

Southern Façade



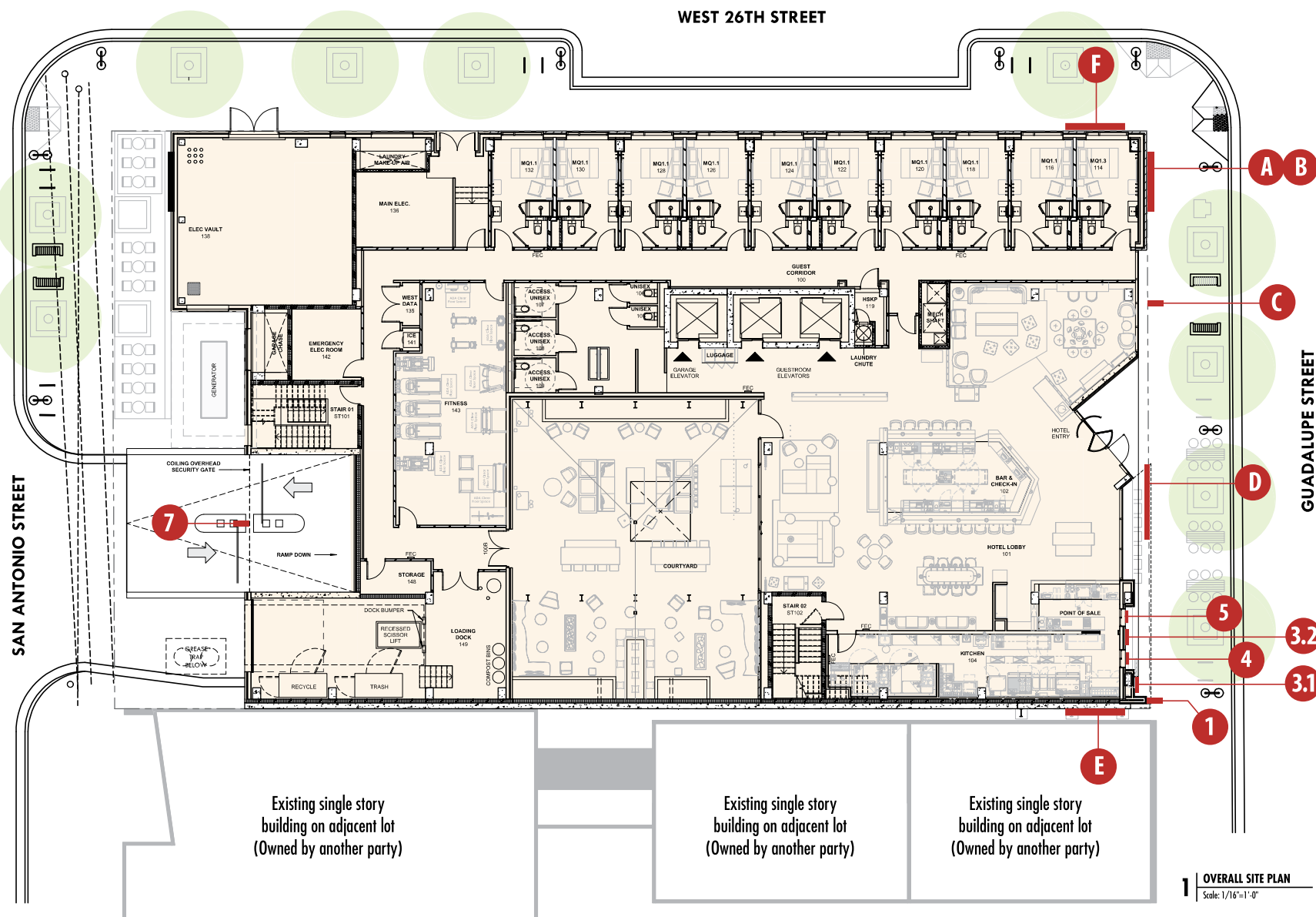


Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
www.babendure.com

Austin Moxy Hotel
2552 Guadalupe Street
Austin, Texas

Exterior Building Signage
