



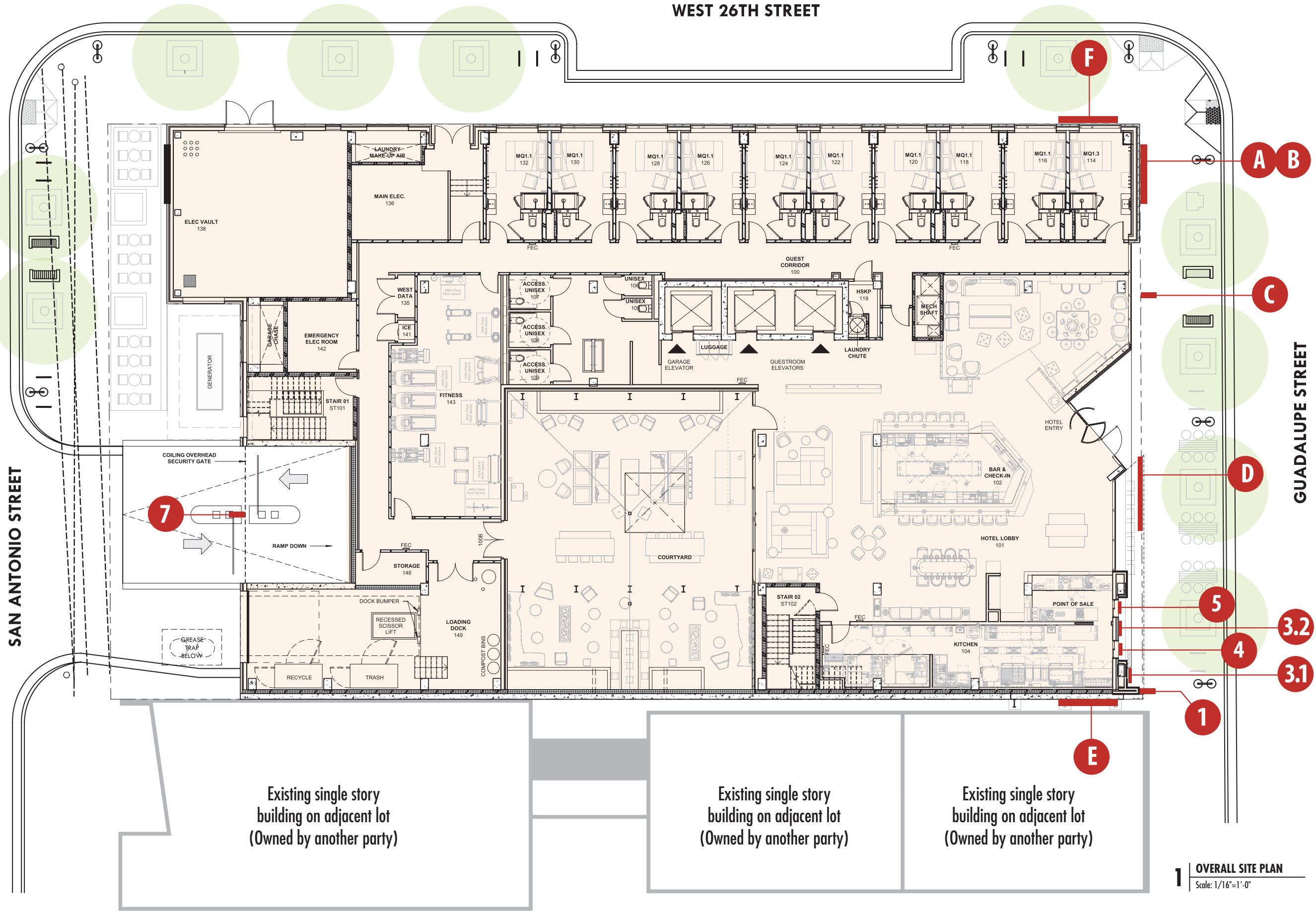
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Babendure Design Group
8140 Walnut Hill Ln. #950
Dallas, Texas 75231
214.265.1960
214.265.5552 (fax)
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Austin Moxy Hotel
2552 Guadalupe Street
Austin, Texas

