

Southern Façade





**Babendure Design Group**  
8140 Walnut Hill Ln. #950  
Dallas, Texas 75231  
214.265.1960  
214.265.5552 (fax)  
[www.babendure.com](http://www.babendure.com)

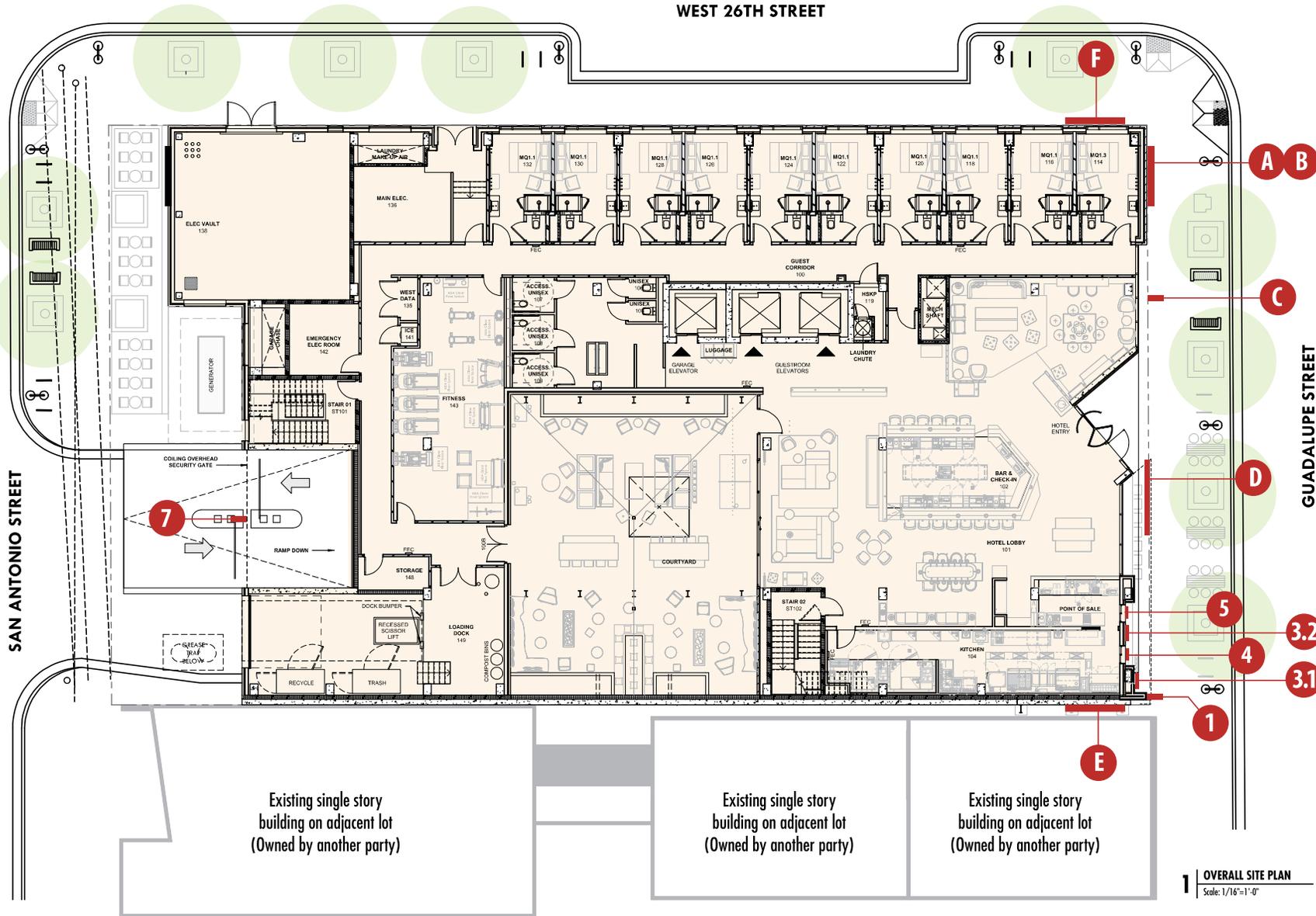
**Austin Moxy Hotel**  
**2552 Guadalupe Street**  
**Austin, Texas**