City Presentation

November 18, 2020



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B D G

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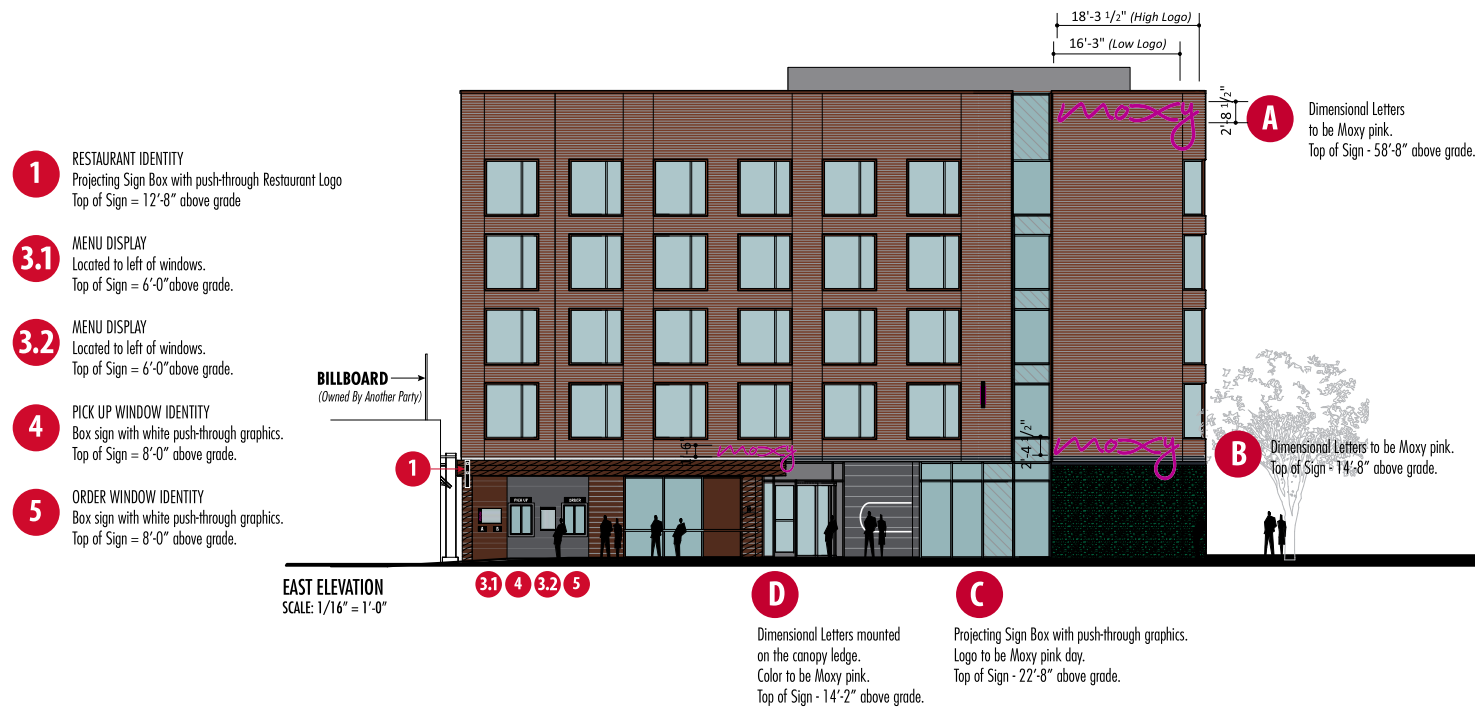
Sign Location Plan

