

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

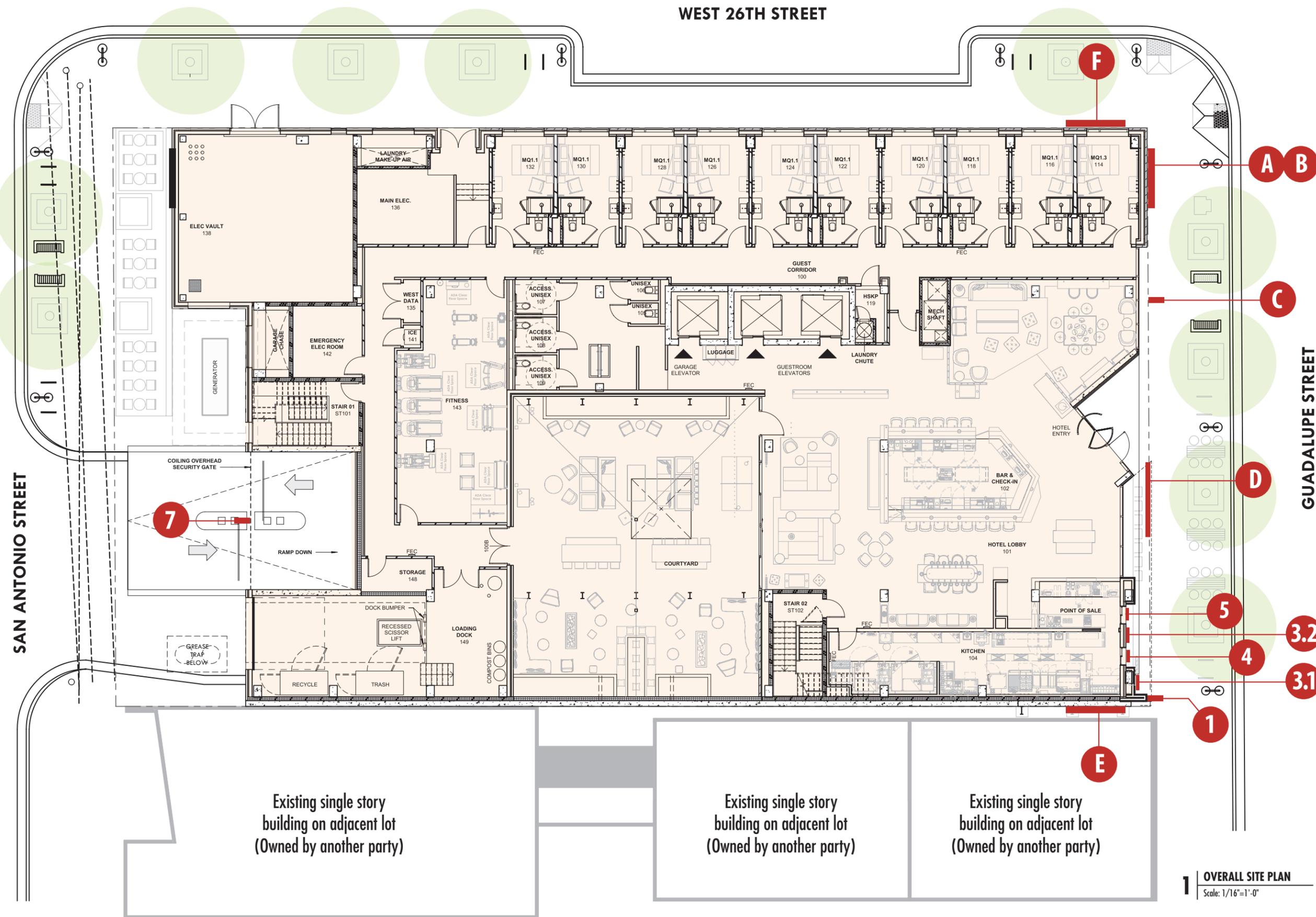
Exterior Building Signage

City Presentation



B D G

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Existing single story building on adjacent lot (Owned by another party)

