

3M Building

Heritage Interpretation Plan for Bunnings

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PREPARED BY FREEMAN RYAN DESIGN

FRD

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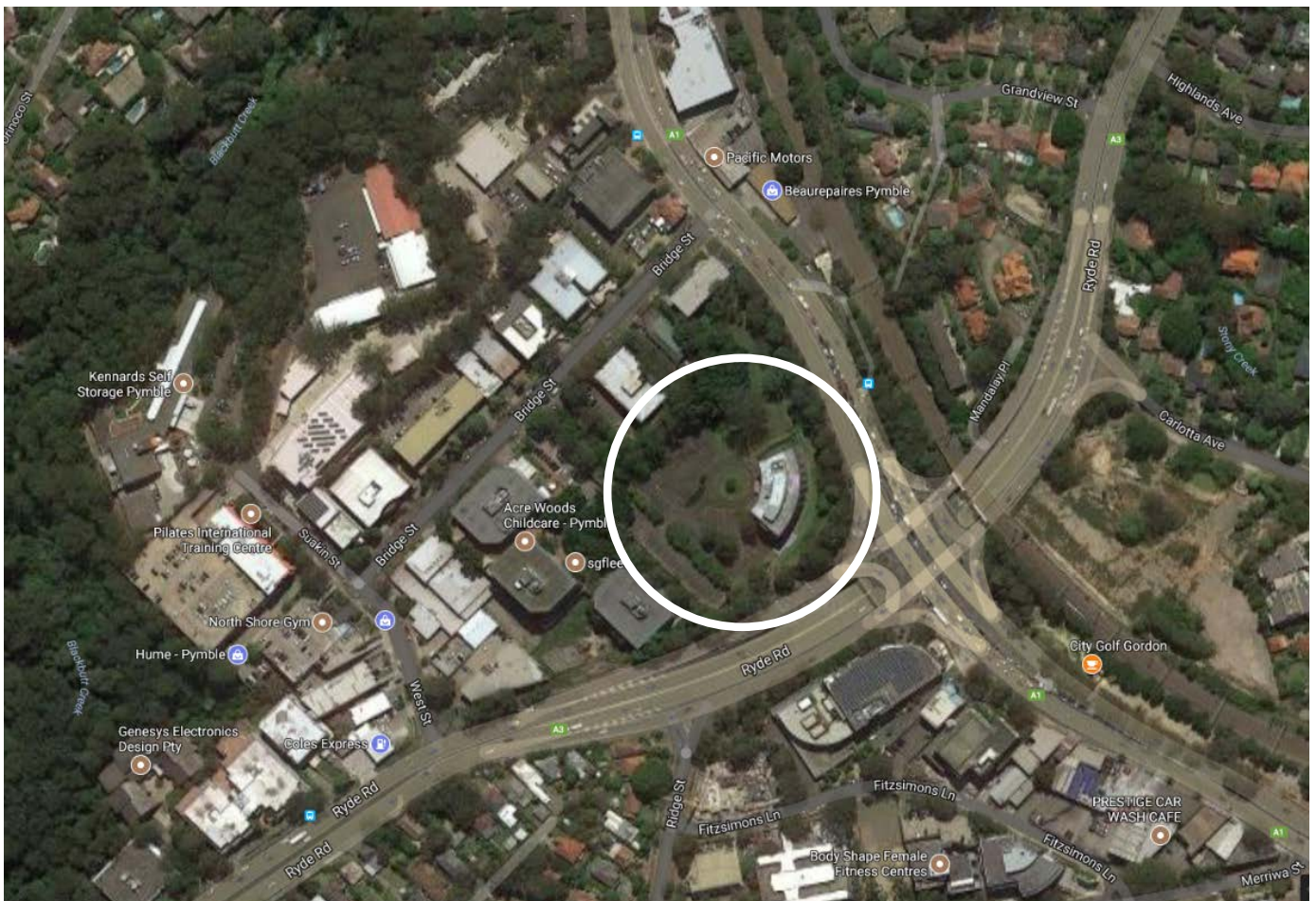
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SITE LOCATION