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



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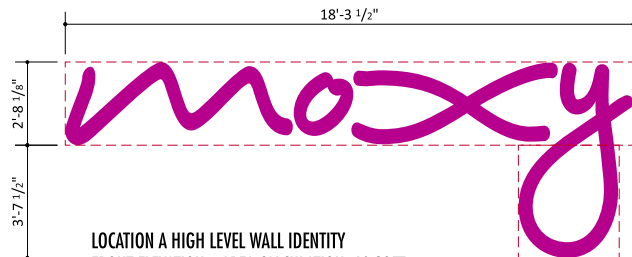
East Elevation High and Low Level Signs

Austin Moxy Hotel
 Austin, Texas
 Exterior Building Signage

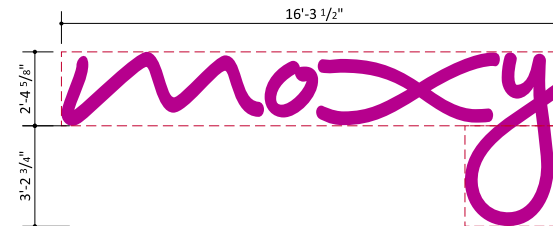
November 18, 2020



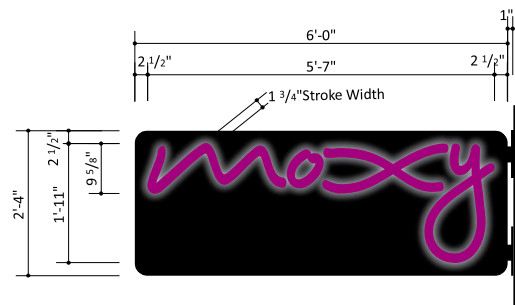
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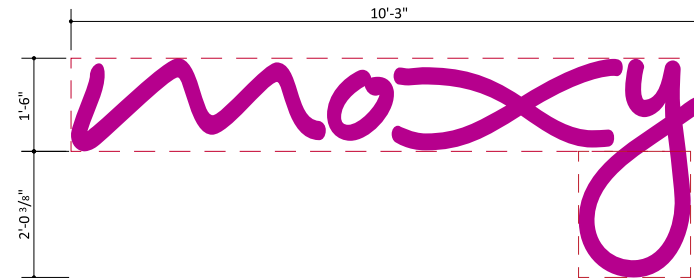
A LOCATION A HIGH LEVEL WALL IDENTITY
 FRONT ELEVATION • AREA CALCULATION: 60 SQFT
 Top of Sign = 58'-8" above grade.
 SCALE: 1/4" = 1'-0"



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"

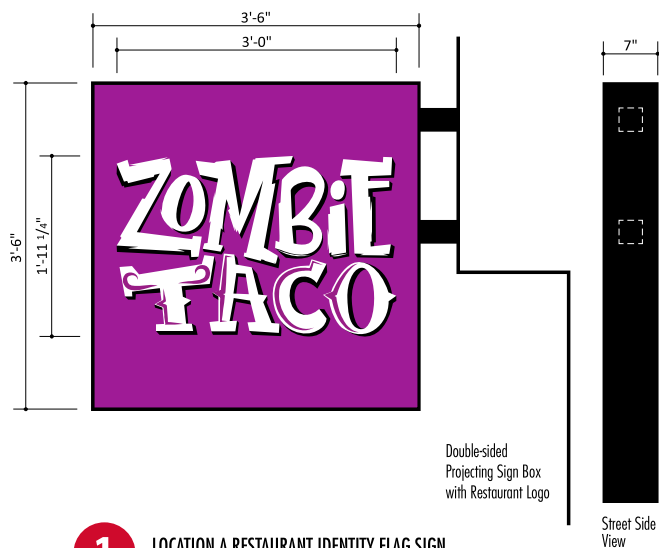


D LOCATION D CANOPY-TOP IDENTITY
 FRONT ELEVATION • AREA CALCULATION: 19 SQFT
 Top of Sign = 14'-2" above grade.
 SCALE: 1/2" = 1'-0"