Exterior Building Signage

City Presentation



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Sign Location Plan

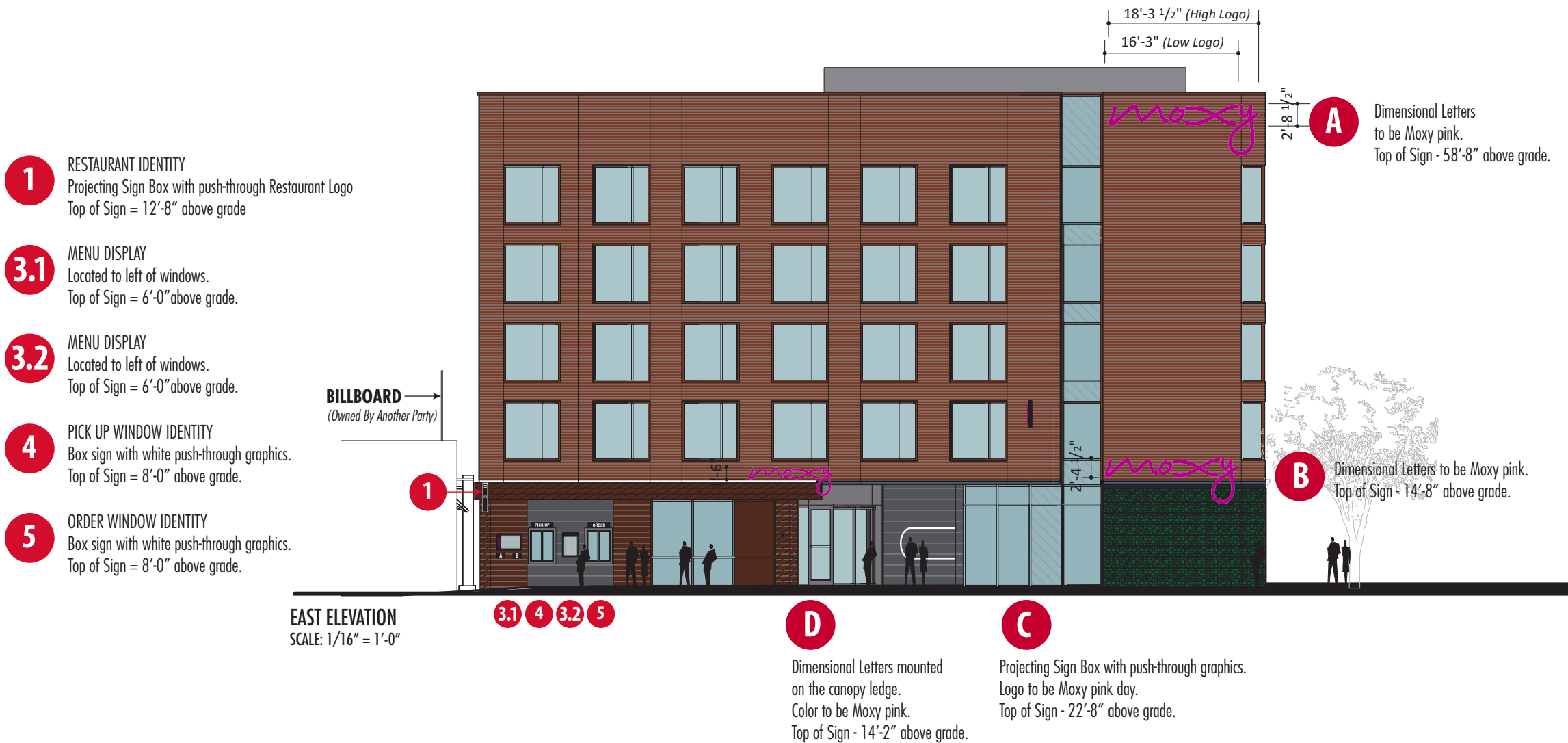
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



