

- The following mockup is to serve as a proof-of-concept for a dog park in South River.
- It is designed to provoke conversation and to serve as a starting point for this potential project.
- There is no formalized plan in place to go ahead with this concept , though the hope is that the concept can be strengthened and implemented.

Color copies and additional information regarding this concept and future concepts can be found at <http://southrivernj.org/friendlier/changes.html>

There were no costs to the borough associated with developing this mockup and were asked to be developed without cost by the team at The Carmichael.

Concept: Dog Plaza at Varga Park

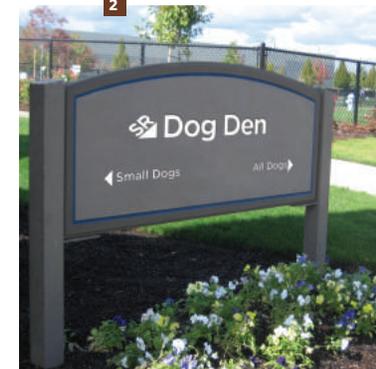
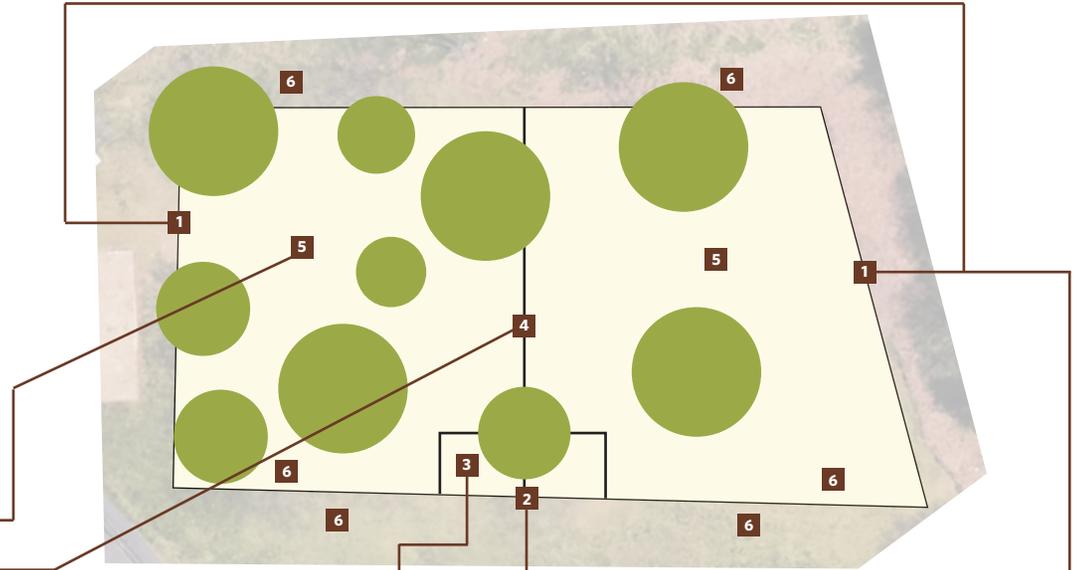


VARGA PARK

SMALL EFFORTS WITH **BIG** EFFECT

THE CARMICHAEL
Concept by Ryan M. Jones

Parks need purpose and “demand models” that drive residents to continually visit public spaces. South River is home to a passionate group of dog lovers who are looking for a local place to take their dogs to get exercise, meet other dog owners, and enjoy the outdoors. As part of a long term effort to give each of South River’s parks a unique personality and purpose, a dog park can serve as part of the overall story of rejuvenating our borough’s largest and most underutilized park.



Because the infrastructure improvements for this project are small, it is anticipated that this project would be fairly inexpensive to implement with a high return. Low cost/high return projects create value and are the most advantageous to pursue. Varga Park is a wonderful location for projects of this sort because they can create demand or value demonstrate ways in which challenged spaces can be better utilized, creating connection to and support for further investment into underutilized spaces.

- 1 Signage and receptacles for dog waste are important in spaces such as these. We should also explore grant/advertising partnerships with makers of dog products to see if such bags can be provided at no cost.
- 2 Public spaces that form emotional connections tend to have distinct branding elements to give visual form and personality to a space. Additionally, a catchy name makes a space a “spot” where people want to go.
- 3 The entrance to the dog park should allow for an “unleashing” or staging zone and also provide separation for small dogs who may be overpowered by larger or more energetic dogs.
- 4 In addition to waste, there should be a water fountain available for dogs to drink from, as dogs sweat from their mouths and after running and exercising need to cool down.
- 5 Inexpensive beams, stands, and other small elements can be built from “PVC wood” to give variety and interesting elements for dogs to play on.
- 6 Ample benches both inside and outside the park should be available for both dog owners to socialize on and non-owners to sit and take in the scene.