



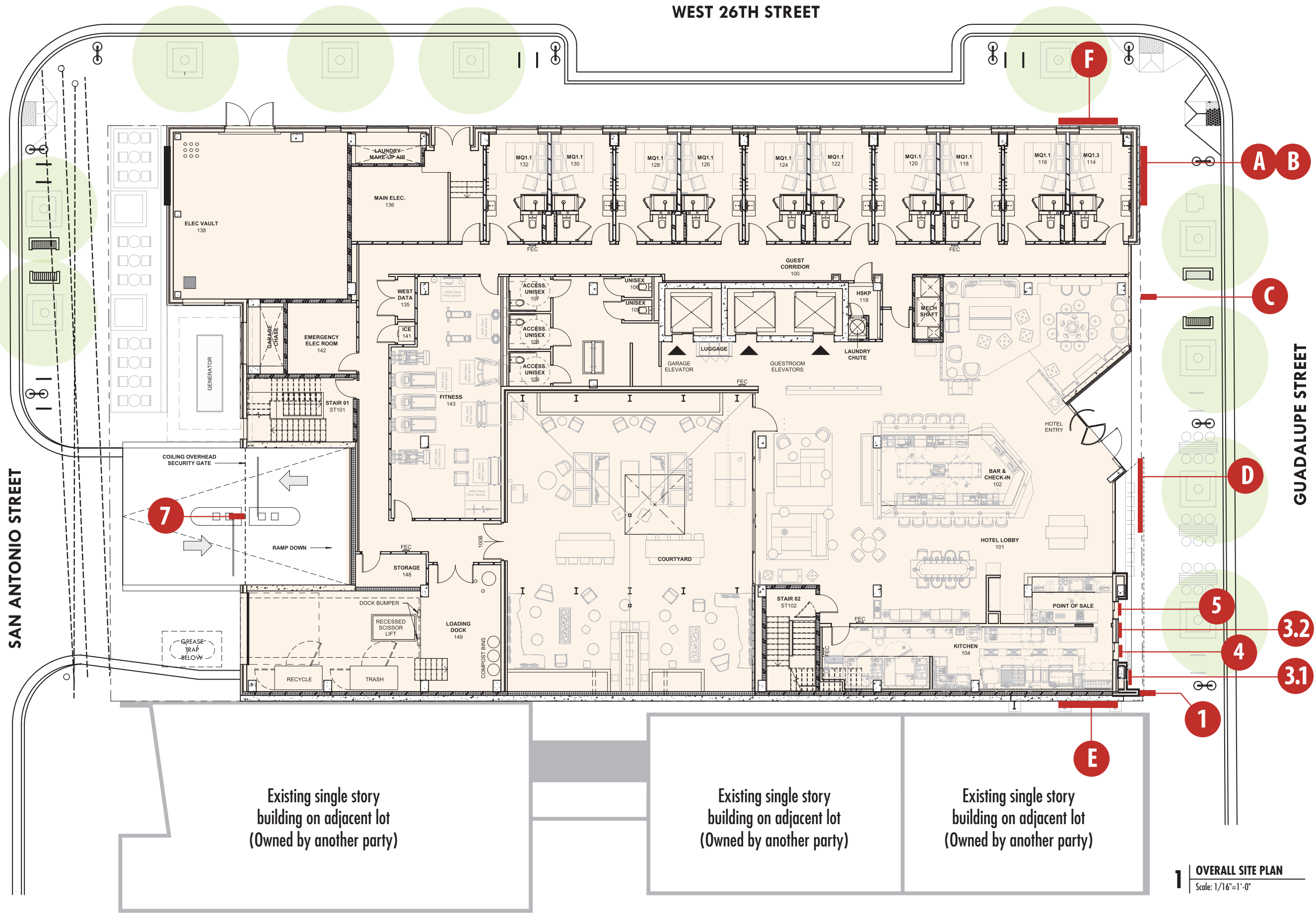
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**Babendure Design Group**  
8140 Walnut Hill Ln. #950  
Dallas, Texas 75231  
214.265.1960  
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# Austin Moxy Hotel 2552 Guadalupe Street Austin, Texas

