

HERITAGE PLACE

NAME OF PLACE: COWES FORESHORE

ADDRESS/LOCATION OF PLACE: The Esplanade COWES

STUDY NUMBER: 31,32,34,35,36 **HERITAGE OVERLAY NUMBER:** HO43

LOCAL GOVERNMENT AREA: Bass Coast Shire

PARISH: PARISH OF PHILLIP ISLAND

SIGNIFICANCE RATING: Local



Cowes Foreshore, The Esplanade, Cowes

Image Date: March 2004

EXTENT OF LISTING:

Whole of foreshore between The Esplanade and the low tide line including jetty, boat landing, planting of Cypresses, War Memorial, toilets and sea wall and extending along the foreshore for a nominal 10 metres at either end.

COWES FORESHORE

Heritage Overlay No **HO43**
PropertyNo
File Number
Heritage Study No **31,32,34,35,36**
Heritage Grading

HPD Number 154

HI Number

VHR Number

Other Names/s

Precinct

Group Number

Extra Files

Location The Esplanade COWES

PARISH OF PHILLIP ISLAND

COUNTY OF MORNINGTON

COWES (T)

Planning Authority

Ward Thompson

Access Description

Map Number

0

Map Scale 1:100000

Latitude

Longitude

UMG Zone

Easting

Northing

Location Validity

Spatial Accuracy

Extent of Listing

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Published Extent of Listing

Significance Local

Statement of Significance

The Cowes Foreshore is of local historic and social significance. The jetty and former goods shed, (now the Kiosk) are of historic significance as the first elements of the Foreshore to be built during the 1870s, the first phase of settlement of Cowes. The boat landing, and possibly the planting of cypress trees date from the late nineteenth century, an important phase in the development of Cowes as a tourist resort. Elements of the Foreshore constructed during the twentieth century and that remain of local historic and social significance include the Memorial to the men of Phillip Island who died in the First World War, and the toilets and sea wall, both constructed during the Depression of the 1930s. The Cowes Foreshore is demonstrative of the various phases of development of Cowes, and retains elements that are held in high esteem by local residents.

Gazettal Details

Permit Exemptions

Exemptions Policy

Assessment Against Criteria

AHC A4: Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

AHC C.2: Importance for information contributing to a wider understanding of the history of human occupation of Australia.

Date Assessed 4/08/2004 Assessed By F Woodhouse

Comparisons

Rare Assessment

Intact Assessment

Good.

Include in VHR

Include in RNE

Include in Local Planning Scheme

No Recommendations for Inclusions

Recommended Management

Develop comprehensive master-plan after undertaking Conservation Management Plan for the full length of the Cowes Foreshore. Ongoing maintenance of individual structures.

Heritage Act Categories

Heritage Item Groups

Heritage Item Categories

Title Details

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Physical Description

The Cowes Foreshore is a grassed reserve extending along the Esplanade to the east and west of the Cowes Jetty. The foreshore contains a number of significant built features including a bluestone sea-wall, rotunda, war memorial and jetty kiosk. The landscape includes mature Cypress trees (*Cupressus macrocarpa*), remnant native vegetation, and Norfolk Island pines (*Araucaria heterophylla*). An asphalt carparking area is located in front of the jetty. The seawall is a bluestone and concrete structure extending along the foreshore to the east of the jetty which is not significant. To the west of the jetty are the remnant timber piers of the Cowes Baths which date from 1893. The rotunda is a double-storey off-form concrete building with a concrete dome roof. The first floor contains large timber-framed, fixed sash and awning windows. Modern security screens have been fitted over the ground floor window openings. The Cowes War Memorial is a granite obelisk resting on a bluestone plinth. It contains the bronze crest of the Australian Commonwealth Military Forces and black lettering which reads: 'Erected In Memory of the Men of Phillip Island who Gave Their Lives For King and Country In The Great War 1914-18 Erected by the Residents.' A recent grassed podium with a bluestone pitcher retaining wall is in front of the Memorial. The jetty has concrete piles with an asphalt deck and a tubular steel handrail. The end section of the jetty has timber piles, and timber flooring and expanded steel steps to the lower berths. The jetty kiosk is a single-storey former-goods shed with weatherboard cladding and a corrugated galvanised steel barrel vaulted roof. The roof has V-jointed timber board eaves linings and ogee profile gutters. A modern steel-framed shelter abuts the side of the building which is not significant. Adjacent to the kiosk is a timber flagpole, erected in 1997 by the Rotary Club of Phillip Island. The significant elements are: the 1870s Jetty and former goods shed (now the Kiosk), 1890s boat landing, row of cypresses, 1919 War Memorial and 1930s sea wall and toilets.

