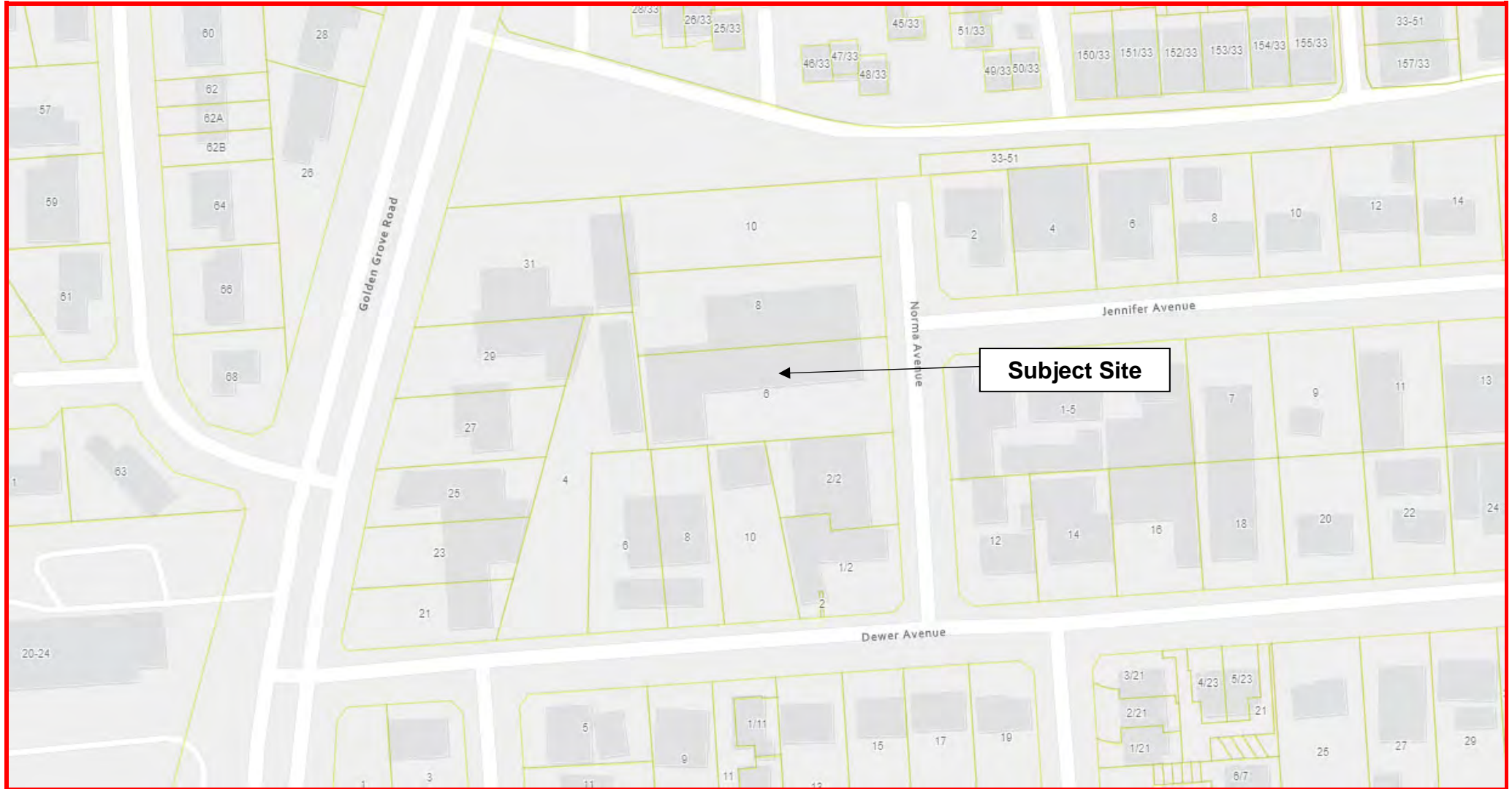




## Public Notification – 23034827 - 6 Norma Avenue Ridgehaven



### Contact Details

571 Montague Road, Modbury SA 5092

**T** (08) 8397 7444

**TTY** (08) 8397 7340

**E** [customerservice@cttg.sa.gov.au](mailto:customerservice@cttg.sa.gov.au)

**W** [www.cttg.sa.gov.au](http://www.cttg.sa.gov.au)



### Disclaimer:

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Play with us

**Kent Town:** 59 King William Street

**Thebarton:** 39 Cawthorne Street

**Keswick:** 16 Croydon Road

**Hampstead Gardens:** 2/5 Hewer Street

## Development Plan Consent Change of Use

Dogcity is Australia's largest family-owned dog daycare provider, and the winner of 'Australia's Favourite Small Business' in 2023. With an International Force-Free accreditation, a highly skilled team, custom-fit, air-conditioned, fully indoor facilities, a specific-puppy socialisation program, daily enrichment & relaxation, doggy lunch orders & Birthday parties, as well as offering safe and positive socialisation experiences to all of our furry friends, at Dogcity we really get dogs! Not only this, we are an asset to any local council region, as dogs who regularly experience positive socialisation experiences in a safe and controlled environment go on to be better, safer canine citizens within their community.

### Previous use of site

The site was previously used as a warehouse and offices for the manufacturing of Stone Benchtops. The site was used to cut and prepare stone benchtops.

### Proposed usage

Dogcity is a dog daycare facility dedicated to the enrichment, engagement, socialisation and play to much-loved companion canines! The site would hold dogs for both daycare and grooming purposes; warehouse would continue to be open and structurally unchanged, aside from a small Grooming room built, which would still be open to the warehouse. Offices would be left as is. Concierge would have a wall added to create a 'Viewing Room' for our clients.

### Proposed trading hours

Dogcity would be open for operation Monday to Friday, 7:00am – 6:30pm, the same as our current operating hours. Dogcity does not trade on the weekends.

### Number of staff on site

There would be a maximum of four staff on site at any given time.

### Number of clients on site

The maximum anticipated number of clients (humans) on site at any given time would be four, given Dogcity is a quick drop-off/pick-up service. Dogcity also offers a Pet Taxi service to and from daycare. In terms of dogs on site, the best comparisons are our Thebarton site, and our most recent site, Hampstead Gardens. The proposed site has approx. 290sqm of warehouse, whereas Thebarton has approx. 260sqm, and Hampstead Gardens has approx. 270sqm. Both of those sites currently show data of between 80-100 dogs per day (hence the need for the expansion to cater to demand), which is where we predict Ridgehaven to land; the maximum we envision on site at any one time is 120 dogs, this is to allow us to care for more dogs on extreme fire danger days and inclement weather.

### Deliveries to the site

At Dogcity we purchase from only two trusted suppliers. The largest delivery vehicle on site will be a courier van delivering dog food and other retail supplies. These deliveries happen on a bi-monthly basis and will occur between 8am – 5pm, Monday to Friday.

## **Chemicals**

Dogcity does not use 'dangerous substances' due to their toxic nature. We use Bleach and Detergent to mop the floors (see proposal document for further information) as well as Veterinary grade disinfectant cleaners.

## **Traps**

Every Dogcity location is fitted with a Silt Trap to prevent excessive hair flowing into drainage systems.

## **Signage at Site**

Existing signage structure in place out the front of the building. This will be fitted with a Dogcity logo. Windows will also contain stickers. NO NEW signage structures will be erected. Dogcity signage would go above the 7 allocated on site car parks for this building, as well as signage above the front door.

## **Machinery Required**

Aside from hydraulic Dog Grooming tables and a bath which will be fixed within the inside of the facility, no further machinery is required to carry out our operations.

## **Lease Details**

Dogcity has agreed a Lease with the Landlord for an initial ten years, plus two further options of five.

## **Noise**

It is important to note that in our more than ten years of operation, Dogcity nor the councils that we operate within, has ever received a noise complaint. This may seem surprising, but it is all down to the style of dog behaviour management that our team are trained in as well as the strict enrolment suitability criteria that we impose on all dogs in our care.

For the safety and wellbeing of all our dogs as well as our team, Dogcity must maintain a very strict suitability criteria

regarding dog behaviour, socialisation skills and abilities, as well as the impact they have on those and the environment around them. In relation to noise specifically, a barking dog does not meet our suitability criteria. A dog who incessantly barks is not enjoying their experience, nor are they participating in the positive socialisation opportunities that Dogcity has on offer; barking dogs also can have a negative impact on the wellbeing and 'energy' of their canine counterparts and therefore are not good playmates for those dogs whose behaviour is deemed to be suitable.

Given this proposed location shares a property with car detailers and mechanics who objectively make more consistent noise, and given our previous experience spanning more than a decade, we are confident that Dogcity will have no environmental impact on local noise levels. The warehouse roller door will also, aside from brief weekly waste collection, remain closed during our hours of operation. Please see below for more specific published detail around noise.

In our professional experience, we are one of very few dog daycare providers where the team are specifically trained in engaging dogs and providing enrichment opportunities to prevent boredom and distress that could potentially lead to problematic barking. It is also important to note that a well-run dog daycare facility cannot be compared to even a well-run Boarding Kennel, whereby large groups of often distressed dogs (by virtue of being away from their owners) can bark excessively. These are entirely different services, caring for entirely different types of dogs, with entirely different intended outcomes.

Because of the way we manage the business to reduce potential noise, we will not be providing any acoustic testing as such at this stage. We have not been required to do so for any of our other four locations, and are yet to receive a noise complaint in over 10 years of business.

## Traffic

We are a pick-up and drop-off service. In a recent Traffic Survey, which we had undertaken by 'Empirical Traffic Advisory' it was determined that the average time vehicles were present on the Dogcity property on drop-off was 2 minutes 45 seconds, while during pick-up the average time vehicles were present was a mere 4 minutes 45 seconds, suggesting no congestion or negative impact to surrounding areas or businesses.

Our drop-off times are between 7am – 12pm, and pick-up is between 12pm – 6:30pm, making for an even spread of clients and no issues with congestion.

The site has 7 allocated parking spaces.

## Internal Processes/Activities

Dogcity provides dog daycare, dog grooming and retail services.

## NOISE | DOG BARKING & NOISE POLLUTION

IT'S SIMPLE! HAPPY, CONTENT AND PHYSICALLY AND MENTALLY ENRICHED DOGS WHO ARE ENGAGED IN A FULLY SUPERVISED, CONTROLLED AND POSITIVE PLAY SETTING RARELY BARK!

Most of our neighbours - despite some having initial concerns - are now friends or clients of Dogcity. BUT in the interest of meaningful discussion and alleviating any potential concerns, let's look at the facts around dog-specific noise.

**OFFENSIVE NOISE** | Offensive noise can be described as being noise:

- a) that, by reason of its level, nature, character or quality, or the time at which it is made, or any other circumstances:
  - (i) is harmful to (or is likely to be harmful to) a person who is outside the premises from which it is emitted, or
  - (ii) interferes unreasonably with (or is likely to interfere unreasonably with) the comfort or repose of a person who is outside the premises from which it is emitted, or

**NOISE AND THE LAW** | Persistent dog barking can be a breach of the Dog and Cat Management Act 1995. Section 45A (5) of the Dog and Cat Management Act 1995 states:

*"A person who owns or is responsible for the control of a dog is guilty of an offence if the dog (either alone or together with other dogs, whether or not in the same ownership) creates a noise, by barking or otherwise, which persistently occurs or continues to such a degree or extent that it unreasonably interferes with the peace, comfort or convenience of a person."*

**HOW LOUDLY DO DOGS ACTUALLY BARK? |** When a dog barks, it is a minimum of 60 decibels, according to the Southwark Council in the United Kingdom. In some extreme cases – e.g. anxiety/distress/fear/boredom, none of which is an issue at Dogcity - it can increase to more than 110 decibels.

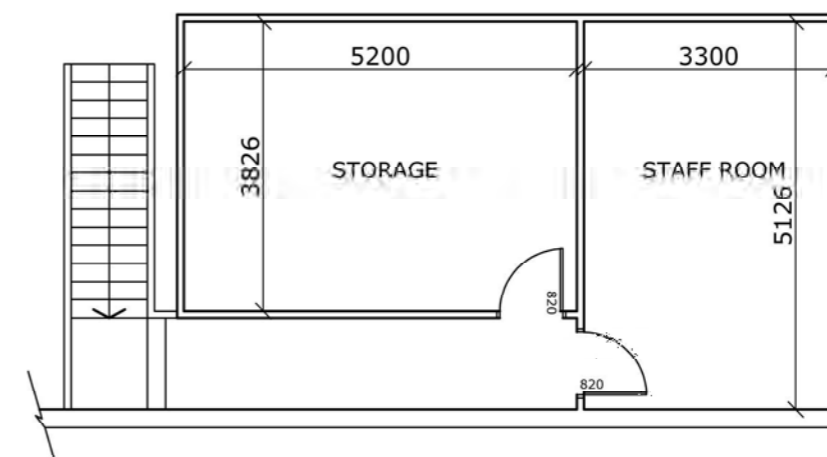
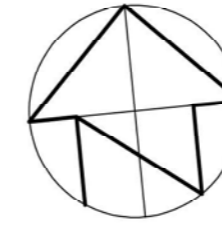
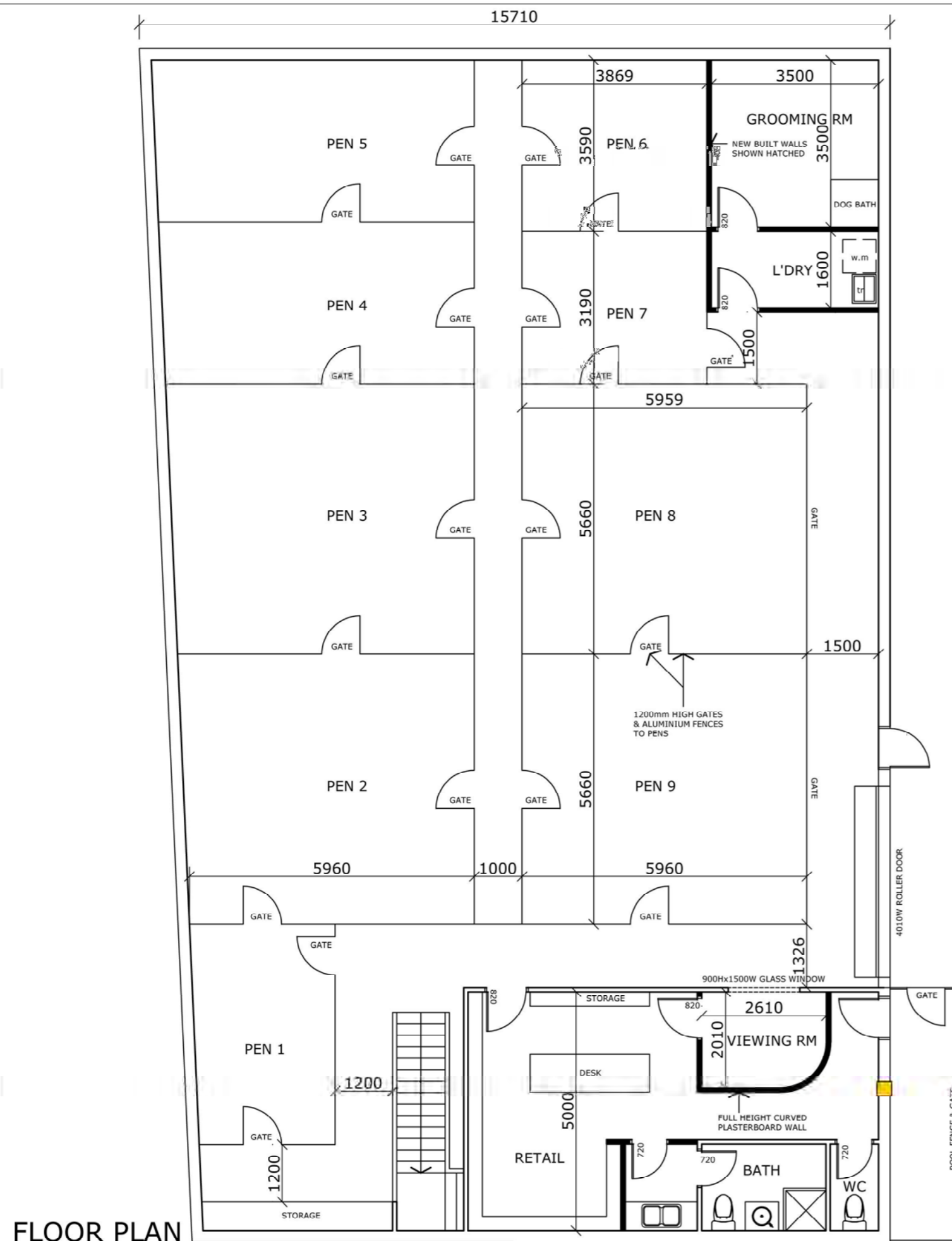
If you want to compare the loudness of a dog's bark to some ordinary sounds, consider that a sewing machine is around 60 decibels. A child in the midst of a shrieking tantrum goes to around 110 decibels, which is the same as dog barks on the noisier end of the spectrum.

