

VoxCanem + Barkland

Creating a world-class pay-to-play dog park that helps fund canine rescue efforts nationwide.

Conceptual Overview





BARKLAND: A CONCEPTUAL OVERVIEW

Visualize the Disneyland experience and what that means to people of all ages. Then consider this notion: What if there could be a place for dogs that embodied the same magical visitor experience, except from a dog's point of view? We want to build and operate what might well be called "the Disneyland of dog parks." This is how we envision Barkland - the off-leash dog park reinvented, a place so superior to current choices that visitors will gladly pay a nominal daily admission or multi-visit membership for a destination designed, top to bottom, for the sheer enjoyment of dogs and their owners.

Now consider this compelling rationale for creating Barkland: The overarching mission of the park would be to channel all profits derived from operations to VoxCanem, an over-arching non-profit foundation, whose sole mission will be to distribute funds to worthwhile canine rescue organizations across the U.S. in support for their efforts to save the lives of as many dogs as dollars will allow. This document describes major design elements that will comprise the Barkland experience.

The State of Off-Leash Dog Parks in San Diego

Analysis of the existing off-leash dog parks in San Diego makes a compelling case for Barkland's market opportunity. Except for a few "dog beaches," the typical off-leash dog park is a small, poorly maintained patch of dirt, perhaps with a few sad remnants of grass, surrounded by a chain-link fence. Dogs can run about freely, but overall the experience is anything but magical. The caring people who take their beloved dogs to these off-leash parks generally fare no better. The most they can expect is a bench or two for sitting and a waste bag dispenser for cleanup, although the dispensers are usually empty. In short, the typical canine off-leash park is poorly maintained, uninviting for humans, and un-engaging for their dogs.

The rare exceptions to the typically pathetic experience are the few beaches where dogs are at least free to romp in seawater and cavort in the sand. Most dogs enjoy the experience, but residual dog maintenance issues tend to be off-putting and deter frequent visits.

While these and other off-leash environments do provide much-needed places for owners to take their dogs to play, socialize, and roam freely, they are typically substandard and unappealing.

Following is a sampling of current off-leash dog parks in San Diego County:



Balboa Park Off-Leash Park

Located near the Laurel Street entrance to Balboa Park, this fenced park, at approximately 4 acres, is one of the City's largest. Nearly 100% dirt surface for the dogs. Water is available, but the fountain design does create a perpetually messy mud bog. A few scattered benches for sitting.



Robb Field Off-Leash Park

Located in Point Loma near the Robb Field Recreation Area, this park is approximately 2.5 acres divided into separate fenced areas for large and small-breed dogs. Some patchy grass but mostly dirt. Poorly maintained. Some plastic chairs for visitors. A few picnic tables in disrepair.



Del Mar Highlands Off-Leash Park

Located in Del Mar Highlands, this 1.5-acre park once had grass, but is now mostly decomposed granite. There are a few trees, a single bench for sitting and a single water fountain for the dogs. This park is generally unkempt and uninviting but visited often owing to its location.



Torrey Hills Off-Leash Park

Located in the Torrey Hills area southeast of Del Mar, this park is roughly 1.5 acres of mostly dirt with some patchy grass and is loaded with potholes. A few scattered benches for sitting, and a single water fountain.

Barkland Park Design

Apple. Starbucks. Disneyland. Each of these world-renowned brands evokes certain clear high standards of experiential excellence as well as brand expectations. In conceptualizing the standards for Barkland as an unparalleled experience for both dogs and their owners, we emulated key defining elements of these iconic brands.

Apple

The brand evokes functional superiority with high standards of product performance along with aesthetic design excellence across its complete product line.

Starbucks

The brand redefined the coffeehouse experience. By design, beyond the consistent product experience expected by customers, their locations provide a comfortable gathering place for social interaction and an environment that encourages lingering relaxation.

Disneyland

The brand provides a clear expectation of high-value fun and entertainment in an environment where every detail of park design supports a pleasurable experience. Beyond just the specific rides and interactive elements of the park, the brand is also consistently reinforced by the friendly demeanor of park employees and an unending commitment to park cleanliness.

As these three business role models pertain to Barkland: We envision the playpark embodying the same unrelenting aesthetic appeal and experiential excellence as a habitat for both dogs and their owners. In stark contrast to the extremely low experiential value of virtually every other off-leash dog park in San Diego, Barkland will be:

- Aesthetically pleasing down to the smallest detail
- Imaginative and engaging for dogs
- Impeccably landscaped and well-maintained
- Safe and hygienic for both dogs and their owners
- Inviting to dog owners to relax and socialize

Barkland will be a pay-to-play experience, with admission charged for access via either single-day passes or multi-visit memberships. Park marketing efforts — envisioned as being extensive — will make it explicitly clear that 100% of profits generated by park admission fees and concessions will flow to canine shelters and animal rights groups engaged in saving the lives of dogs across the United States. Rescue success will be merchandised in-park to further assure the success of the VoxCanem+Barkland mission, and to remind visitors of the role they can play in saving canine lives simply through their visits and paid admissions.

