The Forum Boarium constitutes one of the earliest centers of Rome in which the commercial and religious spheres coalesced. The Ara Maxima Herculis, Hercules Invictus, Aedes Aemiliana Herculis and Hercules Pompeianus were all located in the Forum Boarium within an area of 2963.49 m². These monuments were not only connected due to their physical proximity, but the proximity of the Pons Sublicius, Pons Aemilius, Circus Maximus, and the Porta Trigemina ensured that each experienced a high volume of daily traffic. In this paper I argue that this collection of buildings compelled pedestrians to conceptualize the Herculean identity of the area and to think of the Romans who dedicated these monuments.