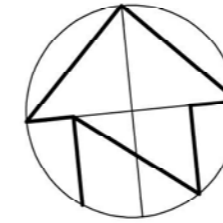
If you're looking for real life examples of canines with loud barks, look straight at Charlie, a Golden Retriever from Adelaide who's bark measures in at 113.1 decibels -- not unlike rock tunes blasting at a weekend live show. Charlie was honoured with the title of "loudest bark" by Guinness World Records in 2013. AND you will be pleased to know, despite being local to Adelaide, Charlie is not an enrolled member of the Dogcity community.

Barking is undoubtedly a normal behaviour in dogs, but excessive barking can be a sign of a problem. Many different things can trigger barking in canines, including pure enthusiasm and giddiness, tedium, the presence of an "invader," the need for attention and acknowledgement and nervousness due to isolation and loneliness - think separation anxiety.




Dogs who bark excessively aren't playing and enjoying their group socialisation experience therefore, we cease the enrolment of these dogs and suggest alternative forms of enrichment and socialisation at home.

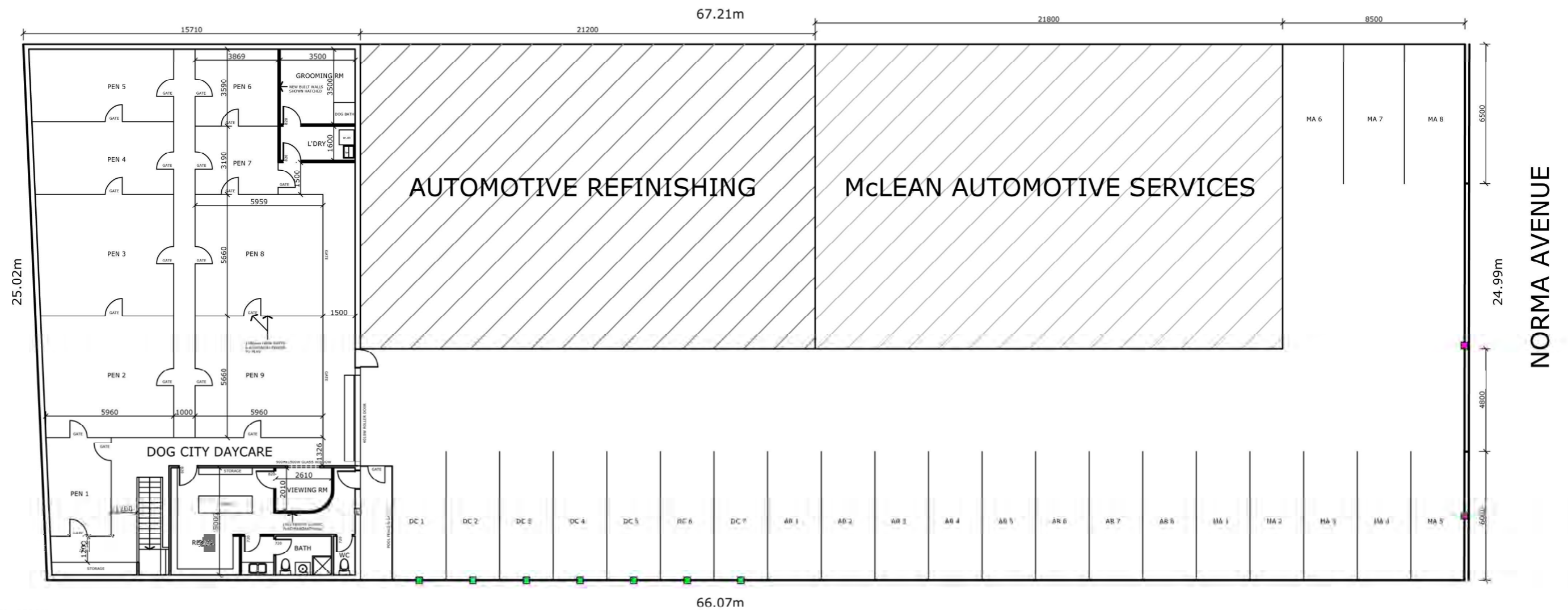
In our many years of experience, we have noted that dogs who suffer from separation anxiety or boredom often really benefit from the meaningful socialisation and enrichment opportunities at Dogcity, in turn alleviating problem behaviours within the home and the potential impacts on neighbours and the wider community.





DOG CITY DAYCARE RIDGEHAVEN		
ADDRESS 6 NORMA AVENUE, RIDGEHAVEN		
FLOOR PLAN 1:100		
SCALE 1:100	DEC 23	WD2

-  FACADE SIGNAGE
-  CARPARK SIGNAGE
-  STREET SIGNAGE



SITE PLAN  
1:200

## Facade Signage



### Legend:

- 1. Glass Door with decals
- 2. Decals covering existing solid door
- 3. Decals on existing windows
- 4. Small flags attached to wall

# dögcity.

Play with us

## Facade Signage

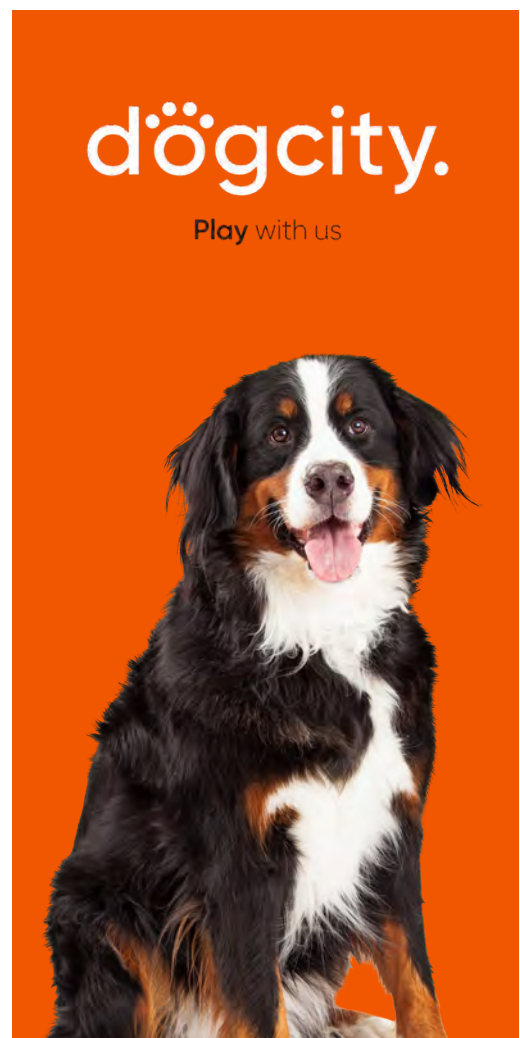
### Legend:

1. Glass Door with decals
2. Decals covering existing solid door
3. Decals on existing windows
4. Small flags attached to wall

1.



2.



## Facade Signage

### Legend:

1. Glass Door with decals
2. Decals covering existing solid door
3. Decals on existing windows
4. Small flags attached to wall

3.

**Play** with us.



**Grow** with us.



**Groom** with us.



**Play** with us.



**Learn** with us.



# dögcity.

Play with us

## Facade Signage

### Legend:

1. Glass Door with decals
2. Decals covering existing solid door
3. Decals on existing windows
4. Small flags attached to wall

**4.**



# dögcity.

Play with us

## Street Signage



## Legend:

1. Business Logo attached to already erected sign board
2. Flag attached to front fence

1.



2.



## Carpark Signage



### Description:

Orange signs with business logo attached to existing wall to identify the **seven** carparks allocated to the business.