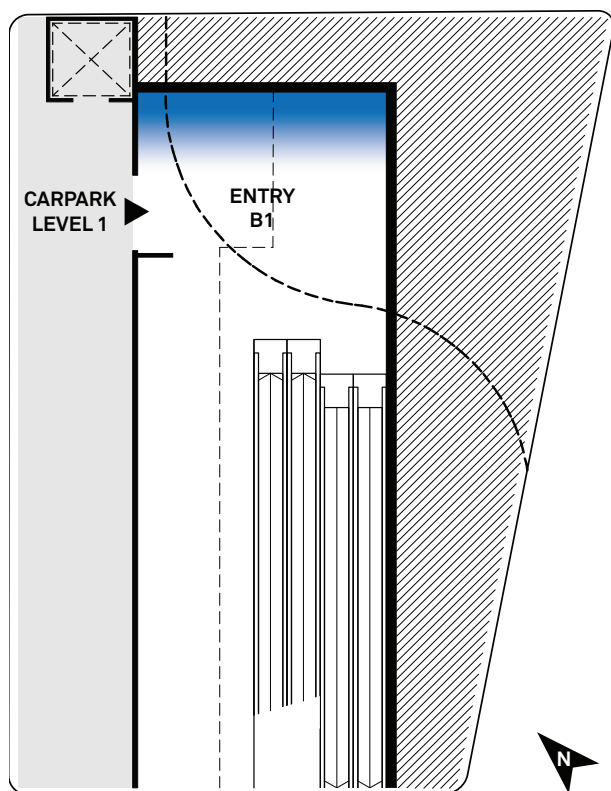
950 PACIFIC HIGHWAY, PYMBLE, SYDNEY.

The property is located within the Pymble Business Park at the corner of the Pacific Highway and Ryde Road.

IDENTIFIED LOCATION OF INTERPRETATION

LOCATION

- Level B1 Northeast Car Park Entrance
- High foot traffic
- Escalator users must pass through this area



