



# STOW CITY CENTER PLAY FOR ALL PROJECT

**INCLUSION CENTERED, FUN FOCUSED**



**STOW-MUNROE FALLS  
COMMUNITY FOUNDATION**

# Introduction

The City of Stow's Play for All Project is an inclusion-centered, fun-focused initiative to develop the existing City Center footprint into a recreation hub that will be a catalyst for community health and vitality, now and through the future.

WWBD Consulting, LLC, fundraising consultancy for the City's Play for All Project, engaged Akron-based Art x Love, LLC to lead strategic research intended to inspire and inform development of the recreation hub. Based on previous community input and city research, Art x Love developed stimulus to learn more about the community's attitude toward, and priorities for, future Playground, Splash Pad, Programming, and Amenities plans. Research focused on collecting data from all residents and sought specific input from Seniors (65+), Adults (19-65), Teens (13-18), and Kids (12 and under).

Working in collaboration with the City of Stow, a Visioning Day research event was organized by an ad-hoc volunteer planning committee (pictured at right) to coincide with the huge annual Pizza Palooza festivities on January 26, 2020. This presentation represents a summary of our findings with recommendations for future city center development.

Happily playing for all,

Katie Widness, Principal, WWBD Consulting, LLC, [wwbdconsulting@gmail.com](mailto:wwbdconsulting@gmail.com)

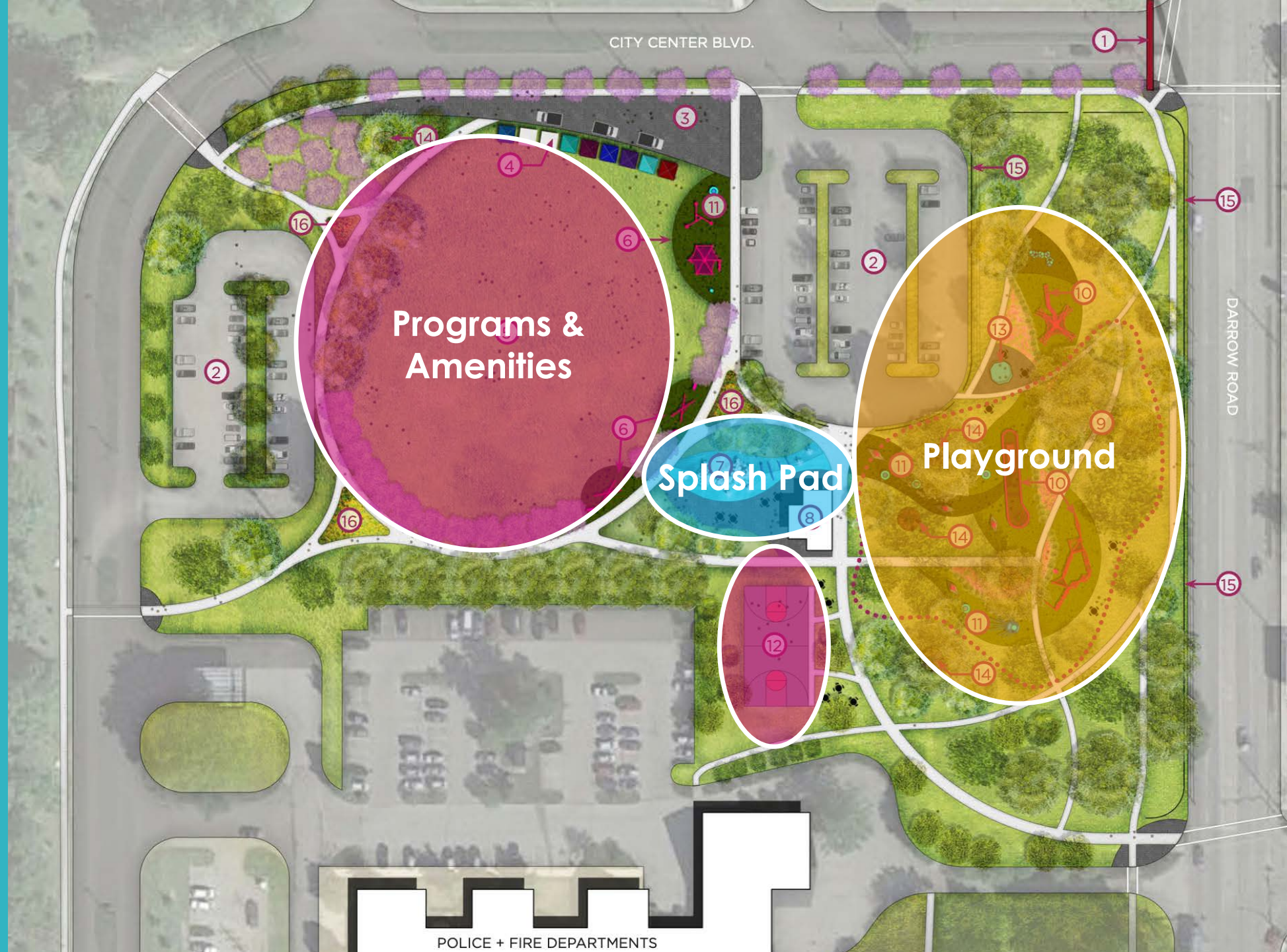
Mac Love, Chief Catalyst, Art x Love, LLC, [mac@artxlove.com](mailto:mac@artxlove.com)



