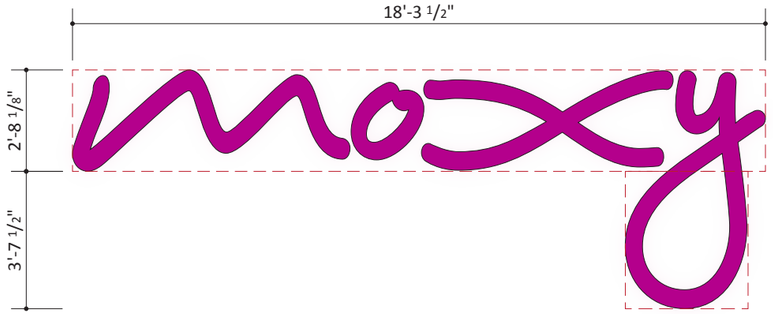
LOCATION 7 FLAG PARKING ENTRANCE IDENTITY
FRONT ELEVATION
AREA CALCULATION: 6 SQFT PER SIDE.
Top of Sign = 16'-0" above grade.
SCALE: 3/4" = 1'-0"

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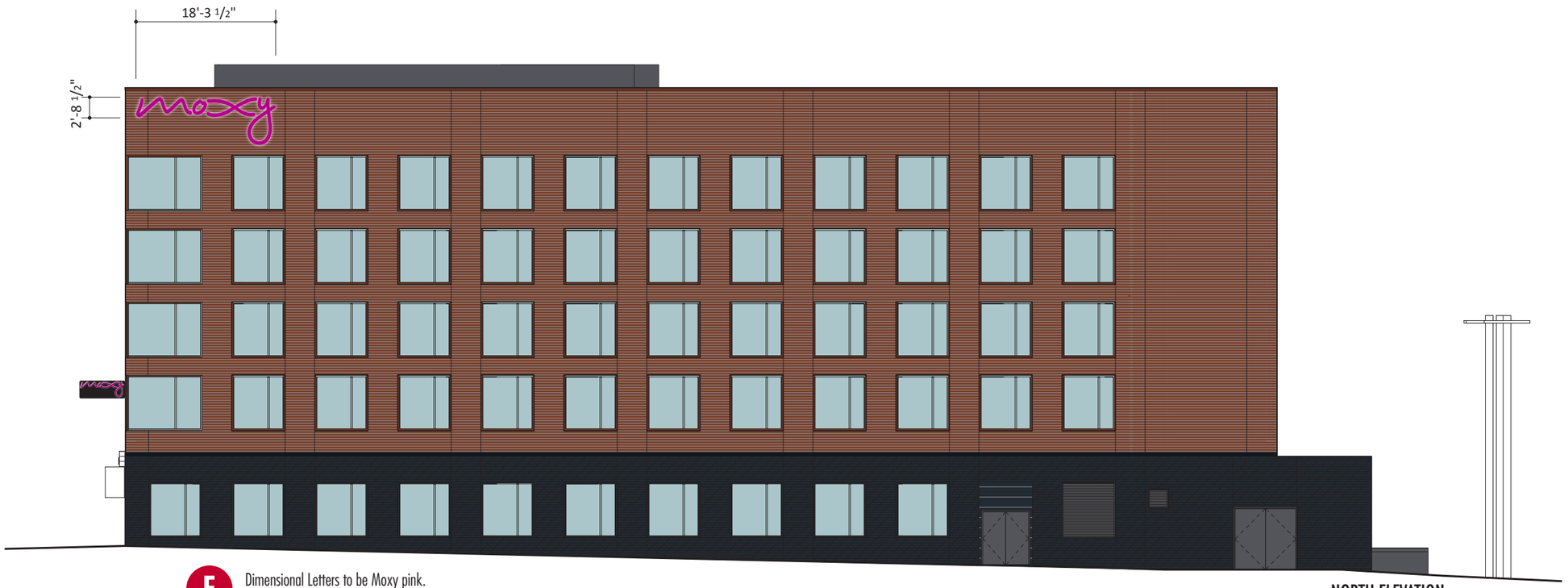
Parking Entrance Projecting Sign

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



F LOCATION F HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT
Top of Sign = 58'-8" above grade.
SCALE: 1/4" = 1'-0"



F Dimensional Letters to be Moxy pink.
Top of Sign = 58'-8" above grade.

