

**HISTORIC LANDMARK COMMISSION**  
**Applications for Permits in National Register Historic Districts**  
**March 4, 2026**  
**HR-2026-014204**  
**Congress Avenue Historic District**  
**809 Congress Avenue**

## **Proposal**

---

Demolish a building behind the front wall at an existing compatible property.

## **Project Specifications**

---

- 1) Demolish existing two-story building behind streetfacing wall, which had been covered by stucco, and since uncovered.
- 2) Stabilize historic sections of the front wall facing Congress Avenue, including removal of nonhistoric CMU above the brick storefront. Existing storefront features, also not of historic age, are to be removed.
- 3) Install temporary security walls at front storefront and rear alley.

## **Architecture**

---

Initially built as a single-story commercial storefront, the building at 809 Congress had three bays with large display windows, an ample awning, and transom windows above. At the top of the façade was brick oriented in a decorative pattern that terminated at a triangular peak. Currently, that shape is no longer present and was replaced with a concrete masonry unit wall, which extended the overall height of the front façade and housed a second story behind it. The entire storefront has been altered and original material removed, but the overall size of the opening has not changed, allowing for a matching replacement storefront if proposed.

## **Research**

---

This property saw many tenants and uses since it first appeared in city directories, including a beauty salon, a millinery, a cafeteria, a saloon (which became a purveyor of soft drinks during Prohibition), but its longest and most notable tenant was Stelfox Jewelers, who became a tenant in the 1940s. The most dramatic of alterations appear to have occurred in the early 2000s when it became a sandwich shop.

## **Design Standards**

---

The City of Austin's [Historic Design Standards](#) (March 2021) are based on the Secretary of the Interior's Standards for Rehabilitation and are used to evaluate projects in National Register districts. The following standards apply to the proposed project:

### *Repair and alterations*

#### *1. General standards*

The proposed demolition calls for all non-historic material to be removed, with the remaining brick façade to remain. Though there is little of this material that is left intact, including the loss of the triangular peak above the storefront, what little remains is being retained and meets the design standards in these circumstances.

#### *4. Exterior walls and trim*

Appropriate repair or treatment of remaining exterior material is recommended based on further exploration of existing conditions. It is recommended that this and other demolition work be documented in order to determine any additional concerns regarding remaining storefront material.

#### *5. Windows, doors, and screens*

Existing window frames and materials are not historic and can be removed. If there are any elements of the original frames or windows present, these should be used for reference in any future new construction applications.

#### *11. Commercial storefronts*

While it is not required to reconstruct the building to its original appearance, it is recommended that any future

designs use historic images or remaining artifacts of original material to guide proposed work.

### Summary

The project meets the applicable standards.

### **Department Comments**

---

Previous Historic Landmark Commission action: Last action taken by HLC was an approval of a signage permit in 1994. Since then, there are no records of the property appearing before the Commission. However, in 2019, a Plan Review application was submitted and approved for the property to remove existing stucco to expose brick and concrete masonry units above that are currently visible. There is no record of any historic review for this work.

### **Property Evaluation**

---

The property is listed as compatible to the Congress Avenue National Register district.