### Example:

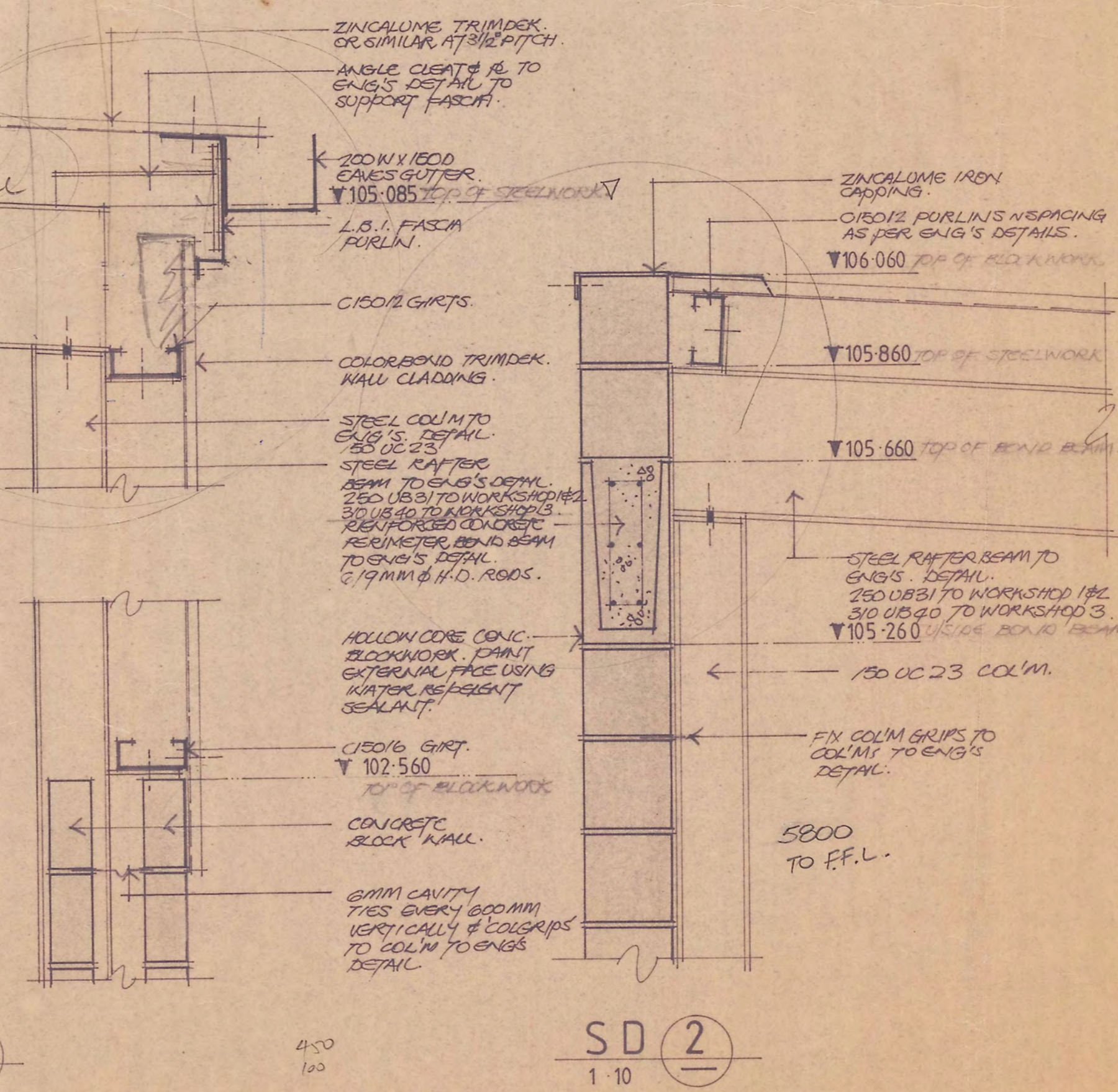
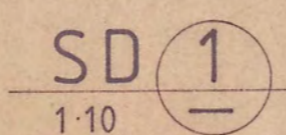
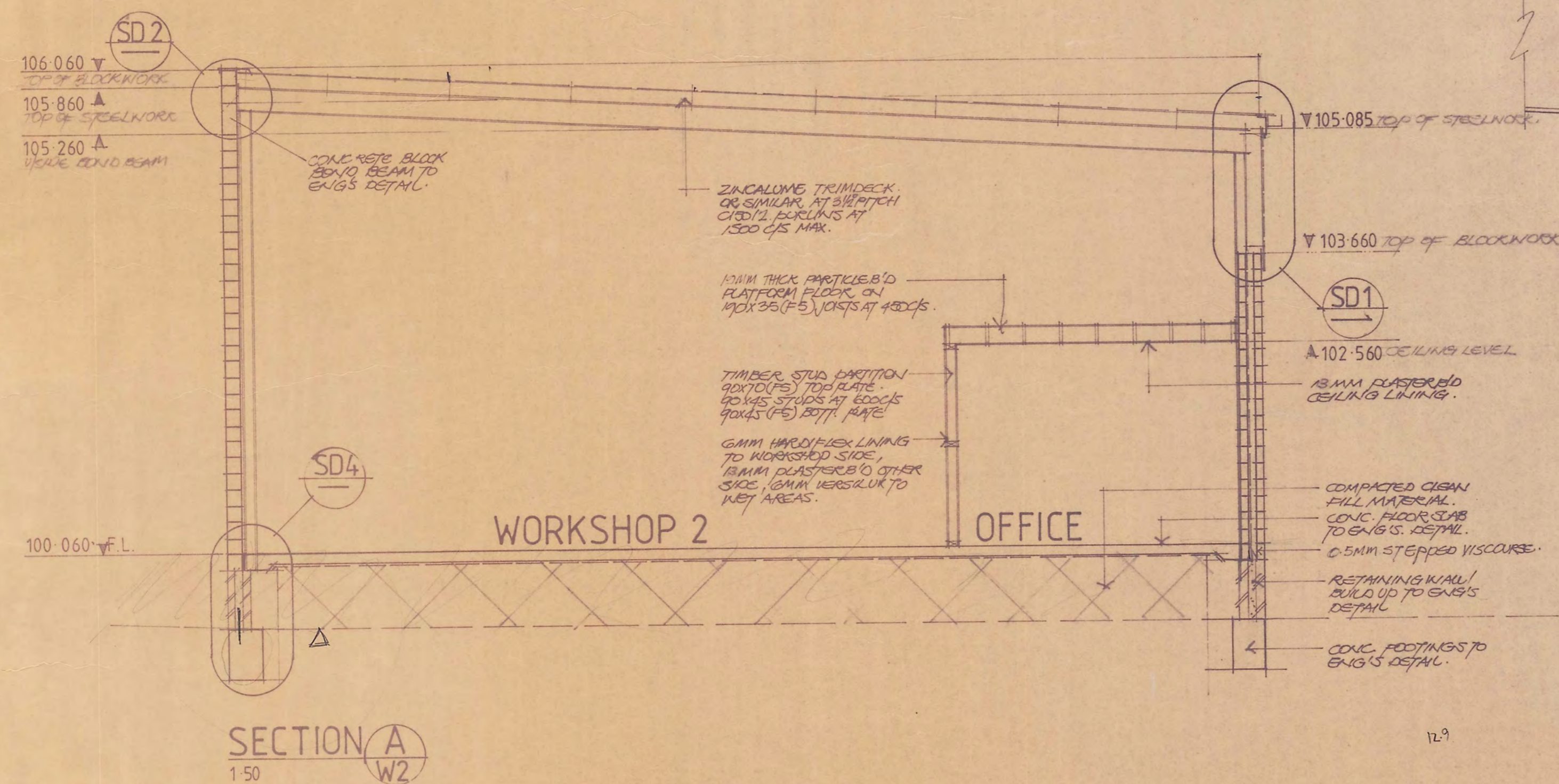
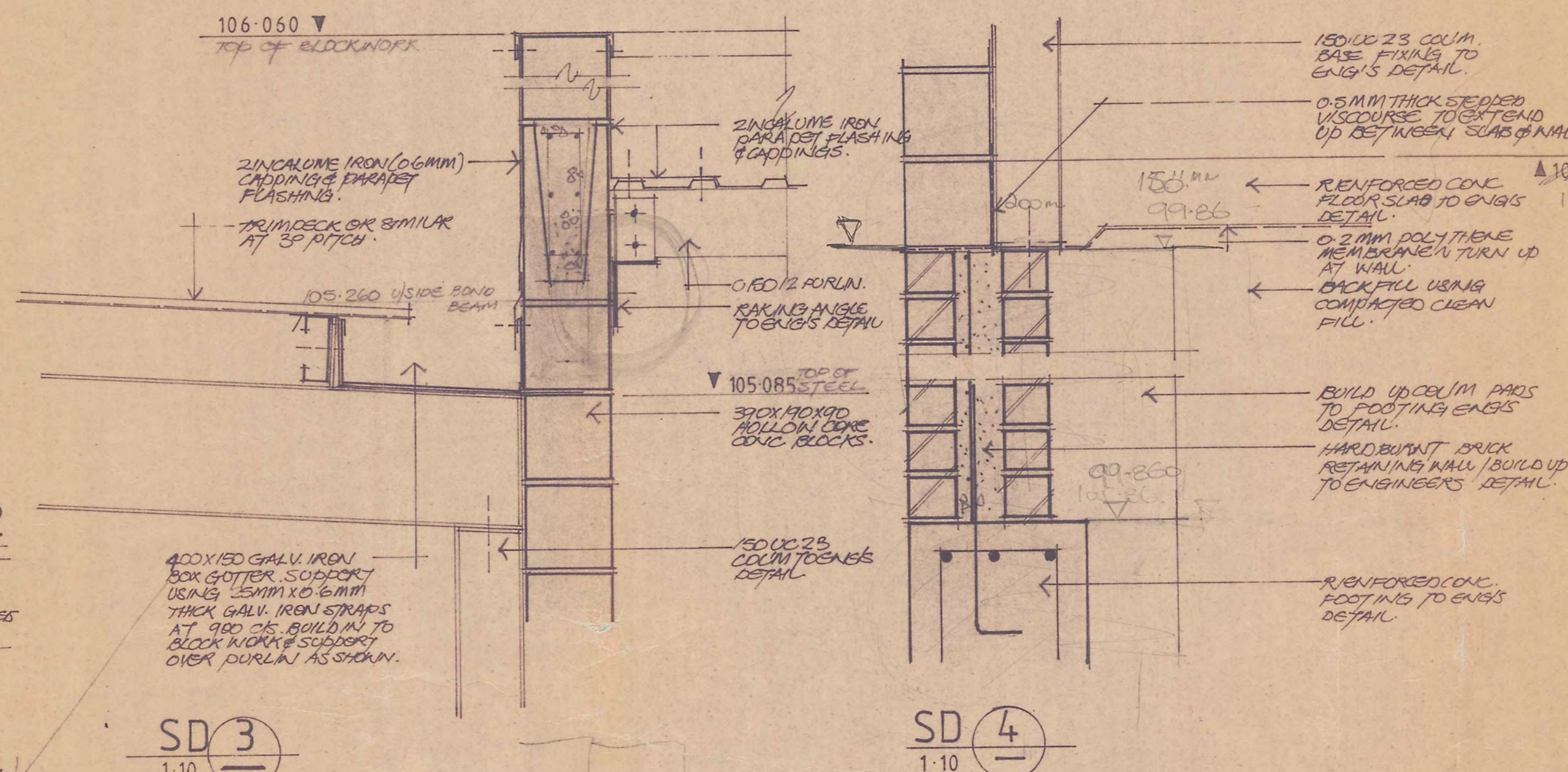
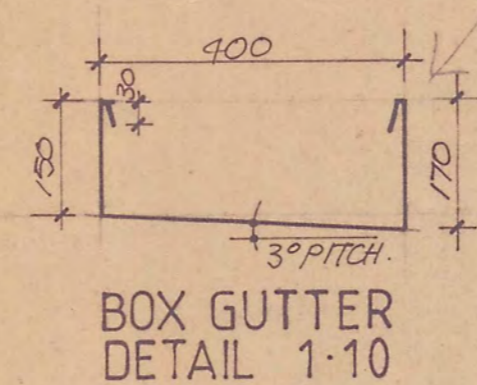
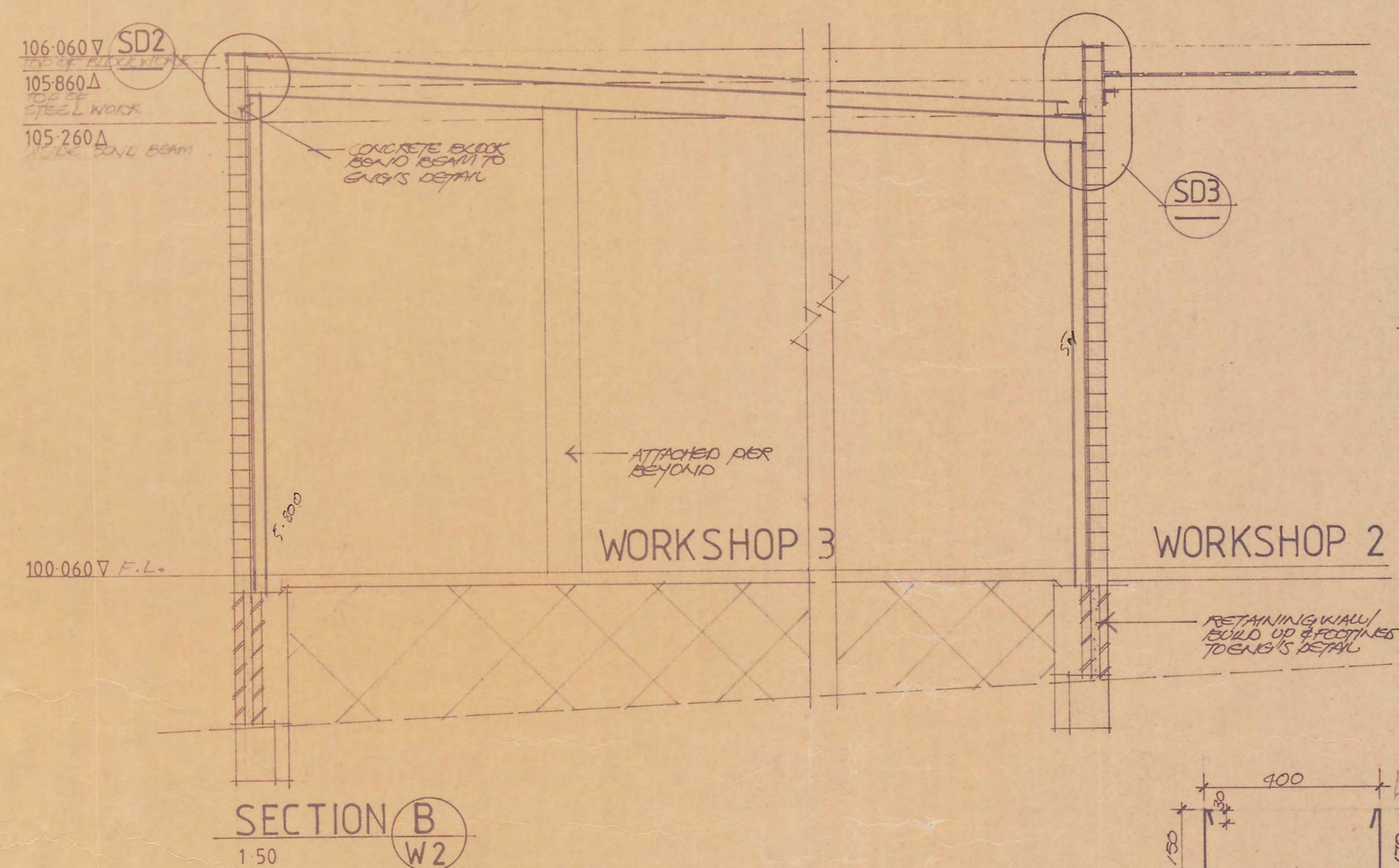
Orange square with white paw print inside on wall above each of the **seven** car parks.



- NOTE:
- ALL DIMENSIONS IN MILLIMETRES UNLESS NOTED OTHERWISE.
  - DO NOT SCALE DRAWINGS.
  - CONTRACTOR SHALL VERIFY ALL LEVELS AND DIMENSIONS ON SITE PRIOR TO COMMENCEMENT OF ANY WORK OR SHOP DRAWINGS.
  - ANY DISCREPANCIES TO BE REFERRED TO OWNER FOR CLARIFICATION BEFORE PROCEEDING WITH FURTHER WORK.

# AMENDMENTS

ISSUE	DATE	DETAILS
A	15.3.86	ISSUE TO CLIENT
B	24.4.86	GENERAL REVISION



NOTE  
IT IS THE OWNERS RESPONSIBILITY  
TO ARRANGE CHECKING OF ALL  
FABRICATION DRAWINGS.

NOTES:  
DRAWINGS TO BE READ IN CONJUNCTION WITH  
RELEVANT ENGINEERS DETAILS & CALCULATIONS  
FOOTINGS & CIVIL WORKS: EASTON & CAMPBELL  
CONSULTING ENGINEERS  
STRUCTURAL: J & J ENGINEERING DESIGN SERVICES.  
\*FURTHER DETAILS WILL BE ISSUED DURING CONSTRUCTION  
AS REQUESTED.  
\*ALL ENGINEERS DETAILS SHALL PREVAIL OVER  
ARCHITECTURAL DETAILS IF DISCREPANCIES OCCUR.

