



Woolley Street Experiment

August – November 2019



ACT
Government

**CITY
RENEWAL
AUTHORITY**

Creating a Diverse Dickson

The Woolley Street Experiment is part of the broader Dickson Place Plan that aims to create an even better Dickson for people to live, work, play and experience.

As part of the Experiment, the City Renewal Authority will be facilitating various infrastructure improvements, road closures and events throughout August to November 2019. Key stages of the Experiment are:

Stage 1: 21 Aug to 18 Sep

Onsite construction and installation of temporary infrastructure

Stage 2: 21 Sep to 14 Nov

Events, activations, short term installations and road closures

Experiment Schedule

August

Small scale and temporary infrastructure to be installed

September

Temporary road closures. Events and activities begin

Event Name	Location	Date	Duration
Food Map	Woolley St Entrance	21 Sept – 8 Nov	All Hours
Ping Pong	Courtyard	28 Sept – 4 Oct	All Hours

October

Event Name	Location	Date	Duration
Food Map	Woolley St Entrance	21 Sept – 8 Nov	All Hours
Ping Pong	Courtyard	28 Sept – 4 Oct	All Hours
Woolley St road closure	Woolley St	12 Oct – 18 Oct	All Hours
Pavement Paint	Woolley St	12 Oct – 18 Oct	All Hours
Road closure of Plaza space	Plaza	12 Oct – 8 Nov	From 6am
Heart Foundation Health Check	Plaza	23 Oct	Lunchtime
Lyneham High School Music performances	Woolley St	19 Oct	11am – 12pm
Martial Arts Demonstration	Courtyard	26 Oct	4 – 4.45pm
Takeaway movie night (Kung Fu Panda)	Plaza	26 Oct	6 – 7.30pm
Takeaway movie night (Crouching Tiger Hidden Dragon)	Plaza	26 Oct	7.30 – 9.30pm
Ping Pong Final Tournament	Courtyard	27 Oct	12 – 5pm
Sneaker Sunday – pop-up sneaker store and live DJ	Plaza	27 Oct	10am – 5pm