Exterior Building Signage

City Presentation



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Sign Location Plan

Austin Moxy Hotel  
Austin, Texas  
Exterior Building Signage

November 18, 2020

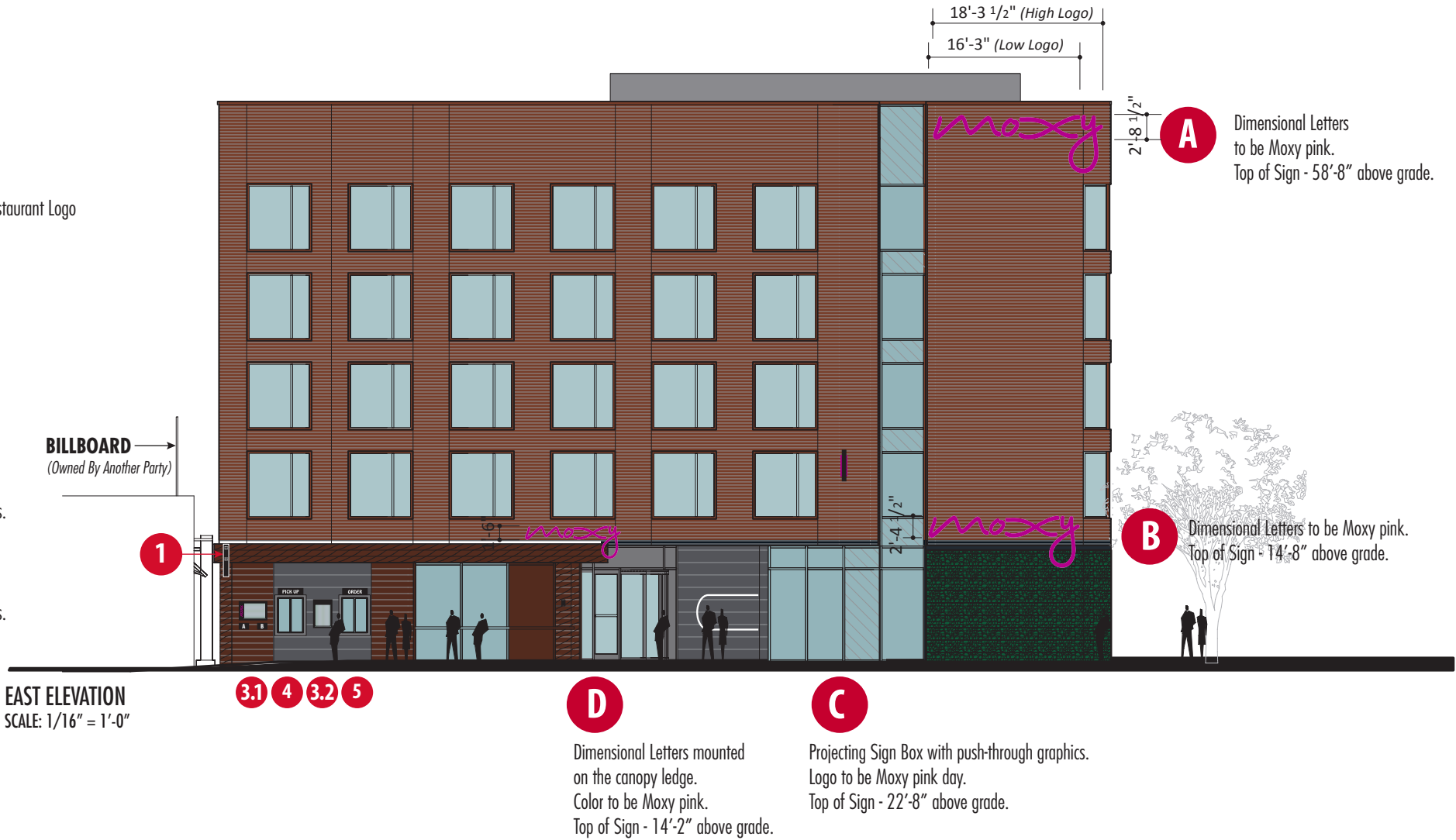
1 OVERALL SITE PLAN  
Scale: 1/16"=1'-0"



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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  
High and Low  
Level Signs**

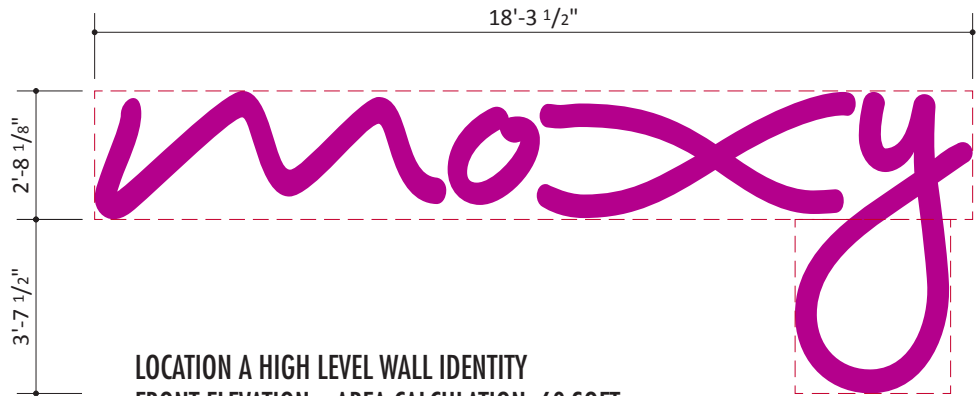
Austin Moxy Hotel  
Austin, Texas  
Exterior Building Signage