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

Sign Location Plan

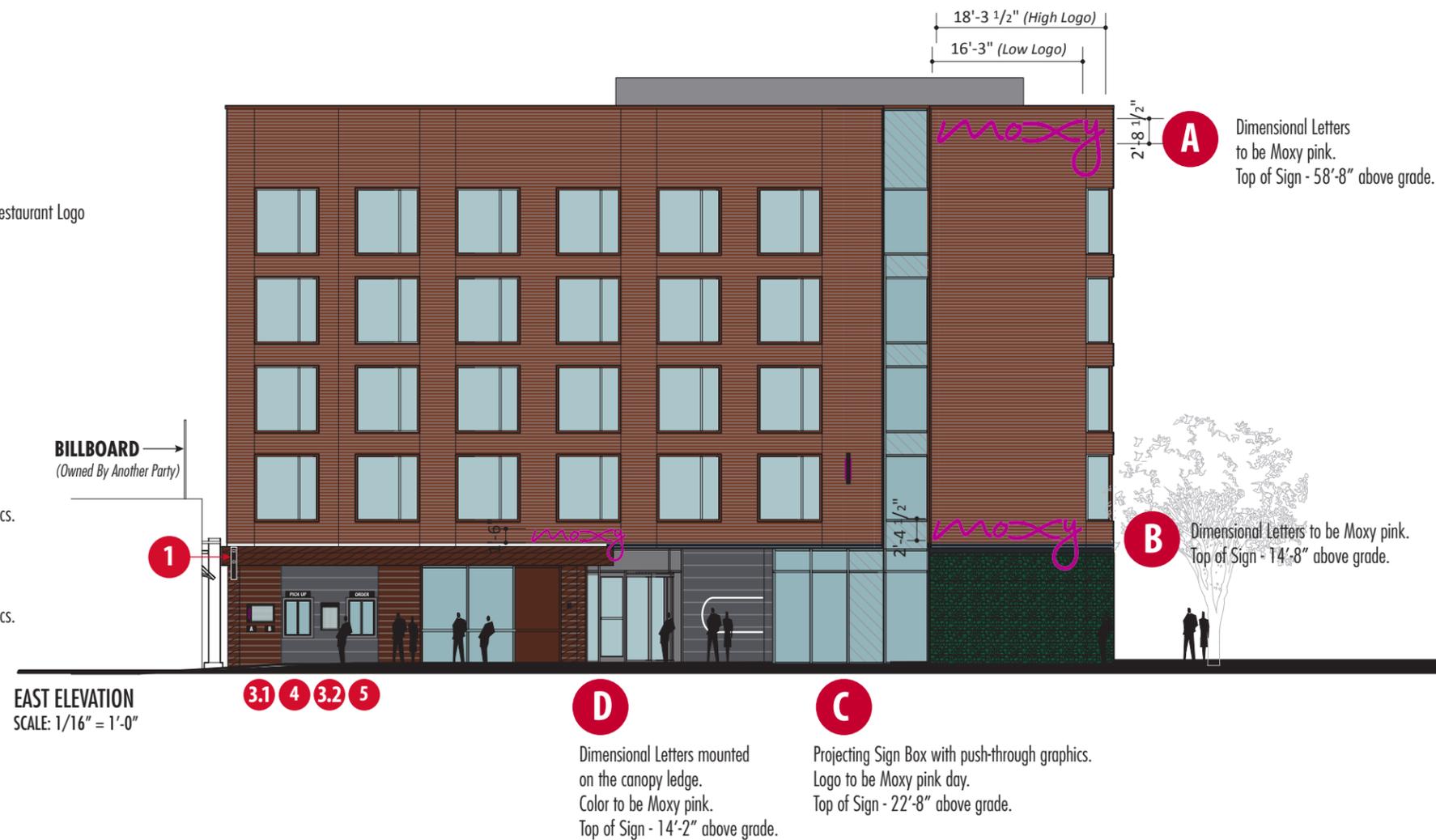
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Austin, Texas
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- 1** RESTAURANT IDENTITY
 Projecting Sign Box with push-through Restaurant Logo
 Top of Sign = 12'-8" above grade
- 3.1** MENU DISPLAY
 Located to left of windows.
 Top of Sign = 6'-0" 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**