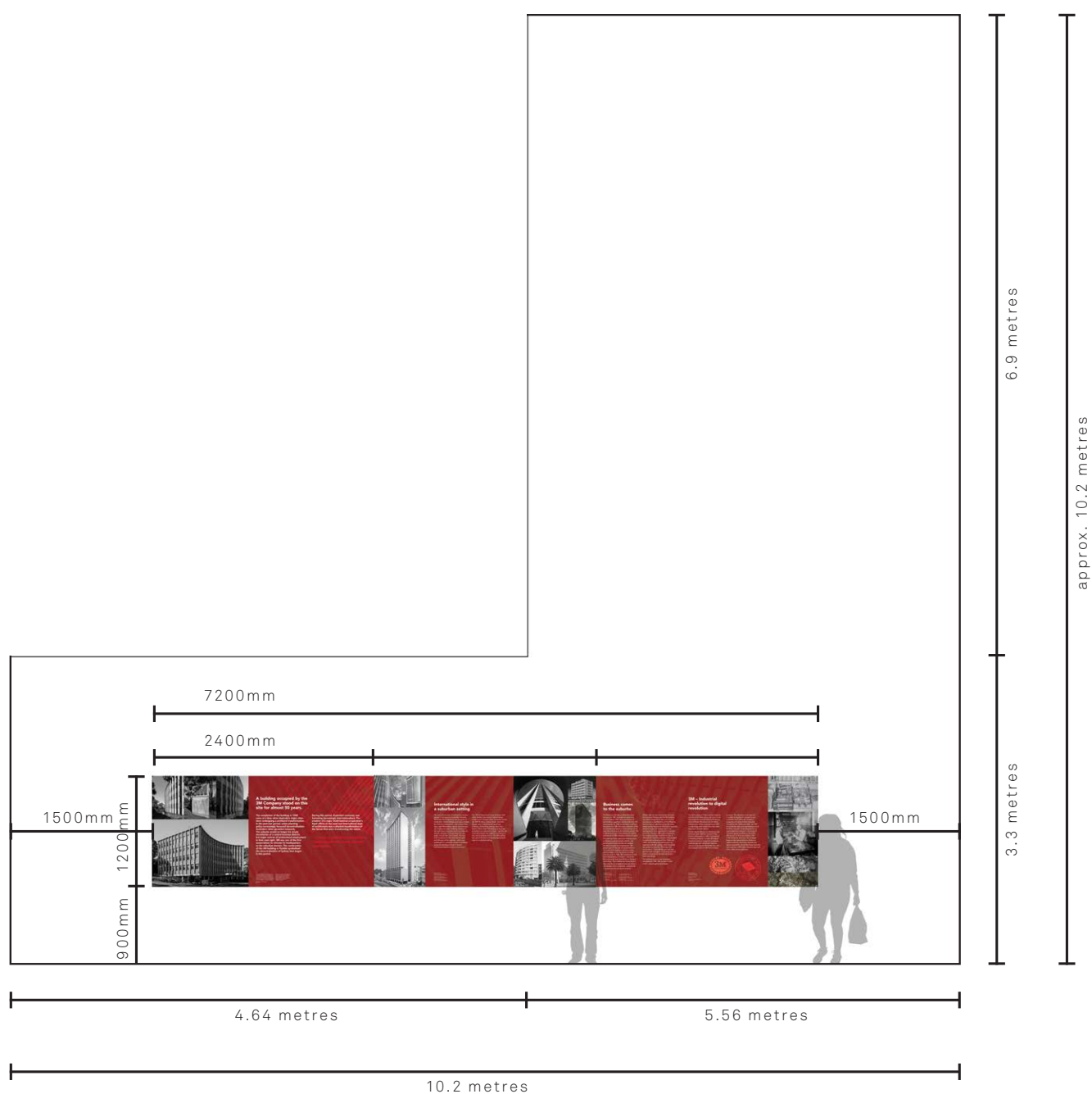
INTERPRETATION DESIGN



- Three separate MDF panels split-battened to primary wall
- Each panel is 2400mm x 1200mm
- Simple and linear design featuring large imagery paired with indicative content
- Red colour palette reflecting the Bunnings brand and the 3M logo
- Images are place-holder only



SET-OUT OF INTERPRETATION



INTERPRETATION PRINCIPLES

PURPOSE

The Burra Charter (2013) introduces its principles for the conservation of places of cultural significance in the following way. “Places of cultural significance enrich people’s lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to lived experiences. They are historical records, that are important expressions of Australian identity and experience. Places of cultural significance reflect the diversity of our communities, telling us about who we are and the past that has formed us and the Australian landscape.”

DEFINITIONS

Interpretation

This term is defined by the Interpretation Australia Association (IAA) as “a means of communicating ideas and feelings which enrich people’s understanding and appreciation of their world and their role within it”.

Associations

This term is defined by the Burra Charter as meaning “the connections that exist between people and a place.”

Meanings

This term is defined by the Burra Charter as “what a place signifies, indicates, evokes or expresses to people.”

Cultural Significance

This term is defined by the Burra Charter as meaning “the aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects.”

What effective interpretation must do

1. Identify who the likely audiences for the interpretation will be and recognise the varying expectations, learning styles, level of background knowledge and overall interest within those audiences
2. Identify the narratives that underpin the cultural significance of the site and allocate emphases to these narratives appropriately
3. Present a coherent narrative based on rigorous research and an understanding of the contemporary relevance of the site’s cultural significance
4. Connect audiences with the cultural significance of a site in an engaging, succinct and memorable way

INTERPRETATION STRATEGY

SUMMARY

The cultural significance of the 3M building in the community will be expressed through a heritage interpretation. This interpretation will identify and explain the meanings and associations that underpin that significance.

OBJECTIVES

The objectives of the interpretation will be to explore the following meanings and associations:

- To illustrate the architectural qualities and context of the 3M Building. The place of the building in architectural history.
- To situate the 3M Building within the social history of Sydney and the Kurringai municipality.
- To describe the associations of the site with Australia's economic history, and to connect its past and present uses.

METHOD

The interpretation will feature a number of different forms of content.

Content may include:

- Interpretative text
- Historical images of the building and other relevant historical photography
- Aerial photography
- Archival documents
- Architectural plans
- Historical maps

INTENDED AUDIENCE

RETAIL CUSTOMERS

This audience's engagement with the interpretation will be incidental and secondary to their retail experience. The site interpretation provides access to a large pool of visitors. The sizeable foot traffic generated by the Bunnings store will give the interpretation excellent exposure. However, this group may not be particularly motivated to learn more about the site's cultural significance, or even be aware of it. This audience will likely not have factored in this activity into their expectations of how they would spend their time during their visit, which is centred on shopping. It is critical that this starting point be accepted and inform the interpretation strategy that ensues from it. The interpretation must be visually arresting, and not burdensome on the visitor's time. It should convey a consistent narrative regardless of the visitor's depth of engagement with it. The interpretation should be capable of readily drawing in a visitor's cursory attention and engaging them more deeply with the historical background to the site should they seek it.