November 18, 2020



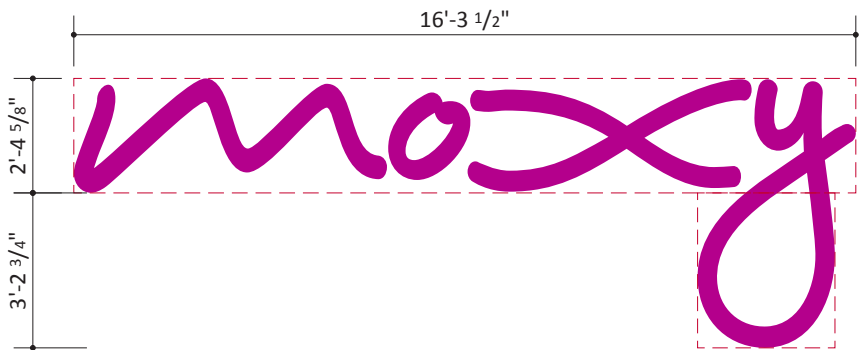
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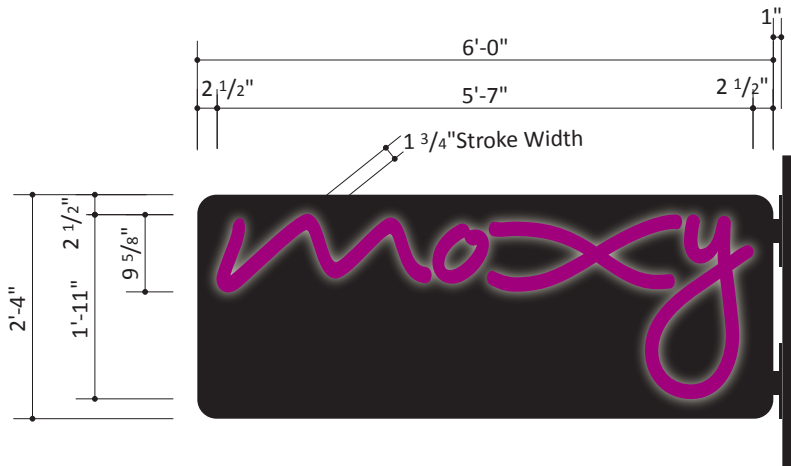
**A**