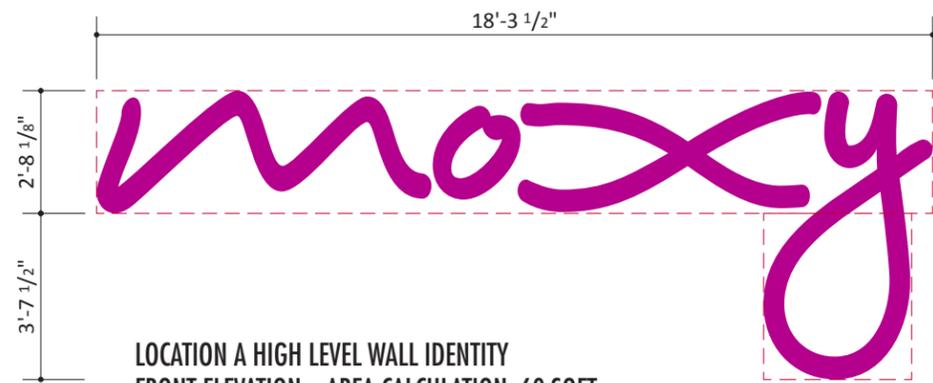
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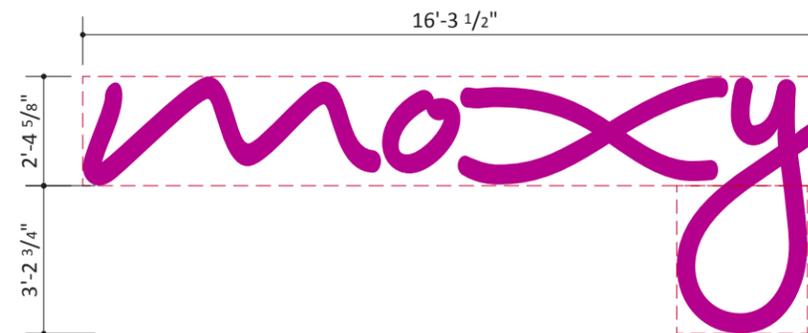
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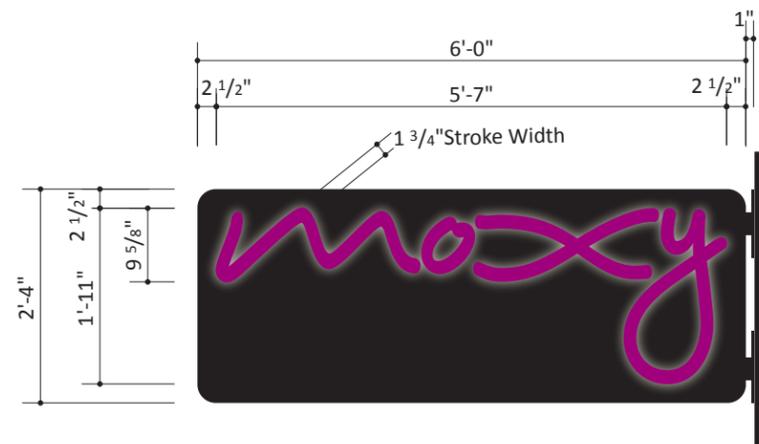
A

