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Boutique hotel and retail project slated for SoCo

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A new 90-room boutique hotel will soon rise on South Congress Avenue.

The mixed-use project designed by **Dick Clark Architecture** is planned for the half-block just south of the Congress Baptist Church and across the street from Allen's Boots and Vespaio. The site, which is owned by the church, is currently a parking lot and home to mobile retail startup Hey Cupcake!

GSD&M co-founder Bill Gurasich is behind the development, which will include 18,000 square feet of retail space fronting Congress. Plans call for incorporating the Hey Cupcake! Airstream into the development.

Gurasich says there will be space for two major restaurants and perhaps a coffee house in addition to a mix of "eclectic" retailers. To help address the lack of parking that's plagued the SoCo district, the development will also include an underground parking garage for 350.

Gurasich says site work should begin in November with construction starting in February 2009 and completion in early 2010.

Last year the church hired Oxford Commercial to begin marketing the property to potential buyers.

Courtesy of JB Goodwin