



B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com

Austin Moxy Hotel 2552 Guadalupe Street Austin, Texas

Exterior Building Signage

City Presentation



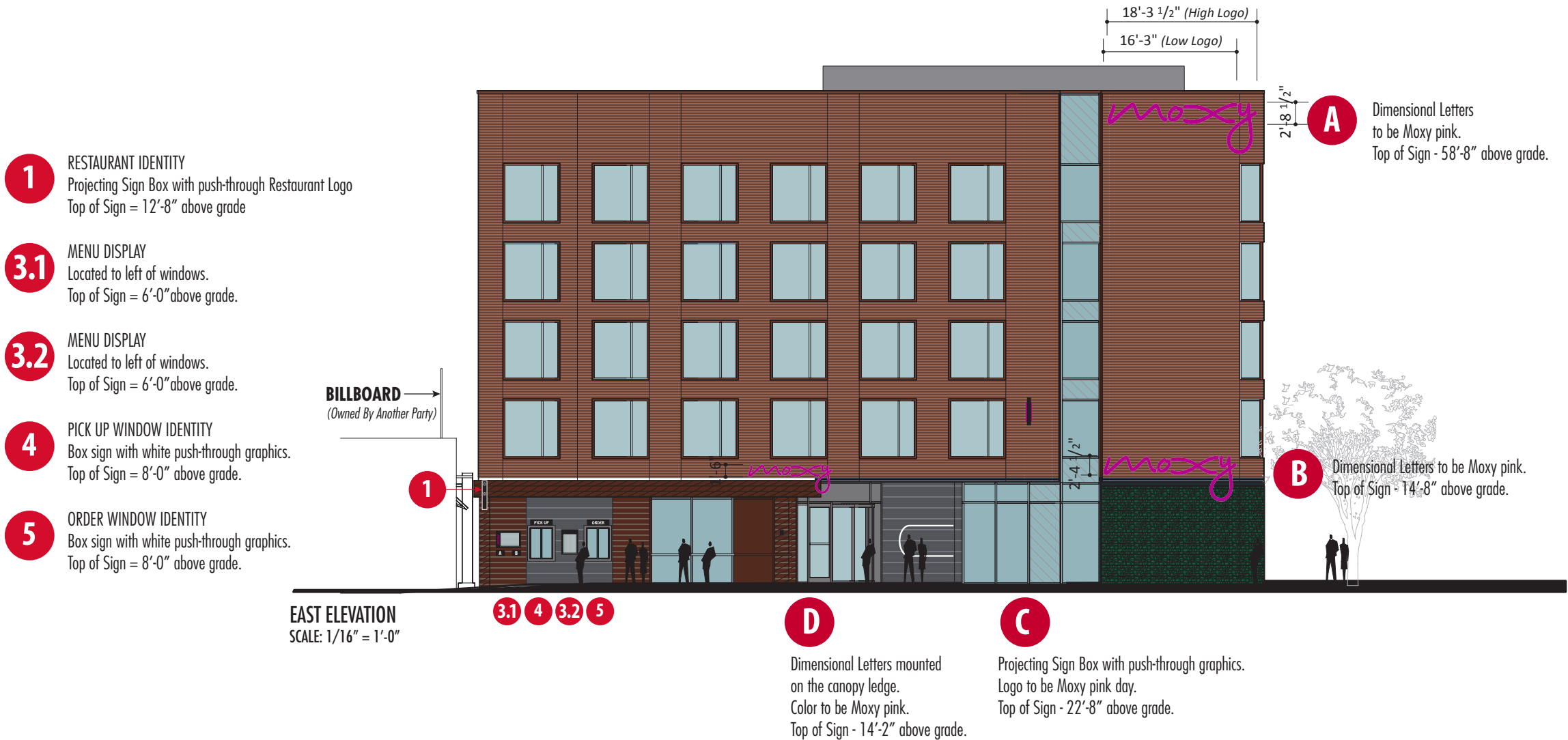
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