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



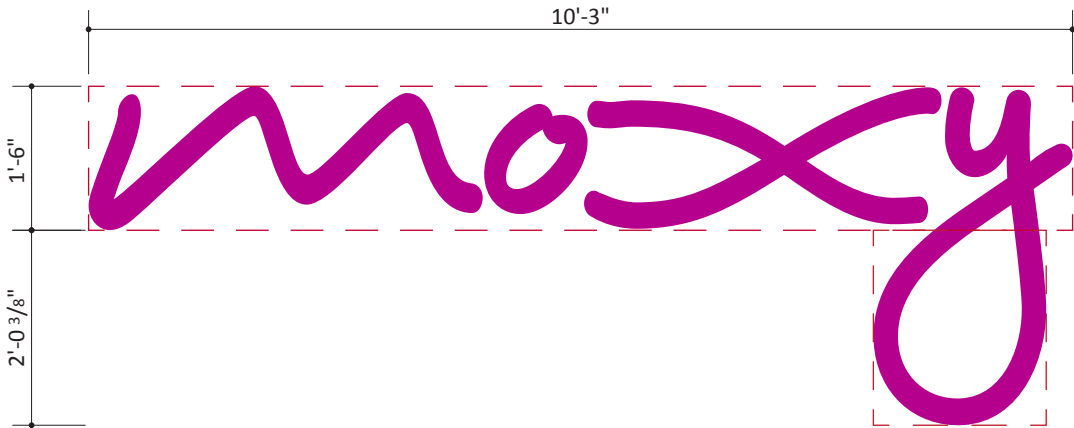
**B**

**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**

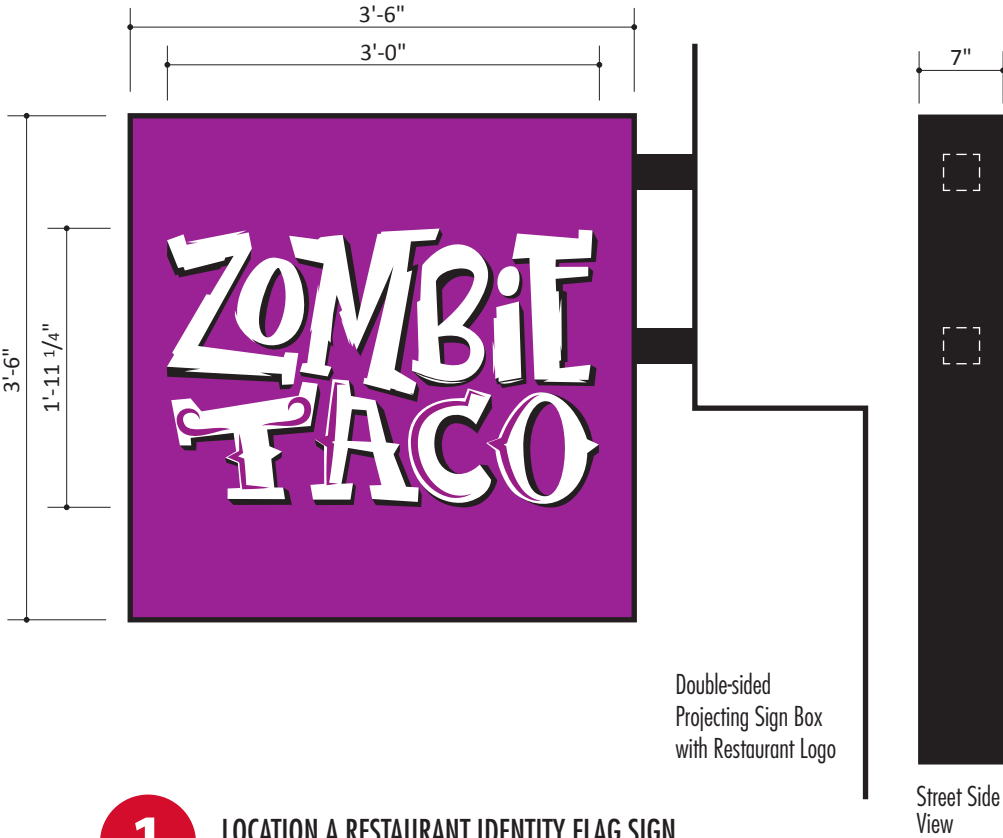
Austin Moxy Hotel  
Austin, Texas  
Exterior Building Signage

November 18, 2020

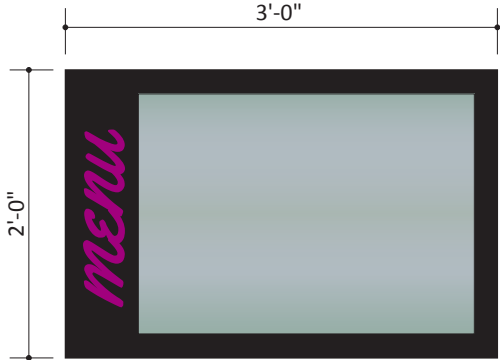


**B D G**

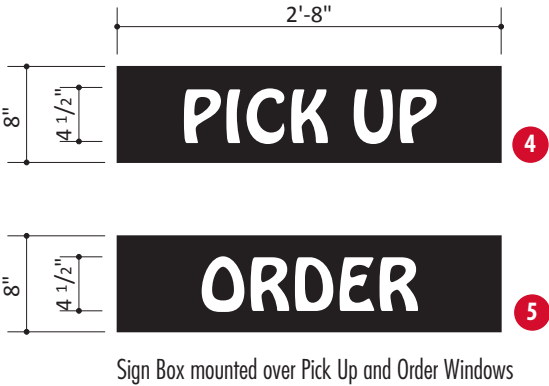
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**1** LOCATION A RESTAURANT IDENTITY FLAG SIGN  
FRONT ELEVATION • AREA CALCULATION: 12.25 SQFT  
Top of Sign = 12'-8" above grade.  
SCALE: 3/4" = 1'-0"