Exterior Building Signage  
City Presentation

November 18, 2020



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

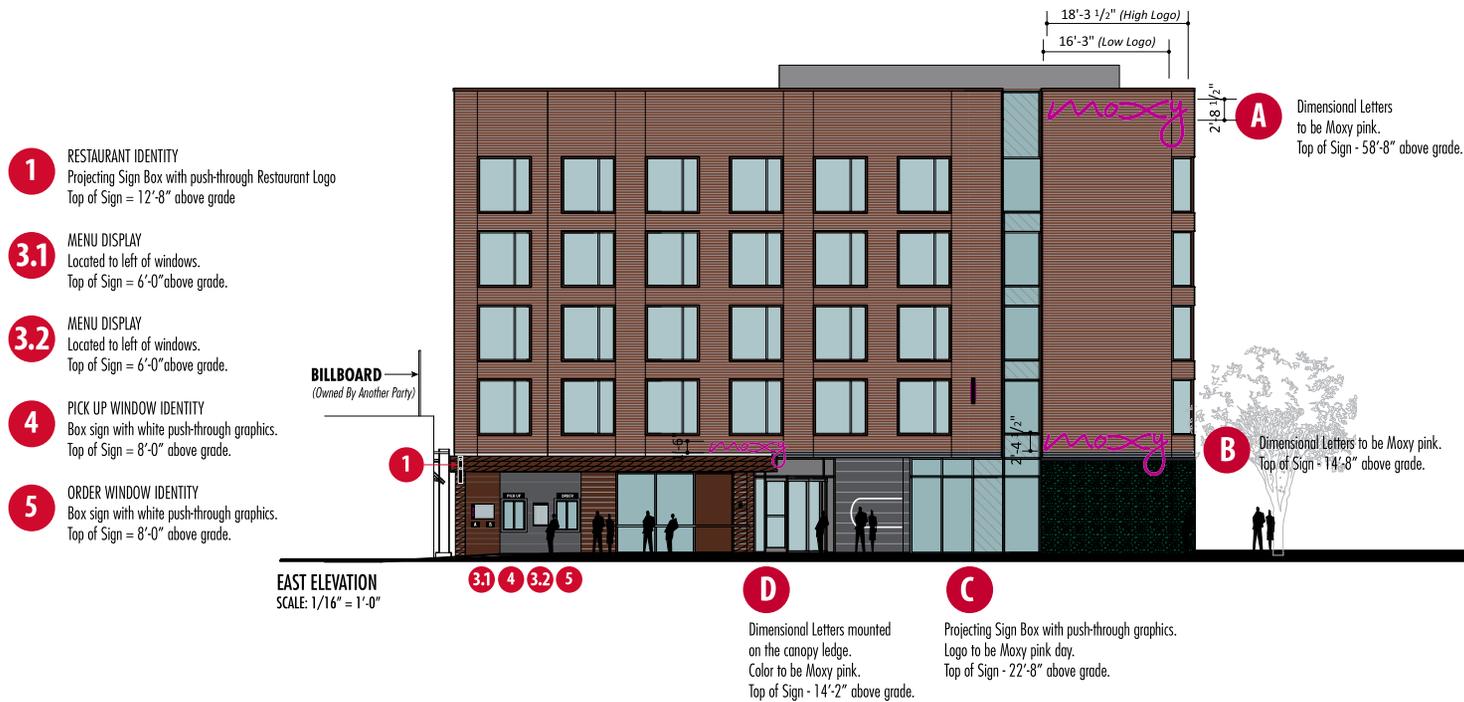
**Sign Location Plan**

Austin Moxy Hotel  
Austin, Texas  
Exterior Building Signage

November 18, 2020



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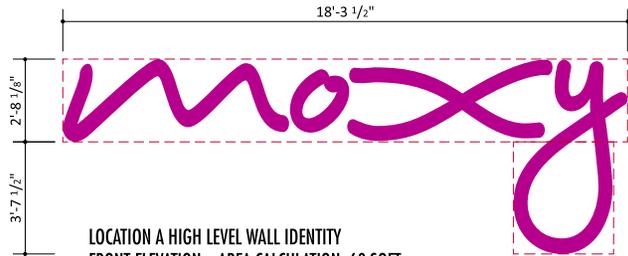
**East Elevation  
 High and Low  
 Level Signs**