**East Elevation
High and Low
Level Signs**

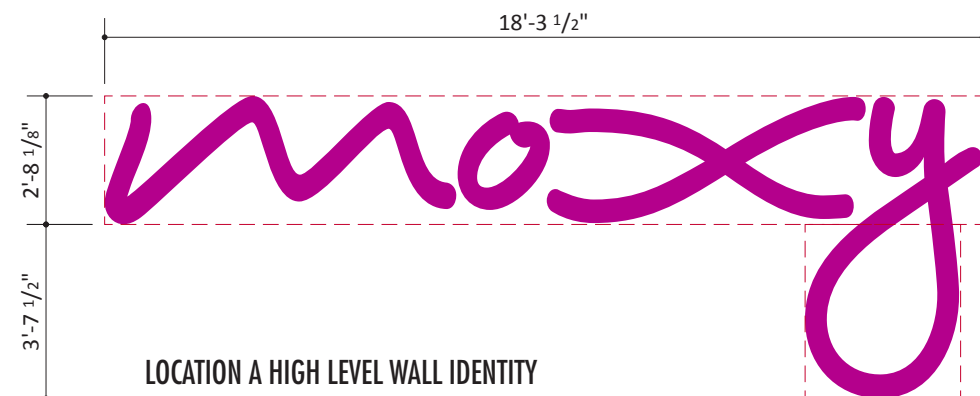
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



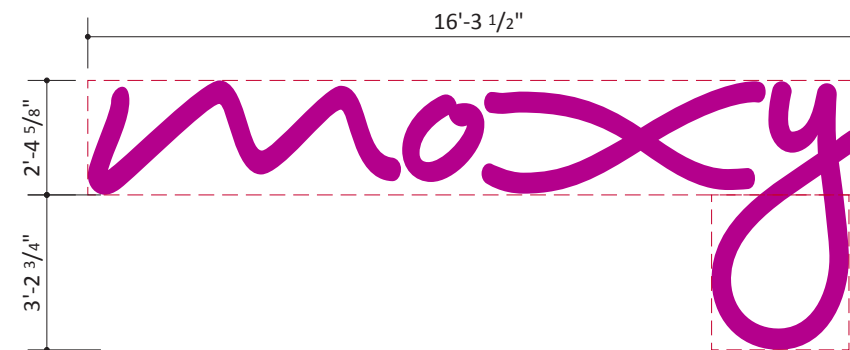
B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