Visioning Day committee members with City of Stow team! L to R: Sarah Haren, Kari Suhadolnik, Chris Sheridan (Parks & Rec), Mayor John Pribonic, Linda Nahrstedt (Parks & Rec), Debbie Luchka, Denise Tonelli

# Stow City Center

Area for development.



# Research Stimulus

Three activities were set up to gain community input and priorities for developing the Playground, Splash Pad, Programs, and Amenities

## PLAYGROUND







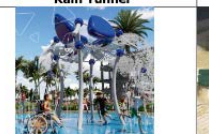





Place one **STAR** on your favorite **feature** in each row.

Large					
	Advanced Interactive Play	Super Tower Slide	Rope Canopy	Tree World	
	Medium				
		Rope Climber	Cube Climber	Wood Climber	Interactive Racer
Small					
	Colorful Climber	Access Spinner	Rope Bridges	Padded Pathways	

City of Stow | Stow Recreation Falls Community Foundation

## SPLASH PAD

Make a splash in the bowls for your **3 favorite features**.

			
Giant Bucket Splash	Nightlight Fountains	Rain Tunnel	Water Slide
			
Interactive Cascade	Timed Sprinklers	Modern Splasher	Interactive Water Paths
			
Interactive Water Pedals	Fun Spray Spinner	Water Playland	Water Cannons

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## PROGRAMS

Fill in the sheet below with your **favorite program ideas**.

			
1. Chalk Walk	2. Movies & Stars	3. Ice-Cream Social	4. Silent Disco
			
5. Yoga	6. Gaming	7. Art in the Park	8. Concert Series
			
9. Family Night	10. Busk in the Park	11. Bubble Fest	12. Farmer's Market

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## AMENITIES

Fill in the sheet below with your **favorite amenity ideas**.

			
1. Outdoor Fitness	2. Letterform Park Sign	3. Music Stations	4. Shade Pavilion
			
5. Fire Circle	6. Story Trails	7. Fencing	8. Changing Room
			
9. Bike Racks	10. Benches & Tables	11. Emergency Beacon	12. Dog Station

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# Research Activities

Participants were invited to “star” their favorite Playground features, to “make a splash” with glass beads for their favorite Splash Pad components, and to fill in a survey with their favorite Programs, Amenities, and ideas for future City Center development.



400+  
participants





5%  
seniors

47%  
adults

6%  
teen

42%  
kids

\* based on playground input

3,000+  
data points





98%  
favorability

\* based on total positive survey input



What is the most important feature?

40% splash pad



31% playground



18% programs



7% amenities



How important is a new play hub for you/your family?

83% very important

2% not important



Is socializing at the City Center important to you?

57% very important

2% not important



How likely are you to invite friends/family to join you?

