

Local Heritage Register: Coleman's Building

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| Building Name: | Coleman's Building |
| Street Address: | 47 Wood Street |
| Property Description: | Lot 1 on RP713722 |
| Land Area: | 308m ² |



47 Wood Street, 1936, Daily Mercury

Description

This distinctive small building provides visual attraction to the Wood Street street scape with the bay window and articulated upper level.

Constructed in 1924 by notable Mackay builder, William Guthrie, the building was originally the establishment of high class tailor, Laurie (Loris) Coleman.

The building was under construction in 1924 and still underway over the Christmas period. Mr. Coleman must have commenced trading in the building sometime in 1925.

Prior to this, the business operated from 'Lamont's Buildings' located at 84 Wood Street (before Aroney's was

constructed) for a short period. According to his advertisements he opened the tailoring business in around June 1924.

The building is significant historically for its association with the Interwar redevelopment of Mackay and in providing evidence of the development and nature of Art Deco buildings in Mackay.

While the building has been subject to a degree of alteration, the original façade of the building above the awning retains Art Deco detailing and is important in contributing to the streetscape values of Wood Street.

History

Mr. Laurie Coleman worked as a tailor from this premises for 25 years, finally retiring in 1950 and relocating to Brisbane.

The business was a success for the town advertising the motto "no fit, no pay". In 1937, the store underwent refurbishment and was touted as the best tailoring outside Brisbane.



Daily Mercury, 26 July, 1950

Local Heritage Register: Coleman's Building

The store was an agent for Alexanders Dry Cleaners as well as selling tickets for local stage productions. Mr. Coleman was actively involved in the stage and also taught voice lesson on the premises from about 1932.

Mr. Coleman was married to Lillian Maude, who passed away in 1946.

47 Wood Street, 2016,
Mackay Regional Council



Statement of Historical Significance

| Criteria | Significance |
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| A: Historical significance | Constructed in 1924 by notable Mackay builder, William Guthrie, the building was originally the establishment of high class tailor, Laurie Coleman. The building is significant historically for its association with the interwar redevelopment of Mackay and in providing evidence of the development and nature of Art Deco buildings in Mackay. |
| B: All aspects of heritage significance | Does not meet this criterion. |
| C: Scientific significance | Does not meet this criterion. |
| D: Architectural significance | Does not meet this criterion. |
| E: Aesthetic / architectural significance | While the building has been subject to a degree of alteration, the original façade of the building above the awning retains Art deco detailing and is important in contributing to the streetscape values of Wood Street. |
| F: Aesthetic or other significance | Does not meet this criterion. |
| G: Social significance | Does not meet this criterion. |
| H: Historical significance | Does not meet this criterion. |

References:

- Daily Mercury, 'L.Coleman, Tailor', 28 June 1924, October 1953, 'Closing Down Sale' 26 July 1950; and 'Who wears the pants', 19 January 1934.
- Daily Mercury, '*Souvenir of Mackay and District*', Page 80, December 1936

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