**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  
Top of Sign = 8'-0" above grade.  
SCALE: 1/2" = 1'-0"

**5**

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

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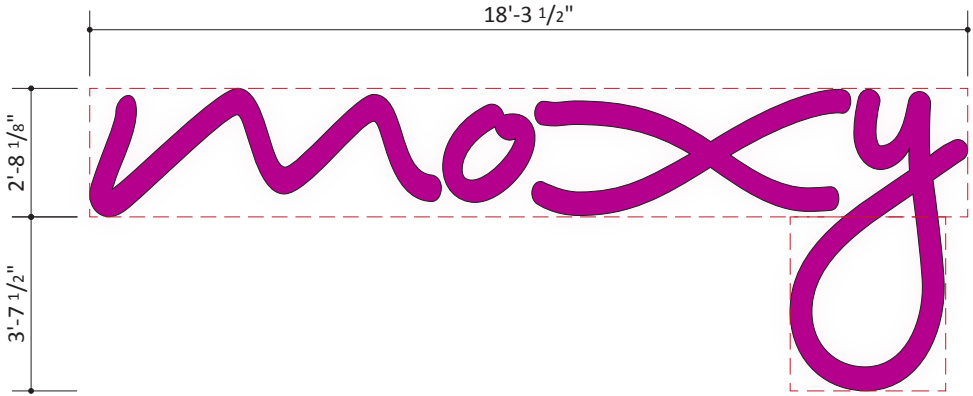
Northbound on Guadalupe #1