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



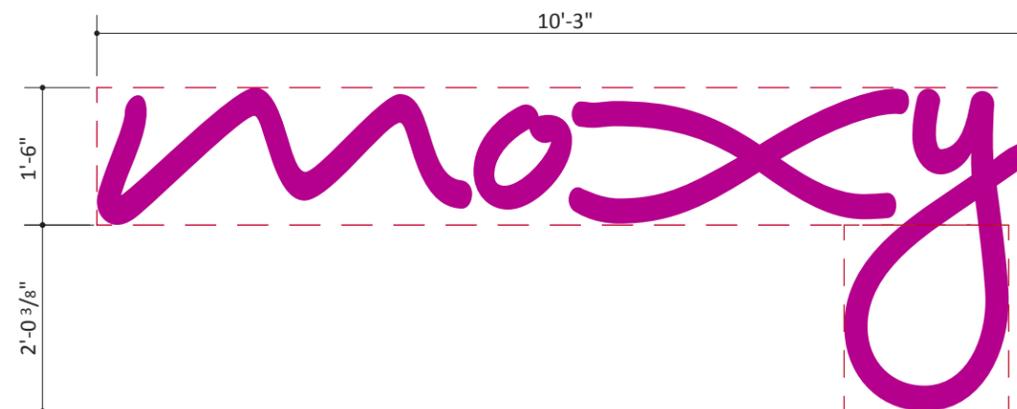
B

**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**

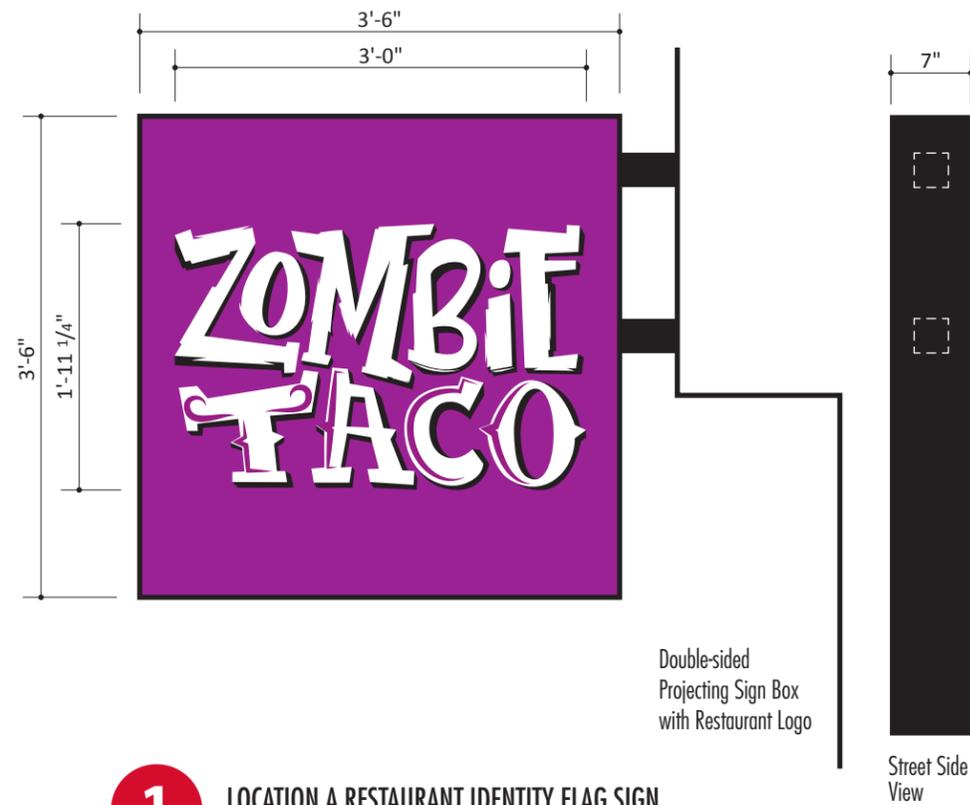
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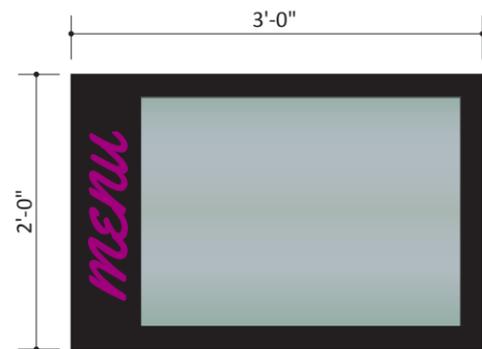