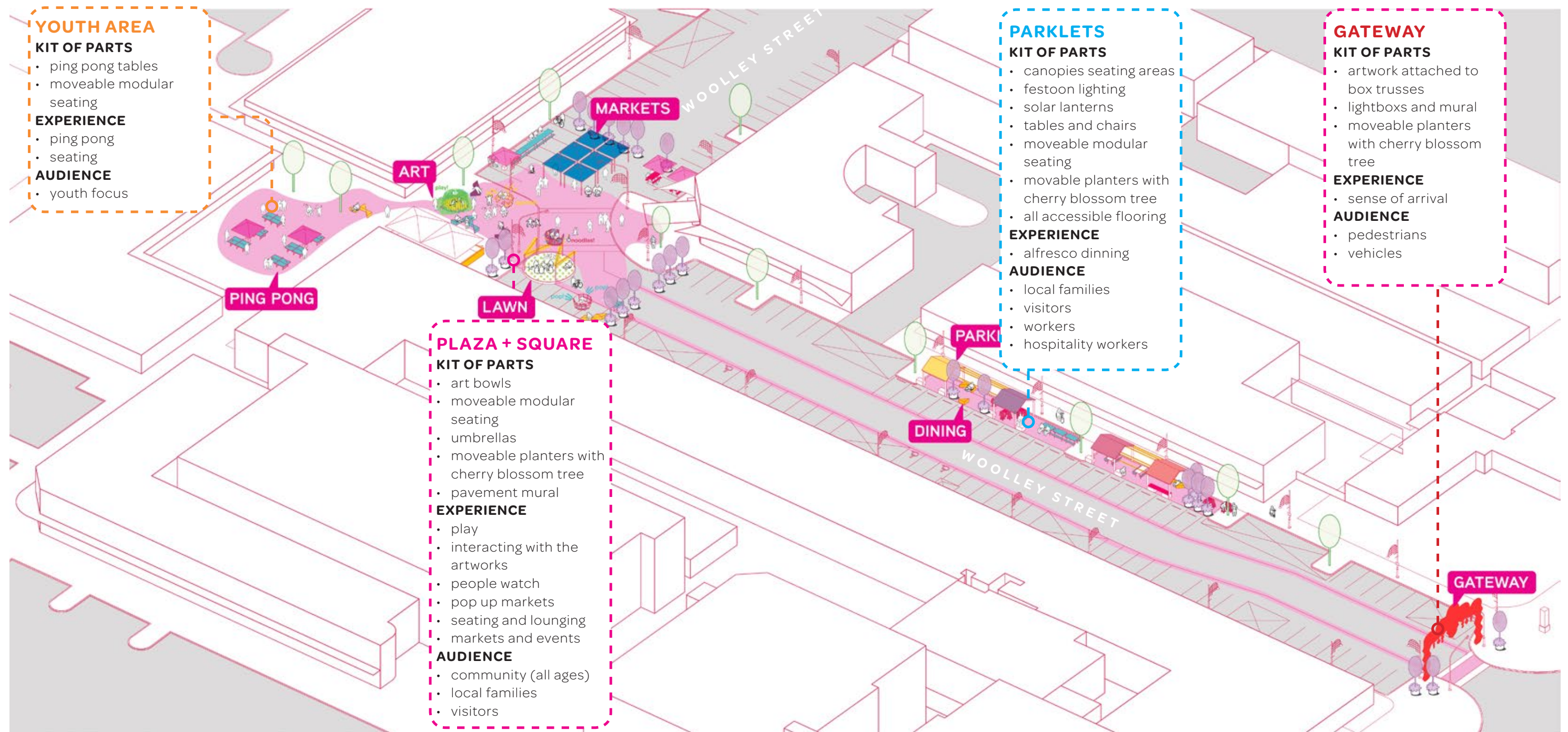
November

Event Name	Location	Date	Duration
Food Map	Woolley St Entrance	21 Sept – 8 Nov	All Hours
Night Markets	Plaza	1 Nov	6 – 10pm
Live music	Plaza	1 Nov	6 – 10pm
Bonsai workshop and plant sale	Courtyard	2 Nov – 3 Nov	9am – 4pm
Origami/paper festival	Plaza	2 Nov	10am – 5pm
Paper plane tournament	Plaza	2 Nov	2 – 4pm
Woolley St road closure	Woolley St	9 Nov – 10 Nov	6am – 12pm
The Great Woolley Street Banquet	Woolley St	9 Nov	6 – 10pm
Lion dancers	Woolley St	9 Nov	7.30 – 8pm

PLACE PROPOSITION

Strategy

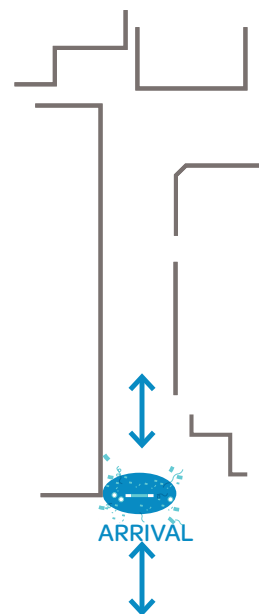
Woolley St becomes an **urban lab** a place for **experimentation for 8 weeks**. We invite the **locals** and **visitors** to participate to **re-imagine** a future street together.



PRINCIPLES

Design objectives

GATEWAY



WHAT

create an entry gateway

WHERE

start of Woolley Street

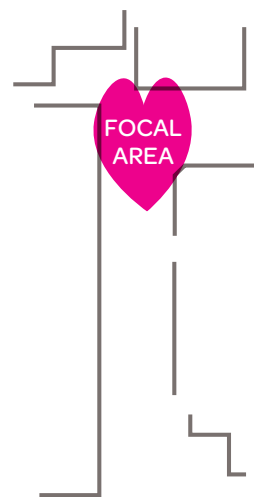
WHY

create a sense of arrival into the precinct through local art and stories

HOW

- create an artwork gateway based on the stories of the place
- cherry bloom planters to add a pop of colour and frame the entry

CREATE THE HEART



WHAT

activate the corner

WHERE

experiment 1
footpath intersection - 'plaza'
experiment 2
footpath and street - 'square'

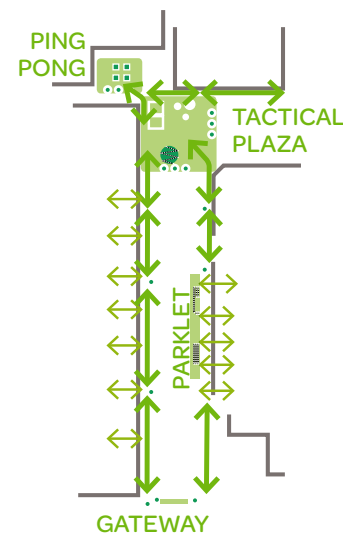
WHY

create a destination urban place and central heart

HOW

- define the area with a mural pavement artwork
- cherry bloom planters to create a vertical barrier to street and define the space
- art bowls for play
- movable modular seating
- areas for markets
- temporary pop up retail and events

CONNECTED JOURNEY



WHAT

to enhance the pedestrian experience through many minor moves occurring along the street linking the gateway, parklets and plaza with the surrounding context.