THOSE WITH A CONNECTION TO THE SITE OR INTEREST IN LOCAL HISTORY

This group will be significantly small in number, but more motivated and engaged than the group above. It may consist of employees who worked in the former building or those who have a particularly keen interest in the local history of the area. The interpretation must offer these visitors an experience that rewards their effort in travelling to the site. Therefore, it must represent a value greater than that perceived in other forms of accessing this information. The most effective means of satisfying this audience's expectations is to relate the 3M building convincingly to themes of regional, national and international cultural significance. In doing this, the former building will be seen to have been appreciated properly and appropriately honoured by the new occupants of the site. The interpretation should not be seen to celebrate a particular corporate history in a partisan way, but rather to situate that company's history in a broader historical context.

RIGHT:
3M BUILDING, PYMBLE
PETER MILLER (FLICKR)

THEMATIC STRUCTURE

Interpretative content will be organised around the thematic structure outlined below.

THEME 1: INTERNATIONAL STYLE IN A SUBURBAN SETTING

This content will explain the cultural significance of the 3M building in terms of its architectural merit. It will put the building in its historical context and situate it in relation to other notable Sydney examples of buildings in the International style.

It will outline the architectural principles behind its design, and describe the appearance of the building once that design was executed. Floor plans and historical images of the building will complement text content.

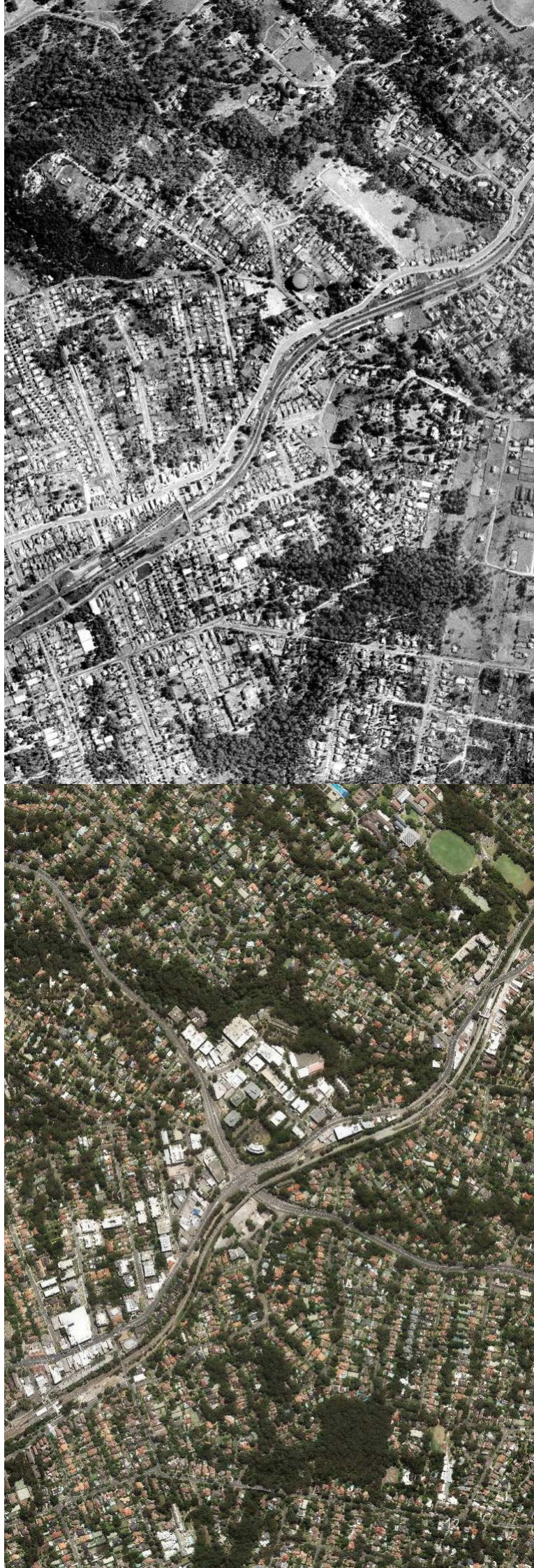


RIGHT:
AERIAL VIEW OF DECENTRALIZATION OF PYMBLE
NSW SPATIAL SERVICES

THEMATIC STRUCTURE

THEME 2: BIG BUSINESS COMES TO THE SUBURBS

This content will put the 3M building in its historical context within the social history of Sydney. It will discuss the movements towards decentralisation and suburbanisation that the building embodied - forces that were the defining features of Sydney's development in the post war period. It will explain how the building related to its suburban surroundings, and what it represented about Australia's society and economy at this time.