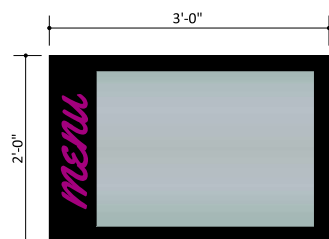
East Elevation
Locations A, B, C, D
Graphic Layouts

Austin Moxy Hotel
 Austin, Texas
 Exterior Building Signage

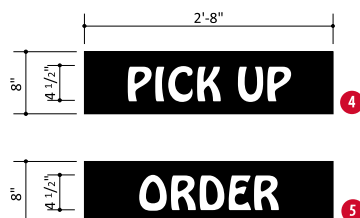
November 18, 2020



- 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** 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"
- 5**



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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



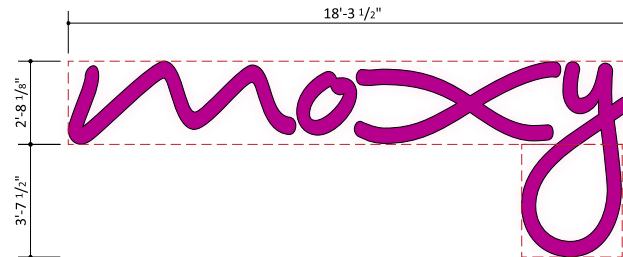