In her 2009 New York Times best-selling book, *Inside of a Dog - What Dogs See, Smell and Know*, author and psychologist Alexandra Horowitz provides a broad new understanding of dogs and their world as they experience it. Her work invites us to forget everything we think we know and understand about dogs. By looking at dogs *from the dog's perspective*, we see new things that don't naturally occur to those of us encumbered with human brains.

Barkland has been imagined from the point of view of the dog. Curious, intelligent and playful by nature, dogs smell, see, hear and experience the world in a dramatically different fashion than their human sidekicks. For us, what has resulted from Horowitz's insights is the concept of a canine play park experience that is as different from the dreary dog park norm as day is from night.

Through our research of other off-leash parks around the country, and by conceiving of and testing imaginative park design elements, we have defined a Barkland experience that will set the standard for what an off-leash park is supposed to be.

Park Layout & Amenities

Barkland is envisioned as a fenced 10- to 15-acre park that would be for dogs what Disneyland is for kids, filled with magic and adventures catering to a dog's natural playfulness, curiosity, and intellect. Park design and maintenance standards will ensure an environment that is aesthetically pleasing, impeccably clean, safe and inviting to both dogs and their owners.

Barkland will be a huge grassy compound filled with trees and encircled by paved walking paths. There will be ample separate fenced play areas for large and small breeds, each filled with fun and challenging components: dog par courses with hoops, bridges, tunnels, and other elements that foster inquisitive play; broad expanses to allow for ball or Frisbee chasing or just running freely; separate fenced wet play areas for wading or swimming, grassy mounds just for lounging, dozens of leafy trees for wilderness exploration, and strategically located water stations, shade structures, and comfortable park benches scattered throughout the park.



Photo for illustration purposes only. Not actual entrance.

Park Entrance

Visitors will enter Barkland through a colorful entrance building leading to a broad walkway into the park. The walkway - Memory Lane - will be filled with commemorative walkway plaques available for purchase by donors through park marketing efforts. A large, tasteful monument wall inside the entrance will showcase sponsoring organizations, donors and benefactors for all to see.

Broad, Grassy Play Fields

Two grassy multi-acre playfields separated by fencing, one for large breeds, the other for smaller breeds, will afford plenty of room for dogs to run freely on well-maintained, golf course fairway-quality grass. The staff-managed open fields will also afford plenty of shade structures, park benches under bordering shade trees, and dog watering stations.



Water Sports

Two separate fenced and staff-managed areas - one for larger breeds, one for smaller breeds - will house dog-oriented water activities available to visitors for an additional charge. Each fenced area will include a huge graduated-depth pool for wading, swimming or romping, and a large, durable splash pad with intermittent water jets designed for happy play time. Park attendants will oversee the water park areas, providing towels so owners wishing to do so can dry off their dogs after water-based escapades.

Patio and Concession Area

A large patio with comfortable seating and a broad view of the park will be adjacent to a cafe stocked with delectable concessions for humans, as well as dog treats and dog-related pet products. The Barkland patio and cafe experience will encourage dog owners to comfortably linger and socialize while their pets cavort in complete happiness. The added revenue produced by this facility will further fund park operations and dog rescue efforts.



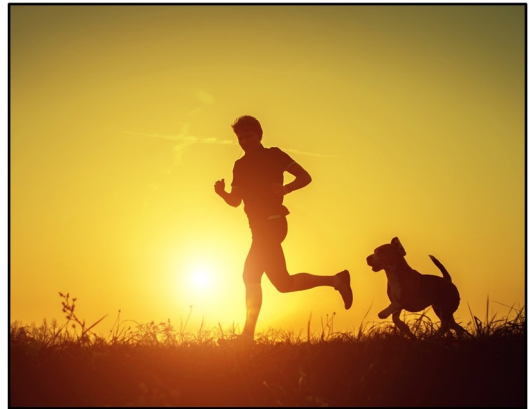


Wilderness Trails

One entire section at the far end of the park compound will be planted as a wild habitat with a thicket of trees, ferns and winding dirt trails so dogs and their owners can explore the sights and smells of the forest. Hidden computer-controlled scent stations designed for timed release of wildlife scents will invite off-path, scent-based exploration by inquisitive canines.