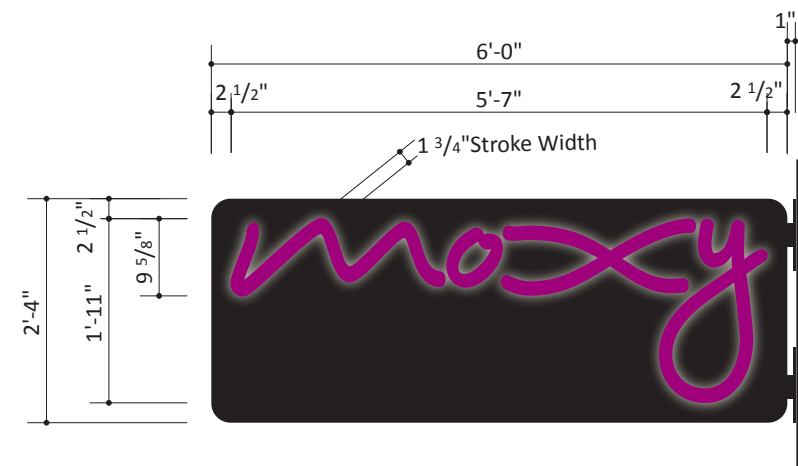
A

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



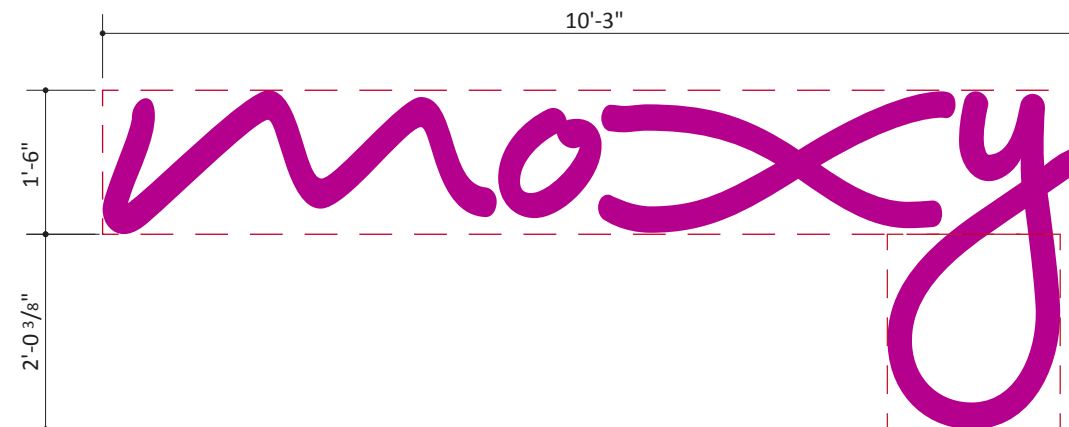
B

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"

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

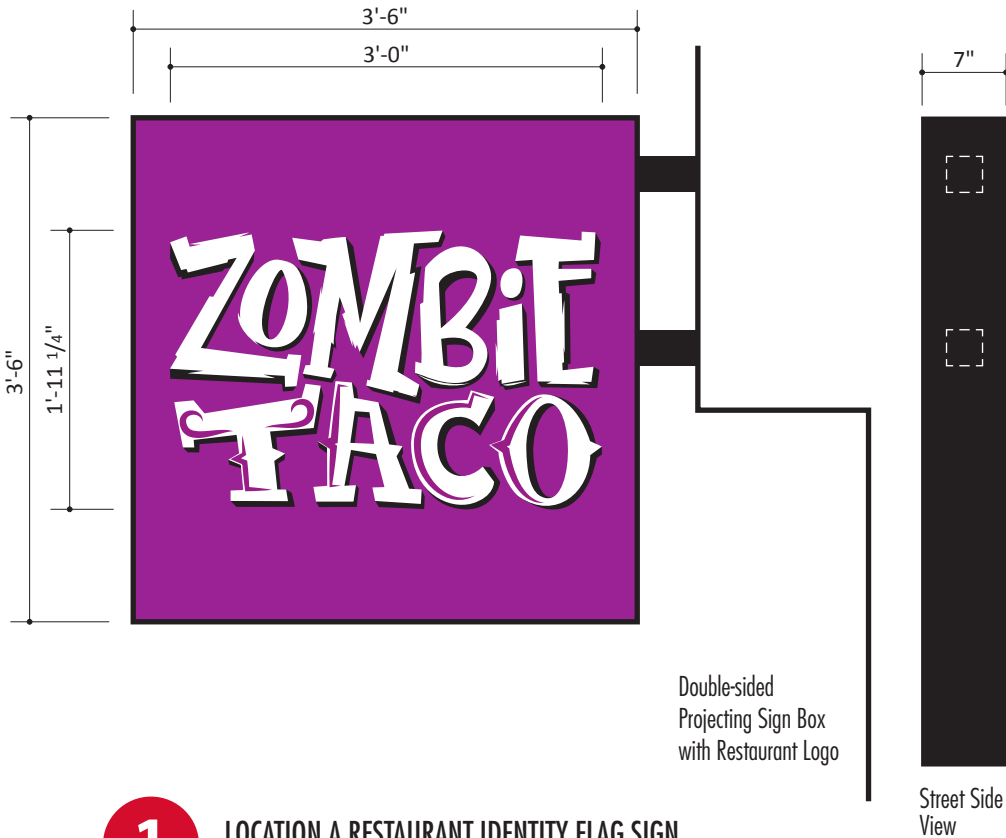
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