NORTH ELEVATION
SCALE: 1/16" = 1'-0"

BDG

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North Elevation
Low Level Signs

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

Guadalupe Street Façade – Full Façade View 1



Guadalupe Façade – Full Façade View 2



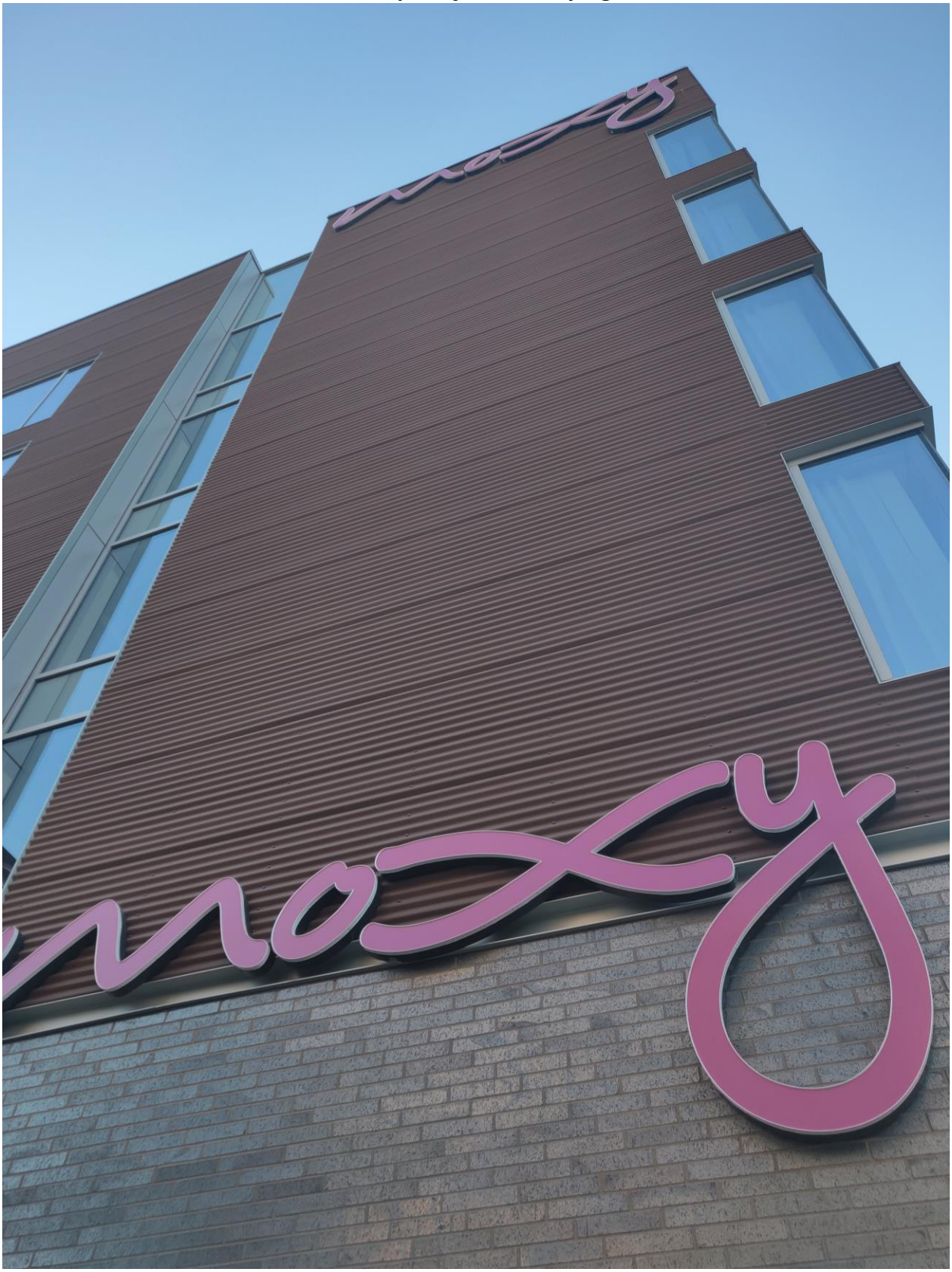
Guadalupe Street Façade – Ordering Window Signs



Guadalupe Façade – North-Facing Sidewalk



Guadalupe Façade – Moxy Signs



West 26th Street Façade



San Antonio Street Façade



San Antonio Street Façade – Parking Sign



Southern Façade



Projected Signage along Guadalupe Street





Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street