Physical Condition and/or Archaeological Potential

Good

Usage Boating, memorials, public recreational space.

Associated People

Historical Notes

Originally known as Mussel Rock, Cowes was renamed in 1865 by Henry Fox, the Government Surveyor when surveying Western Port, who named the township after the holiday resort, Cowes, on the Isle of Wight.

Until the construction of the first bridge connecting Phillip Island to the mainland in 1940, the Cowes Jetty was the main entry point for island visitors arriving by sea. Cowes Jetty was built in 1870, within a year of the establishment of the township. Built by Messrs Turnbull and Carter at a cost of £2,153 in its initial form it was 360 feet (109.7 m) in length and 10 feet 6 inches (3.2 m) wide. Minor unspecified works were carried out in 1874 and 1879-80, and a further 45 feet (13.7 m) added in 1884-85 at a cost of £573. A boat landing was installed in 1895-96, and an additional 72 feet (21.9 m) was added to the head in 1909 at a cost of £590. Major construction works to a value of £17,000 were completed in 1945-46. A goods shed was constructed on the foreshore by R Thornton in the c.1870s at a cost of £349. This has been converted into a kiosk.

Plantings of cypresses along the foreshore appear in photographs and illustrations from the late nineteenth century onwards. They still form an important element of the Foreshore complex.

In 1919 local residents called a meeting to discuss the construction of a memorial to islanders who had served and died in World War One. 900 pounds were raised from the sale of donations including money, chicory and a horse, and a series of special fundraising dances. A granite memorial costing 220 pounds was created by monumental masons, Messrs Chambers and Clutten, which was officially unveiled by the Commandant of the 3rd Military District (Victoria), Major-General Brand in 1920.

A major program of landscaping works was undertaken during the 1930s. This is believed to have included construction of toilets, drystone walling and a domed Rotunda, built by boys of the local brass band in 1935 under the guidance of local newsagent and former bridge builder, Mr Jim Hyslop. The basalt sea wall was most likely also constructed during this period.

The Rotary Club of Phillip Island has recently initiated a number of improvements along the foreshore including construction of a picnic and playground area at Erehwon Point, and the erection of a timber flagpole next to the jetty in 1997.

Historic Themes

Thematic Environmental History

13.3 Tourist Resorts: Early forms of tourism to Phillip Island in the nineteenth and early twentieth centuries were limited to ferry journeys from Melbourne to Cowes and hotel or guest-house accommodation on the island, where days were spent in beach, boating, or walking pursuits. The Cowes Jetty, where the steamers arrived and departed, became a familiar sight to travellers. During the Edwardian era, and up to the Second World War, the popularity of Cowes and Phillip Island as a tourist resort increased. 15.2 Memorials: Early pioneers, influential residents, war heroes and other remain memorialised within the Shire in order to connect the past with the present. The elements

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of the Cowes Foreshore, such as the Cowes War Memorial remain as reminders of those who lost their lives fighting in war.

Listings

References

Author	Title	Year	Shelf	Location
David Williams	Memories, Moonahs and Marine Marvels	1999		
Department of Land and Survey	Parish plan of Township of Cowes, Parish of Phillip Island, County of Mornington			
Joseph White	One Hundred Years of History	1974		
Joshua Wickett Gliddon	Phillip Island in Picture and Story	1958		

Conservation Plans

Owner Type

Section 32 Recommendation

Owners/Occupants/Managers

Other Notes

Application Detail

Adviser Comments

Planning Scheme Amendments

Overlay Controls

Planning Scheme Schedule

External Paint Controls?	No	Included in Vic Heritage Register?	No
Internal Alteration Controls?	No	Prohibited uses may be permitted?	Yes
Tree Controls?	Yes	Name of incorporated plan	No
Outbuildings/fences not exempt?	No	Aboriginal Heritage Place?	No