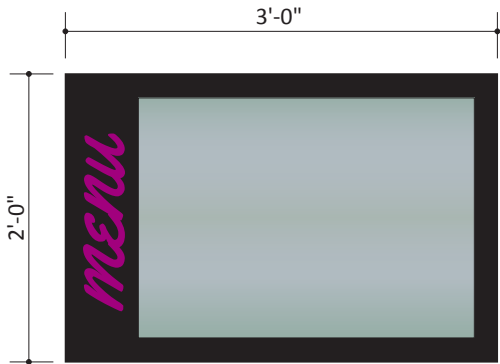


B D G

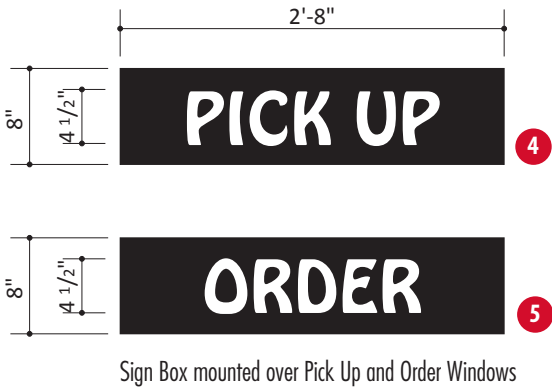
Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



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.



4 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"