Perimeter Jogging Tracks

Paved jogging tracks will encircle both large and small-breed play yards so that visitors who so choose can spend time at the park enjoying a jog or walk along with their four-legged companions.



Dog Memorabilia & Fun Fact Stations

Envisioned as a series of colorful visual stations situated throughout the park, these structures will be monuments to canine heroes and list interesting facts about man's best friend. These park stations will be designed to facilitate a deeper understanding and appreciation of our four-legged friends.

Canine Agility Course

In yet another separate fenced area, a full-scale agility training course with state-of-the-art equipment will await those dog owners interested in structured agility training and practice for their companions. This facility will be made available for calendared training or competitive agility events as well.



Canine Par Courses

The large and small breed playfields will each include challenging canine par courses, complete with sequential skill stations designed to engage dogs and test their curiosity, dexterity, and balance skills on balance beams, ramps, hoops, hurdles and more.

Trampoline Stations

Most dogs cannot resist the unique experience of bouncing on a trampoline. Online videos attest to the sheer joy they experience while bouncing freely. Staff-monitored, dog-safe trampoline stations will be included in the large and small breed compounds.





Real-Time Dog Rescue Leaderboard

As visitors enter or exit the park, they will view a real-time digital leaderboard that displays up-to-the-minute results of VoxCanem fund distribution for dog rescue efforts. Exposure to this design element will further reinforce how the paid admissions by dog owner visits help rescue canines around the nation.

Adoption Compound

Strategically located near the patio area will be a fenced play yard and fenced kennels dedicated to showcasing adoptable dogs so that Barkland will itself become a vehicle that fosters canine adoption. Rescue organizations invited to use the facility will encourage current dog owners to meet and interact with new potential companions. Park marketing efforts will underscore this amenity.



Product Sampling

To further enhance both the human and canine visits to the park, sponsoring pet food manufacturers and retail pet chains will be encouraged to showcase their products within the park cafe, and will provide periodic treat samples to visiting four-legged guests. We believe that, by making this opportunity available, we will improve our chances of attracting underwriting from pet food and pet product manufacturers.

Training and Obedience Classes

The Barkland management team will partner with various dog training entities willing to offer training and obedience classes that take full advantage of the park environment.



Special Events



With the dual goal of deriving additional park revenue and further enhancing the park experience, Barkland will be home to a wide array of special events throughout the year, designed to attract and further engage dog owners. From summertime family movie nights to breed-specific affinity group meet-ups, from adoption events to regional canine competitions, Barkland's calendar of events and related marketing efforts will provide opportunities to further engage those interested in the social side of the Barkland experience.

Dog Bathing Facility

Located near the park exit, a multi-station dog bathing facility will be available for a small fee to those owners wishing to bathe their companion before heading for home.





Park Landscaping & Maintenance

Park Landscape Standards

With the goal of ensuring a lasting grassy environment for the comfort of four-legged visitors, Barkland will be planted with urine-resistant turf, kept lush by way of a golf-course-quality irrigation system. Strategically planted groves of trees will provide both shade and visual appeal throughout the compound. Beds of flowering shrubs and groundcovers will be integral to the park design, enhancing the concessions patio as well as human rest areas located throughout the park. Hardscape will include broad paved paths encircling and intersecting the park, and strategically located roofed sitting areas designed to encourage quiet relaxation.

Park Maintenance and Safety Standards

Annual park landscaping, and wet-area maintenance and upkeep, will be contracted to qualified professional outside services. Costs associated with both services have been factored into the park's projected monthly operating budget.

Uniformed park employees as well as uniformed volunteers will ensure high levels of park maintenance, cleanliness, and safety in all areas of the park. Attendants will scrupulously police the grounds for errant poop deposits and maintain the trash receptacles and dog watering stations. They will be trained to intercede should the occasional dog become aggressive and disrupt the park's safety and ambience.

Conceptual Park Design

As described on the preceding pages, Barkland will be defined by the experiential pleasure derived by dogs and their owners. The park's design, amenities, and maintenance standards will ensure repeat visits, and the rippling effect of positive word-of-mouth reviews will help increase Barkland's visitor base.

A conceptual design rendering of Barkland follows, along with a preliminary detailed estimate of line-item development costs. Despite the seemingly lofty ambitions that define the vision for both VoxCanem and Barkland, this endeavor is achievable, and it will make a dramatic difference year after year in the number of dogs across the nation that are rescued, rehabilitated and rehomed.



Click image for a larger, Interactive view of Barkland rendering.