PROJECT  
**WORKSHOP DEVELOPMENT**  
AT  
**Pt. 65 & 66 NORMA AVE.**  
**RIDGEHAVEN**

CLIENT  
**MR. M. PARLETTA**

TITLE  
**SECTIONS  
DETAILS**

27 MAY 1986

DRAWN	DATE	SCALE
TC	FEB 86	1:50 1:10
NORTH	DRAWING No	

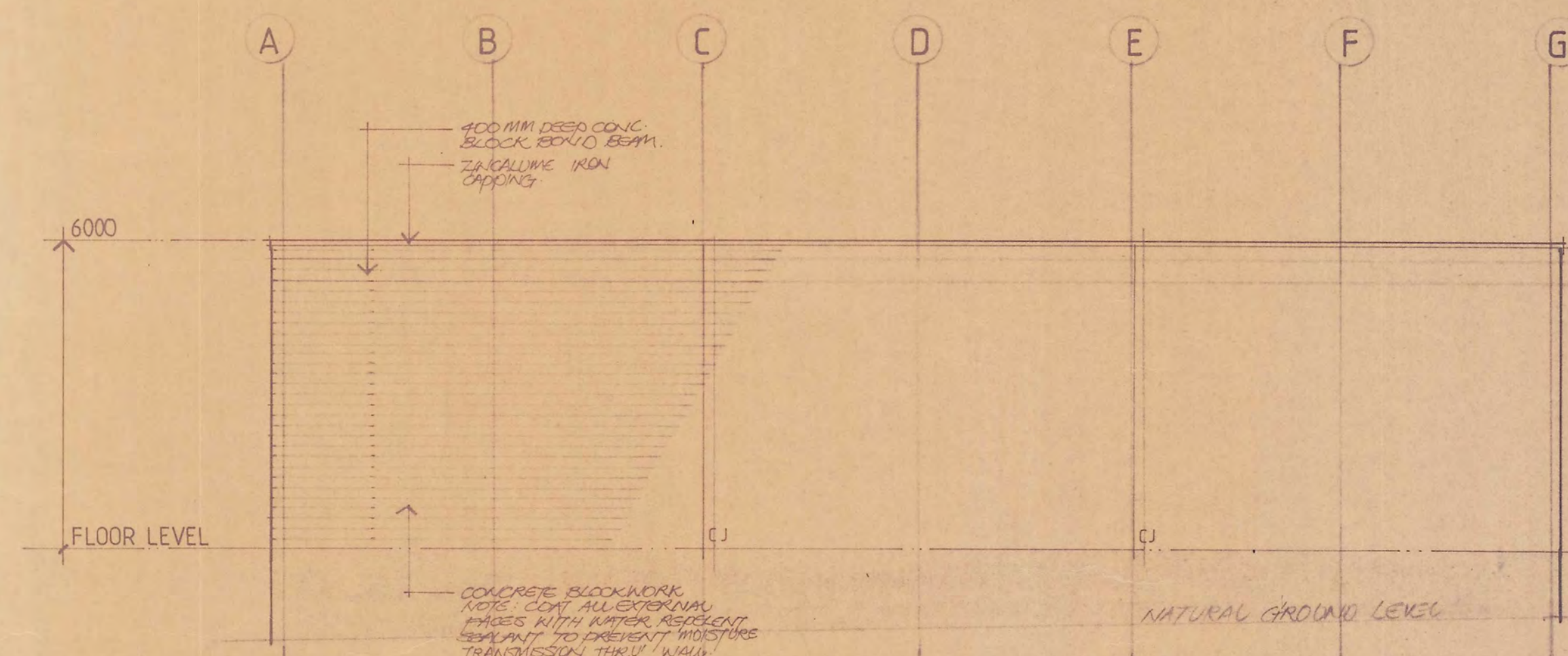
85-20-W4/4

# NOTE:

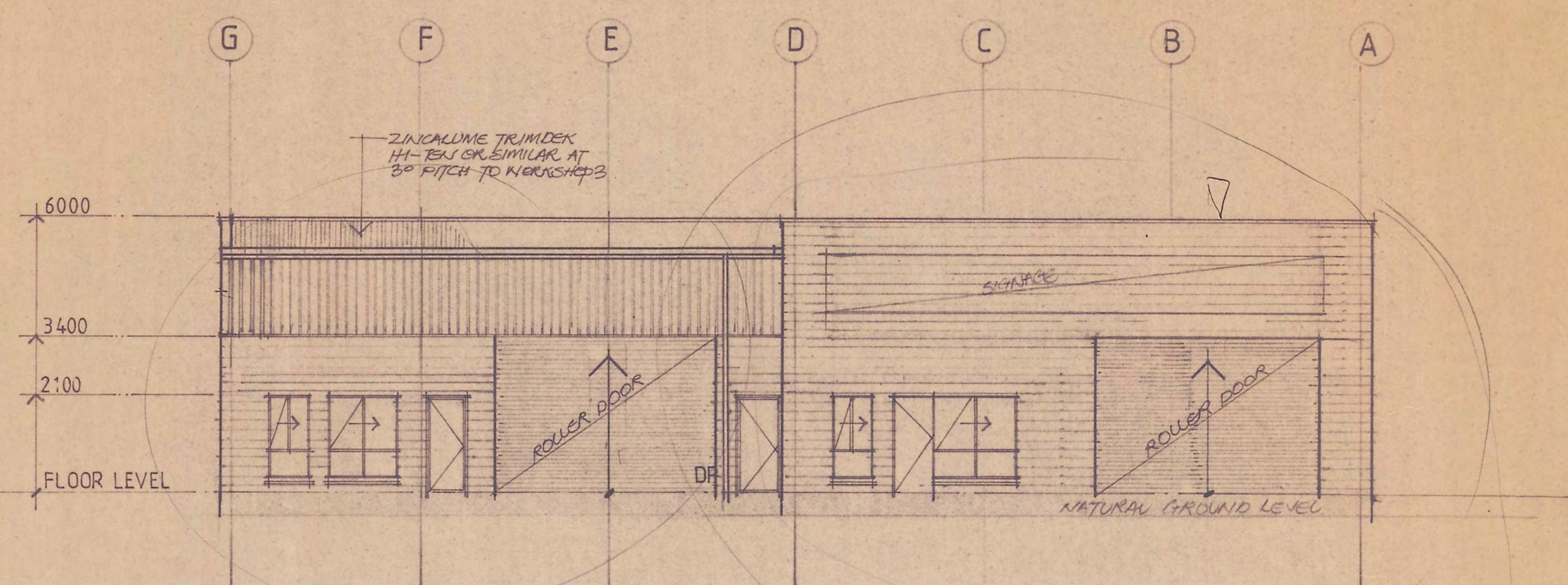
- ALL DIMENSIONS IN MILLIMETRES UNLESS NOTED OTHERWISE.
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- ANY DISCREPANCIES TO BE REFERRED TO OX/MER FOR CLARIFICATION BEFORE PROCEEDING WITH FURTHER WORK.

## AMENDMENTS

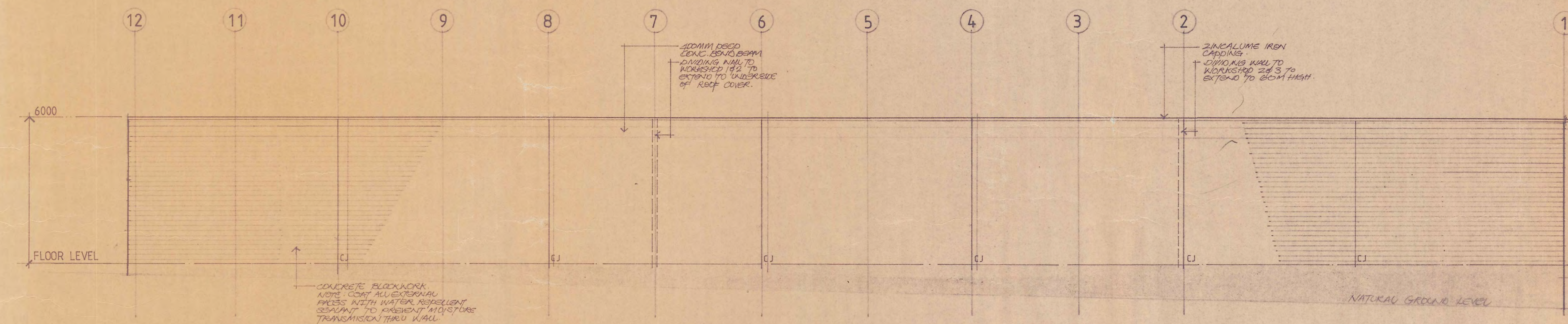
ISSUE	DATE	DETAILS
A	15.2.86	ISSUE TO CLIENT
B	24.4.86	GENERAL REVISION



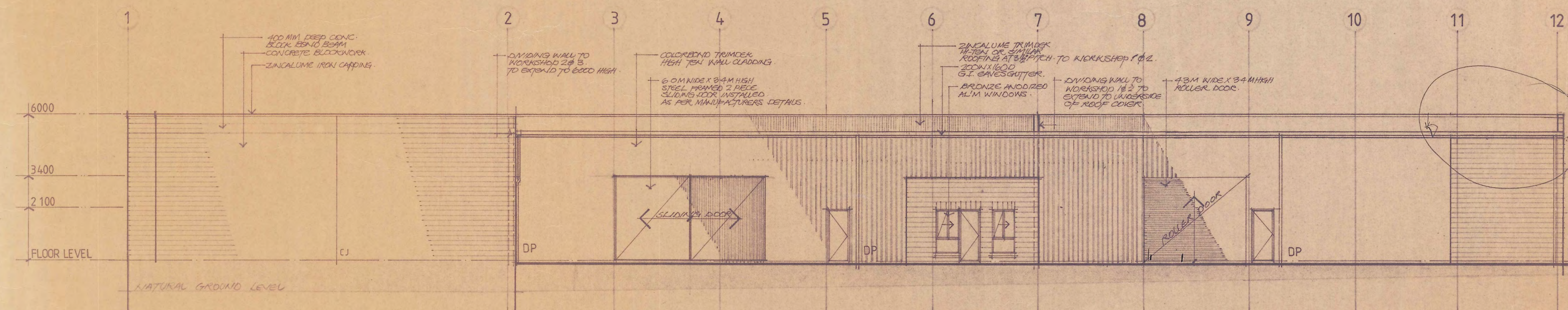
WEST ELEVATION  
1:100



EAST ELEVATION  
1:100



NORTH ELEVATION  
1:100



SOUTH ELEVATION  
1:100

PROJECT  
**PROPOSED WORKSHOP DEVELOPMENT**  
AT  
**Pt. 65 & 66 NORMA AVE. RIDGEHAVEN.**

CLIENT  
**MR. M. PARLETTA**

TITLE  
**ELEVATIONS**

27 MAY 1986

DRAWN  
T.C.

