

Local Heritage Register: The Imperial Hotel



Wide Bay House, 2012, Mackay Regional Council

Building Name:	The Imperial Hotel / The Imperial Arcade / The Mackay Townhouse Motel/ The Mackay Permanent Building / Wide Bay Australia House
Street Address:	73 Victoria Street
Property Description:	Lot 15 on SP163486
Land Area:	1265m ²

Description

The Imperial Hotel has been known as many buildings over time, operating as a hotel until the late 70s. In recent decades it housed the Mackay Permanent Building Society before continuing its role in the finance sector today.

The Imperial Hotel is important as it retains its largely intact external form as a two storey hotel constructed in the Art Deco style.

While it has undergone a degree of alteration, the building maintains a strong landmark

presence and makes a significant contribution to the Victoria Street streetscape.

The building is a good, representative and intact example of an interwar functionalist style hotel with Art Deco detailing. The building retains some of the key features of the streamline Modern style of Art Deco architecture including:

- long, horizontal balconies with banding and cantilevered hood;
- roof concealed by a parapet;
- simple geometric shapes; and
- stylised and distinctive bold lettering.

- roof concealed by a parapet.

History

The Imperial Hotel was established in Mackay in 1884, with the original timber building being replaced with the current building in four stages between 1940-42.

The current building remained in use as a hotel until approximately 1975 when a building permit was issued for an "Arcade of shops and Boarding House". The site was known as the Imperial Arcade and Mackay Townhouse Motel for almost 30 years.

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In 2003 approval was given to outfit the entire building for commercial purposes and the accommodation uses ceased.

Far Left: The Imperial Hotel 1967

Left: Art Deco detailing, upper level, 2016, Mackay Regional Council



Statement of Historical Significance

Criteria	Significance
A: Historical significance	The Imperial Hotel was established in Mackay in 1884. The original timber building was replaced with the current building in four stages between 1940-42. The building remained in use as a hotel until the 1990s, and has historical significance for its continuous use as a hotel on the site for over a century
B: All aspects of heritage significance	Does not meet this criterion.
C: Scientific significance	Does not meet this criterion.
D: Architectural significance	The Imperial Hotel is a good, representative and intact example of an interwar functionalist style hotel retaining key features of Art Deco detailing.
E: Aesthetic / architectural significance	The building meets this criterion with intact external form and two storey Art Deco style. The building maintains a strong landmark presence and makes a strong contribution to the Victoria Street streetscapes.
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:

- Woods, R., 1995, '*Heritage Places Criteria*', Mackay City Council,
- Butler, G., & Associates, 1994, '*Mackay Region Heritage Pilot Study*', p.166, Mackay City Council
- Mackay Regional Council Records

For more information phone strategic planning on 1300 MACKAY (1300 622 529)