78% very likely

1% not important



Winning Playground

# Rope Canopy

19% / 222 votes



Winning Splash Pad

# Water Playland

26% / 264 votes



Winning Program

# Family Night

13% / 152 votes



Winning Amenity

# Shade Pavilion

14% / 135 votes



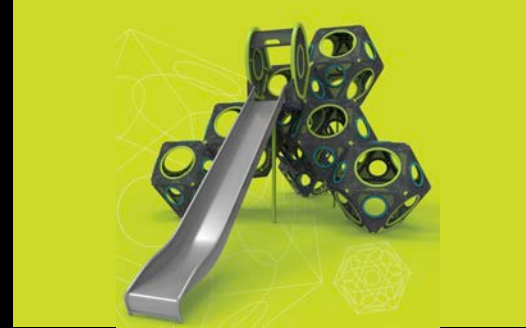
# Playground scores



#1 Rope Canopy 19%



#4 Access Spinner 11%



#5 Cube Climber 9%



#6 Rope Climber 8%



#2 Super Tower Slide 16%



#7 Rope Bridges 5%



#8 Colorful Climber 5%



#9 Interactive Racer 4%



#3 Tree World 14%



#10 Padded Pathways 3%



#11 Wood Climber 2%



#12 Advance Interactive 2%



# Splash Pad scores



#1 Water Playland 26%



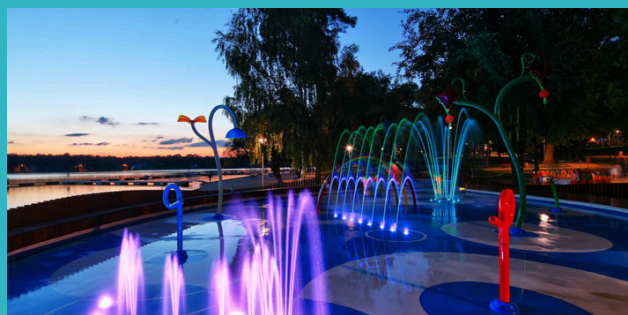
#4 Water Slide 9%



#5 Modern Splasher 9%



#6 Water Cannons 9%



#2 Night Fountains 21%



#7 Interactive Water Pedals 7%



#8 Timed Sprinklers 4%



#9 Rain Tunnel 3%



#3 Giant Bucket Splasher 11%



#10 Interactive Cascade 1%



#11 Spray Spinner .5%



#12 Water Paths .2%

# Program scores



#1 Family Night 13%



#2 Movies & Stars 12%



#3 Ice Cream Social 11%



#4 Farmer's Market 11%



#5 Concert Series 10%



#6 Art in the Park 9%



#7 Bubble Fest 8%



#8 Chalk Walk 8%



#9 Yoga 6%



#10 Gaming 5%



#11 Busk in the Park 3%



#12 Silent Disco 3%

# Amenity scores



#1 Shade Pavilion 14%



#2 Benches & Tables 13%



#3 Outdoor Fitness 9%



#4 Dog Station 9%



#5 Changing Room 9%



#6 Bike Racks 8%



#7 Music Stations 8%



#8 Fire Circle 8%



#9 Story Trails 7%



#10 Emergency Beacon 7%



#11 Fencing 5%



#12 Letterform Sign 2%

# What features most excite you and why?

Splash Pad so I don't have to drive anywhere else (other city) for one.

Family night because I love my family.

Rope – I love climbing!

Playground because kids need more things to do in Stow.

Programs for family nights and activities.

Everything.

Stuff for big kids.

All of it.



# How can we make the City Center accessible for you and everyone in our community?

Just build it!!!! People will come!

Ample parking. Ramps.  
Clean restrooms.

Actually do it!

Make it fun for family and  
friends to enjoy.

Have wheelchair accessible entrances  
and exits and also pathways for bikes.

Connect it to the  
bike path.

Sufficient parking.



# What will be the first sign that Stow's new recreation hub is a success?

Community comes together in Stow instead of going to the Falls or Hudson.

When a lot of people talk about it in school.

Meeting friends to hang out and exercise together.

Kids ask to go.

Lots of people.

People using it.

Children's laughter.