DATE  
FEB. 86

SCALE  
1:100

NORTH  
DRAWING No

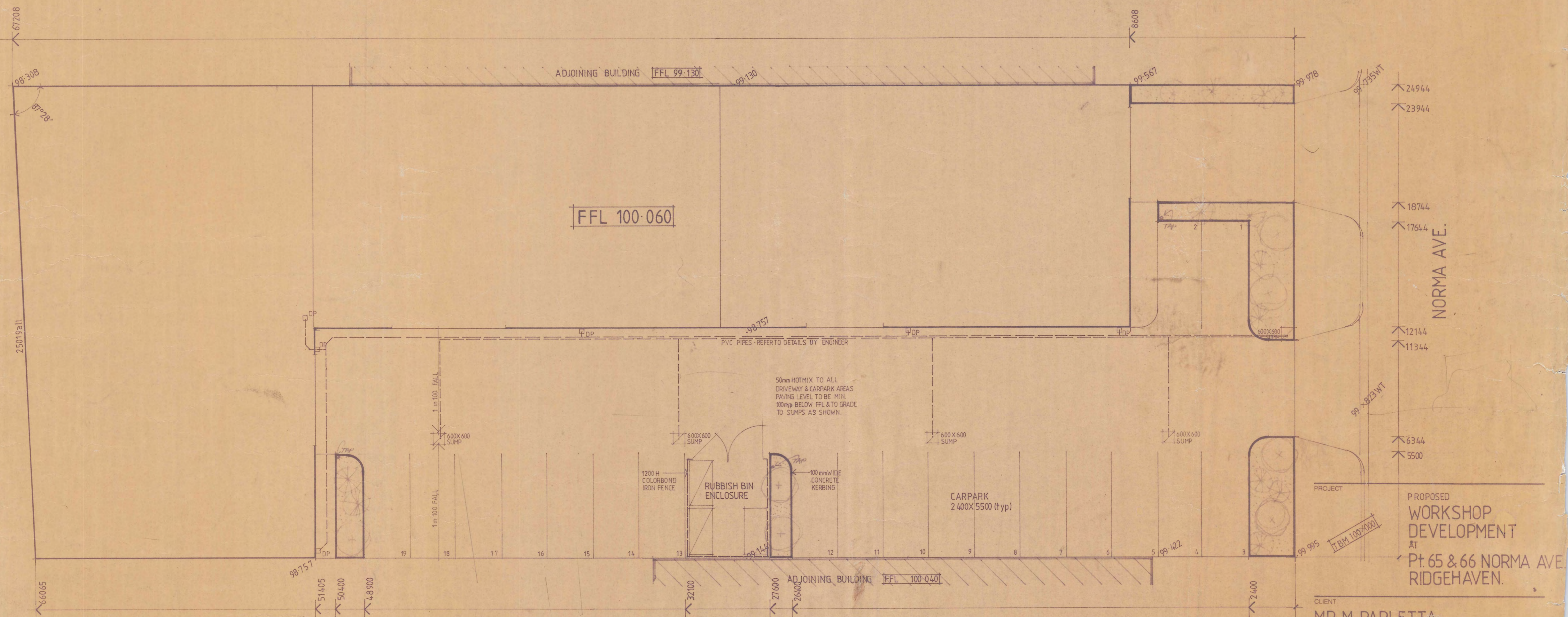
85-20-W3/4

# NOTE:

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## AMENDMENTS

ISSUE DATE DETAILS  
A 15-3-86 ISSUE TO CLIENT



SITE PLAN  
1:00

## NOTES

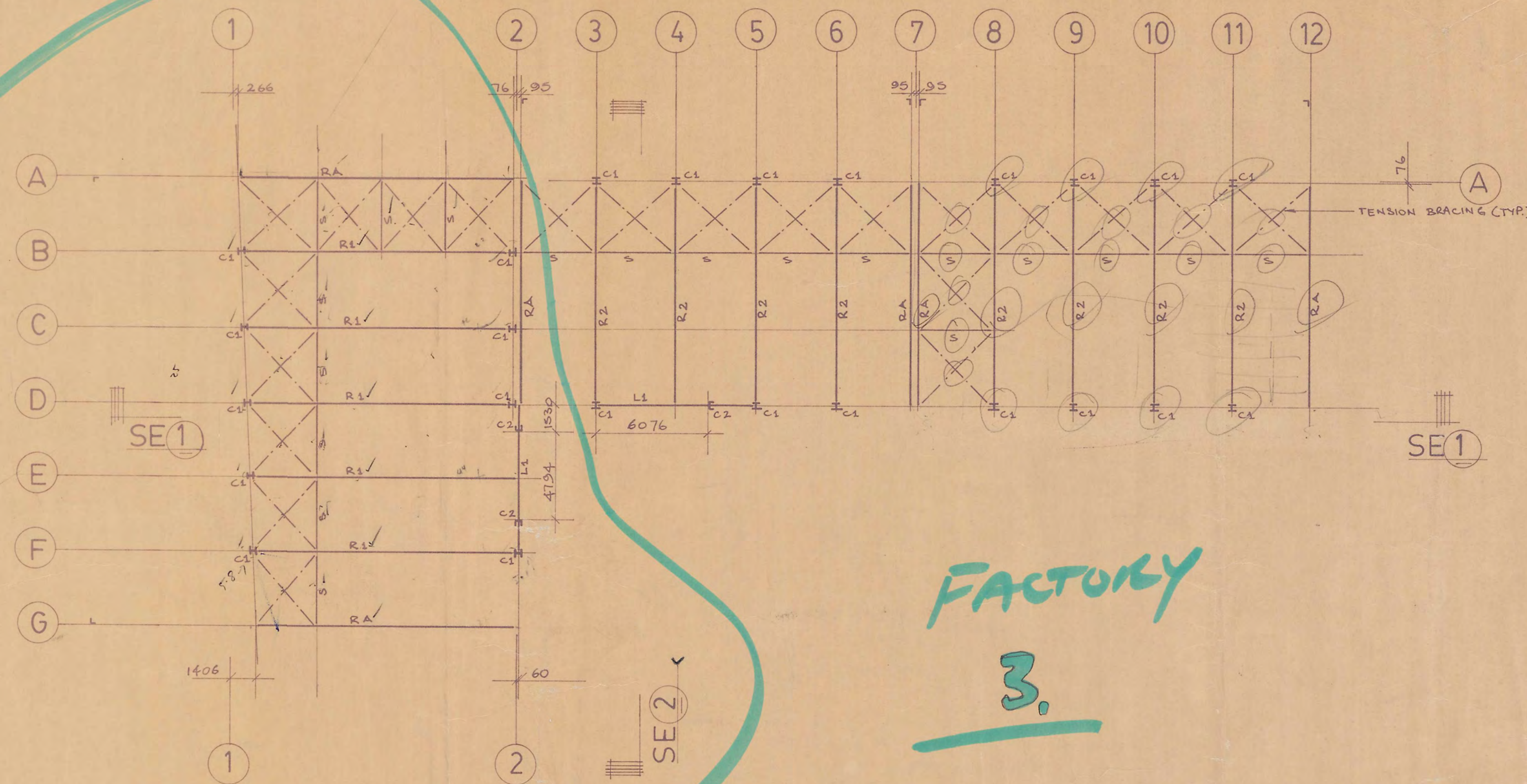
- FOR D.P. (DOWN PIPE SIZES) REFER TO SHEET NO. 85-20-W1/4 FLOOR PLAN.
- FOR FURTHER STORMWATER DRAINAGE DETAILS, REFER TO DRAINAGES ETC. BY CIVIL ENGINEER BASTICK & CAMPBELL JOB NO. 85/86/1.
- 100.060 DENOTES DESIGN LEVEL 99.114 DENOTES NATURAL GROUND SPOT LEVEL.
- DETAILS OF SEWER CONNECTION & DRAINAGE TO SUPPLY BY OTHERS.

## LANDSCAPE LEGEND

- SMALL TO MEDIUM TREES (UP TO 6.0M HIGH)  
ACACIA ITTECOBYLLA  
" BLENKINSHAW  
CALLISTEMON HARKNESS
- SHRUBS (UP TO 3.0M HIGH)  
CASSIA STURTII  
ERMOPHYLLA MACULATA  
CALLISTEMON VIMINATUS 'CAPTAIN COOK'
- GROUND COVERS (UP TO 0.5M HIGH)  
MYOPORUM PARVIFOLIUM  
CORREA REFLEXA (PROSTRATE FORM)  
KENNEDIA PROSTRATA



85-20-W1/4



ROOF FRAMING PLAN  
1:200

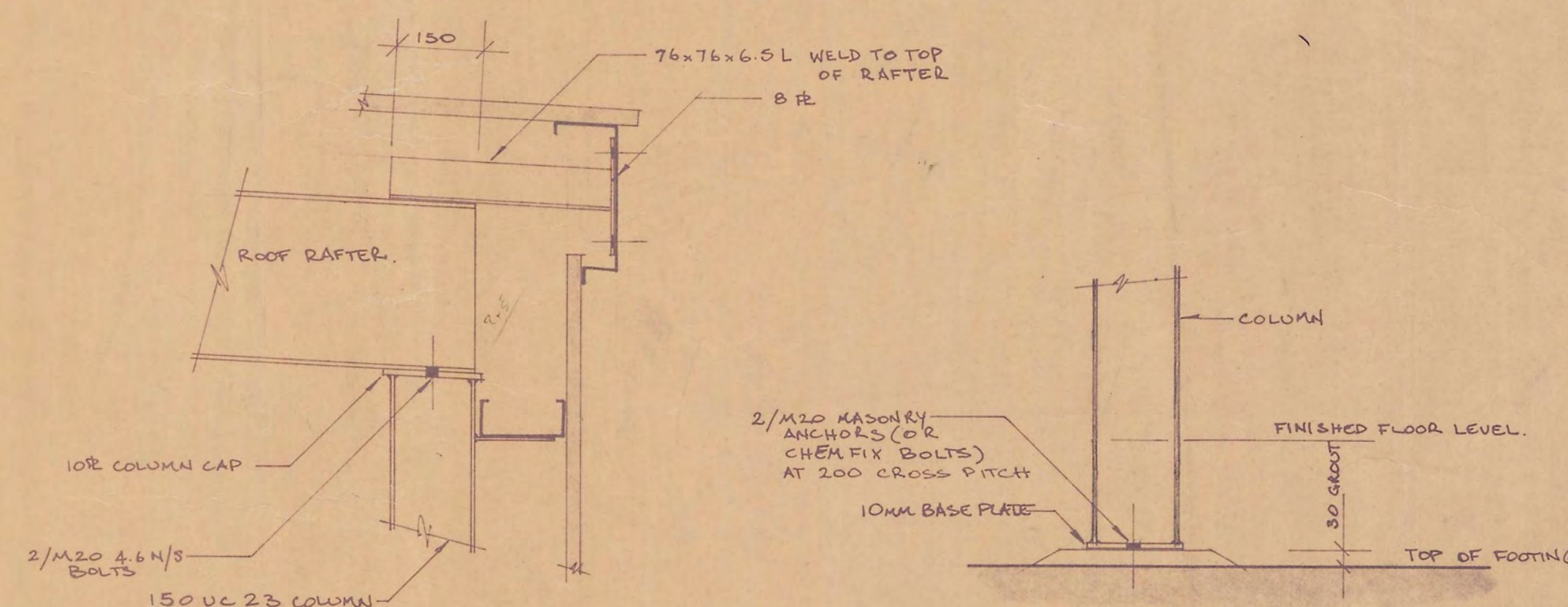
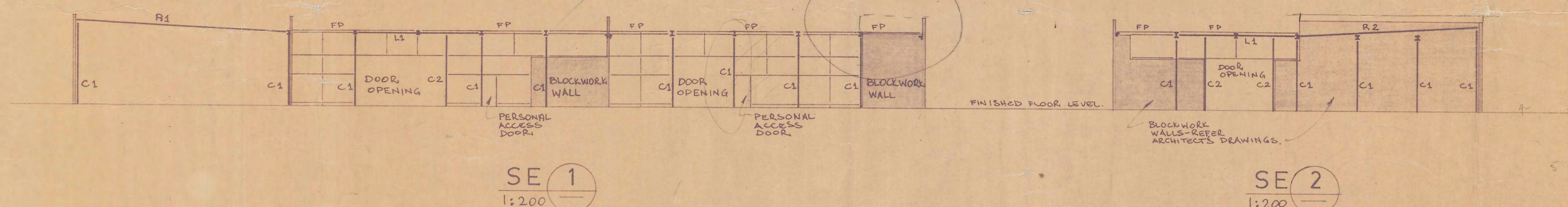
MEMBER	SIZE	END CONNECTION DETAILS
R1	310 UB 40	2/M20, 4.6 N/S BOLTS TO COLUMN CAP.
R2	250 UB 31	" " " "
RA	76x76x6.5 L	M16 MASONRY ANCHORS AT 2.0 M. MAX. CENTRES.
L1	250 UB 37	COPE FLANGES, 2/M20, 4.6 N/S WEB CLUT CONNECTION.
C1	150 UC 23	10R CAP & BASE + 2/M20, 4.6 N/S BOLTS.
C2	150x75 C	" " " "
S	102x102x8 L	2/M20, 4.6 N/S BOLTS INTO BR GUSSET AS REQ.
TENSION BRACING	16 Ø MILD STEEL ROD	SITE WELD (100MM OF 5MM FILLET)
PURLINS	LYSAGHT C150 12 CONT OVER 2 SPANS	STANDARD CONNECTIONS AS PER MANUFACTURERS DETAILS CENTRAL HOOK-LOK BRIDGING
FP	LYSAGHT FASCIA PURLIN (SAT. 260F)	AS PER MANUFACTURE RS RECOMMENDATIONS.
GIRTS	LYSAGHT C150 12 CONT OVER 2 SPANS	STANDARD CONNECTIONS AS PER MANUFACTURERS DETAILS CENTRAL HOOK-LOK BRIDGING WHERE SPAN EXCEEDS 3.6M.

## NOTES

- FOR GRID DIMENSIONS REFER TO ARCHITECTURAL DRAWINGS.
- STRUCTURAL STEELWORK SHALL BE GRADE 250, FABRICATED & ERECTED TO THE REQUIREMENTS OF AS 1250 - STEEL STRUCTURES CODE.
- STEELWORK SHALL BE SURFACE TREATED IN ACCORDANCE WITH THE SPECIFICATION
- COLD FORMED SECTIONS SHALL CONFORM TO AS 1538 - COLD FORMED STEEL STRUCTURES CODE.
- WELDING SHALL BE "GENERAL PURPOSE" 5MM. CONTINUOUS FILLET WELDING TO THE REQUIREMENTS OF AS 1554.
- ALL BOLTS SHALL BE 4.6 GRADE BOLTS TO THE REQUIREMENTS OF AS 1111.

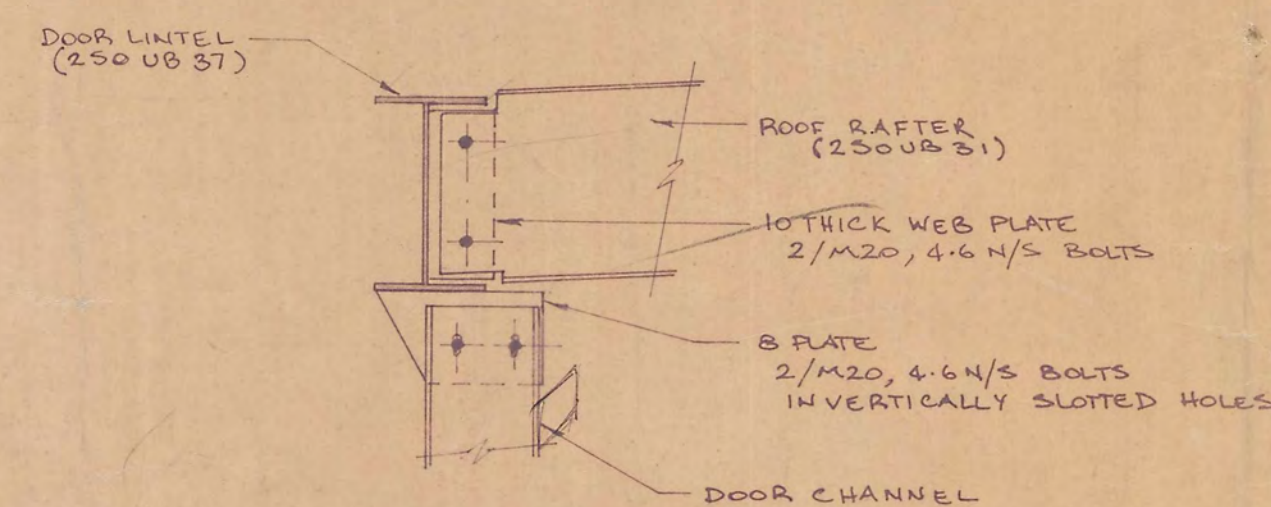
## AMENDMENTS

A 24.4.86 150X TO CLIENT



HAUNCH DETAIL  
1:10

BASEPLATE DETAIL  
1:10



CONNECTIONS TO LINTEL  
1:10

PROJECT  
PROPOSED WORKSHOP DEVELOPMENT  
AT  
PT. 65 & 66 NORMA AVE.  
RIDGEHAVEN

CLIENT  
MR. M. PARLETTA 3 Brentwood Grove  
Paradise 5075

H-8336 4826 WK-82047353

TITLE  
STEEL FRAMING PLAN

27 MAY 1986

DRAWN  
JJG

DATE  
MARCH 86

SCALE  
1:200 1:10

85-20-S1/1

30.

A

# NOTE:

- ALL DIMENSIONS IN MILLIMETRES UNLESS NOTED OTHERWISE.
- DO NOT SCALE DRAWINGS.
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## AMENDMENTS

ISSUE	DATE	DETAILS
A	15-2-86	ISSUE TO CLIENT.
B	24-4-86	GENERAL REVISION 1 + ADD PD9.

## NOTE

ALL MAIN COL'MS	150 UC 23
RAFTER BEAMS	
WORKSHOP 1 + 2	250 UB 31
3	310 UB 40

\*FOR STEELWORK FRAMING DETAILS REFER TO SHEETS S1 & S2 BY J.P.I. ENGINEERING DESIGN SERVICES  
 \*FOR FOOTING LAYOUT DETAILS REFER TO PLAN BY EASTON & CAMPBELL, CONSULTING ENGINEERS.  
 \*FURTHER ARCHITECTURAL DETAILS WILL BE PROVIDED DURING CONSTRUCTION UPON REQUEST.  
 \*WHERE DISCREPANCIES OCCUR BETWEEN ARCHITECTURAL & ENGINEERING LAYOUT PLANS, REFER TO OWNER FOR CLARIFICATION INSTRUCTIONS.