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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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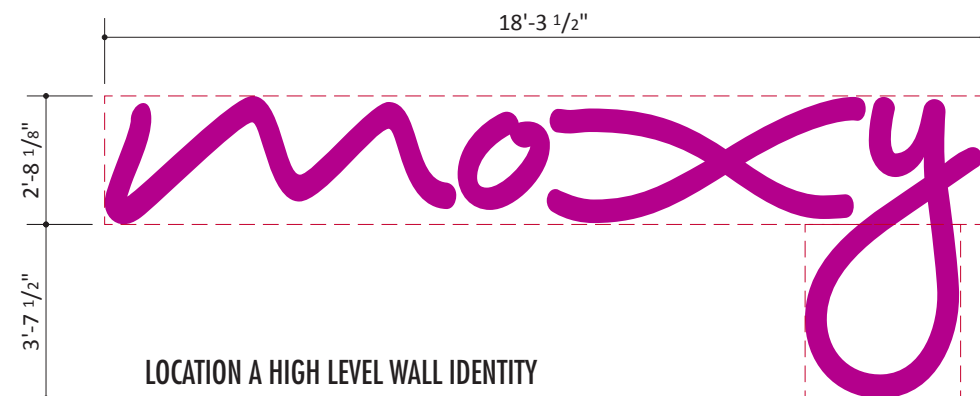
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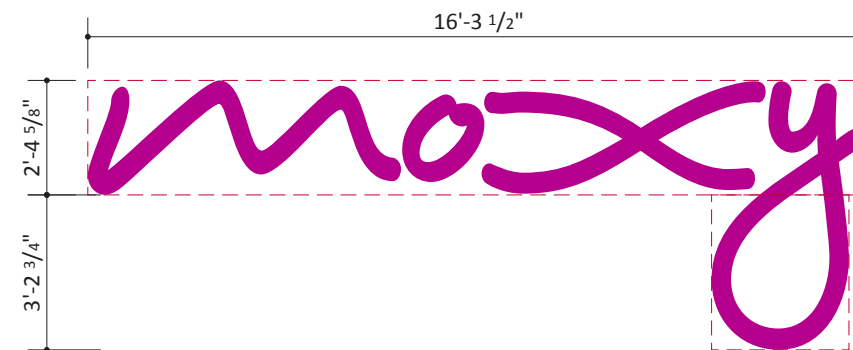


LOCATION A HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT

Top of Sign = 58'-8" above grade.

SCALE: 1/4" = 1'-0"

A

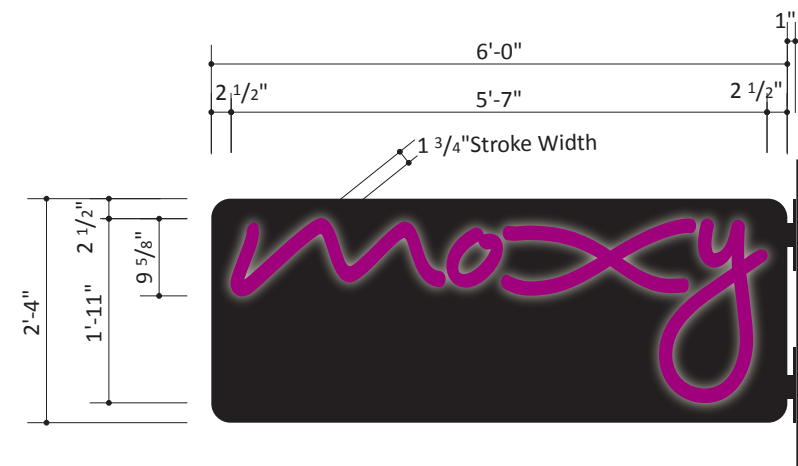


LOCATION B LOW LEVEL WALL IDENTITY

FRONT ELEVATION • AREA CALCULATION: 48 SQFT

Top of Sign = 14'-8" above grade.

SCALE: 1/4" = 1'-0"

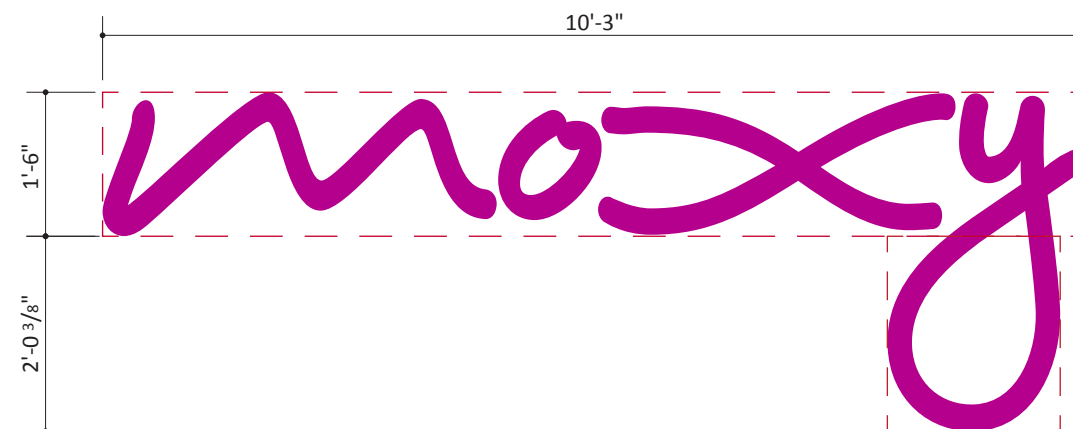


LOCATION C FLAG BRAND IDENTITY

FRONT ELEVATION • AREA CALCULATION: 14 SQFT

Top of Sign = 22'-8" above grade.