TOP RIGHT:
SCOTCH MASKING TAPE
3M COMPANY

BOTTOM RIGHT:
3M SCOTCH TAPE DISPLAY
STATE LIBRARY OF WESTERN AUSTRALIA

THEMATIC STRUCTURE

THEME 3: 3M – INDUSTRIAL REVOLUTION TO DIGITAL REVOLUTION

The history of the building cannot be fully told without introducing its primary occupant. A brief overview of the company's history and function will be provided. The role 3M has played in innovating and contributing to the vast post-war proliferation of consumer products will be described. 3M will be adopted as a symbol of the internationalisation of the Australian economy. This theme provides relevant historical meaning but also provides continuity between the past to the present. The hardware store now occupying the site demonstrates the vast range of consumer products now available, and many 3M products are sold there.



RIGHT:

3M LOGO, 1954-1955

3M COMPANY

PROPOSED INTERPRETIVE CONTENT

INTRODUCTION

A building occupied by the 3M Company stood on this site for almost 50 years.

The completion of the building in 1968 came at a time when Australia's major cities were undergoing a profound transformation. In the post-war period, urban planning policy increasingly favoured decentralisation. Australia's cities sprawled outwards. The suburbs would no longer be simply dormitories of a central business district, but major centres of professional employment in their own right. 3M was one of the first corporations to relocate its headquarters to the suburban domain. The construction of the 3M building in Pymble symbolised the decentralisation of Sydney that began in this period.

During this period, Australia's economy was becoming increasingly internationalised. The creation of a major multi-national corporation's head offices in the post-war International style of architecture was a physical manifestation of the forces that were transforming the nation.



TOP RIGHT:

17 WYLDE STREET, POTTS POINT
NATIONAL MUSEUM OF AUSTRALIA

MIDDLE RIGHT:

AMP BUILDING, 1962
CITY OF SYDNEY ARCHIVES

BOTTOM RIGHT:

RYDE CIVIC CENTRE
PETER MILLER (FLICKR)



PROPOSED INTERPRETIVE CONTENT

INTERNATIONAL STYLE IN A SUBURBAN SETTING

The International style of architecture became popular in the period immediately following World War Two. Inspired by the principles of modernism, these buildings were characterised by minimal ornamentation, clean simple lines, open, light filled interior spaces and extensive use of glass and steel. Buildings designed in this style were conceived almost as sculptural objects; designed to be pleasing from any angle, not just their front façade. The style took its name from the international reach and influence of this aesthetic, which was expressed in a consistent manner in buildings across the developed world. It was an architectural style that had no home town.

The 3M building shared many attributes with other notable International style buildings constructed in Sydney. Other examples include the AMP Building, Qantas House, Australia Square, the 17 Wylde Street apartment building in Potts Point, and the Ryde Civic Centre. What made the building unusual was its location in a suburban context. Typically, the International style was applied to buildings in the central business district. The 3M building was one of the first to bring the International style to a suburban setting.

The six storey building was designed by Sydney architecture firm Hanson Todd and Partners. Its gracefully curved façade was punctuated by concrete fins that emphasised its verticality. At its base, an open port-cochere warmly welcomed visitors and employees into a light-filled reception area. The building's internal layout echoed the crescent of its façade. It embraced many of the most popular interior finishes of the day – terrazzo flooring, large tiles, steel balustrades, laminate surfaces, bespoke timber furniture and rendered masonry walls. The building cost £775,000 to construct.

“...set in a park-like atmosphere, landscaped with trees, shrubs and lawns...”