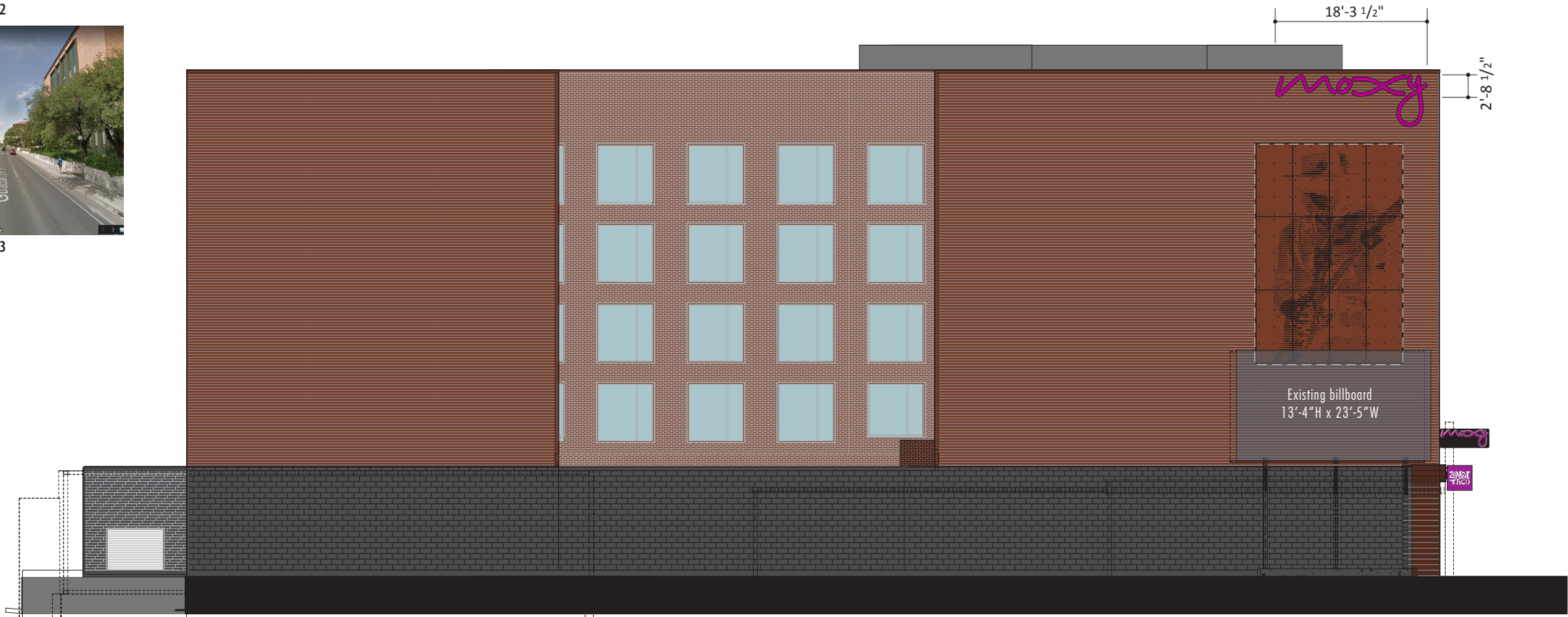
Northbound on Guadalupe #2



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**

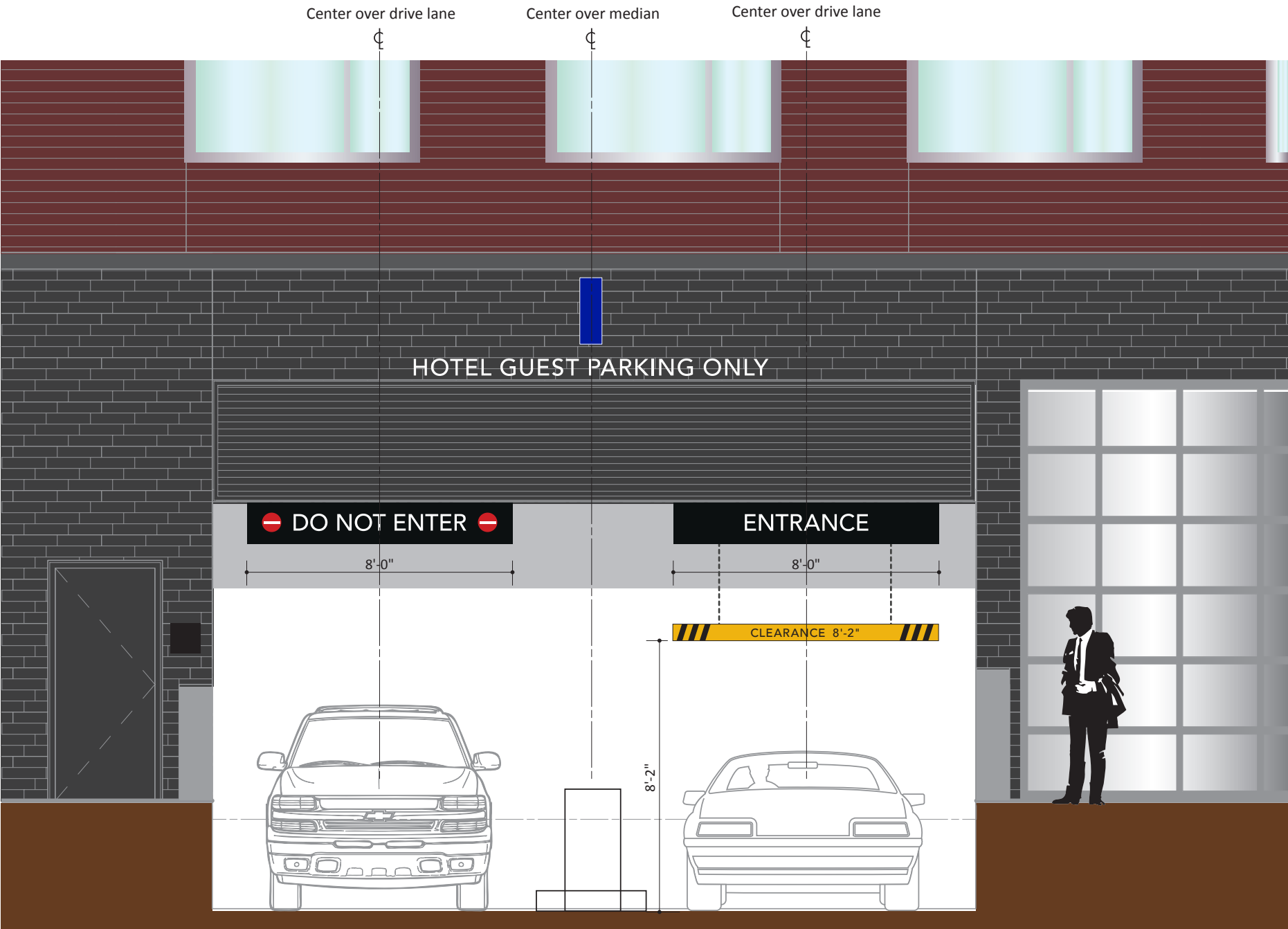
Austin Moxy Hotel  
Austin, Texas  
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November 18, 2020



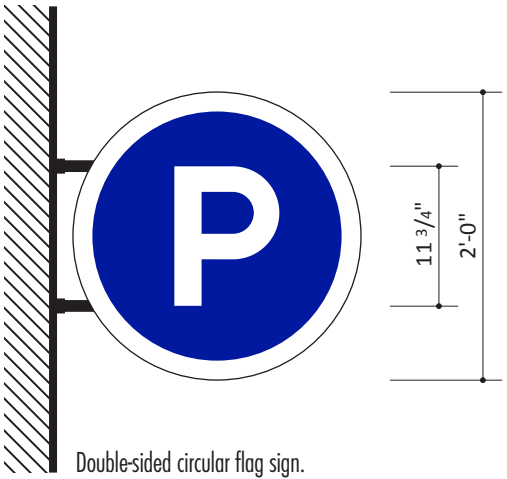
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WEST ELEVATION AT GARAGE ENTRANCE  
SCALE: 1/4" = 1'-0"