Northbound on Guadalupe #1



Northbound on Guadalupe #2

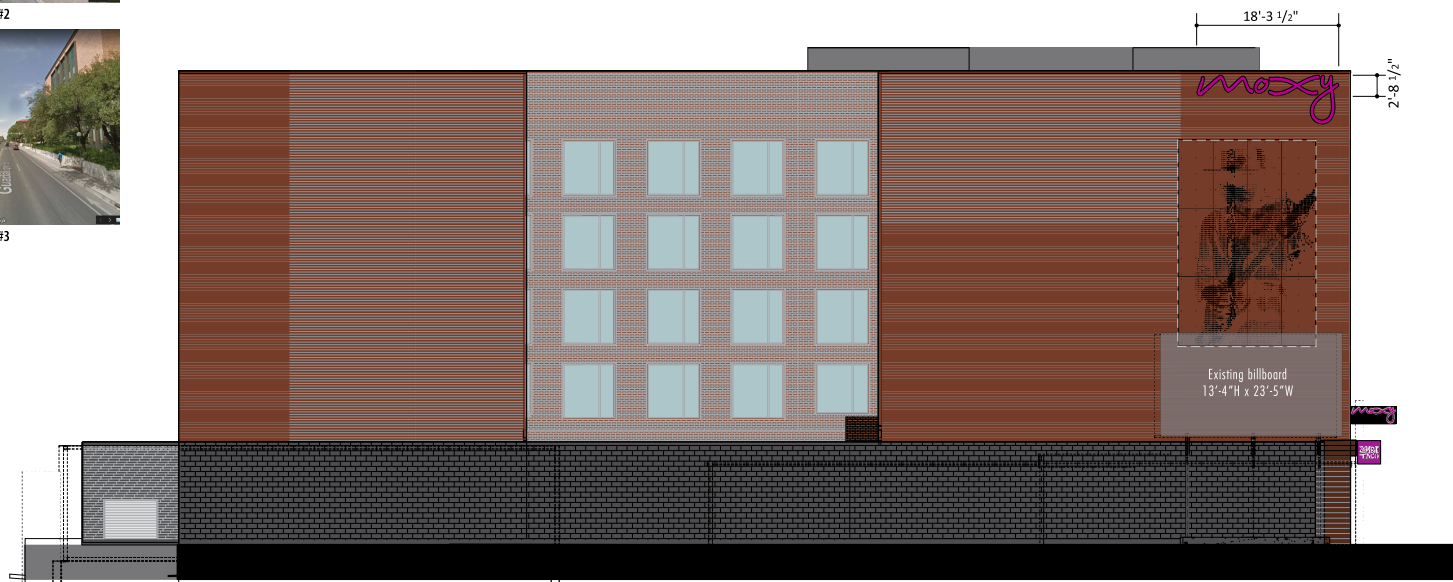


Northbound on Guadalupe #3



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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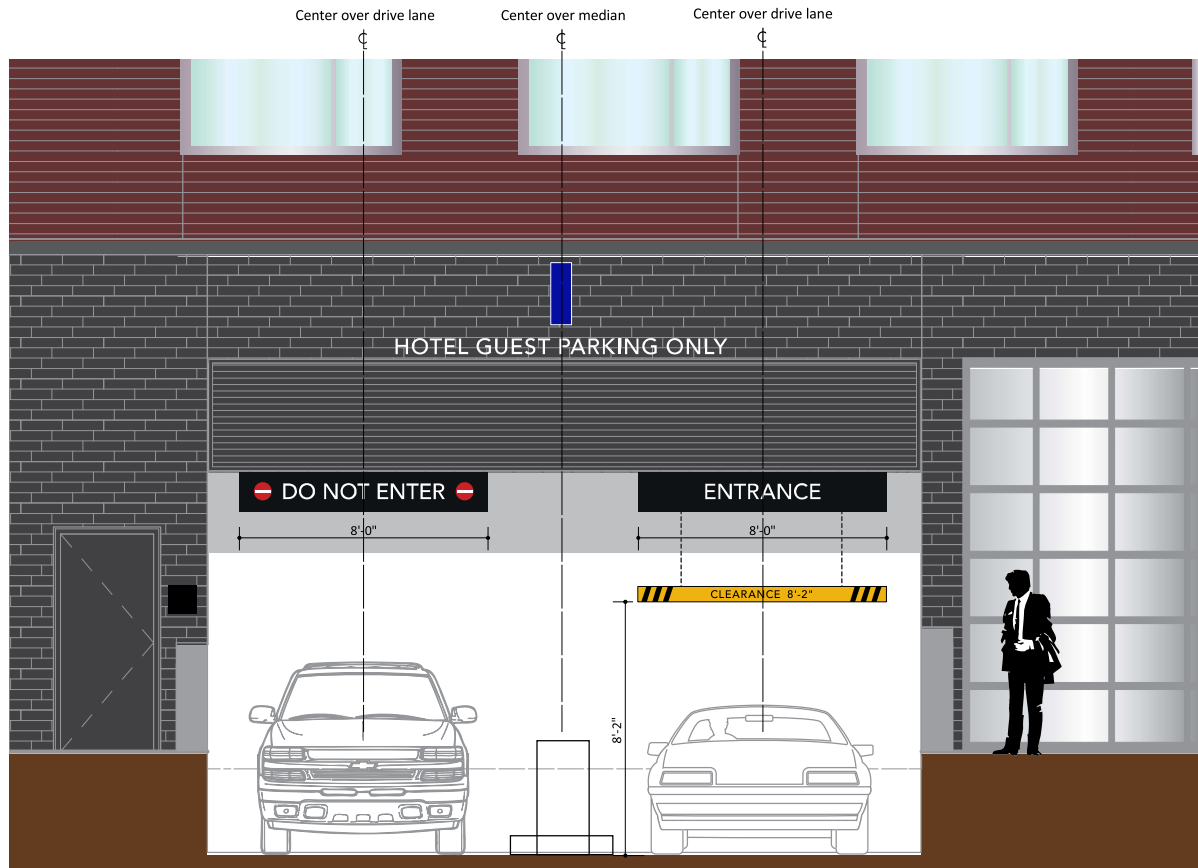
South Elevation
Location E

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

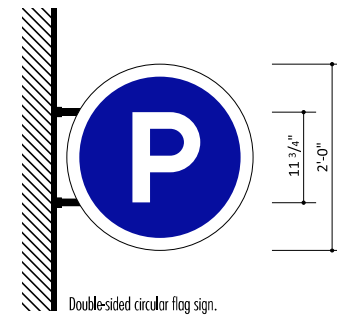


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WEST ELEVATION AT GARAGE ENTRANCE
 SCALE: 1/4" = 1'-0"