B D G

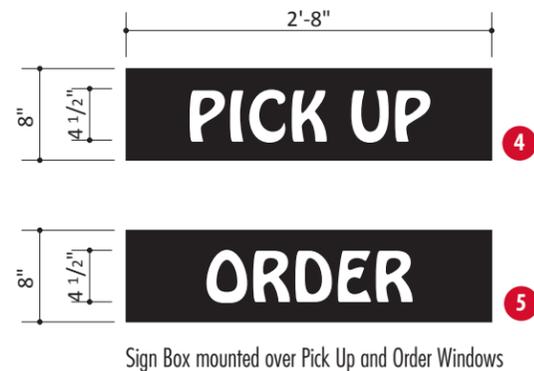
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1 LOCATION A RESTAURANT IDENTITY FLAG SIGN
 FRONT ELEVATION • AREA CALCULATION: 12.25 SQFT
 Top of Sign = 12'-8" above grade.
 SCALE: 3/4" = 1'-0"



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

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

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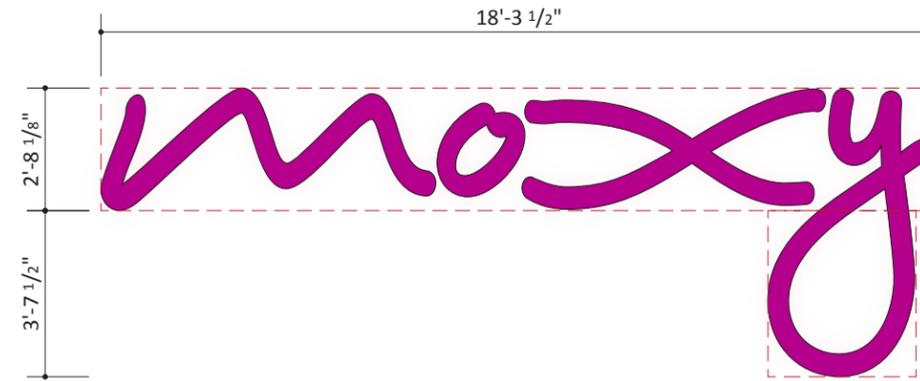
Northbound on Guadalupe #1