PROJECT  
 PROPOSED

**WORKSHOP DEVELOPMENT**  
 AT  
**Pt. 65 & 66 NORMA AVE.**  
**RIDGEHAVEN.**

CLIENT

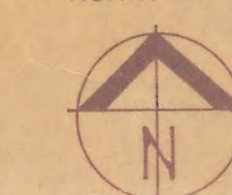
**MR. M. PARLETTA**

TITLE

**FLOOR PLAN**  
**STANDARD PLAN DETAILS**

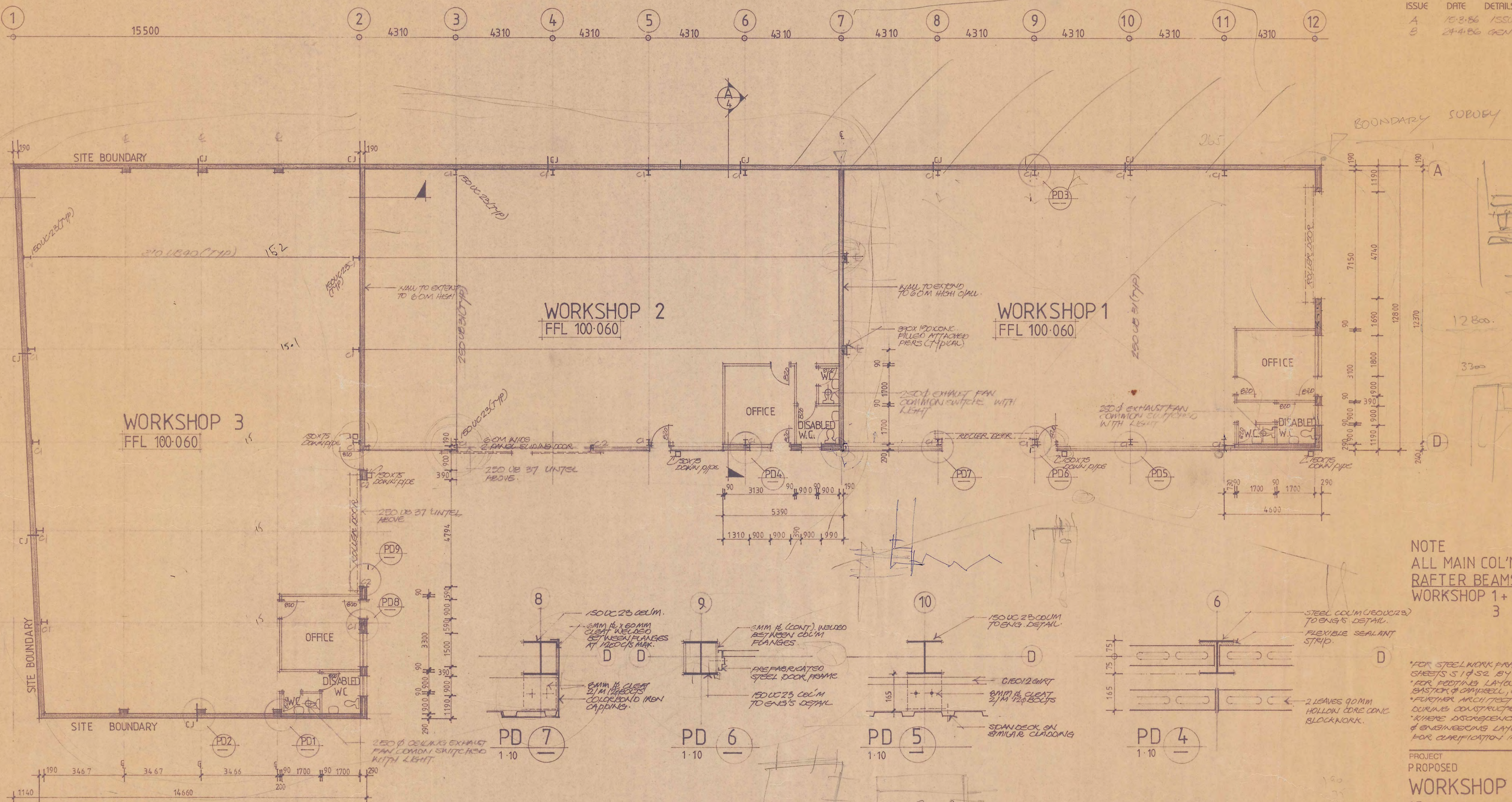
27 MAY 1986

DRAWN T.C.	DATE FEB 85	SCALE 1:100 1:10
NORTH	DRAWING No.	



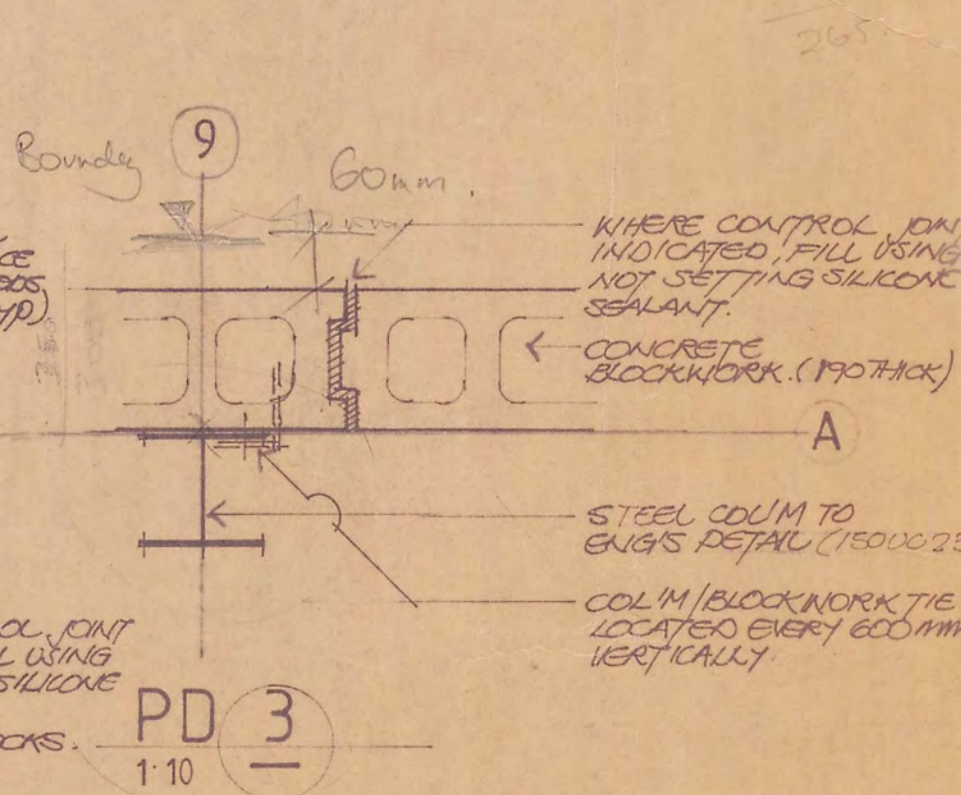
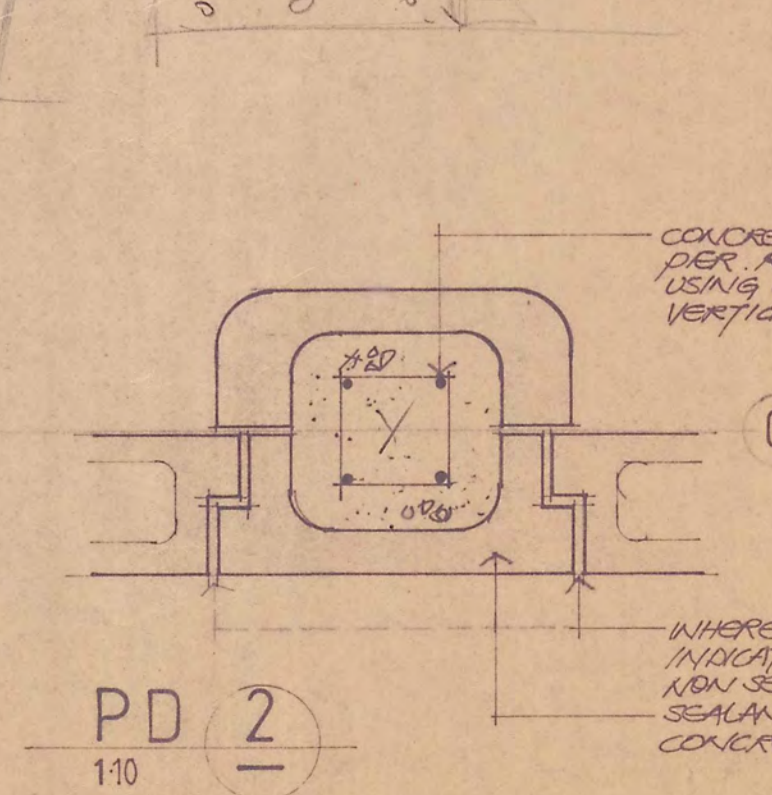
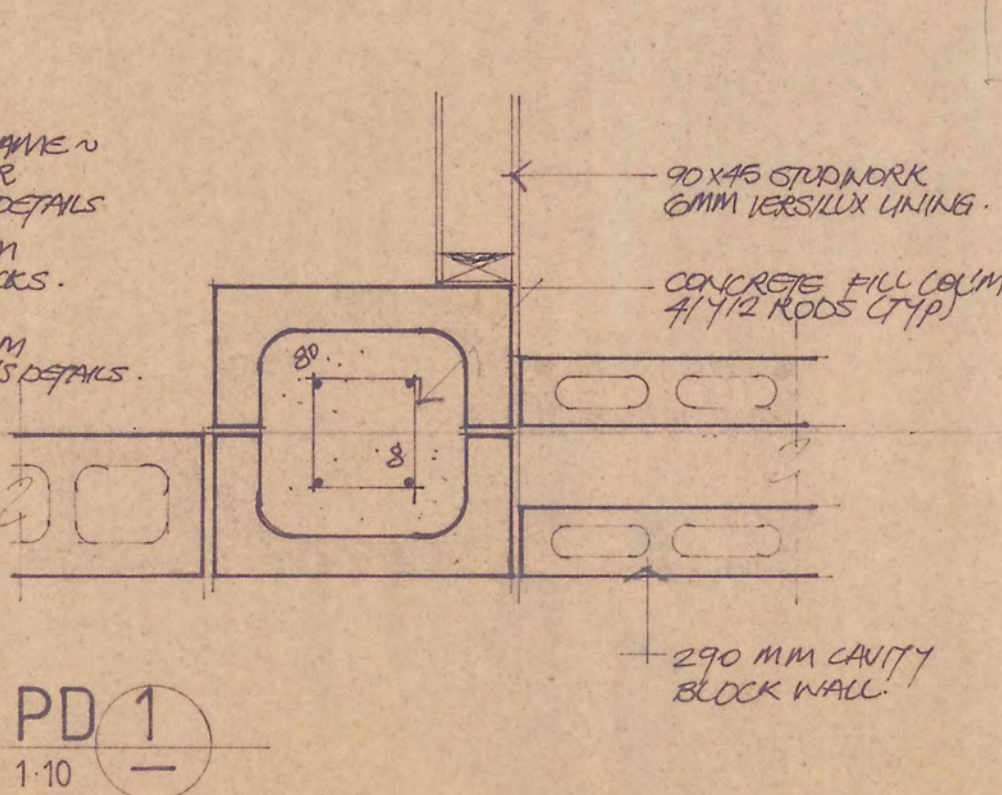
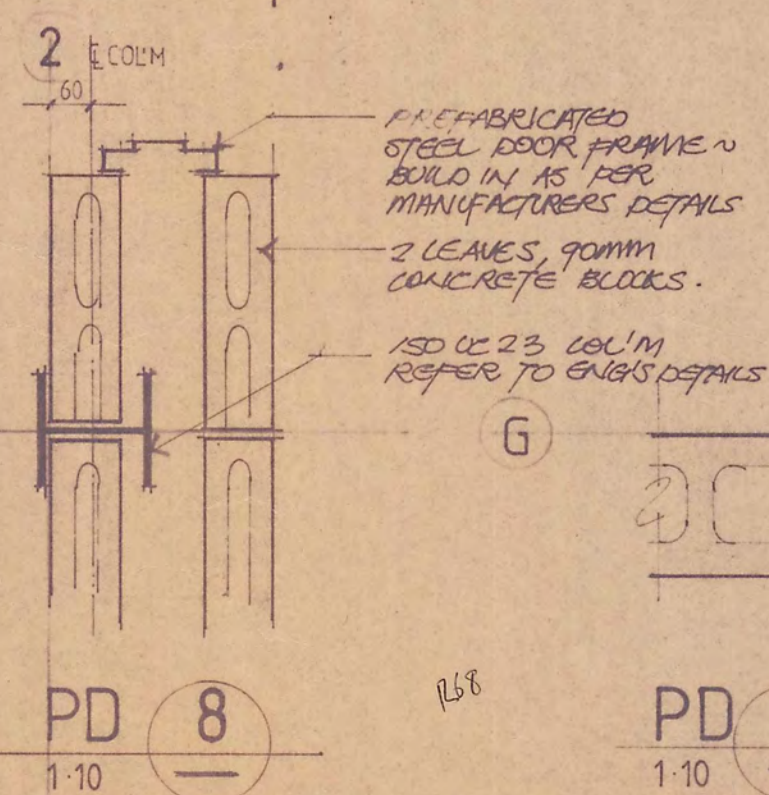
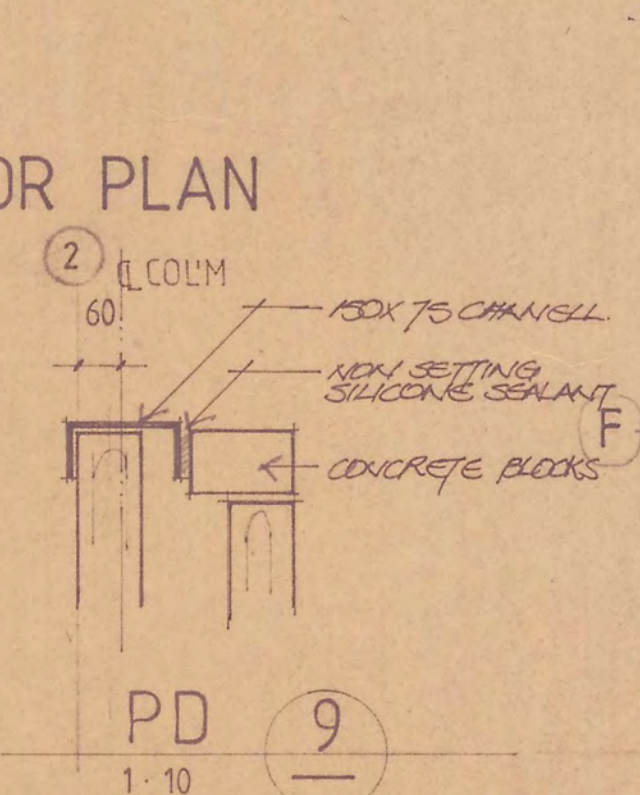
85-20-W2/4