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



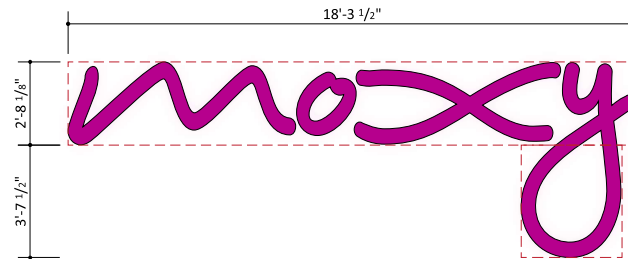
7

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

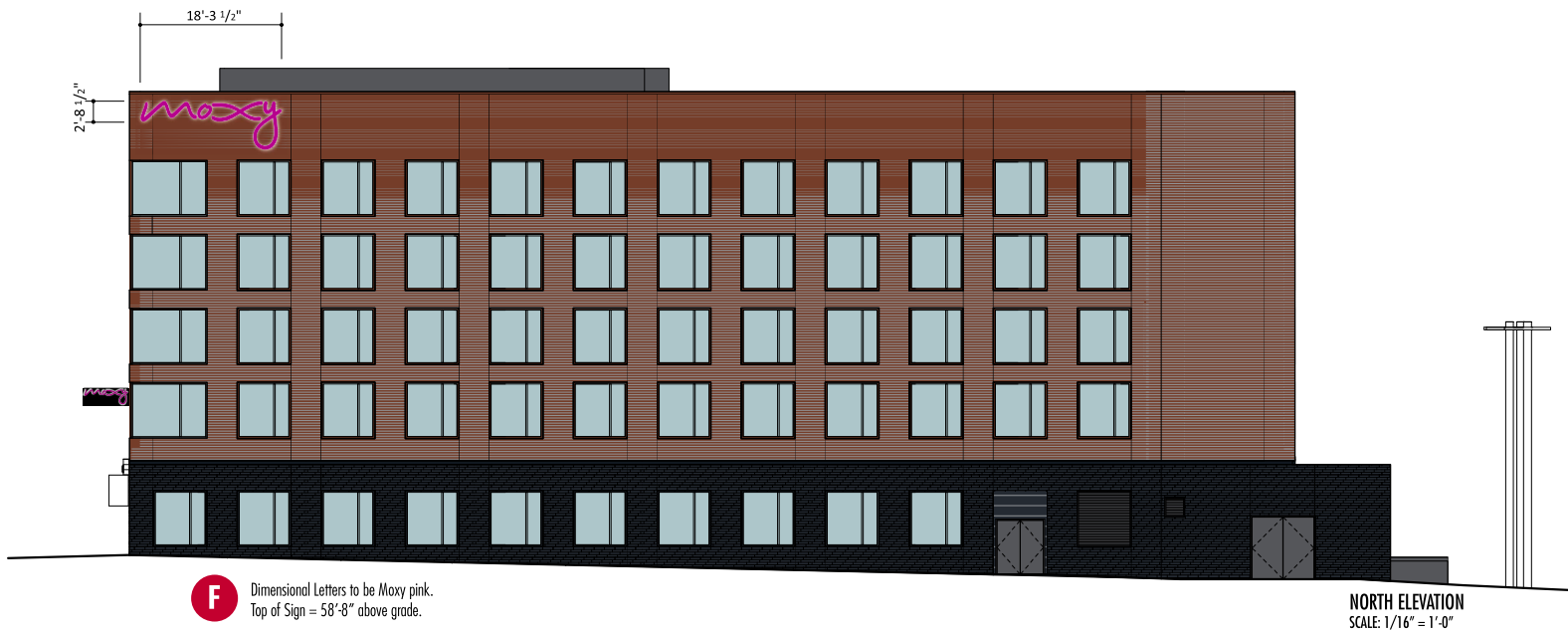
November 18, 2020



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



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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