#### *Designation Criteria—Historic Landmark*

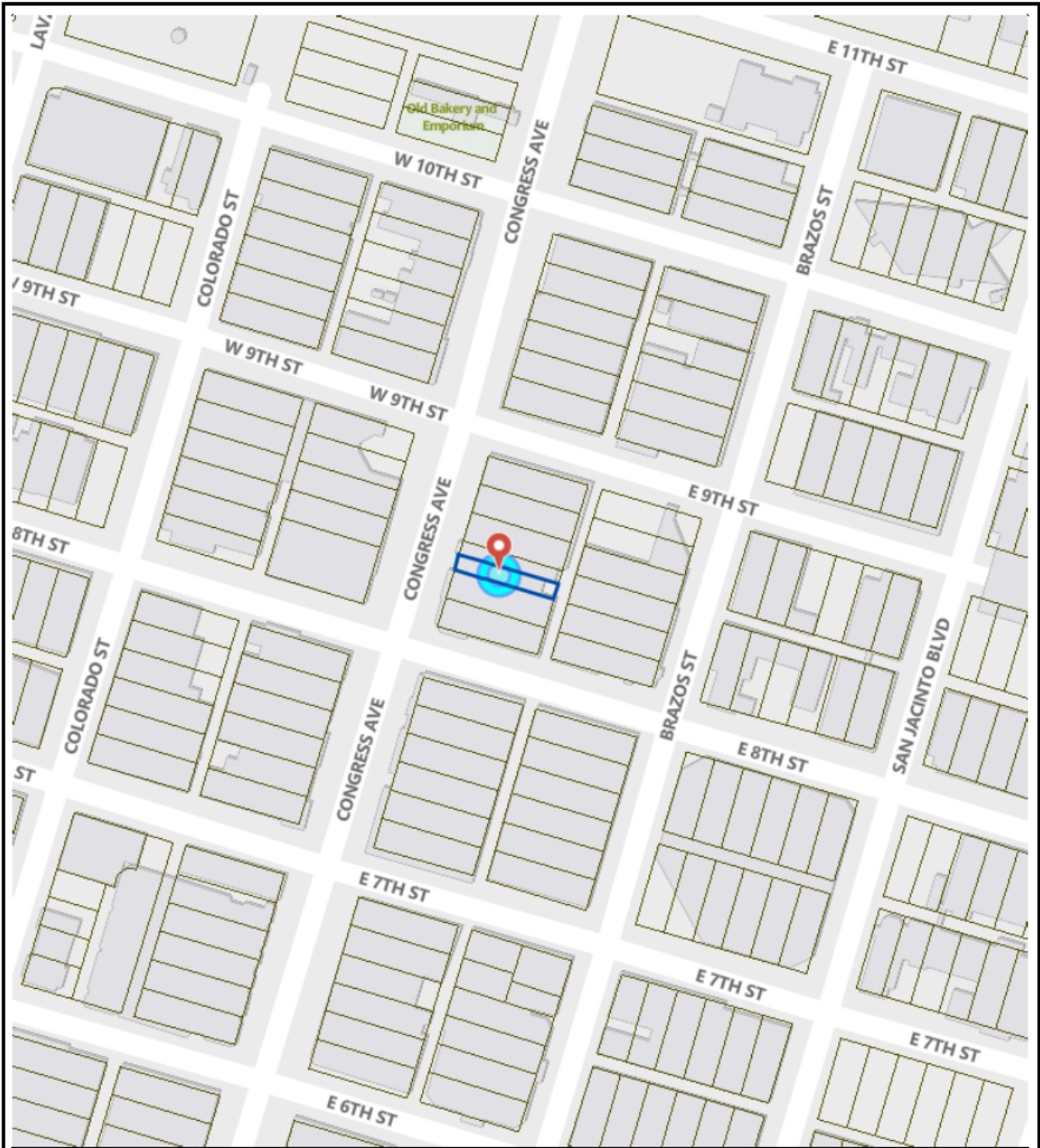
- 1) The building is more than 50 years old.
- 2) The building appears to retain low integrity.
- 3) Properties must meet two criteria for landmark designation (LDC §25-2-352). Staff has evaluated the property and determined that it does not meet two criteria for landmark designation:
  - a. Architecture. The building does not appear to currently convey architectural significance.
  - b. Historical association. The property does not appear to have significant historical associations.
  - c. Archaeology. The property was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
  - d. Community value. The property does not possess a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group.
  - e. Landscape feature. The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

### **Staff Recommendation**

---

Encourage rehabilitation and adaptive reuse of remaining historic-age material, but approve the demolition permit application. The Historic Landmark Commission must review new construction drawings prior to permit release in National Register Historic Districts.