TOP RIGHT:
COUNTY OF CUMBERLAND PLANNING SCHEME MAP, 1948
CITY OF SYDNEY ARCHIVES

MIDDLE RIGHT:
HIGHWAY TO THE CITY OF SYDNEY, 1967
NATIONAL LIBRARY OF AUSTRALIA

BOTTOM RIGHT:
AERIAL VIEW TOWARDS SYDNEY
CITY OF SYDNEY ARCHIVES

PROPOSED INTERPRETIVE CONTENT

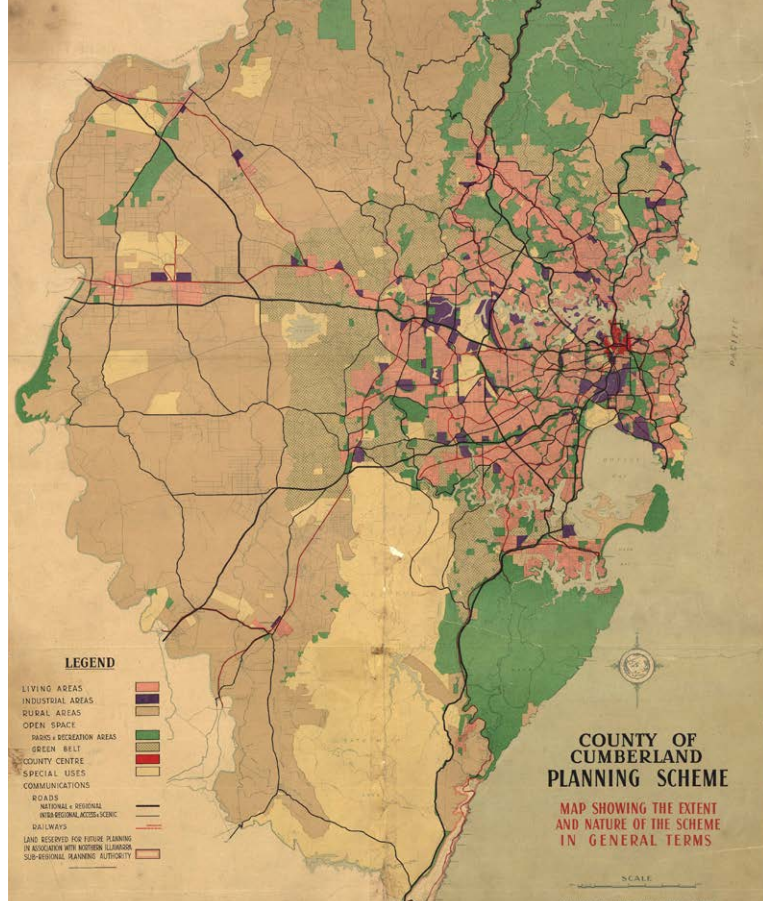
BUSINESS COMES TO THE SUBURBS

The Minnesota Mining and Manufacturing Company or '3M' extended its operations into Australia in 1952. This was a period of extraordinary expansion and diversification for the company. By 1968 its Australian workforce had grown to 1,200. This was a reflection of the increasingly international connectedness of the Australian economy in the post-war period. The building's form was influenced by the stylistic preferences of 3M's American parent company.

The post-war boom years put immense strain on Sydney's central business district, and planning authorities actively encouraged the decentralisation of employment. 3M became part of the tide of corporations to flow outward to Sydney's suburban areas, where cheaper, more open land provided room to grow. In 1968, 3M completed its new state headquarters in Pymble – one of the first commercial high-rise offices on Sydney's north shore. The building was constructed in what was then a residential area, but within a few decades of its completion, a substantial business precinct had grown around it.

Middle class workers increasingly favoured the suburban lifestyle, and the 3M building was clearly designed to cater to it. Its vast car park was a manifestation of the influence that cars had on suburban living and urban design during this period. This kind of purpose designed corporate campus was a new development in the experience of Australian urban life. The open office plan adopted by the building was also novel for its time. It reflected the trend of open-plan living evident in residential architecture of the 1960s and 1970s. The building was positioned in an expansive park-like setting, which emulated the residential suburban landscape that surrounded it. The building's grounds were adorned with eucalypts – in keeping with the newfound popularity of native plantings in landscape design.

The building's interior was extensively remodelled in 1989. 3M vacated the site in 2011 and moved to North Ryde.