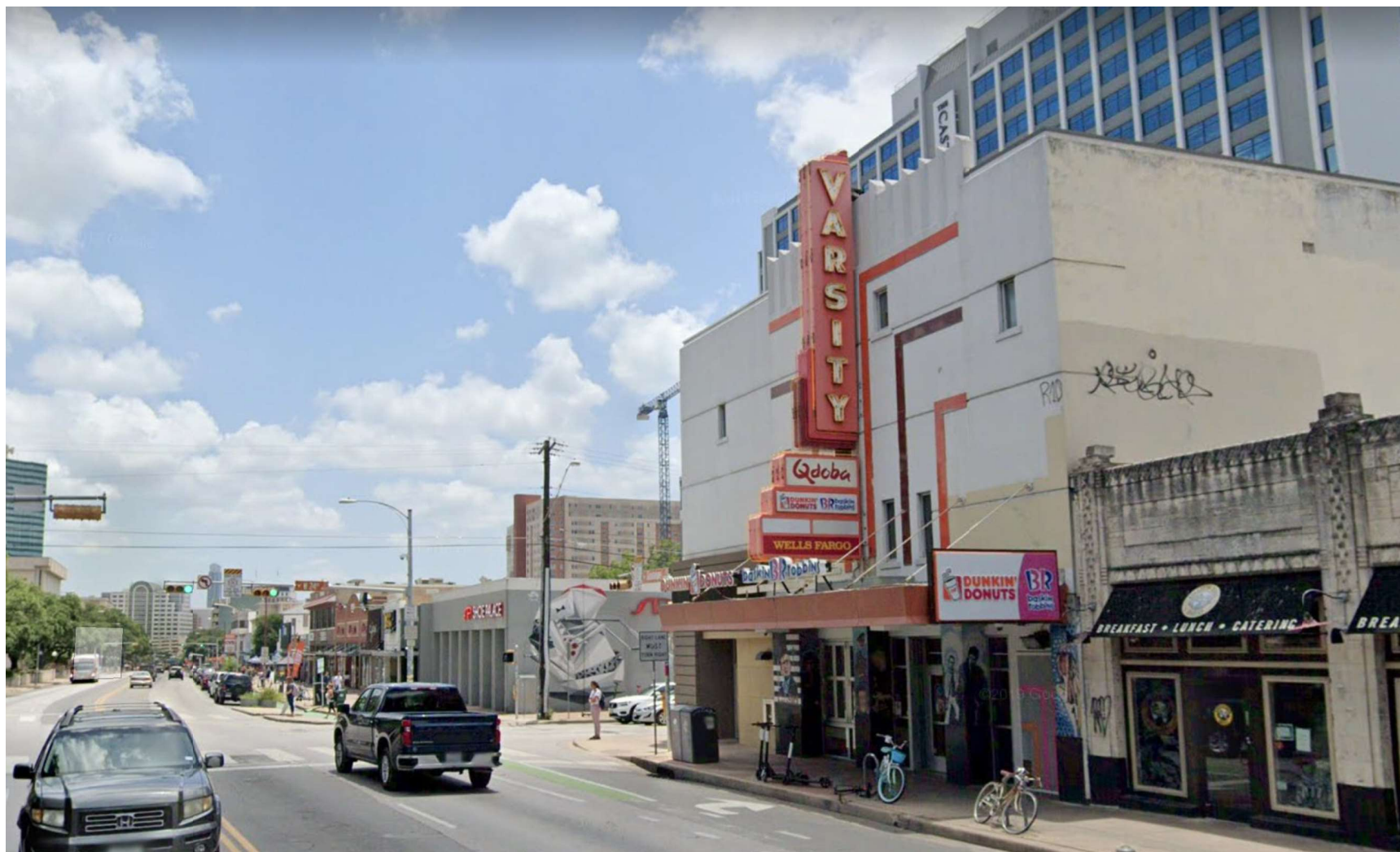
EXHIBIT C
Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street