# Appendix

# Playground scores by size

## Large



#1 Rope Canopy 37%



#2 Super Tower Slide 31%



#3 Tree World 28%

## Medium



#1 Cube Climber 38%



#2 Rope Climber 34%



#3 Interactive Racer 19%

## Small



#1 Access Spinner 44%



#2 Rope Bridges 22%



#3 Colorful Climber 21%



# Senior overview

65+ years old

# Senior Playground scores



#1 Tree World 23%



#2 Rope Canopy 12%



#3 Super Tower Slide 12%



#4 Access Spinner 12%



#5 Rope Climber 12%



#6 Advance Interactive 8%



#7 Padded Pathways 7%



#8 Wood Climber 5%



#9 Interactive Racer 3%



#10 Colorful Climber 3%



#11 Cube Climber 2%



#12 Rope Bridges 0%

# Senior Splash Pad scores



#1 Interactive Water Pedals 15%



#4 Water Slide 11%



#5 Timed Sprinklers 11%



#6 Rain Tunnel 10%



#2 Night Fountains 15%



#7 Water Cannons 8%



#8 Water Playland 6%



#9 Giant Bucket Splash 6%



#3 Modern Splasher 13%



#10 Interactive Cascade 2%



#11 Spray Spinner 2%



#12 Water Paths 2%

# Senior Program scores



#1 Ice Cream Social 19%



#4 Farmer's Market 11%



#5 Bubble Fest 11%



#6 Family Night 7%



#2 Movies & Stars 12%



#7 Yoga 7%



#8 Chalk Walk 4%



#9 Art in the Park 4%



#3 Concert Series 12%



#10 Busk in the Park 4%



#11 Silent Disco 4%



#12 Gaming 0%

# Senior Amenity scores



#1 Benches & Tables 22%



#2 Shade Pavilion 19%



#3 Outdoor Fitness 11%



#4 Changing Room 11%



#5 Fencing 9%



#6 Dog Station 7%



#7 Emergency Beacon 7%



#8 Fire Circle 7%



#9 Story Trails 4%



#10 Letterform Sign 4%



#11 Music Stations 0%



#12 Bike Racks 0%

# Senior Surveys



What is the most important feature?

91%

playground / splash pad

0% not important  
0% not at all  
tied with 45% of votes each

How important is the new play hub for you/your family?

88%

very important

0% not important

Is socializing at the City Center important to you?

37%

very important

0% not important

How likely are you to invite friends/family to join you?

89%

very likely

0% not at all

# Seniors – What features most excite you and why?

The kids need more activity and water fun.

Family-centered.

Everything.



# Seniors – How can we make the City Center accessible for you and everyone in our community?

Include adults and seniors.

Please include outdoor fitness for adults when kids are on the playgrounds.

You'll need more parking.





# Seniors – What will be the first sign that Stow's new recreation hub is a success?

Stow is missing out by not having activities and pools like Monroe Falls and Cuyahoga Falls and other areas.

People using it.