B



## FLOOR PLAN

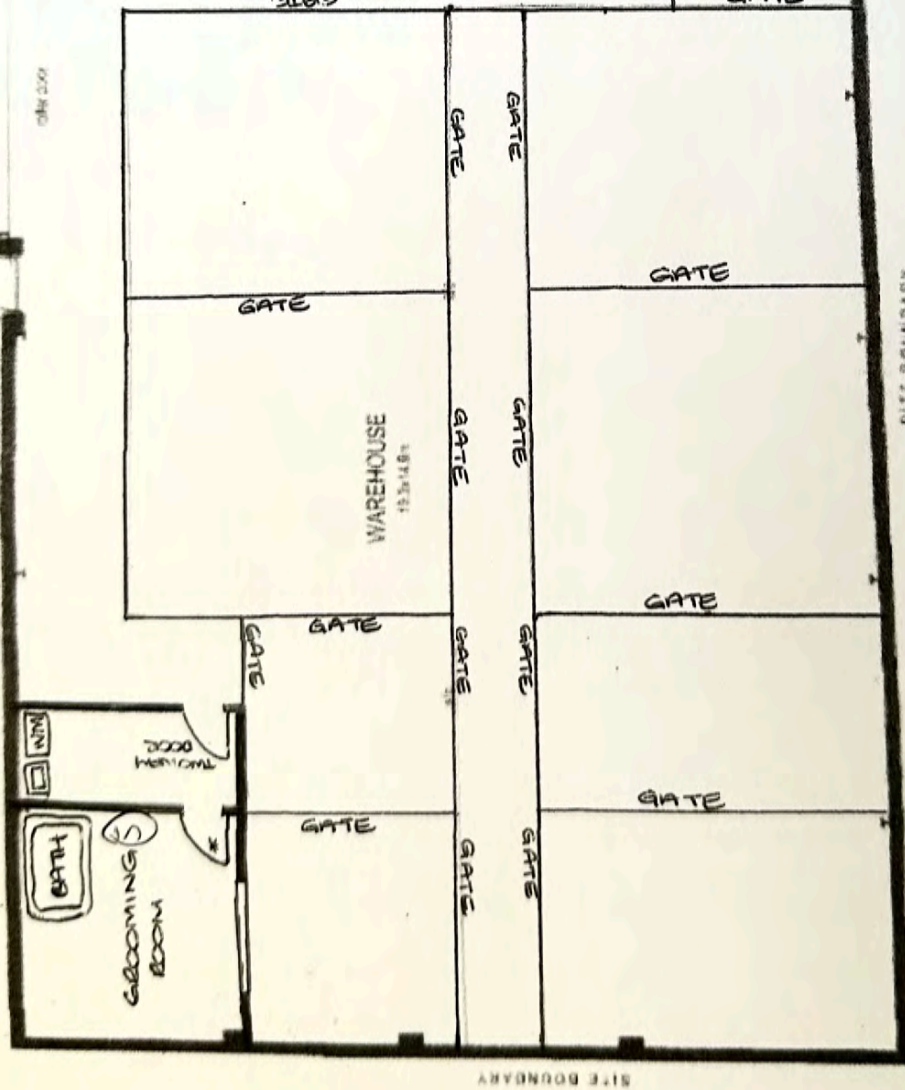
1:100



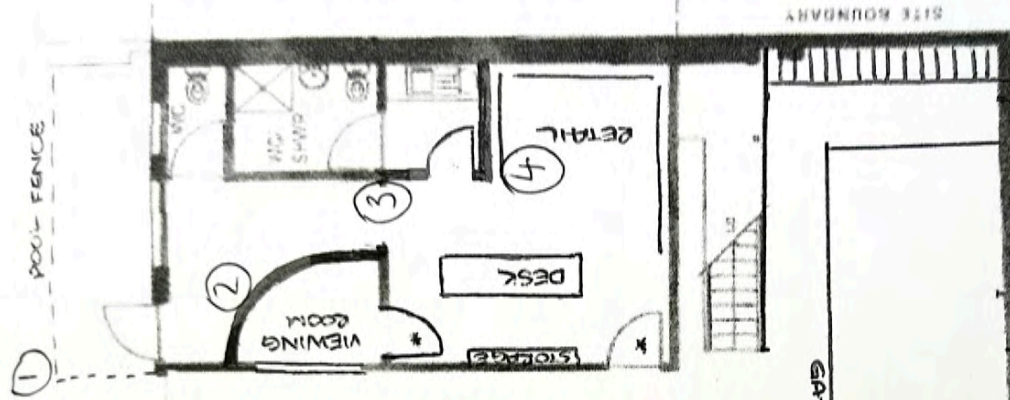
• ALL DETAILS ARE TYPICAL & MAY APPLY AT OTHER LOCATIONS NOT SPECIFICALLY NOMINATED.

MR. M. PARLETTA  
3 Brentwood Lane Paradise 5075-  
Worh 2047353 Home 3364826.

\* Glass door



WAREHOUSE 3  
GROUND FLOOR PLAN  
1:100



MEZZANINE FLOOR PLAN  
1:100

- ① Pool fencing
- ② Curved wall
- ③ Remove door
- ④ New walls - concierge
- ⑤ New walls - Grooming + Cleaning Room

# Dogcity

3 / 6 NORMA AVENUE, RIDGEHAVEN SA 5097

## WHAT | IS DOGCITY?

Dogcity is the largest family-owned dog daycare provider in Australia, and the only family-owned dog daycare provider in the country to offer four, hopefully soon to be 5, facilities. We offer dog daycare, grooming, a 'Positive Puppy Pawgram' (a specialised puppy socialisation training program), retail, and of course, daycare and positive socialisation opportunities for the Adelaide canine community. Dogcity was voted 'Australia's Favourite Family Owned Business' in 2023.

Our existing four facilities are located at:

KENT TOWN: 59 King William Street

THEBARTON: 39 Cawthorne Street

KESWICK: 16 Croydon Road

HAMPSTEAD GARDENS: 2/5 Hewer Street

Dogcity has grand plans to expand beyond our four facilities to offer positive socialisation experiences to dogs further across the state, including another location in the east of Adelaide, while also incorporating new and exciting services like hydrotherapy treadmills, behaviour-modification training, puppy and adult socialisation training, educational information sessions for owners, Canine Myofunctional Therapy & Acupuncture plus much, much more.

## WHY | IS DOGCITY AN ASSET TO THE CITY OF TEA TREE GULLY COMMUNITY?

Socialisation, enrichment, exercise, reduction of problem behaviours, puppy socialisation training and fun are just some of the opportunities that Dogcity provides to its doggy clients.

The Government of South Australia, Dog and Cat Management Board address, in detail, why communal play spaces for dogs are essential:

"Australia has one of the highest rates of pet ownership in the world with 36% of households owning a dog (Australian Companion Animal Council, 2010). Although dog ownership is common in Australia, it's

becoming more difficult for people to own dogs in urban areas. Dog population numbers in Australia have fluctuated over the last 15 years, with a decrease in dog numbers by 14.9 % since 1998. Some factors that may be directly related to this decline include higher density living, changing lifestyles, environmental concerns and changes in government policy all of which challenge pet ownership”

(Australian Companion Animal Council, 2010).

‘Two in every three homes in Australia have at least one pet. When you consider that lot sizes are getting smaller and census data showing an increase in apartment living, pets need to be catered for in parks and other... spaces’

(Planning Institute of Australia, 2012:n.p.)

“The Australian (20 November, 2010) reported that the 2003 year probably reflected a peak in house size, and that house sizes are in fact in decline. In addition, building block sizes are smaller than they were 15 years ago, with Adelaide leading other Australian capital cities, having decreased from an average of 600 square metres in 1995 to 375 square metres in 2010. Dwellings also extend nearer to the boundaries, decreasing the amount of outdoor space available, but also bringing potential noise and nuisance closer to the neighbouring dwellings (Hall, 2007).

This urban density increase in Australia implies a decrease in private outdoor space available for exercising dogs within backyards. In an urban setting, therefore, we can expect that there will be a growing trend to exercise dogs outside of the home. There is an expectation therefore that, as urban areas increase in density, there will be an increased requirement within the community for dog-friendly spaces and places, including dog parks.”

(Dog and Cat Management Board, (2014) *Unleashed: A Guide to Successful Dog Parks*.)

With population growth, pet ownership on the rise, and housing lot sizes smaller than ever before, there has never been a more crucial time to offer safe, controlled, group socialisation and exercise outlets for our local canine community.

While dog parks often provide prime opportunity for dogs to exercise, run freely, and interact with other dogs, you only have to access social media, watch the news or speak to your local Vet to see the high incidents of bites, scuffles and at worst, attacks at dog parks around the country.

Different to dog parks, at Dogcity we offer our dog clients:

- SAFE, custom-designed play spaces.
- INDOOR and air-conditioned play spaces which can be accessed safely all year round.
- CONTROLLED daycare play sessions by highly trained (training is ongoing and provided by local industry professionals) and skilled staff.
- ENRICHMENT activities, ensuring our dogs are suitably amused and stimulated throughout the day (this also ensures that any dog noise is kept to a minimum).
- SAFE SOCIALISATION with other dogs through ensuring all dogs are desexed, screened for behavioural concerns and managed by trained staff.
- HEALTHY interactions, as all dogs are required to have a current C5 Vaccination, regular worming, flea and heartworm treatments.
- EXERCISE opportunities to ensure dogs arrive home tired and content, reducing any nuisance behaviours at home e.g. barking.

## **PUPPY SOCIALISATION | INTRODUCING OUR 'POSITIVE PUPPY PAWGRAM'**

*Recognising a need for socialisation-specific training in Adelaide, which operates alongside traditional training options, Dogcity is proud to offer our 'Positive Puppy Pawgram.' Revolutionising puppy socialisation as we know it, to create a better, safer & happier Adelaide canine community...*

More than just dog daycare, we're passionate about creating a society rich in great doggy citizens. Offering positive socialisation experiences to puppies under six months of age, and specifically designed with the help of some of Adelaide's leading pet care professionals, our 'Positive Puppy Pawgram' is not only affordable, accessible and educational, but fundamental to well-rounded puppy development.

At Dogcity we're passionate about creating a safer canine society, rich in great doggy citizens, and we know that we are just the people to do it! We believe that all dogs should have the opportunity to practice positive socialisation experiences which they can then use later as the foundation upon which they base all of their future social interactions. We know that the more dogs in Adelaide who experience positive socialisation, the greater chance we have of reaching our goal of a safer canine community for all. Affordable, accessible, educational and meaningful; these are the four things that encompass our Dogcity Daycare 'Positive Puppy Pawgram.'

### What does the 'Positive Puppy Pawgram' offer?

- FIVE small group socialisation sessions
- Socialisation with other fully vaccinated puppies under six months of age
- One-on-one environmental socialisation for your puppy with one of our PAWSOME Pack Leaders (e.g. sounds, textures, smells, sights, people etc)
- Access to a wide range of modern enrichment toys and experiences
- Reinforcement of basic obedience training already being practiced at home
- Information booklet filled with invaluable information from some of South Australia's leading pet care professionals (Petra Edwards, Animal Consultant & Dr Mark Reeve, Veterinarian) ...all in a separate and specifically designed, customised, safe and managed play space!

We realise that the cost of dog daycare is not accessible to everyone, however we prioritise creating safe, well-rounded, well-socialised canine citizens over personal profit and gain. For this reason, the cost of our 'Positive Puppy Pawgram' is only \$150. At Dogcity our priority is ensuring that as many Adelaide puppies as possible are exposed to structured, positive, socialisation experiences which in turn – we know - will help them to develop positive socialisation skills which they can use well into the future.

**SINCE ITS LAUNCH IN JANUARY 2017, DOGCITY HAS SEEN IN EXCESS OF 4000 PUPPIES ENROL AND SUCCESSFULLY COMPLETE OUR 'POSITIVE PUPPY PAWGRAM'**

### **BENEFITS | OF DOG DAYCARE**

**Play, enrichment and stimulation:** Just like humans, recreation is an essential part of raising a well-rounded, healthy and happy dog! Aside from the obvious physical benefits, play is an essential way for dogs to exercise their mind, practice communication and release energy. At Dogcity we don't accept unsuitable or aggressive animals so you can rest assured your dog's safety is our number one priority. Play in a secure area like Dogcity is off leash, controlled and always supervised, ensuring both the enjoyment and safety of your dog.

**Tired dogs don't bark:** What's that sound? There isn't one, because tired dogs rarely bark. After a fun-filled, enriching day of socialisation and play you can rest assured that your best friend will come home one tired pup. Dogs who experience exercise, enrichment, socialisation and mental stimulation at Dogcity

on a regular basis are more relaxed in their home environment, and make for really great, quiet neighbours.

**Alleviating the blues:** Providing an outlet for play, exercise, stimulation and generally time to just be a dog means that life at home may become a whole lot easier. Barking, digging, chewing, destructive behaviour and other symptoms of boredom can be significantly reduced, and your dog will be happier just to rest quietly with the family after a happy day at daycare!

**Socialisation and life's lessons:** Your dog's safe interaction with people and other dogs is an expectation of the community and socialisation is an essential lesson for pets to integrate with our lifestyle. Being able to take your dog to a park, beach or café is one of the many joys of dog ownership and to do this in a calm and friendly manner is dependent on positive socialisation.

Dogcity provides a controlled, non-threatening and safe environment for your dog to explore and learn the boundaries of social behaviour, particularly for young dogs. A group of dogs will implement a social composition and communicate these to any newcomers. In the vast majority of cases, the new dog will acknowledge and adhere to the rules very quickly. We as humans cannot communicate these behavioural expectations to our dogs anywhere near as well as their peers do! Dogs are naturally social creatures and crave the companionship of both humans and animals. Socially acclimatised dogs are more confident, communicate with other dogs better and adhere to social graces and the incidence of fights or aggression is far less likely in a well-socialised dog.