TOP RIGHT:
SCOTCH BOY AD, 1953
3M COMPANY

MIDDLE RIGHT:
3M INTRODUCES SCOTCH TAPE, 1930
3M COMPANY

BOTTOM RIGHT:
CUSTOMERS VIEWING 3M PRODUCTS
3M COMPANY

PROPOSED INTERPRETIVE CONTENT

3M – INDUSTRIAL REVOLUTION TO DIGITAL REVOLUTION

The 3M Company's origins can be traced to the turn of the 20th century. Its story is one that spans the Second Industrial Revolution and the Digital Revolution and its history reflects some of the most significant shifts in technology and industry that have taken place over the past century.

The Minnesota Mining and Manufacturing Company (later 3M) was formed in Two Harbors, Minnesota in 1902. It specialised in abrasive products, but later developed inventions such as waterproof sandpaper, masking tape and cellophane tape into commercial products. World War Two saw the company direct its efforts to military products. The demands of war spurred a number of significant innovations and inventions that fuelled the company's prosperity and international expansion throughout the 1950s and 1960s. By 1965, its worldwide sales were generating around \$1 billion annually. These decades saw an unprecedented explosion in the range of consumer goods available to the public. 3M was part of this extraordinary shift in the consumer economy. The company began producing products as diverse as pharmaceuticals, stationery, medical and dental equipment, sound absorbing materials, board games, traffic lights magnetic tape and other audio-visual equipment.



now sells in **6** *reel*

'Scotch Boy' can be the answer to all your customers' tape recording demands. This medium coercivity tape has already achieved a wide reputation for high-fidelity reproduction, trouble-free operation, on every make of tape recorder. Now it is available in six reel sizes from 300 ft. to 1000 metres, to provide a really wide range of playing times. Tell your customers about 'Scotch Boy'; tell them it's used by the B.B.C. and most other big broadcasting and recording corporations. They'll want to buy 'Scotch Boy' for themselves.

Another **3M** Product

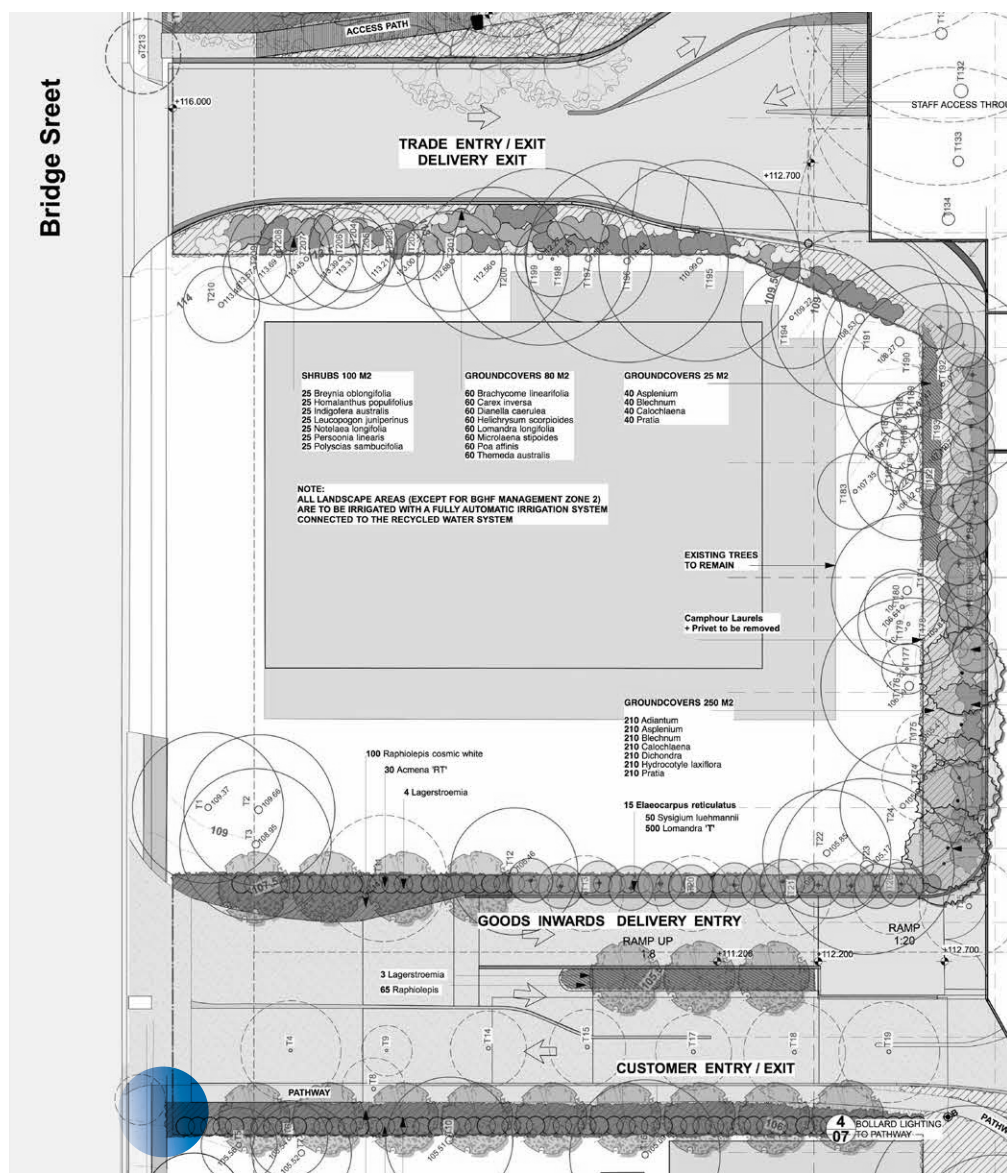
Minnesota Mining & Manufacturing Co. Ltd, 167 Strand, London W.