# Adult overview

20-64 years old

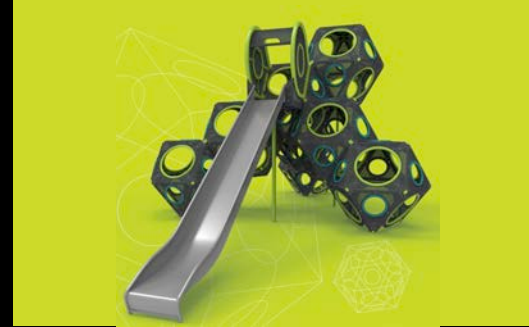
# Adult Playground scores



#1 Rope Canopy 19%



#4 Access Spinner 11%



#5 Cube Climber 8%



#6 Rope Climber 7%



#2 Tree World 16%



#7 Colorful Climber 7%



#8 Rope Bridges 6%



#9 Interactive Racer 6%



#3 Super Tower Slide 12%



#10 Padded Pathways 3%



#11 Wood Climber 2%



#12 Advance Interactive 1%

# Adult Splash Pad scores



#1 Water Playland 27%



#4 Modern Splasher 11%



#5 Giant Bucket Splash 9%



#6 Water Cannons 8%



#2 Night Fountains 19%



#7 Interactive Water Pedals 7%



#8 Timed Sprinklers 3%



#9 Rain Tunnel 3%



#3 Water Slide 11%



#10 Interactive Cascade 1%



#11 Spray Spinner .4%



#12 Water Paths 0%

# Adult Program scores



#1 Family Night 13%



#4 Concert Series 12%



#5 Ice Cream Social 10%



#6 Art in the Park 8%



#2 Movies & Stars 12%



#7 Chalk Walk 7%



#8 Bubble Fest 7%



#9 Yoga 7%



#3 Farmer's Market 12%



#10 Gaming 4%



#11 Busk in the Park 4%



#12 Silent Disco 2%

# Adult Amenity scores



#1 Shade Pavilion 14%



#4 Changing Room 9%



#5 Bike Racks 9%



#6 Dog Station 9%



#2 Benches & Tables 14%



#7 Fire Circle 8%



#8 Story Trails 7%



#9 Emergency Beacon 7%



#3 Outdoor Fitness 10%



#10 Music Stations 6%



#11 Fencing 4%



#12 Letterform Sign 2%

# Adult Surveys



What is the most important feature?

**39%** splash pad  
30% playground

How important is the new play hub for you/your family?

**84%** very important  
3% not important

Is socializing at the City Center important to you?

**58%** very important  
-1% not important

How likely are you to invite friends/family to join you?

**74%** very likely  
-1% not at all

# Adults – What features most excite you and why?

Splash pad. It's different.

Splash pad – fun idea not since we don't have a community pool.

A splash pad because my son loves them and Stow needs one.

All of it.

Programs for family nights and activities.

Splash pad so I don't have to drive anywhere else (other city) for one.





# Adults – How can we make the City Center accessible for you and everyone in our community?

Just build it!!!! People will come!

Benches and seating with shade.

Add a pedestrian crossing like Cuyahoga Falls and Kent.

Ample parking. Ramps.  
Clean restrooms.

Think big – think future generations.  
Playground is a start.

Actually do it!

Bigger walkways.



# Adults – What will be the first sign that Stow's new recreation hub is a success?

Community comes together in Stow instead of going to the Falls or Hudson.

When we don't have to go to other cities for everything.

Seeing families spending time together outdoors.

Kids ask to go.

Crowds.

The excitement I already see from residents.

Children's laughter.