WHERE

throughout Woolley Street

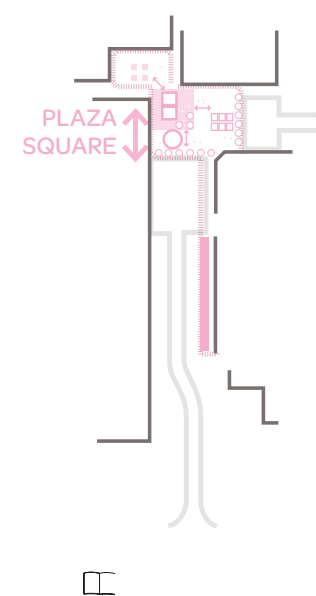
WHY

create an experience along the street that encourages people to linger and interact increasing the sense of community

HOW

- add greenery with planters to define the space
- movable modular seating allows people to inhabit the space
- lighting for atmosphere
- interactive noodle bowls for play opportunities
- areas for markets
- temporary pop ups

URBAN LAB FLEXIBILITY



WHAT

enliven the public realm through temporary low-cost, high-impact and diverse tactical urban experiences.

WHERE

throughout Woolley Street

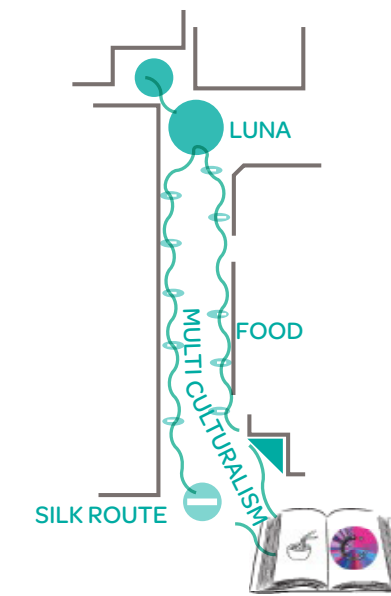
WHY

support local retailers with pop up infrastructure that will encourage people to stay longer in the area through a diverse range of activities

HOW

- temporarily closing or reducing the street traffic to free streets for pedestrians, recreation and events
- parklets
- markets
- events
- retail pop-ups
- seating
- ping pong

LOCAL STORIES



WHAT

site specific art integrated into the urban fabric

WHERE

throughout Woolley Street

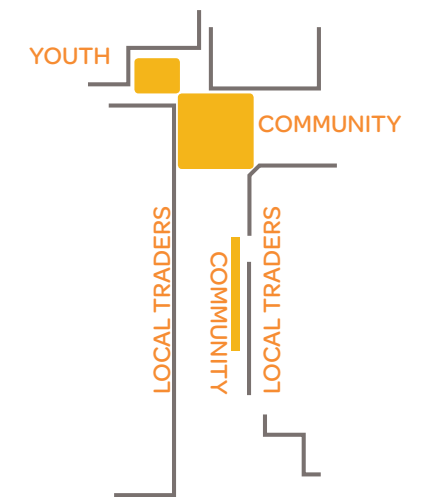
WHY

local artist has created an identity for the area based on site specific artworks that celebrate multiculturalism and diversity.

HOW

- the art strategy links the street together with a consistent theme commencing with the art gateway and the street light attachments
- mural pavement artwork delineates spaces
- noodle bowls are interactive artworks to create opportunities for people to create together

DIVERSE AND INCLUSIVE



WHAT

diverse and inclusive range of activities and experiences

WHERE

throughout Woolley Street

WHY

cater for a diverse range of people through a variety of activities to strengthen a sense of community

HOW

- ping pong for youth
- noodle bowls for families
- parklets as a community dining experience that accommodates all ages and abilities and supports local retailers
- plaza for temporary pop ups and events
- artworks that celebrates the cultural diversity of the place

For more information

Information on improvements and events

For more information on the infrastructure, improvements and events on Woolley Street, visit the City Renewal Authority website.

 act.gov.au/cityrenewal

Grab a coffee with us

Join us for a one on one coffee catch up to talk plans for the Woolley Street Experiment. We'd love to hear your ideas.

 dicksonexperiments@threesides.com.au

Feedback and concerns

Share your feedback with the Dickson Place Manager, Mark Usherwood.

 Mark.Usherwood@act.gov.au

Events & happenings

Find up to date information on the Woolley Street Experiment events and happenings.

 mydickson.com.au

Dickson Place Plan

A place plan is a community-led place proposition and action plan with the purpose of developing an even better Dickson for people to live, work, play and experience.

 act.gov.au/cityrenewal/places/dickson