**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

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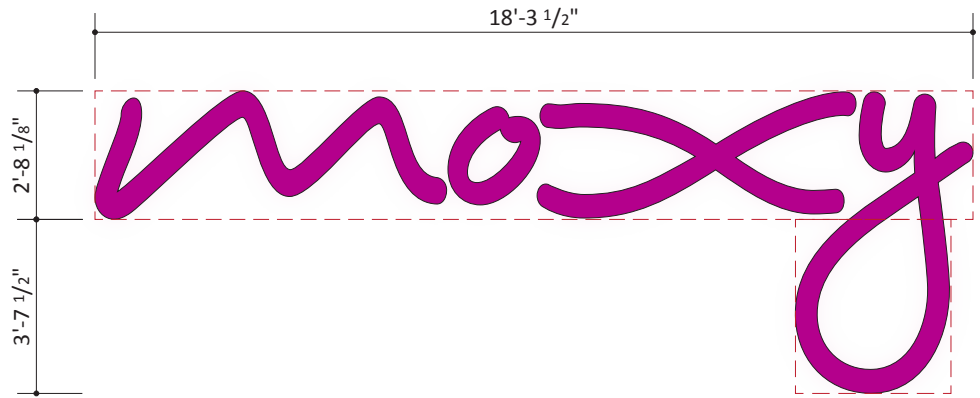
November 18, 2020



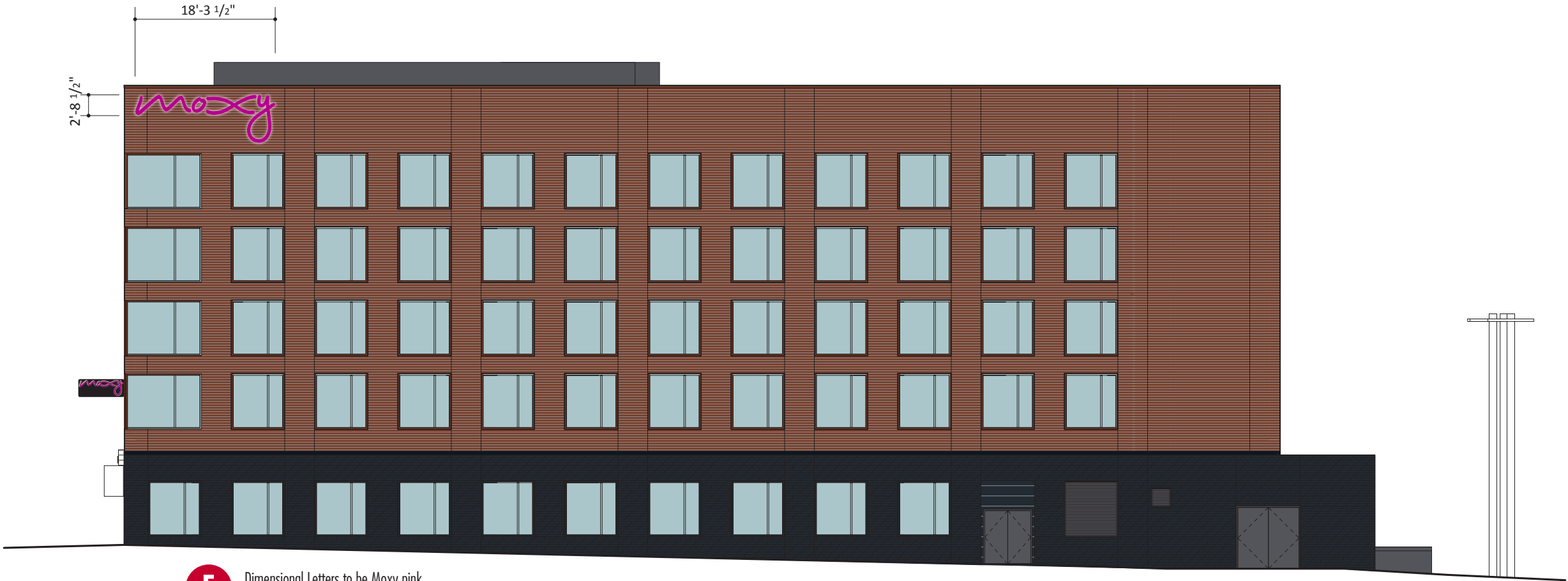


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**F** LOCATION F HIGH LEVEL WALL IDENTITY  
FRONT ELEVATION • AREA CALCULATION: 60 SQFT  
Top of Sign = 58'-8" above grade.  
SCALE: 1/4" = 1'-0"