IDENTIFIED LOCATION OF PLAQUE

LOCATION

- Bridge Street customer vehicle entry/exit
- Former location of 3M building sign



PROPOSED PLAQUE DESIGN



The 3M Building stood on this site for 50 years
- from 1968 to 2018. It was built to house the
Australian head office of the 3M Company.

It was one of the first post-war international
style buildings in Sydney to be constructed
outside the city's central business district.

For further information go to the Bunnings
Level B1 Northeast Car Park Entrance.

CONTENT

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city's central business district.

For further information go to the Bunnings Level B1
Northeast Car Park Entrance.

INTEGRATION

Sign to be integrated with landscape architecture.

MATERIAL AND FORM

- Deep-etched onto stainless steel
- Weatherproof and less likely to be susceptible
to fading due to etch and fill
- Plaque is 297 x 420mm

RESEARCH SOURCES

This interpretation text has been informed by a number of secondary sources. The principle sources are identified below:

- *From Minnesota mining and manufacturing to 3M Australia Pty Ltd*, 2003, Coin Rimington, Hartwell, A Sid Harta Publisher
- *A century of innovation: the 3M story*, 2002, 3M Company
- *3M Australia: the story of an innovative company*, 2013, C Remington, Sid Harta Publishers
- *Focus on Ku-ring-gai: the story of Ku-ring-gai's growth and development*, 1996, Ku-ring-gai Historical Society
- *The Railway Came to Ku-ring-gai : a pictorial history of Ku-ring-gai Municipality showing the changes and development over the last 100 years*, 1991, K Cook, Genlin Investments, Pymble
- *Under the Canopy: a centenary history of Ku-ring-gai Council*, 2006, P Curby, V Macleod, Ku-ring-gai Council, 2006
- *Sydney: City of Suburbs*, 1989, Max Kelly (ed), University of NSW Press
- *Planning Proposal: Planning Proposal to include the 3M building at 950 Pacific Highway Pymble as an item of local environmental heritage*, 2014, Ku-ring-gai Council
- *Statement of Heritage Evidence - Land & Environment Court of NSW Proceedings No. 10560 of 2015, Bunnings Properties Pty Ltd v Ku-ring-gai Council*, 2016, Brian McDonald, DFP Planning Consultants
- *Heritage Assessment Report - 3M Building, 950 Pacific Highway, Pymble*, 2013, John Oultram Heritage and Design
- *Heritage Impact Assessment - Former 3M Building, 950 Pacific Highway, Pymble*, 2014, Paul Davies, Paul Davies Heritage Architects

Media for the interpretation of this site have been gathered from the following collections:

- Kurringai Council library
- City of Sydney Archives
- State Library of New South Wales
- State Library of Western Australia
- Museum Victoria
- National Archives of Australia
- National Library of Australia
- National Museum of Australia
- Minnesota Historical Society
- 3M Company

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