Location Map



Lot Lines

Lot Line



1: 2400

**HR 26-014204**

809 CONGRESS AVENUE



2/17/2026

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey. This product has been produced by the City of Austin for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

**Property Information**

---

*Photos*



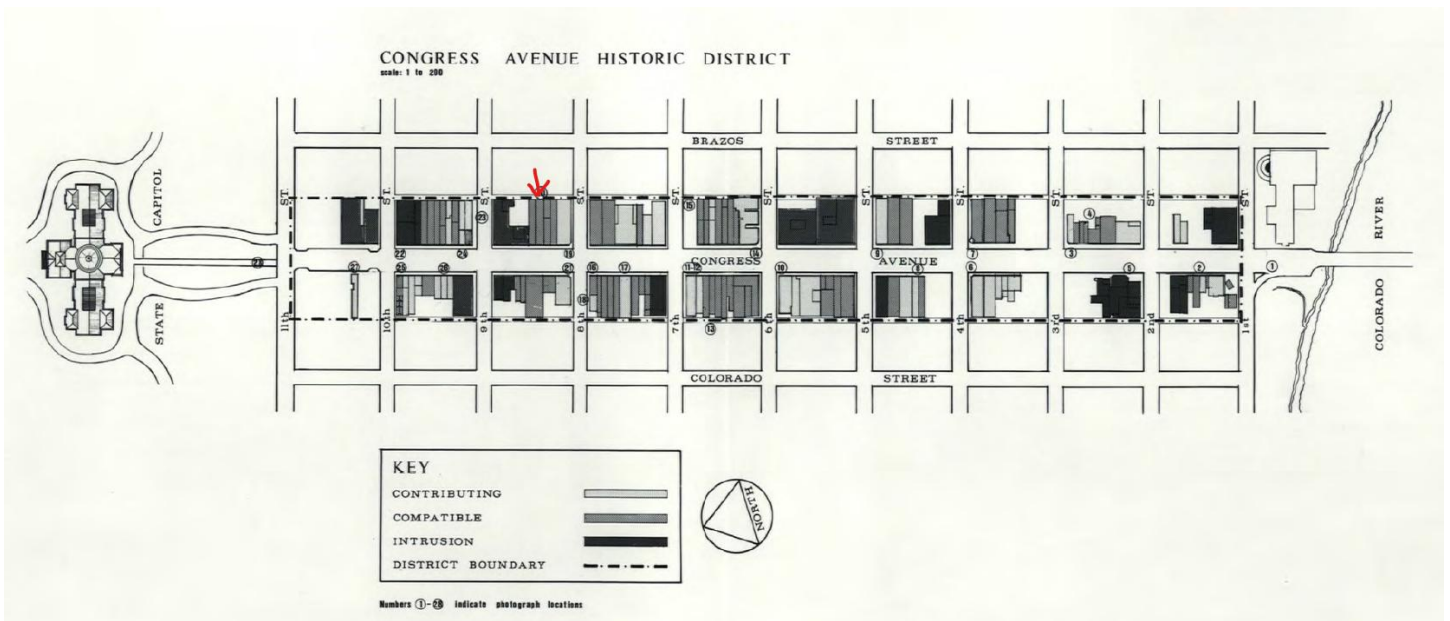
*Site visit, February 2026*



*Site visit, February 2026*



*Google Streetview, 2019 (prior to removal of exterior stucco)*



*Congress Avenue National Register nomination (property indicated by red arrow)*

**Occupancy History**

City Directory Research, February 2026

1959	Stelfox Jewelers
1957	Same as above
1955	Same as above
1952	Same as above
1949	Same as above
1947	Same as above
1944	Same as above
1941	Peacock Beauty Salon
1939	Vanity Beauty Shop, Winifred's Hosiery Shop
1935	Vanity Beauty Shop
1932	Vanity Beauty Shop, S&T Millinery
1929	Outlet Millinery Co.
1927	Eat-a-Bite Cafeteria
1924	Same as above
1922	Vacant
1920	Golden Solomon - soft drinks
1918	Golden Solomon - saloon
1916	Tiroff Otto - saloon
1914	Tiroff Otto - saloon, Tuke Henry - restaurant
1912	Address not listed

## Business Report.

Construction has begun at Highland Mall enclosed shopping center in north Austin for a third Stelfox Jewelers store. Others are at 809 Congress and Capital Plaza. The new store will open in August with a 4,000-square-foot corner location in the center. Stelfox is a member firm of Traditional Jewelers of America. Stelfox general manager at Austin is Davis Use.