## ENVIRONMENTAL HEALTH POLICIES | WE LOVE THE ENVIRONMENT ALMOST AS MUCH AS WE LOVE DOGS!

Item	Policy	Comments/Actions
Chemicals	Dogcity will use only ammonia-free and viricidal cleaning chemicals for dog playpen areas. This is less harmful to both the environment and the animals in our care.	No hazardous materials onsite.
	Other cleaning products are to be used in moderation only.	Ammonia-free disinfectants are to be the primary source of cleaning.
	MSDS sheets to be visible in cleaning room with chemicals.	
	MSDS sheets to be updated every 12 months.	
	Automated, plumbed cleaning system professionally installed in each facility.	This system ensures exact dilution rates are followed
Waste Water	All cleaning water must be emptied via a sieve, into a drain that allows for the straining out of fur and other matter. These drains must be cleaned periodically as needed throughout the day.  'Silt Trap' installed at each facility	
Waste Products	Waste must be collected immediately and placed into a designated lined and sealed bin contained within the facility. This must be tied and emptied at least once per day.  Waste is collected by a commercial waste company a minimum of once per week at the expense of Dogcity Daycare.	This item extends to dog waste.

## BUSHFIRE ASSISTANCE | DOING OUR BIT!

During summer, life in bushfire prone areas can get pretty scary for residents and animals alike. To ease just a little of the worry, Dogcity offers a discount on daycare, as well as priority bookings for residents

from bushfire prone areas. This helps to keep dogs out of harm's way and prevents owners from trying to get home to their dog in the event of a fire.

## **HOT WEATHER POLICY | KEEPING DOGS COOL DURING HEATWAVES (+ STORMS)**

It is undeniable that heatwaves are a challenging time for humans and animals alike, but the needs of dogs whether it be social, emotional, and physical, do not cease during bouts of extreme heat.

Dogcity's four existing locations are fully air conditioned, meaning that they are significantly cooler and safer for dogs than if they were to be left unattended outside. Therefore, having somewhere like Dogcity for dogs to attend during periods of extreme heat (or extreme wind/rain/storms) not only is of benefit to the wider council community through there being less pent up, unfulfilled dogs left in their homes, but also to the owners who can continue in their professional roles.

Going for walks or attending council dog parks is not safe during extreme heat, particularly for dogs of particular breeds, ages or those with medical conditions. Dr Marijke Mellor, a local Veterinarian spoke about our hot weather policy, 'A benefit of Dogcity is their hot weather policy. There are many reasons why dogs may be unable to physically cope with the high temperatures experienced in an Adelaide summer. These include brachycephalic facial changes (for example Pugs and Bulldog breeds), thick "snow breed" type coats, and acquired illnesses. Dogs with such conditions are given priority on days when the temperature is high so that they can be kept in an air-conditioned facility. Having air-conditioning available to a pet at home or keeping an animal inside and unattended is not always an option and some owners require Dogcity to keep their pets stay safe and healthy in hot weather.'

## **BUSINESS OPERATIONS | SERVICES, BECAUSE WE'RE MORE THAN JUST A DOGGY DAYCARE!**

### **Dog Grooming in the 'Style Bar' offers:**

- Highly skilled and trained Grooming staff that can perform breed specific clips and tidies, as well as glamorous blow dries and bubble baths.
- Gentle, super-premium products,
- Hydraulic, state of the art dog bath,
- Hydraulic grooming tables. These tables can be lowered to just 30cm and lifted to 1.1m to ensure dogs of all shapes, sizes, ages, and abilities levels are accommodated. Hydraulic equipment also ensures we are supporting the health and wellbeing of our grooming team.

- Grooming is an essential service for dogs with long coats as matted or poorly maintained coats can have significant, negative health implications.
- Fresh water wash, there isn't a drop of recycled water in sight!

**Retail and Merchandise:** We stock a range of essential, sophisticated dog supplies, collars, beds, food, and toys. Our range of healthy, natural treats and chews are ever popular and cost effective. We specialize in Australian made treats from local livestock. Our staff are fully trained in the correct measuring and fitting of collars, harnesses and leads, making for safe and enjoyable walking experiences within the local community.

- **Concierge Service:** Our Client Concierge staff are...  
Trained to assess dog behaviours at the initial point of enrolment.  
Offer personal and telephone support and advice.  
Trained to make recommendations and give personalised advice regarding diet, worming and flea treatments, training and behaviours.  
On hand to answer any questions clients and prospective clients may have, or help out in any way they can.



## **NOISE | DOG BARKING & NOISE POLLUTION**

IT'S SIMPLE! HAPPY, CONTENT AND PHYSICALLY AND MENTALLY ENRICHED DOGS WHO ARE ENGAGED IN A FULLY SUPERVISED, CONTROLLED AND POSITIVE PLAY SETTING RARELY BARK!

Most of our neighbours - despite some having initial concerns - are now friends or clients of Dogcity. BUT in the interest of meaningful discussion, and alleviating any potential concerns, let's look at the facts around dog-specific noise.

**OFFENSIVE NOISE** | Offensive noise can be described as being noise:

- a) that, by reason of its level, nature, character or quality, or the time at which it is made, or any other circumstances:
  - (i) is harmful to (or is likely to be harmful to) a person who is outside the premises from which it is emitted, or
  - (ii) interferes unreasonably with (or is likely to interfere unreasonably with) the comfort or repose of a person who is outside the premises from which it is emitted, or

**NOISE AND THE LAW** | Persistent dog barking can be a breach of the Dog and Cat Management Act 1995. Section 45A (5) of the Dog and Cat Management Act 1995 states:

*"A person who owns or is responsible for the control of a dog is guilty of an offence if the dog (either alone or together with other dogs, whether or not in the same ownership) creates a noise, by barking or otherwise, which persistently occurs or continues to such a degree or extent that it unreasonably interferes with the peace, comfort or convenience of a person."*

**HOW LOUDLY DO DOGS ACTUALLY BARK?** | When a dog barks, it is a minimum of 60 decibels, according to the Southwark Council in the United Kingdom. In some extreme cases – e.g. anxiety/distress/fear/boredom, none of which is an issue at Dogcity Daycare - it can increase to more than 110 decibels.

If you want to compare the loudness of a dog's bark to some ordinary sounds, consider that a sewing machine is around 60 decibels. A child in the midst of a shrieking tantrum goes to around 110 decibels, which is the same as dog barks on the noisier end of the spectrum.

If you're looking for real life examples of canines with loud barks, look straight at Charlie, a Golden Retriever from Adelaide who's bark measures in at 113.1 decibels -- not unlike rock tunes blasting at a weekend live show. Charlie was honoured with the title of "loudest bark" by Guinness World Records in 2013. AND you will be pleased to know, despite being local to Adelaide, Charlie is not an enrolled member of the Dogcity community.

Barking is undoubtedly a normal behaviour in dogs, but excessive barking can be a sign of a problem. Many different things can trigger barking in canines, including pure enthusiasm and giddiness, tedium, the presence of an "invader," the need for attention and acknowledgement and nervousness due to isolation and loneliness - think separation anxiety.

Dogs who bark excessively aren't playing and enjoying their group socialisation experience therefore, we cease the enrolment of these dogs and suggest alternative forms of enrichment and socialisation at home.

In our many years of experience, we have noted that dogs who suffer from separation anxiety or boredom often really benefit from the meaningful socialisation and enrichment opportunities at Dogcity, in turn alleviating problem behaviours within the home and the potential impacts on neighbours and the wider community.

**THE FIVE DOMAINS MODEL | HOW DOGCITY PLAYS A ROLE IN THEIR FULFILLMENT**

**WHAT ARE THE FIVE DOMAINS AND HOW DO THEY DIFFER FROM THE FIVE FREEDOMS?** In 1994, Professor David Mellor and Dr Cam Reid proposed a new model as a means of systematically identifying and grading the severity of different forms of welfare compromise by reformulating the 'Five Freedoms' as 'Five Domains' of nutrition, environment, health, behaviour and mental state/experiences.

**Table 1 Five Freedoms and Five Domains – simplistic form**

Five Freedoms	Five Domains
1. From hunger and thirst	1. Nutrition
2. From discomfort	2. Environment
3. From pain, injury and disease	3. Health
4. To express normal behaviour	4. Behavioural interactions
5. From fear and distress	5. Mental state/experiences

This approach allowed a distinction to be made between the physical and functional factors that affect an animal's welfare and the overall mental state of the animal arising from these factors. Over the past 20 years this paradigm has been widely adopted as a tool for assessing the welfare impacts of research procedures, pest animal control methods and other interventions in animals' lives.



The Five Freedoms and Five Domains frameworks contain essentially the same five elements. However, the Five Domains explore the mental state of an animal in more detail and acknowledge that for every physical aspect that is affected, there may be an accompanying emotion or subjective experience that may also affect welfare. This is useful in terms of reinforcing the message that emotional needs are equally important as physical needs for animals.

One of the most important strengths of the Five Domains is the clarity it provides that merely minimising or resolving negative physical or mental states does not necessarily result in positive welfare, but may only provide, at best, a neutral state. To have good welfare, animals need more than this.

To help ensure animals have a 'a good life' they must have the opportunity to have positive experiences, such as anticipation, satisfaction, and satiation. To enable this, those responsible for the care of animals need to provide them with environments that not only allow but encourage animals to express behaviours that are rewarding. This shift in understanding is the basis for the Five Domains model incorporating positive welfare states.

Thus, the Five Domains provide a means of evaluating the welfare of an individual or group of animals in a particular situation, with a strong focus on mental well-being and positive experiences. The Five Domains also allow us to extend our thinking beyond the Five Freedoms to place even greater emphasis on providing opportunities for animals to be exposed to or engage in activities which provide positive experiences.

Dr Marijke Mellor, a local Veterinarian (and client of Dogcity) states that *“From a professional perspective, facilities such as Dogcity are vitally important in a modern city. Animal welfare is an important part of responsible animal husbandry, including pet ownership. As a society we are now aware that it is simply not good enough to just own an animal. Organisations around the world now use the Five Domains Model (<https://www.mdpi.com/2076-2615/10/10/1870>) for assessing animal welfare. The fifth of these domains is mental state.*

*We recognise that animals should not simply be surviving, rather it is our duty to provide environmental enrichment to enable them to thrive. Dogcity supports this by ensuring dogs can interact socially with humans and other dogs. Having regular visits to such facilities improves the mental state of animals. This will become more important as the density of housing in the area increases without a concurrent increase in available “green space”. It is important to note, however, that dog daycare facilities do have a risk of decreasing the welfare of animals and there are unfortunately some facilities which do contribute to this. Dogcity counters this risk by ensuring staff are trained in modern, force-free canine behaviour and training methods to ensure staff can recognise any potential poor welfare outcomes and act accordingly. Simply putting two dogs together is not enough. They also ensure the entire Five Domains are met by maintaining a high level of hygiene, ensuring access to food and water as required, providing toys and visual enrichment, and monitoring dogs for any signs of illness or distress upon entry and during their stay.”*

When caring for our furry friends, we often focus on providing them with the best nutrition and regular veterinary care, which are, without a doubt, vital components of responsible pet ownership. However, our dogs' mental and emotional well-being is so often overlooked. This is where Dogcity comes into play, serving as a significant element in comprehensive pet care, our facilities provide a social, interactive and enriching environment that plays a pivotal role in promoting the overall health and happiness of our canine companions.

Dogcity is not merely a pet-sitting service, but a meaningful, functional, and crucial element in comprehensive pet care. It fulfills our dogs' social, emotional, and physical needs, contributing significantly to their overall health and happiness. Remember, a happy dog is a healthy dog, and investing in a quality dog daycare like Dogcity is investing in your pet's well-being. The wagging tail and the enthusiastic lick when you pick up your pet are sure to tell you that it's all worth it.

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**INDUSTRY LEADER | MORE THAN JUST A DOG DAYCARE...**

In addition to being the largest family dog daycare provider in Australia and changing the lives of dogs and their owners across Adelaide, here are just a few of the things that we do...

- Employ 65+ local, young South Australian people
- Donate more than \$60,000 annually to local and National charities
- Work collaboratively with over 50 local South Australian Veterinarians
- Work collaboratively with dog trainers, behaviourists and training communities
- Internationally and Nationally recognised with the Pet Professional Guild (PPG), Pet Professional Guild Australia (PPGA) and the International Companion Animal Network (ICAN) as accredited force-free pet care professionals
- Daniel and Alex offer consultancy services and advice to national and local dog daycare providers and prospective providers
- Recognised as the 19<sup>th</sup> Fastest Moving South Australian SME in 2017
- Nominated for a Best Customer Experience category in the Eastside Business Awards, launched by the *Eastern Courier Messenger* and Norwood, Payneham & St Peters Council to celebrate the best businesses, shops and experiences across the district.
- Featured on Brand South Australia, Channel 10 TV Advertisements for the 'I Choose' campaign alongside previous Channel 10 News Anchor Rebecca Morse.
- Voted then 2023 Kochie's Business Builders FAVOURITE AUSTRALIAN FAMILY BUSINESS!

## Certificate of Title

Title Reference	CT 5309/443
Status	CURRENT
Easement	NO
Owner Number	19426319
Address for Notices	7 CASTERLEY RD ELIZABETH NORTH, SA 5113
Area	1570m <sup>2</sup> (APPROXIMATE)

## Estate Type

FEE SIMPLE

## Registered Proprietor

GIUSEPPE PARLETTA  
OF 7 CASTERLEY ROAD ELIZABETH NORTH SA 5113  
2 / 6 SHARE

ANTONIA PAULINE PARLETTA  
DOMENICO PARLETTA  
OF 68 HECTORVILLE ROAD HECTORVILLE SA 5073  
2 / 6 SHARE AS JOINT TENANTS

ROSSANA ADELAIDE LUCIA PARLETTA  
MICHAEL PARLETTA  
OF 3 BRENTWOOD GROVE PARADISE SA 5075  
2 / 6 SHARE AS JOINT TENANTS

## Description of Land

ALLOTMENT 79 FILED PLAN 131424  
IN THE AREA NAMED RIDGEHAVEN  
HUNDRED OF YATALA

## Last Sale Details

Dealing Reference	TRANSFER (T) 13883915
Dealing Date	27/09/2022
Sale Price	\$136,667
Sale Type	NOT TRUE VALUE

## Constraints

### Encumbrances

NIL

### Stoppers

NIL

## Valuation Numbers

Valuation Number	Status	Property Location Address
2822267002	CURRENT	6 NORMA AVENUE, RIDGEHAVEN,

Valuation Number	Status	Property Location Address
		SA 5097

## Notations

### Dealings Affecting Title

NIL

### Notations on Plan

NIL

### Registrar-General's Notes

NIL

### Administrative Interests

NIL