From: Adam Stephens
To: [Ramirez, Elaine](#)
Cc: [REDACTED]
Subject: C16-2021-0003 2552 Guadalupe
Date: Friday, January 08, 2021 5:07:24 PM

*** External Email - Exercise Caution ***

Ms. Ramirez,

CANPAC, the city designated contact team for the planning area containing this project requests a postponement of this BOA case. After receiving the notice I reached out to the applicant at the phone number listed on the application and have not received a call back.

Thank you,

Adam Stephens and Bart Whatley, CANPAC co-chairs

Adam Stephens (NMLS 216606)

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From: Betsy Greenberg
To: [Ramirez, Diana](#); [Ramirez, Elaine](#)
Subject: C16-2021-0003 -- 2552 Guadalupe St Sign Variances
Date: Wednesday, January 06, 2021 10:46:05 AM

*** External Email - Exercise Caution ***

Ms. Ramirez,

Please include the information below with the members of the Board of Adjustment and post in the case backup.

The University Neighborhood Overlay (including sign regulations) was revised by Austin City Council on November 14, 2019 (item 67). This was the conclusion of a process that included neighborhood groups, members of the development community, Codes and Ordinances joint committee, Planning Commission, and the City Council. The sign regulations were revised specifically so that developers would not have to seek a variance on signage when they built something new. And yet, this developer is not only seeking variances for 12 signs, but the signs have already been installed.

To approve the variances, the applicant must show a hardship that prevents them from complying with the code or using the property as intended. This property has no hardships that would warrant ignoring the code.

Please do not approve the requested sign variances and require the applicant to remove the signs that do not meet the code.

Thank you for your attention and service.

Betsy Greenberg

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From: Betsy Greenberg
To: [Ramirez, Elaine](#)
Subject: RE: C16-2021-0003 -- 2552 Guadalupe St Sign Variances -- MUNI CODE ERROR
Date: Monday, January 18, 2021 7:37:18 PM

*** External Email - Exercise Caution ***

Ms. Ramirez,

Please inform the board that the muni code https://library.municode.com/tx/austin/codes/land_development_code?nodeId=TIT25LADE_CH25-10SIRE_ART6REAPCESIDL_S25-10-133UNNEOVZODISI is not consistent with the ordinance passed by Council on November 14, 2019 <https://www.austintexas.gov/edims/document.cfm?id=332460>

This affects the sign regulations for the University Neighborhood Overlay. Specifically, 25-10-133 (F) should be eliminated from the muni-code.

Betsy Greenberg
CANPAC vice-co-chair

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UNIVERSITY AREA PARTNERS, INC.
2026 Guadalupe #303B
Austin, Texas 78705

Re: Variance Request for 2552 Guadalupe St.
Case: C16-2021-0003

To Whom it May Concern,

I am writing on behalf of University Area Partners (UAP.)

Our Board of Directors had a chance to review the proposed signage for the Moxy at 2552 Guadalupe St and their request for a sign variance.

UAP supports the request for a sign variance for this property. The request for illuminated signage is consistent with other signage in the area. Illuminated signage is important for wayfinding and identification for this type of property.

They have sought variance from the provision that they may only have one projecting sign for the building. UAP agrees with the observation that this is an established practice in the area, especially where the signs are indicating different services within the property.

The provision prohibiting any sign above the second floor "except a non-electric sign that is engraved, cut into the building surface, or otherwise inlaid to become part of the building" is no longer part of the code but in the event there is any confusion, UAP supports a variance from this requirement.

If there are any questions, I can be reached at (512) 296-9297.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cathy Norman", with a stylized flourish at the end.

Cathy Norman
President, UAP