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

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



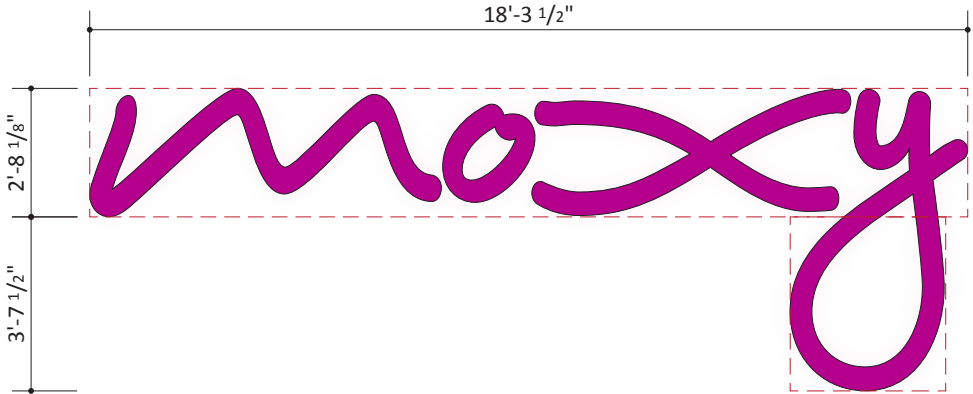
Northbound on Guadalupe #1



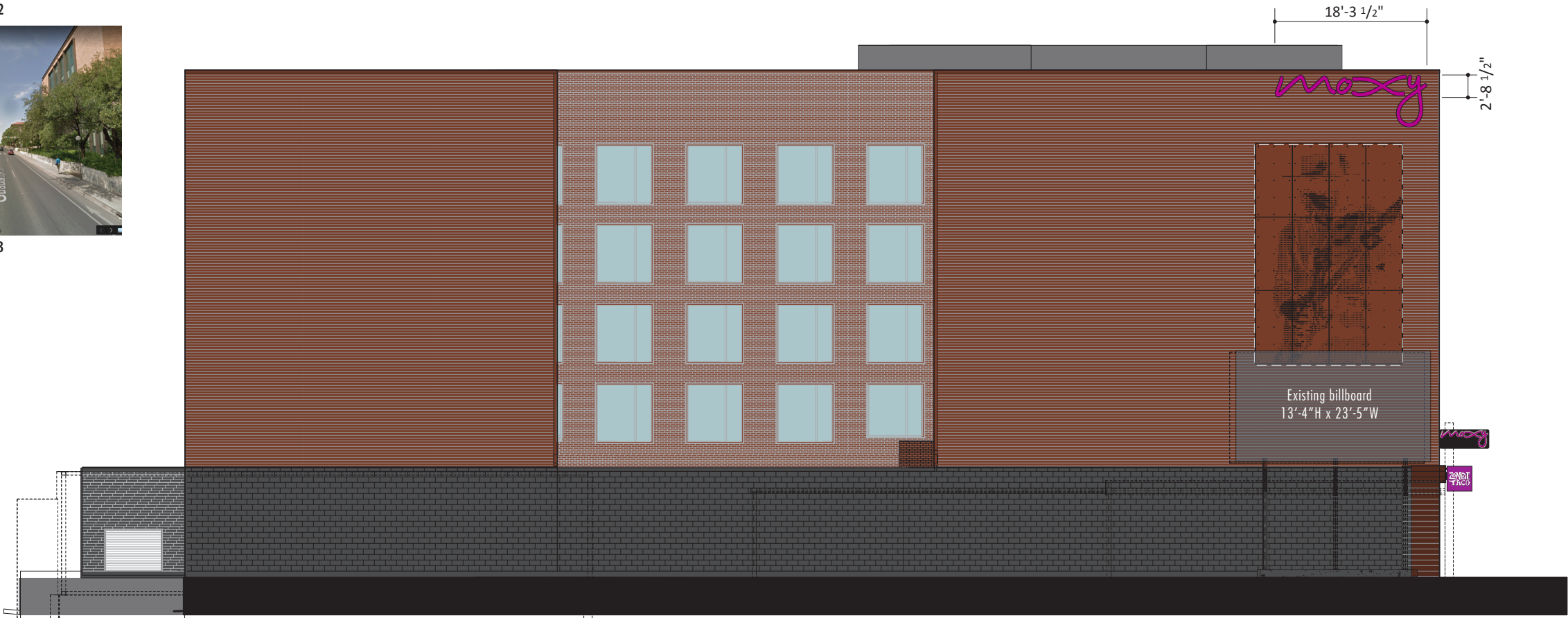
Northbound on Guadalupe #2



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

South Elevation
Location E

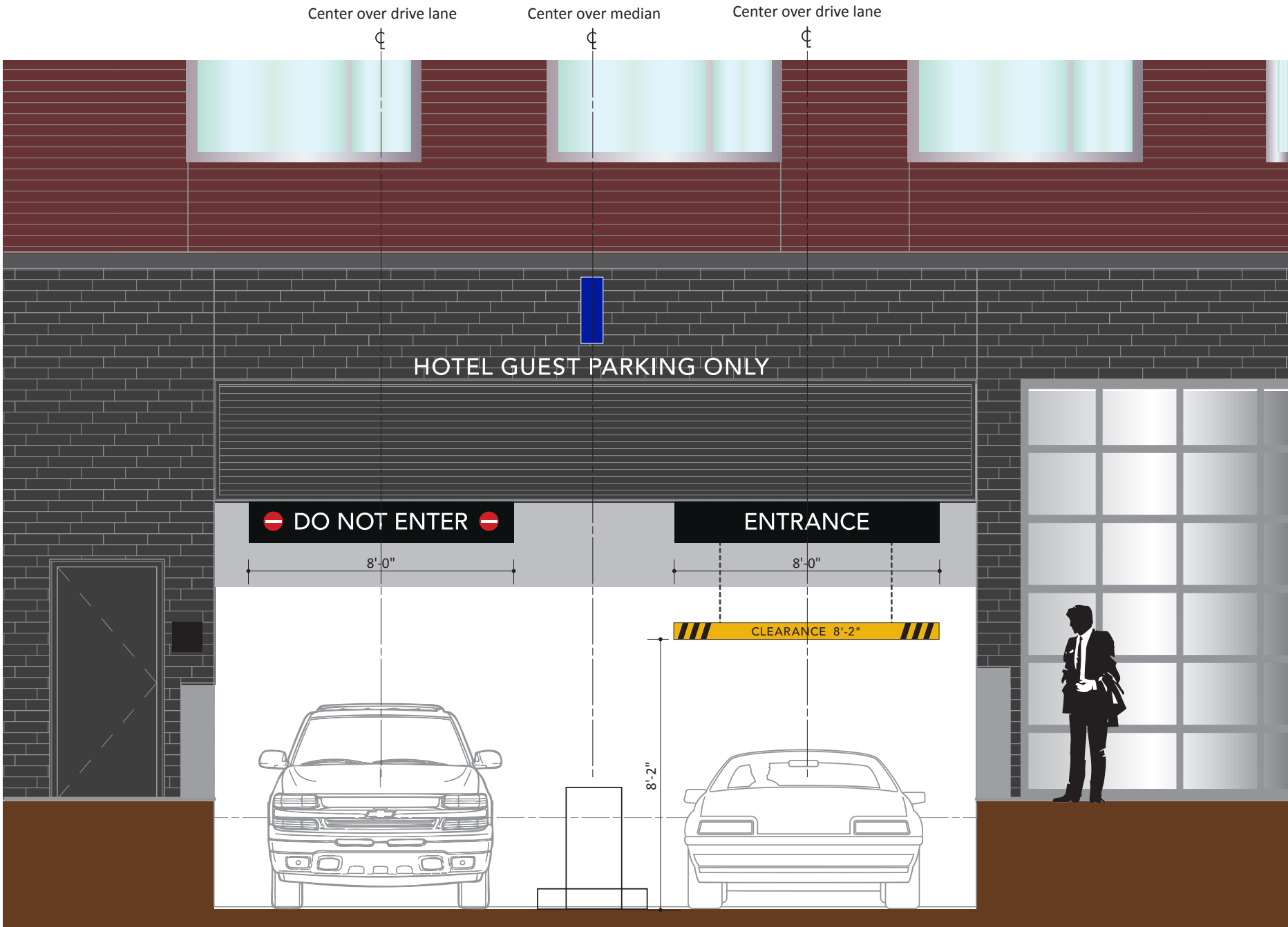
