

HERITAGE PLACE

NAME OF PLACE: 'GENESTA HOUSE'

ADDRESS/LOCATION OF PLACE: 18 Steele Street COWES

STUDY NUMBER: 68

HERITAGE OVERLAY NUMBER: HO55

**OTHER NAME/S
OF PLACE:** 'COWAN BRAE'

LOCAL GOVERNMENT AREA: Bass Coast Shire

PARISH: PARISH OF PHILLIP ISLAND

SIGNIFICANCE RATING: Local



'Genesta House', 18 Steele Street, Cowes

Image Date: March 2004

EXTENT OF LISTING:

Whole allotment

'GENESTA HOUSE'

Heritage Overlay No **HO55**
 PropertyNo
 File Number
 Heritage Study No **68**
 Heritage Grading

HPD Number 158 HI Number VHR Number

Other Names/s 'COWAN BRAE'

Precinct Group Number

Extra Files

Location 18 Steele Street COWES
 PARISH OF PHILLIP ISLAND COUNTY OF MORNINGTON
 COWES (T)

Planning Authority Minister for Planning Ward Thompson

Access Description

Map Number 0 Map Scale 1:100000 Latitude Longitude

UMG Zone Easting Northing

Location Validity Spatial Accuracy

ent of Listing

Whole allotment

Published Extent of Listing

Significance Local

Statement of Significance

The guest house, 'Genesta House' at 18 Steele Street, Cowes, is historically significant as a guest house which existed during the boom period of guest-house accommodation in Cowes, and indeed on Phillip Island during the 1920s to the 1950s. It is of local aesthetic significance as a largely intact example of an Edwardian weatherboard house.

Gazettal Details

Permit Exemptions

Exemptions Policy

Assessment Against Criteria

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

AHC D2 Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, philosophy, custom, process, land use, function, design or technique).

AHC G.1 Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

AHC

DateAssessed 02/08/2004 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

Investigate original external paint colours when due for a repaint.
 The rear additions may be altered or demolished as required.

Heritage Act Categories Heritage Item Groups Heritage Item Categories

Title Details

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Architectural Style

Federation/Edwardian Period (1902-c.1918) Bungalow

Architect/Designers

Unknown

Builders/Makers

Unknown

Construction Started

1917

Circa

Yes

Completed

Circa No

Physical Description

'Genesta House', 18 Steele Street, Cowes, is a single-storey late-Edwardian weatherboard and roughcast clad bungalow with skillion roofed timber-framed verandah and gabled roof. The symmetrical front elevation contains two doors at its centre, flanked by tall timber-framed, double-hung sash windows. Side windows are sheltered by bracketed awnings. The roof is clad in corrugated galvanised steel and has a strapped, fibro-cement front gable infill. There is a c.1960s skillion-roofed fibro-cement addition to the rear.

Physical Condition and/or Archaeological Potential

Good

Usage Guest House.

Associated People

Historical Notes

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

The island has been a tourist attraction since the nineteenth century, when steamers carried passengers from Melbourne to the seaside resort. It was acknowledged in the Guide to the Health Resorts of Australia, Tasmania and New Zealand in 1888 as a coastal town 'worthy of the title seaside resort'. The 'guesthouse' holiday was ideal for families who enjoyed their freedom from domestic duties and were able to enjoy the beach as well as the sights of the island.

The first 'Genesta House' was a timber building located in Chapel Street, which was burned down in c.1936. It was named in reference to the 'S S Genesta', the 83 ton timber ship which served as the local ferry until 1930. Originally known as 'Cowan Brae', the property at 18 Steele Street was built by Brunswick resident, George Ewen, following his retirement in 1917. Ewen was in partnership in a building company with a member of the local Findlay family (of the Findlay's of Cowes, after whom a street is named). The property remained in the family after his death in 1923; it was used as a holiday house until 1946 when his daughter Elsie and son-in-law, Percy Hutchison, retired there. They retained the property until it was sold in 1961. Ewen carried out renovations in 1944, which included enclosing a side verandah, and creating a new bathroom/laundry and kitchen.

Historic Themes

Thematic Environmental History

13.3 Tourist Resorts and 17.1 Guest Houses: The tourist industry in Cowes has been a mainstay of the economy of Phillip Island since the nineteenth century. Cowes became a popular resort with locals from the Bass Valley and with holidaymakers from Melbourne. Families enjoyed holidays of four weeks or more in the same guest house, and many family groups met and renewed friendships annually. The guesthouse holiday was the complete holiday, where the meals were prepared and served, beds made and all free time was available to the family.

Listings

References

Author	Title	Year	ShelfLocation
David Williams	Memories, Moonahs & Marine Marvels	1999	
Jean Edgecombe	Phillip Island and Western Port	1989	
John Jansson, pers comm.		2004	
June Cutter	Guest Houses of Phillip Island	1987	
Les Blake	Place Names of Victoria	1977	

Conservation Plans

Owner Type

'GENESTA HOUSE'

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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? No

Name of incorporated plan No

Outbuildings/fences not exempt? No

Aboriginal Heritage Place? No