



REGISTER OF HERITAGE PLACES - ASSESSMENT DOCUMENTATION

11. ASSESSMENT OF CULTURAL HERITAGE SIGNIFICANCE

The criteria adopted by the Heritage Council in November 1996 have been used to determine the cultural heritage significance of the place.

The wording of this document has been adapted from "Cottesloe Beach Hotel Heritage Assessment" prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd, in March 2003, with amendments and/or additions by HCWA staff and the Register Committee.

PRINCIPAL AUSTRALIAN HISTORIC THEME(S)

- 3.12.5 Retailing food and beverages
- 3.19 Marketing and retailing
- 3.21 Entertaining for profit
- 3.23 Catering for tourists
- 3.22 Lodging people
- 8.1.4 Enjoying a natural environment
- 8.3 Going on holiday
- 8.4 Eating and drinking

HERITAGE COUNCIL OF WESTERN AUSTRALIA THEME(S)

- 308 Commercial services and industries
- 311 Hospitality industry and tourism

11.1 AESTHETIC VALUE*

Cottesloe Beach Hotel is a fine example of a hotel in the Art Deco style featuring two storey colonnaded verandahs, projecting hipped bays and a curved pediment corner. (Criterion 1.1)

* For consistency, all references to architectural style are taken from Apperly, R., Irving, R., Reynolds, P. *A Pictorial Guide to Identifying Australian Architecture. Styles and Terms from 1788 to the Present*, Angus and Robertson, North Ryde, 1989.
For consistency, all references to garden and landscape types and styles are taken from Ramsay, J. *Parks, Gardens and Special Trees: A Classification and Assessment Method for the Register of the National Estate*, Australian Government Publishing Service, Canberra, 1991, with additional reference to Richards, O. *Theoretical Framework for Designed Landscapes in WA*, unpublished report, 1997.

Cottesloe Beach Hotel is a landmark with a prominent and distinctive Art Deco façade occupying the whole of the eastern frontage of a street block facing Cottesloe Beach. (Criterion 1.3)

Due to its size and detailing, *Cottesloe Beach Hotel* is a visually dominant building that forms part of a strip commercial precinct oriented along Cottesloe Beach. (Criterion 1.4)

11. 2. HISTORIC VALUE

The construction of *Cottesloe Beach Hotel* in 1905 formed part of the development of Marine Parade as a commercial precinct containing several hotels, guesthouses and tearooms in the early 1900s following the promotion and establishment of Cottesloe Beach as Western Australia's prime recreational resort. (Criterion 2.1)

Cottesloe Beach Hotel demonstrates the development of hotels within the Perth metropolitan region both during the Gold Boom period and in the period of economic prosperity of the late 1930s following the Great Depression. (Criterion 2.1)

Constructed in 1905, *Cottesloe Beach Hotel* was one of the first beachside hotels in the Perth metropolitan area. (Criterion 2.2)

The facades of *Cottesloe Beach Hotel* are a fine example of innovative design, which demonstrate considerable achievement in converting the 1905 hotel building using the Art Deco style in 1937. (Criterion 2.2)

The 1937 remodeling and substantial additions to *Cottesloe Beach Hotel* were designed by Hobbs, Forbes and Partners, a prominent Western Australian architectural firm. As well as being one of the most eminent architects in the State, partner JJ Talbot Hobbs was one of Western Australia's highest ranking and most decorated soldiers in World War One. (Criterion 2.3)

11. 3. SCIENTIFIC VALUE

11. 4. SOCIAL VALUE

Cottesloe Beach Hotel's informal beer garden has become a popular summer institution, and the front bar overlooking the beach has become a popular year-round institution for generations of Western Australians. In more recent years the hotel's 'Sunday sessions' have achieved wide spread renown, attracting interstate and overseas tourists as well as locals. (Criterion 4.1)

Cottesloe Beach Hotel has been a popular venue for weddings, birthdays and other functions since its construction, particularly with residents of Perth's western suburbs. (Criterion 4.1)