SCALE: 1/2" = 1'-0"



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

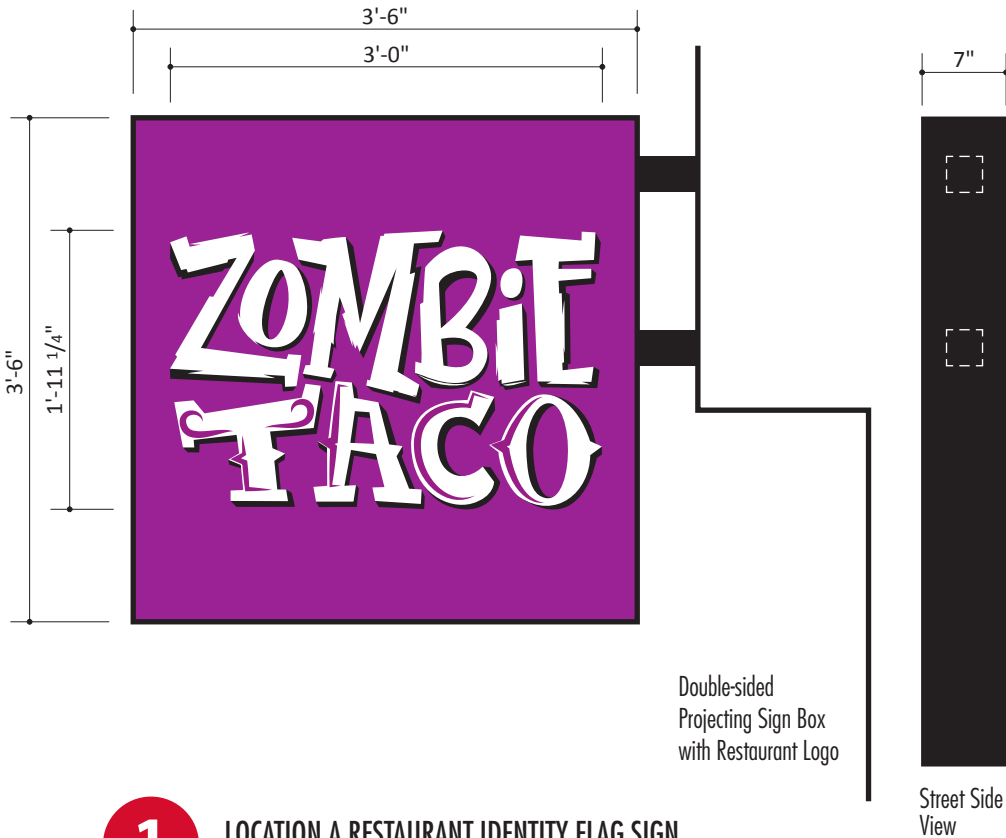
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

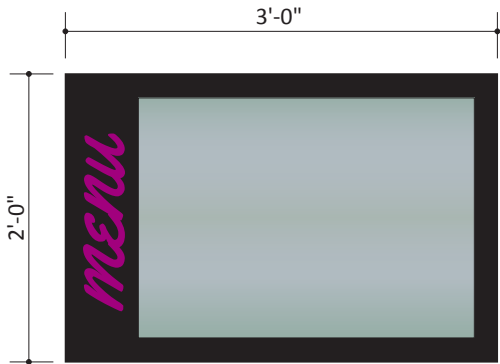


B D G

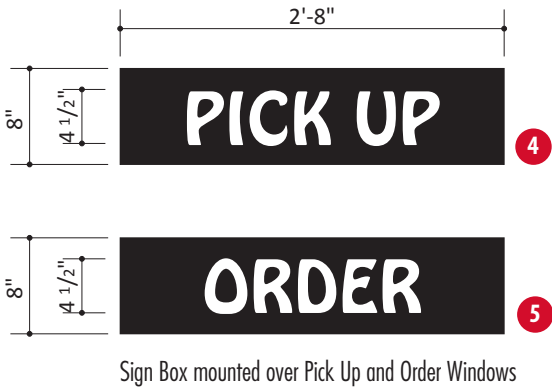
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1 LOCATION A RESTAURANT IDENTITY FLAG SIGN
FRONT ELEVATION • AREA CALCULATION: 12.25 SQFT
Top of Sign = 12'-8" above grade.
SCALE: 3/4" = 1'-0"



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"