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

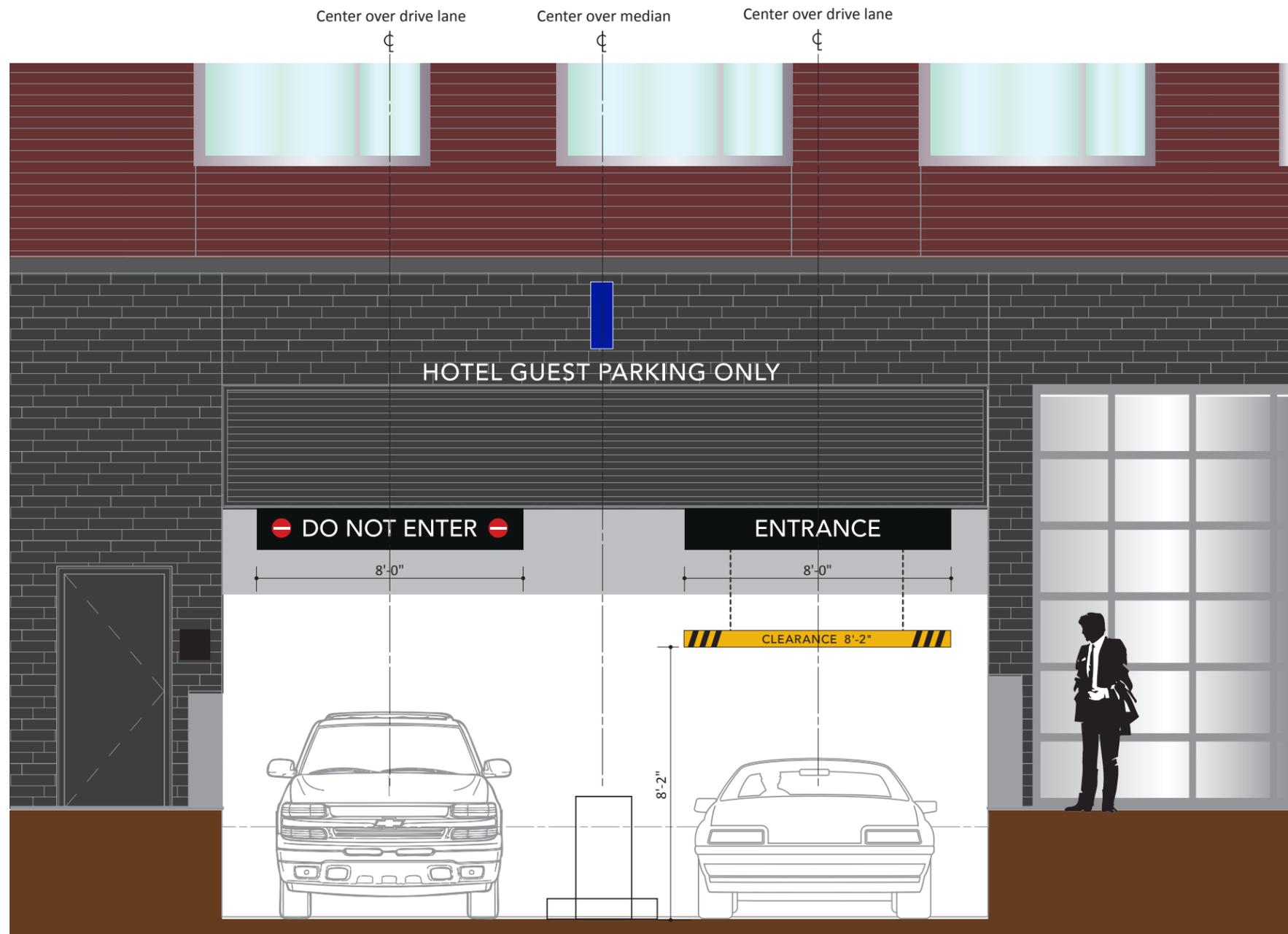
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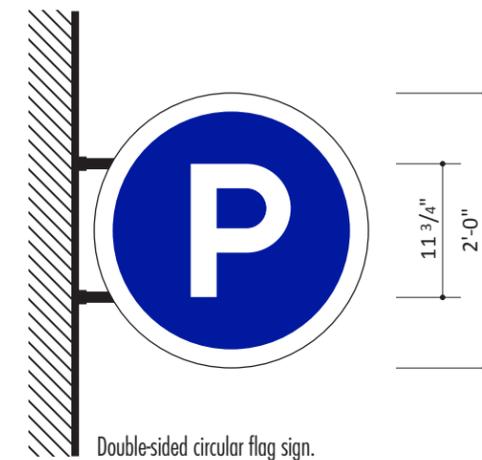
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WEST ELEVATION AT GARAGE ENTRANCE
 SCALE: 1/4" = 1'-0"

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



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"