Austin Moxy Hotel  
 Austin, Texas  
 Exterior Building Signage

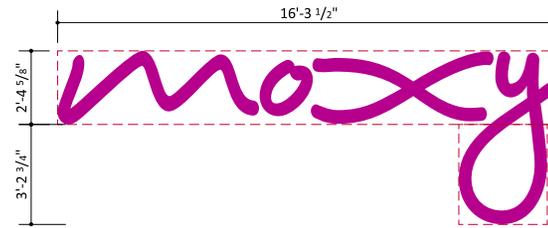
November 18, 2020



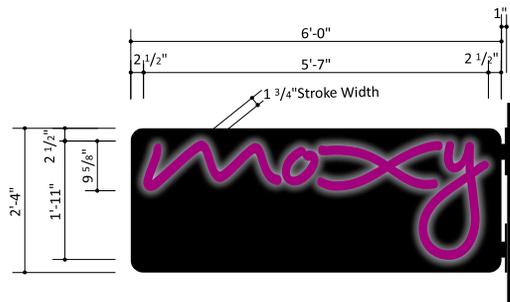
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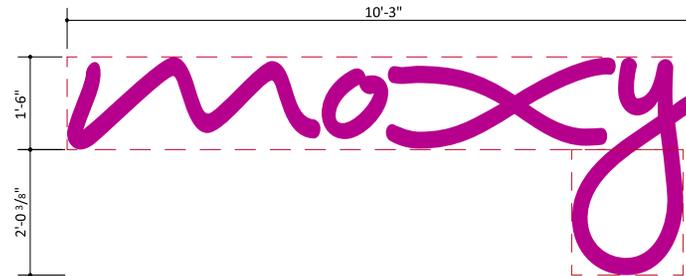
**A** LOCATION A HIGH LEVEL WALL IDENTITY  
 FRONT ELEVATION • AREA CALCULATION: 60 SQFT  
 Top of Sign = 58'-8" above grade.  
 SCALE: 1/4" = 1'-0"



**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"

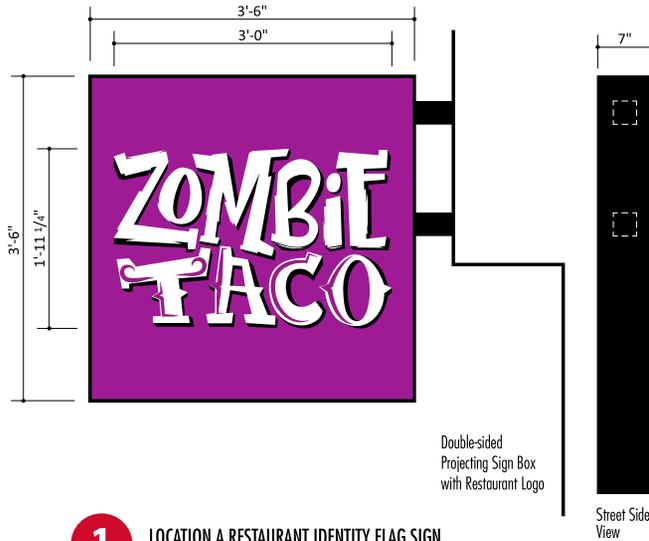
**East Elevation  
 Locations A, B, C, D  
 Graphic Layouts**

Austin Moxy Hotel  
 Austin, Texas  
 Exterior Building Signage

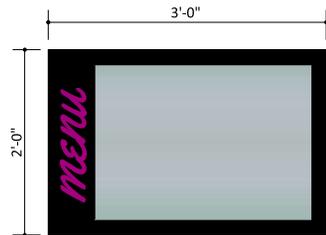
November 18, 2020



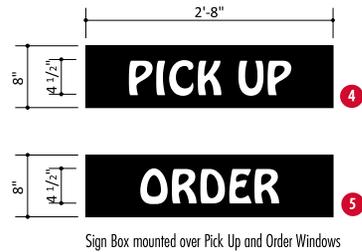
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**1** LOCATION A RESTAURANT IDENTITY FLAG SIGN  
 FRONT ELEVATION • AREA CALCULATION: 12.25 SQFT  
 Top of Sign = 12'-8" above grade.  
 SCALE: 3/4" = 1'-0"