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

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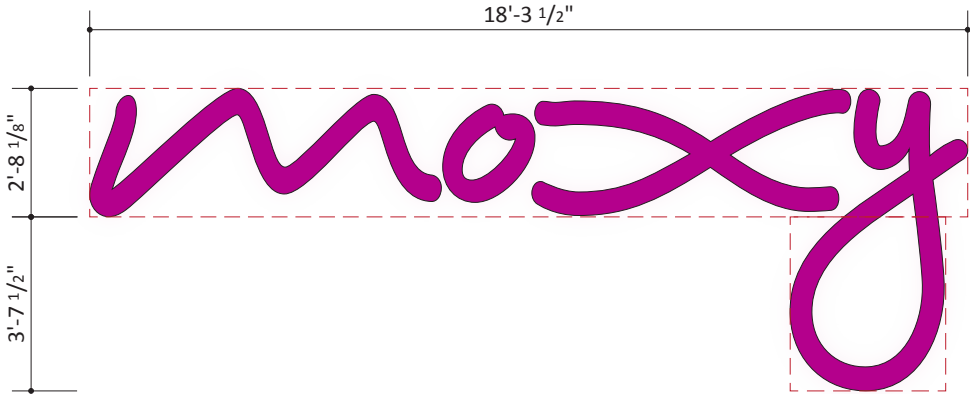
Northbound on Guadalupe #1