Cottesloe Beach Hotel is a visual icon representing the Australian beach lifestyle and as such, contributes to the community's sense of place. (Criterion 4.2)

The *Cottesloe Beach Hotel* contributes to the community's sense of place as a landmark building in the commercial precinct of Marine Parade, directly opposite Cottesloe Beach. (Criterion 4.2)

12. DEGREE OF SIGNIFICANCE

12. 1. RARITY

Constructed in 1905, *Cottesloe Beach Hotel* is relatively rare as a hotel dating from the Federation period that continues to perform its original functions of providing accommodation, restaurant and public bar facilities. (Criterion 5.1)

12. 2 REPRESENTATIVENESS

Cottesloe Beach Hotel is representative of a Federation period hotel that was remodeled in the Art Deco style during the Inter War period. (Criterion 6.1)

With its informal and popular bars and beer garden, *Cottesloe Beach Hotel* is representative of beach and pub culture that is popularly seen as characteristic of the Australian lifestyle. (Criterion 6.2)

12. 3 CONDITION

Cottesloe Beach Hotel is generally in sound condition. The publicly accessible areas are in sound to good condition and the staff areas are in fair to sound condition.

12. 4 INTEGRITY

Cottesloe Beach Hotel has a high degree of integrity. The original intention for *Cottesloe Beach Hotel* as a public bar and for accommodation has remained intact from 1905 to 2004.

12. 5 AUTHENTICITY

There is little remaining fabric from the 1905 building. Of the 1937 additions, the principal street facades and the entry foyer/staircase have a moderate degree of authenticity, whilst the remaining elements of the *Cottesloe Beach Hotel* have a low degree of authenticity. Generally, the place has low authenticity.

13. SUPPORTING EVIDENCE

Supporting evidence has been taken from “Cottesloe Beach Hotel Heritage Assessment” prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd, in March 2003.

13.1 DOCUMENTARY EVIDENCE

For a discussion of documentary evidence refer to “Cottesloe Beach Hotel Heritage Assessment” prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd, in March 2003, pp.7-18.

Photographs of the 1905 hotel show the building facing John Street, with two-storey verandahs filling the southern elevation between the two wings, and a single-storey verandah extending from the southern face of the western wing to provide shelter for the entrance. Although the photograph is not clear, it does not appear to show any verandahs to the western elevation, although there may be a low railing along the length of this elevation at the first floor.¹

In 1983, there was some controversy over a proposal to redevelop the site with a twelve-storey plus basement multi use building. The Town of Cottesloe’s refusal to grant planning approval was overturned by the then Minister for Planning, Hon. David Parker MLA. However, Town of Cottesloe protested this move, and the development was not undertaken as planned.²

13.2 PHYSICAL EVIDENCE

For a discussion of physical evidence refer to “Cottesloe Beach Hotel Heritage Assessment” prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd, in March 2003, pp.19-26.

13.3 COMPARATIVE INFORMATION

For a comparative analysis refer to “Cottesloe Beach Hotel Heritage Assessment” prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd, in March 2003.

The HCWA database lists 134 hotels in the metropolitan area. Of these 134 hotels, 92 are constructed before 1905. Only two of these, namely the Davilak Hotel and Seaview Hotel, are constructed close to a beach.³

13.4 KEY REFERENCES

“Cottesloe Beach Hotel Heritage Assessment” prepared by Hocking Planning & Architecture, for WA Meat Exports Pty Ltd in March 2003.

13.5 FURTHER RESEARCH

Details of development from 1905 to 1936.

¹ Edwin Jaggard, *The Premier Club*, Cottesloe Surf Life Saving Club, 1984 ..4 & 11.

² Civic Centre News, Town of Cottesloe, Vol. 32 No. 9. June 1983.

³ HCWA Database 20/11/2003

Dates for the construction of the beer garden and garage.