**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  
**5** 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



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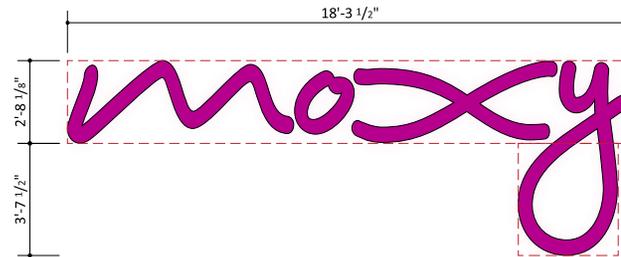
Northbound on Guadalupe #1



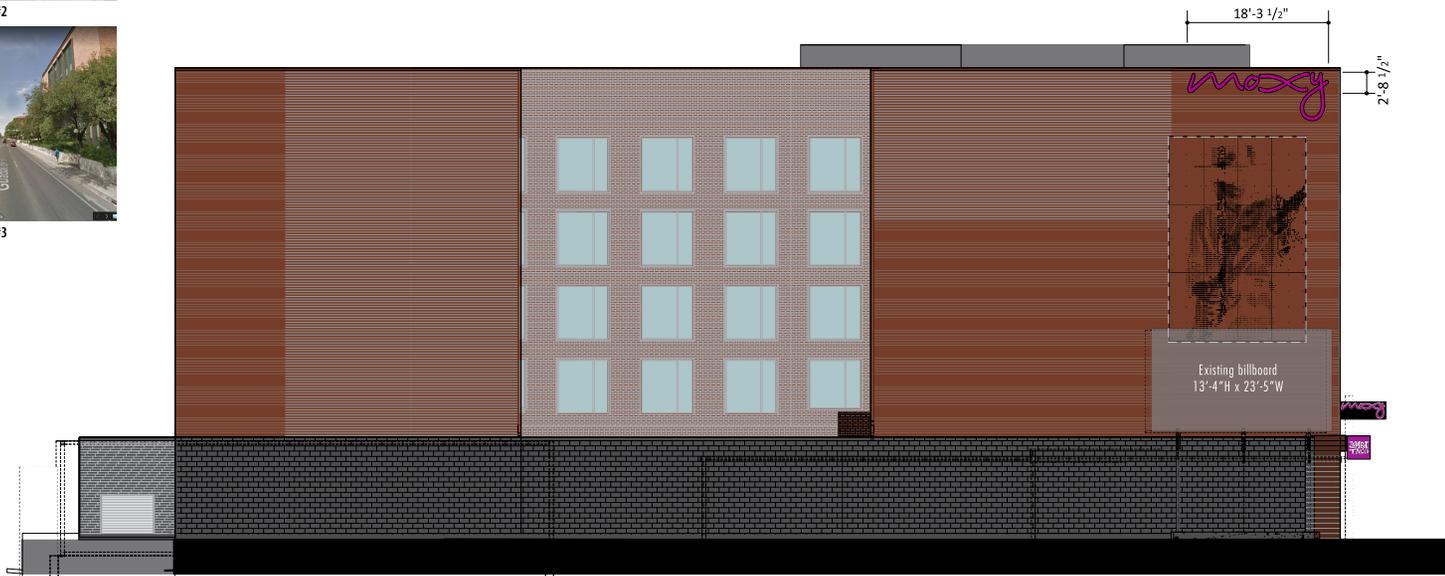
Northbound on Guadalupe #2



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**

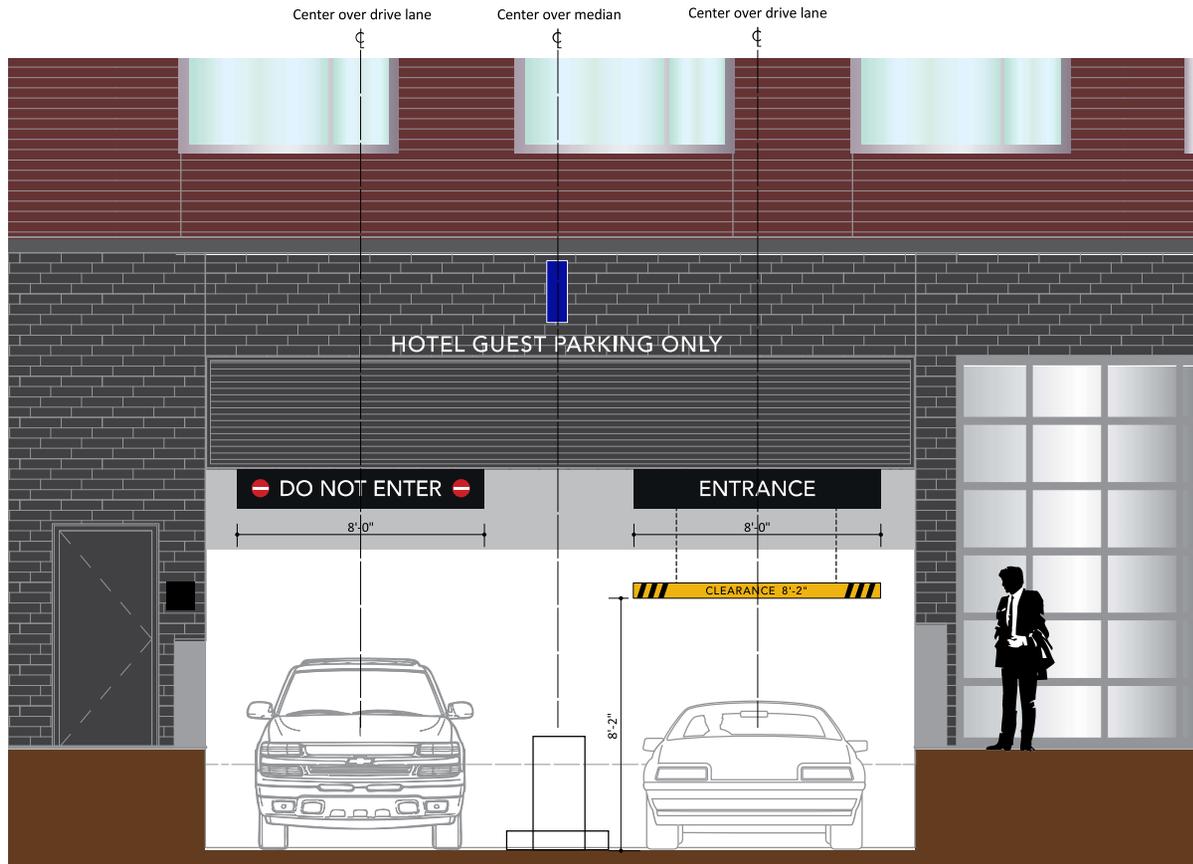
**South Elevation  
 Location E**

Austin Moxy Hotel  
 Austin, Texas  
 Exterior Building Signage

November 18, 2020

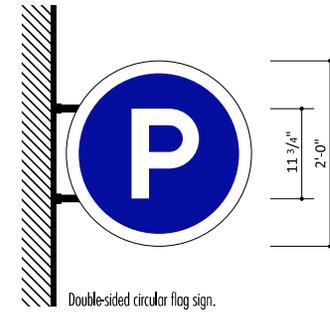


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WEST ELEVATION AT GARAGE ENTRANCE  
 SCALE: 1/4" = 1'-0"

**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"

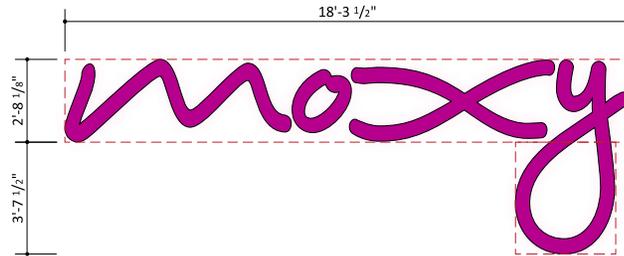
**Parking Entrance  
 Projecting Sign**

Austin Moxy Hotel  
 Austin, Texas  
 Exterior Building Signage

November 18, 2020



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**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

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

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\*\*\* 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

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\*\*\* 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

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\*\*\* 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\\_ART6REAPCESIDI\\_S25-10-133UNNEOVZODISI](https://library.municode.com/tx/austin/codes/land_development_code?nodeId=TIT25LADE_CH25-10SIRE_ART6REAPCESIDI_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,



Cathy Norman  
President, UAP