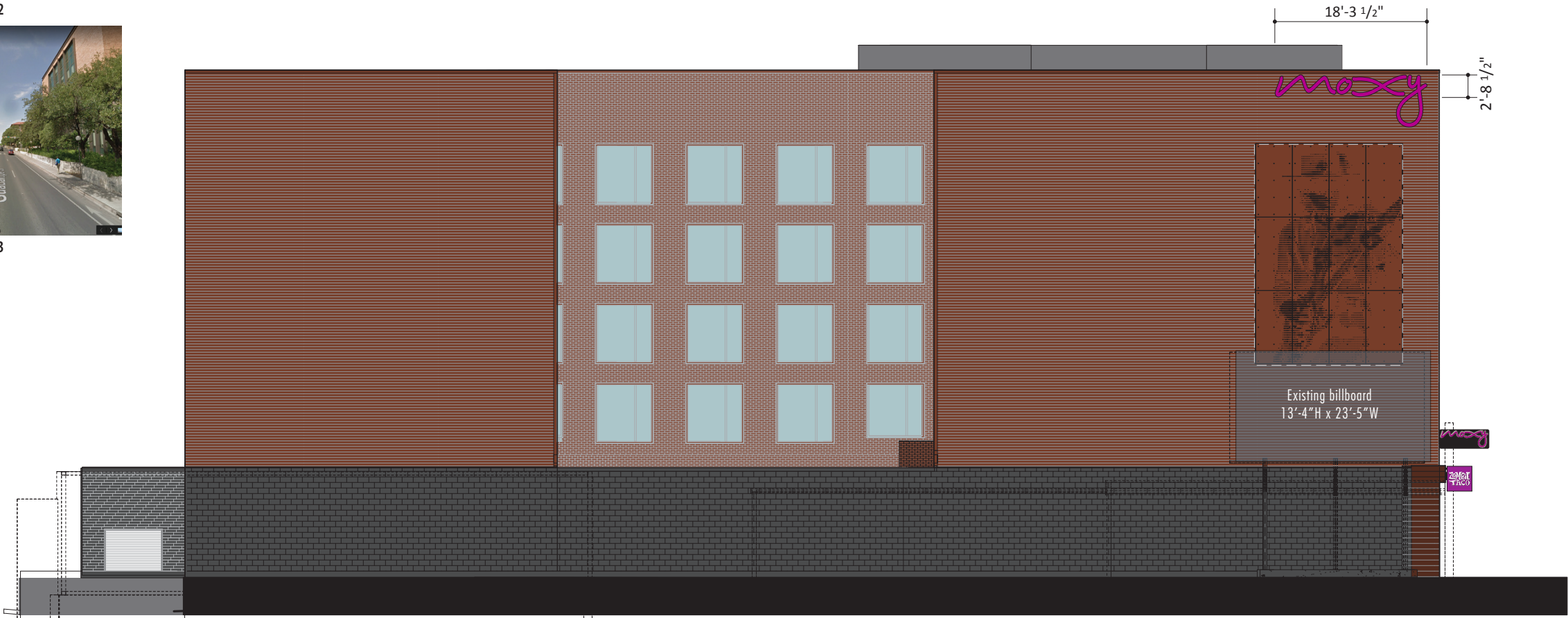
Northbound on Guadalupe #2



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

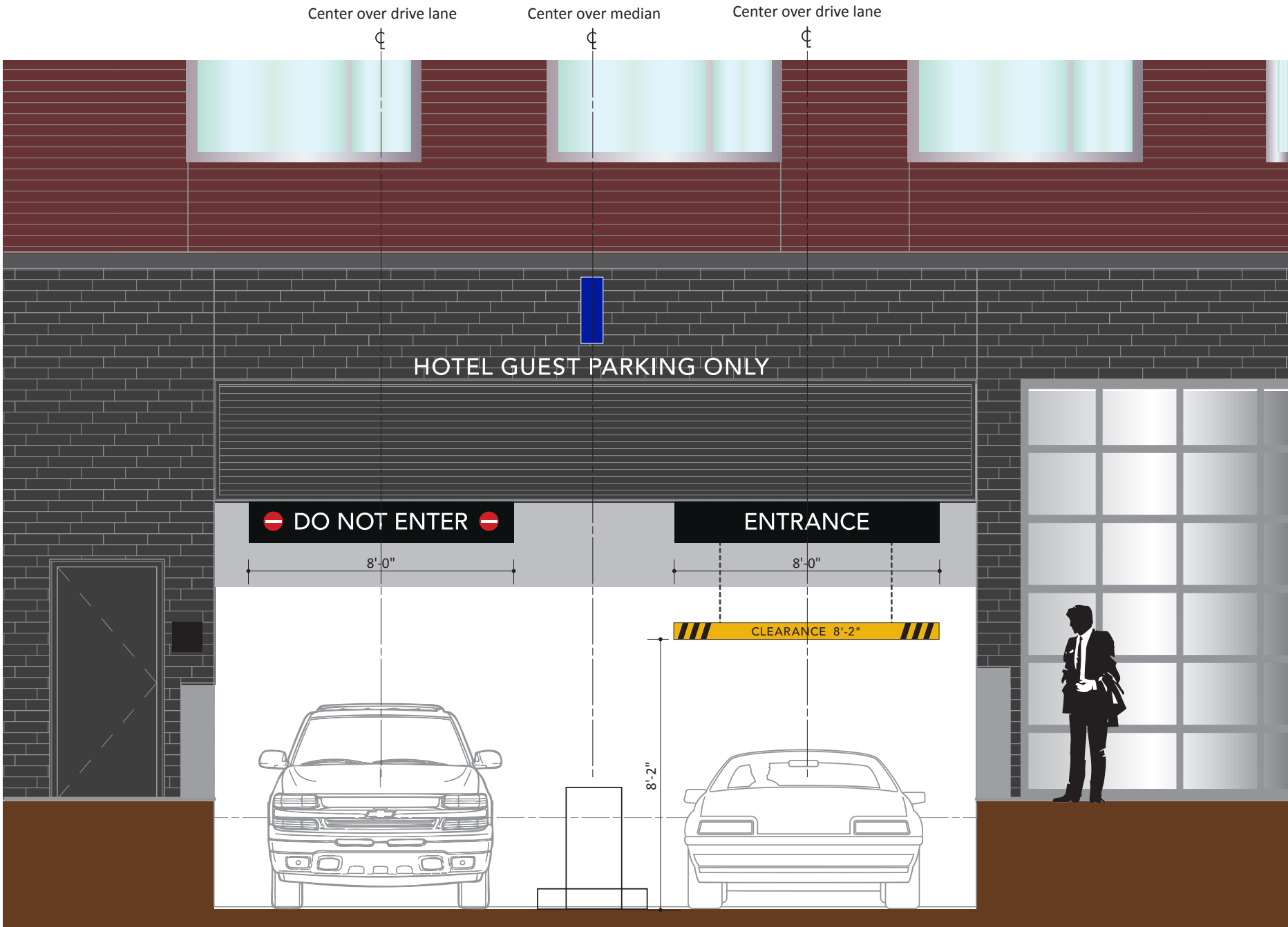
Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020



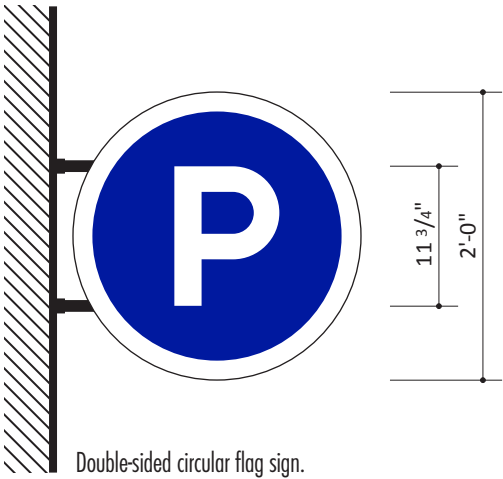
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WEST ELEVATION AT GARAGE ENTRANCE
SCALE: 1/4" = 1'-0"