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



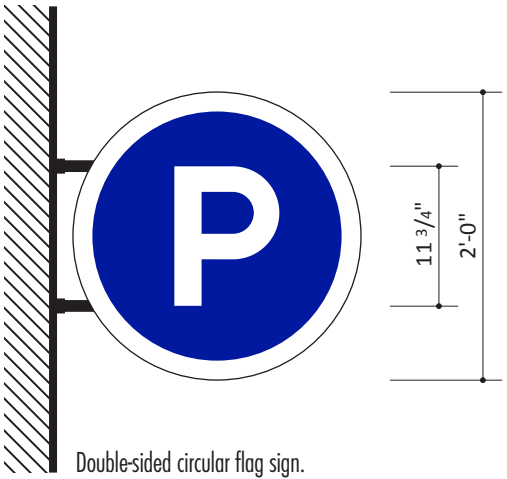
B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



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.



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"

Parking Entrance
Projecting Sign

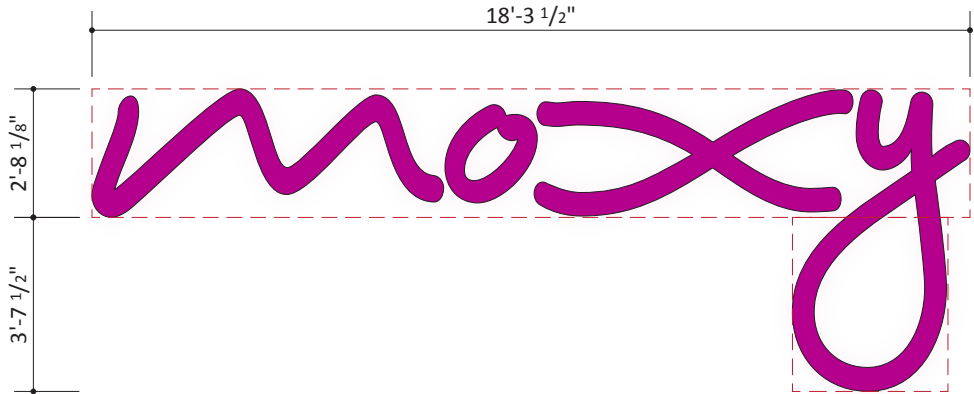
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