Preliminary Barkland Development Cost Detail

Updated 6/01/18

Item	Description	QTY	Unit	Unit Cost	COST \$
Site Development	Mobilization	1	LS	25,000	25,000
	Clearing and Grubbing	10	Acres	800	8,000
	Earthwork at \$3.50/yd	20,000	CYD	4	70,000
	Erosion Control	1	LS	8,000	8,000
Fencing	Perimeter: 2,900 linear ft chain link at 6-feet	2,900	LF	12	34,800
	Interior: 1,200 linear ft chain link at 5-feet	1,200	LF	10	12,000
Concrete	Building: 2,500 sf slab 4"				
	Patio and Entrance: 5,000 sf of slab	5,000	SF	5	22,500
	Perimeter Walkway: 2,400 lin at 7" wide = 16,800 sf of slab	16,800	SF	3	42,840
	Interior walkways and shade structures: 1,000 sf x 7 ft = 7,000 sf of slab	7,000	SF	3	17,850
	Parking walkways: 400 lin x 8 ft = 3,200 sf slab	3,200	SF	3	8,160
	Total concrete SF: 35,000 sf 4"	32,000			
Main Building	Assume 2,500 sq ft, 9-foot ceilings	2,500	SF	100	250,000
	See rough floorplan (BUILDING tab)	1	LS	10,000	10,000
	Concession area (See photo BUILDING tab)	1	LS	5,000	5,000
	Store fixtures (See STORE FIXTURE DETAIL tab)	1	LS	60,000	60,000
	Patio tables and umbrellas (See BUILDING tab)	1	LS	8,000	8,000
Turf	300,000 sf Stolon Turf (golf fairway quality) Sto(See SITE tab)	300,000	SF	0	57,000
Signage	Entrance Monument Sign (See SIGN tab)	1	EA	9,000	9,000
	Sponsor Recognition Wall (See SIGN tab)	1	EA	5,000	5,000
	Dog Fact Stations (est 12 throughout) (See SIGN tab)	12	EA	500	6,000
	Directional Signage (est 24 throughout) (See SIGN tab)	24	EA	200	4,800
Irrigation	300,000 sf coverage for turf (golf fairway as model) (See TURF tab)	7	Acres	24,000	165,288
	80,000 sf coverage wilderness area (trees, paths, shrubs)	2	Acres	24,000	44,088
Parking	400 x 80 = 32,000 sf asphalt, concrete curbs	32,000	SF	4	137,600
	Striping for parking places	1	LS	4,000	4,000
Trees	200 eucalyptus for wilderness area 24" box	200	EA	250	50,000
	100 shade trees for patio, rest areas, pathways 24" box	100	EA	250	25,000
	200 drought-resistant shrubs wilderness	200	EA	25	5,000
	300 flowering shrubs throughout balance of park	300	EA	25	7,500
Wilderness Trail	1,200 lineal x 7 wide = 8,400 sf DG 4" bordered by 1x4	8,400	SF	2	16,800
Dog Pools	Large Breed pool. 30x40 graduated depth 1' to 4' both sides lengthwise	1,200	SF	15	68,000
	Small Breed 20x30 graduated depth 1' to 3' both sides lengthwise	600	SF	15	59,000
Dog Splash Pads	Large Breed commercial splashpad 30x30 ft (See SPLASH tab)	900	SF	15	13,500
	Small Breed commercial splashpad 20x20 ft	400	SF	15	6,000
Dog Par Courses	Large Breed par course obstacles and structures	12	EA	250	3,000
	Small Breed par course obstacles and structures	12	EA	250	3,000
Shade Structures	Six 20x20 ft pads with corner columns, tile roof (See SHADE tab)	400	SF	40	96,000
Sitting Benches	40 wood or wrought iron park benches in shade structures/along pathways	40	EA	500	20,000
MISC					
Trash Cans	Every 200 ft Approx 30 (See under MISC tab)	30	EA	100	3,000
Poop Bag Dispensers	Every 200 ft. Approx 30 (See under MISC tab)/Pet Waste station	30	EA	150	4,500
Dumpsters	Two in Maintenance lot (See under MISC tab)	2	EA	1,000	2,000
Lighting	TBD				
Stormwater Facility	RWQCB Requirement	1	LS	25,000	25,000
Landscape	Maintenance	120	DAY	153	18,392
Landscape	Extended Maintenance	12	MO	3,735	44,823

TOTAL					1,485,441
Soft Costs (Consultants)	15 percent	%	20		222,816
Soft Costs (Fees incl city permits, sewer/water servies)	15 Percent	%	15		222,816
Contingencies	10 Percent	%	10		148,544
GRAND TOTAL					2,079,618

Source: Q2 Services, San Diego

For more information on the VoxCanem+Barkland project, contact:



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