**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  
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Guadalupe Street Façade – Full Façade View 1



Guadalupe Façade – Full Façade View 2





Guadalupe Street Façade – Ordering Window Signs

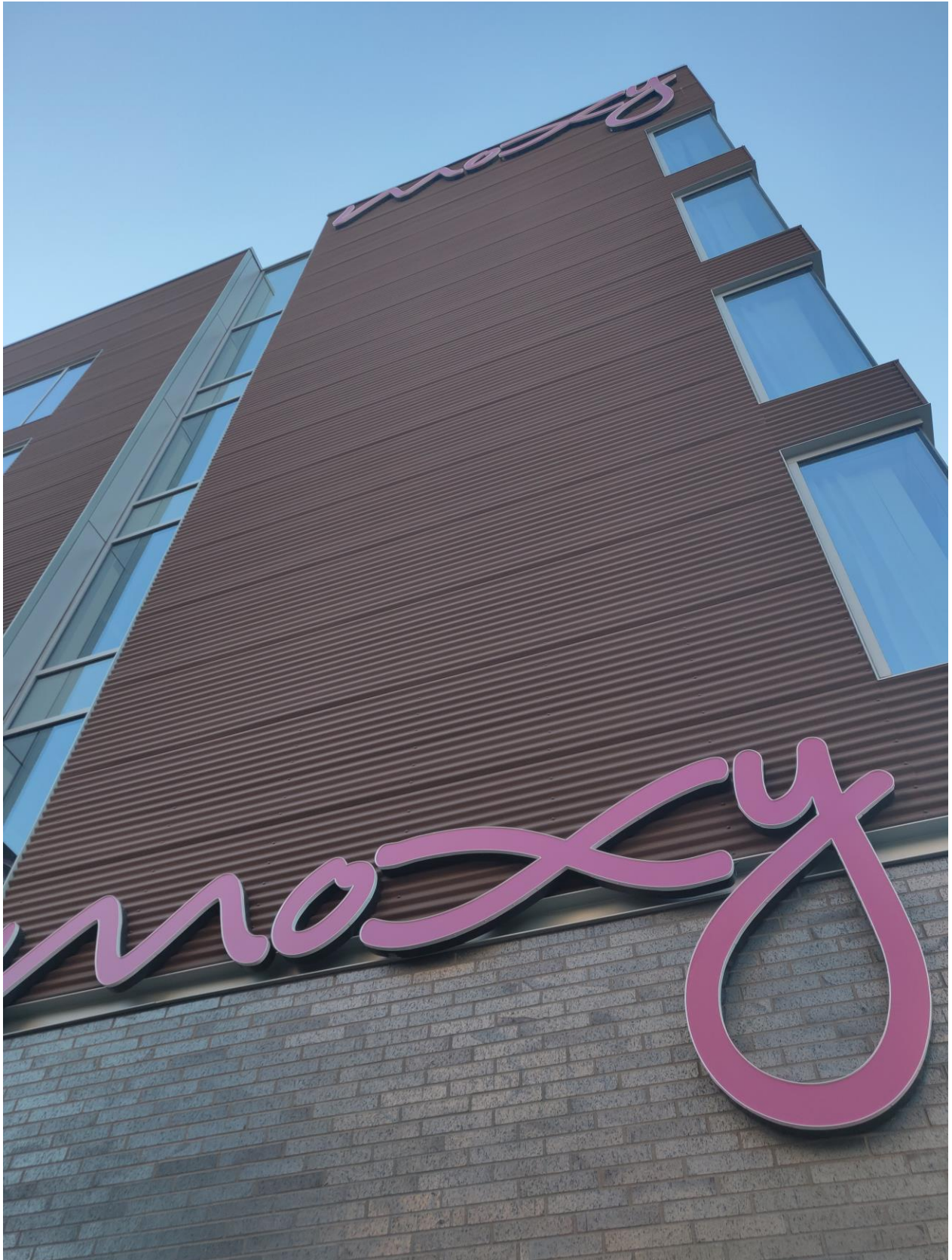


Guadalupe Façade – North-Facing Sidewalk





Guadalupe Façade – Moxy Signs



West 26th Street Façade





San Antonio Street Façade





San Antonio Street Façade – Parking Sign



# C-1/17-PRESENTATION

Southern Façade





# C-1/18-PRESENTATION

Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street





Projected Signage along Guadalupe Street

