

## PROMINENT LANDMARKS Series

One Of The Many Ways We  
Keep Austin Prominent



## SOUTH CONGRESS AVENUE

Fondly known as SoCo, this once rural neighborhood has become Austin's hip and eclectic hub for food trailers, shopping, music venues, restaurants and unique art galleries. Locals and visitors flock to the neighborhood every First Thursday of the month to enjoy the scene and shop. In addition to the lively vibe, the proximity to downtown, the hike and bike trail, and music venues like ACL and SXSW, put SoCo at the top of the list for locals and visitors wanting to experience Austin and its prominent attractions. Here are a few of the prominent places that make SoCo the special place that it is in Austin:

### *Allens Boots, 1522 South Congress*

An Austin tradition since 1977, Allens Boots offers a diverse selection of top brand boots for everyone. Sightseers and shoppers can't miss the large red boot sign as they stroll down South Congress.

### *Austin Motel, 1220 South Congress*

The Austin Motel keeps it weird with its famous neon sign that reads "so close yet so far out." The Austin Motel has been a staple in Austin since the 1930s. The motel was recently purchased with plans to enhance the nostalgic character and add to the unique SoCo vibe.

### *The Big Top Candy Shop, 1706 South Congress*

Imagine a store where you can fill your treat bag with every type of candy. Not only does the Big Top Candy Shop showcase an amazing selection of favorite and nostalgic candies, the store also features an old-fashioned soda fountain and ice-cream parlor, making this shop a must see for everyone.

### *The Continental Club, 1315 South Congress*

One of Austin's most famous and popular music venues, since 1955, The Continental Club has hosted some of the best musicians around. From blues to rockabilly, country, swing and rock, The Continental Club offers an exceptional music experience.

### *Home Slice Pizza, 1415 & 1421 South Congress*

New York Style pizza found its home in Austin on South Congress. Don't be surprised to find lines of people waiting outside to enjoy homemade, hand-tossed NY style pizza.

### *Hotel San Jose, 1316 South Congress*

Originally built in the 1930s, this 40 room hotel is famous for its modern and minimalist style, serene interiors and lush landscaping. Located in the heart of the SoCo neighborhood, this Austin icon offers not only a relaxing place to stay, but also a hip gathering spot for locals and visitors alike.

### *Lucy in Disguise, 1506 South Congress*

Costumes, costumes and more costumes. Lucy in Disguise has been around since 1984 providing Austin with an abundance of costume options. Whether you need hats, masks or boas, this SoCo treasure has everything you need for your parties and celebrations.

### *Off the Wall, 1704 South Congress*

Want something "off the wall" and out of the ordinary for your home? For over 20 years, Off the Wall has offered its shoppers the opportunity to find the perfect piece of tradition.

### *Uncommon Objects, 1512 South Congress*

Unusual and uncommon objects are what you find at this unique and eclectic store. Established in 1991, the "one-of-a-kind emporium of transcendent junk" offers something for every shopper.



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