**Parking Entrance
 Projecting Sign**

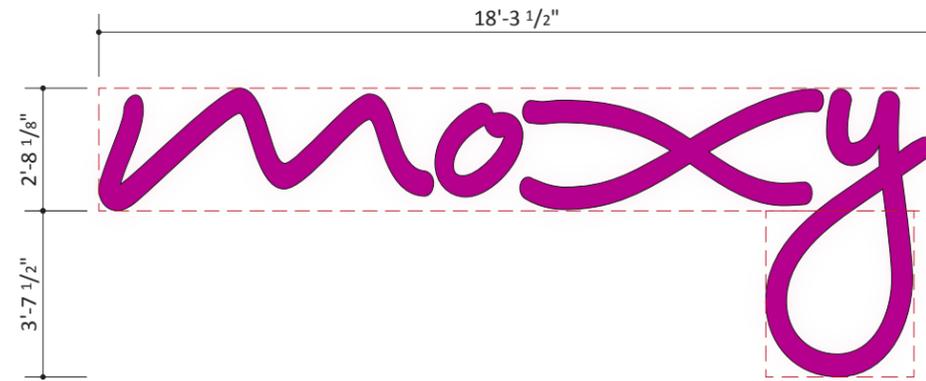
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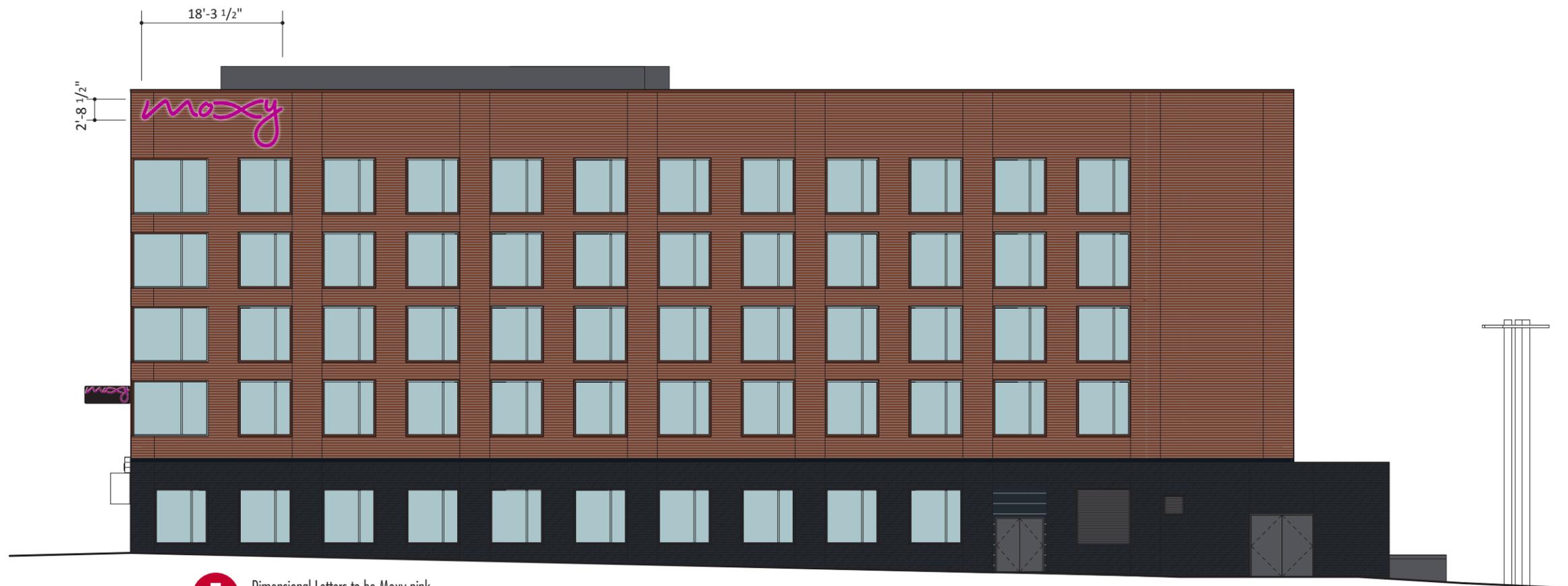


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F LOCATION F HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT
Top of Sign = 58'-8" above grade.
SCALE: 1/4" = 1'-0"



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**

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Guadalupe Street Façade – Full Façade View 1



Guadalupe Façade – Full Façade View 2



Guadalupe Street Façade – Ordering Window Signs



D-2/12-PRESENTATION

Guadalupe Façade – North-Facing Sidewalk



D-2/13-PRESENTATION

Guadalupe Façade – Moxy Signs



West 26th Street Façade



San Antonio Street Façade



D-2/16-PRESENTATION

San Antonio Street Façade – Parking Sign



D-2/17-PRESENTATION

Southern Façade



D-2/18-PRESENTATION

Projected Signage along Guadalupe Street



Projected Signage along Guadalupe Street



D-2/20-PRESENTATION

Projected Signage along Guadalupe Street