Pittsburgh on Sept. 8-10. Mass and rapid transit problems will be the theme.

"Efficient urban transportation is one of the most important goals our society should be seeking in the 1970s," Brockett said. "If cities are to remain important as centers of commerce, culture, medicine, education, religion, the fundamental elements of our society, they must be both beautiful and accessible."

*The Austin Statesman (1921-1973); Feb 8, 1971; 33.*

## Burglars Hit Jewelry Store Here

Burglars fled with a handful of diamond rings from Stelfox Jewelry Company, 809 Congress Avenue, early Saturday in the second downtown jewelry store display window raid here in a week.

The burglary strike touched off an alarm at the store minutes after midnight Friday. Patrolman Gordon Turner rushed to the store in answer to the alarm but found the burglars had already fled.

*The Austin Statesman (1921-1973); Dec 26, 1959; 1.*

# Remodeling To Start On Well-Known Store

Stelfox Jewelers, a landmark at 809 Congress Avenue for almost half a century, will undergo a dramatic remodeling beginning this week.

Under the supervision of Lundgren and Maurer, architects, the familiar brick building front will be transformed into the modern facade of grey travertine marble incorporating the most advanced

features of modern jewelry store design.

Old-fashioned high windows will be removed, so that Stelfox merchandise may be displayed in well-lighted vision-height picture windows.

Deep-pile carpeting will be installed throughout the interior. Although many new features will be added within the store, traditional beauty will be retained.

Unchanged, too, will be Stelfox hospitality. Stelfox customers still may depend on delicious demitasse of coffee served from a silver urn and the elaborate gift-wrapping masterpieces that are the pride of Stelfox personnel.

"One thing will never change," said John Kershner, "and that is the unsurpassed quality of Stelfox merchandise. We believe, however, that the capital of Texas and

its people are deserving of a jewelry store in which they may take pride . . . a distinctive showplace where they may shop for beautiful things with the utmost pleasure and convenience."

During the remodeling, Stelfox will stage a sale, offering substantial savings to repay customers for the temporary inconveniences caused by construction.

*The Austin American (1914-1973); Jun 30, 1957; C13.*



WILLIAM L. EANES

## Eanes Named New Manager Of Austin's Stelfox Company

William L. (Bill) Eanes, well-known Austin executive and business man, has been named manager of the Stelfox Company, 809 Congress, jewelry store in Austin since 1910.

Eanes comes to the managership of the Stelfox Company after being associated with a number of local firms. He has been in the jewelry business for several years, having served as assistant manager for another Austin store for the last three years.

"The policy of Stelfox will be one of continued service to the fine tastes of Austinites, in sterling silver, in diamonds, in watches and in gift items," Eanes announced.

"I am personally eager to serve any of my friends in any way that I can, to bring about a greater distribution of the beautiful things in life. Stelfox will continue to carry the fine lines in jewelry and will constantly strive to add new lines."

A product of the Austin Public Schools, Eanes has been an active member of the local Optimist Club and a member of the Austin Masonic Lodge No. 12, Lone Star Chapter No. 6, RAM, and the Austin council No. 2 R and SM, Colorado Commandery No. 4 KT. He is married and has two sons.

Eanes announced that the remainder of the Stelfox organization would remain intact. Marvin Martin will continue as assistant manager.

*The Austin American (1914-1973); Oct 5, 1947; 7.*

## VANITY BEAUTY SHOP ADDS NEW EQUIPMENT

A special rate on Turkish baths will be offered during July and August at the Vanity Beauty shop, located at 809 Congress avenue, Mrs. Ione Odom, proprietor, announces.

The Vanity Beauty shop was recently remodeled and enlarged and new beauty equipment installed. The Turkish bath and massage furnishings were included in the equipment. The Turkish bath cabinet is lined with glass mirrors which reflect the heat onto the body. This department is in charge of two operators who are thoroughly trained and have had extensive experience in this work in Austin. They guarantee their methods of gaining or losing weight and contributing to the health of the patrons.

*The Austin Statesman (1921-1973); Jun 23, 1934; 8.*