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

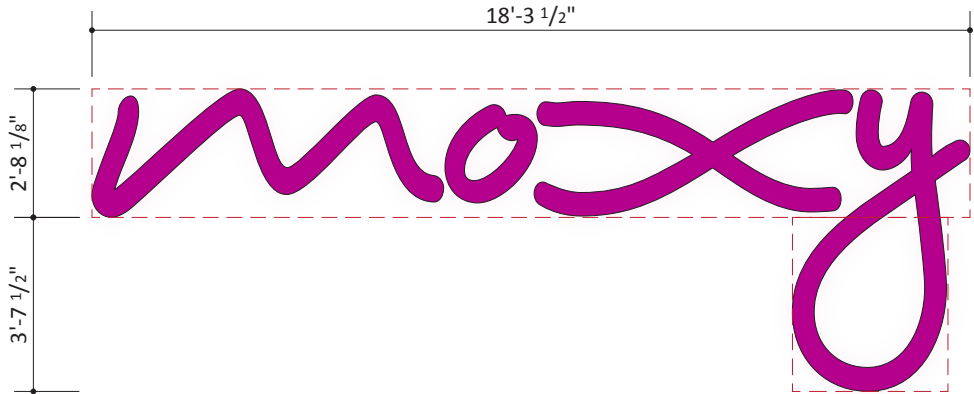
Austin Moxy Hotel
Austin, Texas
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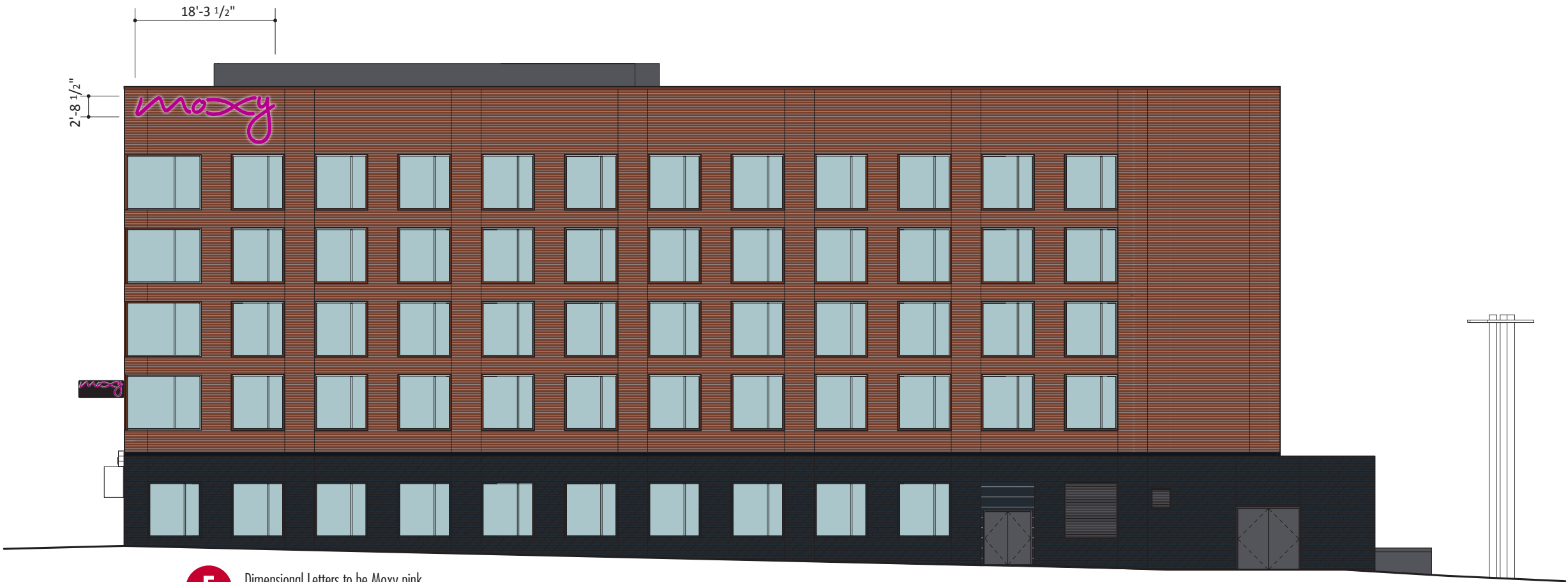