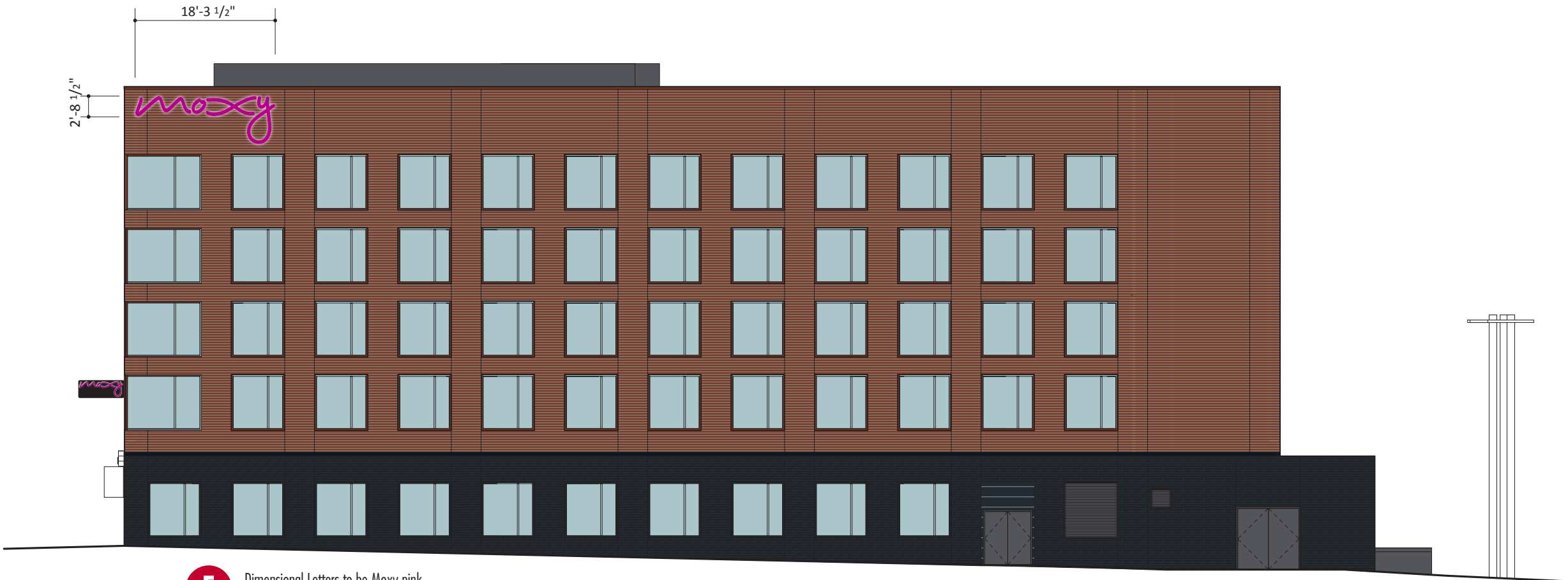


B D G

Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com



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"