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F LOCATION F HIGH LEVEL WALL IDENTITY
FRONT ELEVATION • AREA CALCULATION: 60 SQFT
Top of Sign = 58'-8" above grade.
SCALE: 1/4" = 1'-0"



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

Austin Moxy Hotel
Austin, Texas
Exterior Building Signage

November 18, 2020

Guadalupe Street Façade – Full Façade View 1



Guadalupe Façade – Full Façade View 2



D-2/11-PRESENTATION

Guadalupe Street Façade – Ordering Window Signs



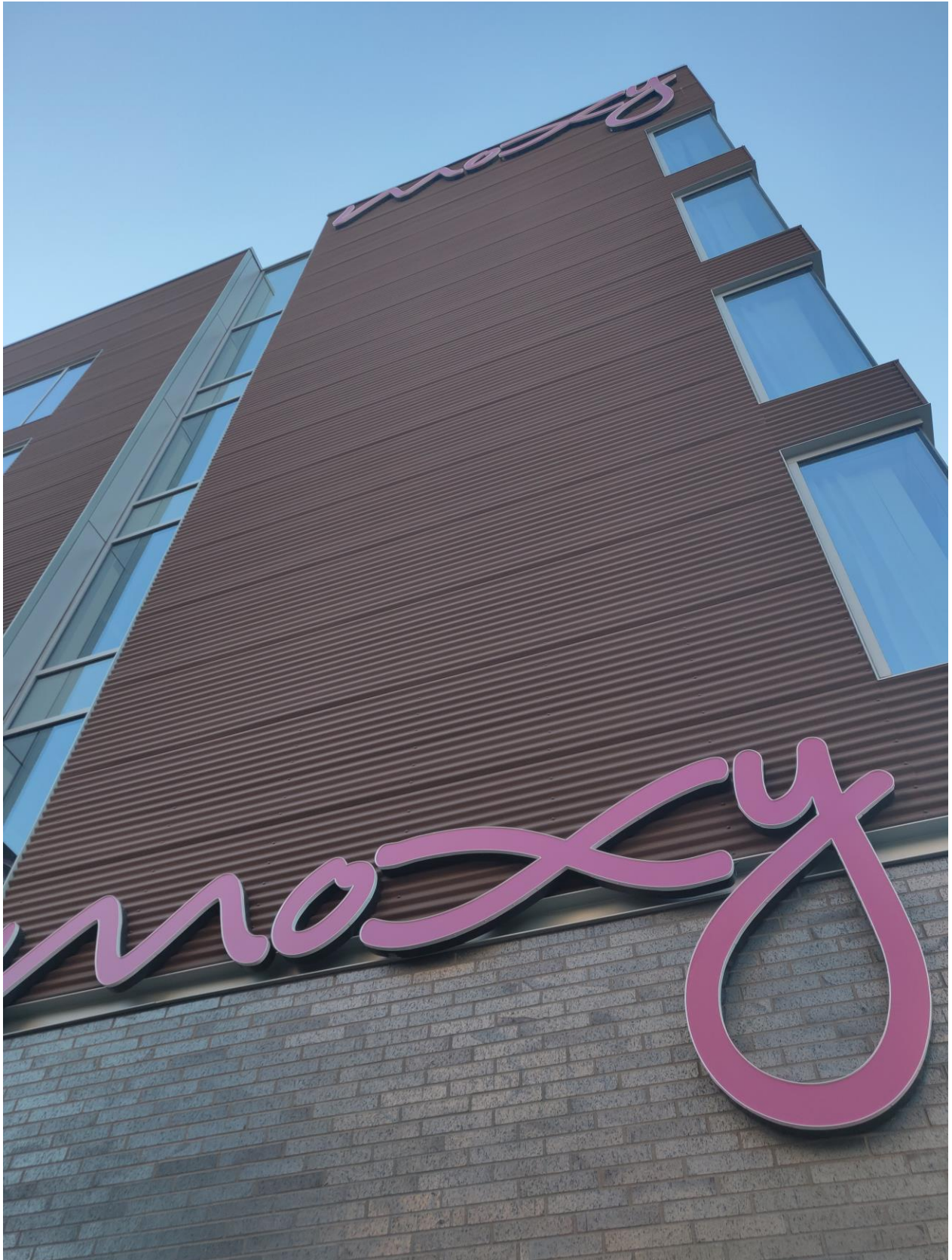
D-2/12-PRESENTATION

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