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

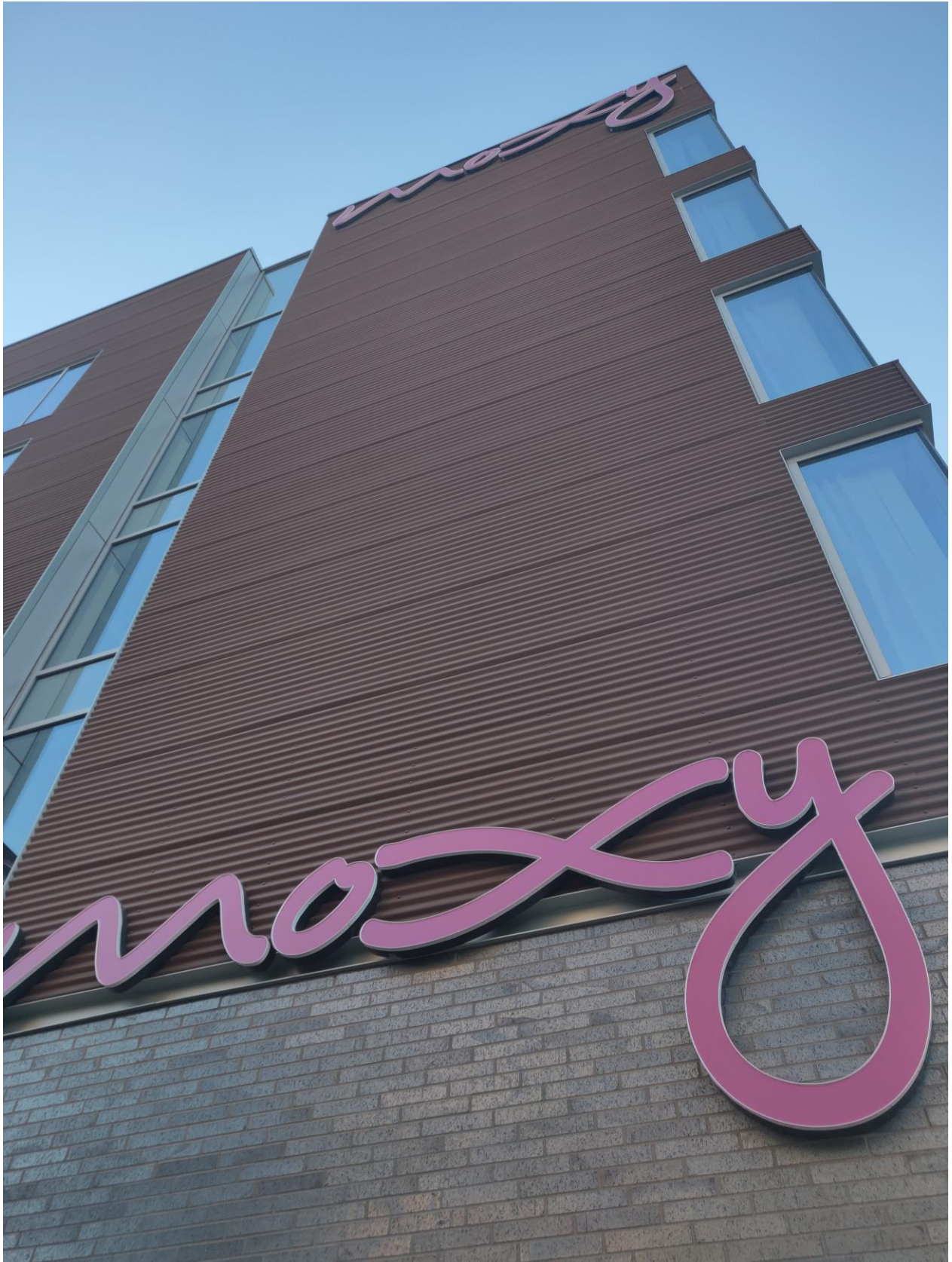


Guadalupe Façade – North-Facing Sidewalk



D-1/13-PRESENTATION

Guadalupe Façade – Moxy Signs



West 26th Street Façade



San Antonio Street Façade



D-1/16-PRESENTATION

San Antonio Street Façade – Parking Sign



D-1/17-PRESENTATION

Southern Façade



D-1/18-PRESENTATION

Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street