# Teen overview

13-18 years old

# Teen Playground scores



#1 Rope Canopy 28%



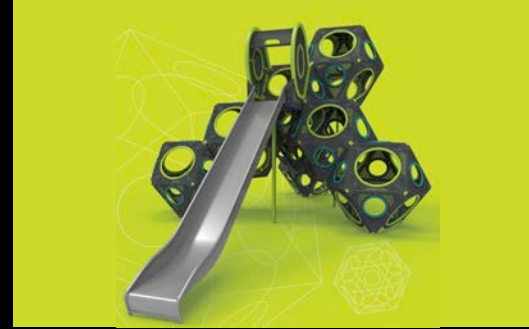
#2 Rope Climber 14%



#3 Super Tower Slide 14%



#4 Access Spinner 13%



#5 Cube Climber 10%



#6 Rope Bridges 7%



#7 Padded Pathways 4%



#8 Tree World 3%



#9 Interactive Racer 3%



#10 Colorful Climber 3%



#11 Wood Climber 0%



#12 Advance Interactive 0%

# Teen Splash Pad scores



#1 Water Playland 31%



#4 Water Cannons 10%



#5 Giant Bucket Splash 9%



#6 Rainn Tunnel 4%



#2 Night Fountains 27%



#7 Timed Sprinklers 4%



#8 Interactive Water Pedals 1%



#9 Interactive Cascade 1%



#3 Water Slide 10%



#10 Modern Splasher 0%



#11 Spray Spinner 0%



#12 Water Paths 0%

# Teen Program scores



#1 Family Night 14%



#4 Ice Cream Social 11%



#5 Art in the Park 11%



#6 Chalk Walk 10%



#2 Concert Series 11%



#7 Movies & Stars 8%



#8 Bubble Fest 7%



#9 Silent Disco 7%



#3 Gaming 11%



#10 Farmer's Market 5%



#11 Yoga 4%



#12 Busk in the Park 1%

# Teen Amenity scores



#1 Bike Racks 13%



#4 Fire Circle 9%



#5 Outdoor Fitness 9%



#6 Dog Station 9%



#2 Shade Pavilion 13%



#7 Emergency Beacon 9%



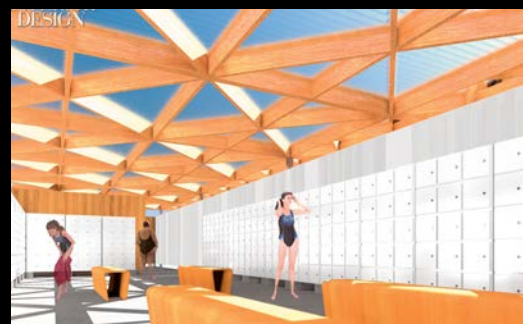
#8 Fencing 9%



#9 Music Stations 7%



#3 Benches & Tables 13%



#10 Changing Rooms 4%



#11 Letterform Sign 4%



#12 Story Trails 2%

# Teen Surveys



What is the most important feature?

**39%** playground  
22% splash pad

How important is the new play hub for you/your family?

**64%** very important  
0% not important

Is socializing at the City Center important to you?

**71%** very important  
0% not important

How likely are you to invite friends/family to join you?

**77%** very likely  
8% not at all



# Teens – What features most excite you and why?

Stuff for big kids.

I like doing things with my friends.

Outdoor play for teens.

Playground because kids need more things to do in Stow.



# Teens – How can we make the City Center accessible for you and everyone in our community?

Connect it to the bike path.

Friendly for large families.

Walking, bike paths to it so it reduces parking issues.

Add a big parking lot.



# Teens – What will be the first sign that Stow's new recreation hub is a success?

When something kids enjoy is put into place.

There are lots of people that go.

Being busy.

Meeting friends to hang out and exercise together.

People reliably showing up and having teens.



# Kid overview

0-12 years old

# Kid Playground scores



#1 Super Tower Slide 21%



#4 Cube Climber 11%



#5 Access Spinner 10%



#6 Rope Climber 7%



#2 Rope Canopy 19%



#7 Rope Bridges 5%



#8 Colorful Climber 5%



#9 Interactive Racer 3%



#3 Tree World 11%



#10 Padded Pathways 3%



#11 Wood Climber 2%



#12 Advance Interactive 1%

# Kid Splash Pad scores



#1 Water Playland 27%



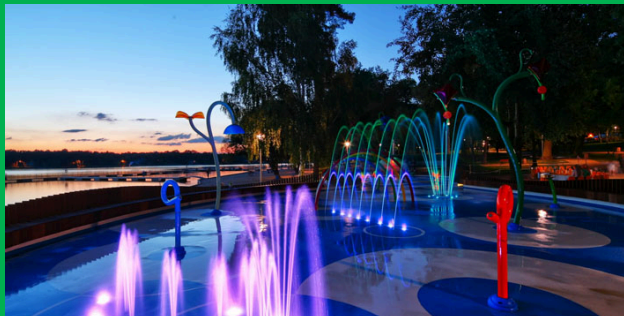
#4 Water Cannons 9%



#5 Modern Splasher 7%



#6 Water Slide 6%



#2 Night Fountains 24%



#7 Interactive Water Pedals 6%



#8 Timed Sprinklers 3%



#9 Rain Tunnel 2%



#3 Giant Bucket Splash 14%



#10 Interactive Cascade .8%



#11 Spray Spinner .5%



#12 Water Paths .3%

# Kid Program scores



#1 Ice Cream Social 15%



#2 Family Night 12%



#3 Bubble Fest 11%



#4 Art in the Park 11%



#5 Movies & Stars 11%



#6 Chalk Walk 8%



#7 Farmer's Market 8%



#8 Gaming 7%



#9 Silent Disco 5%



#10 Concert Series 5%



#11 Yoga 5%



#12 Busk in the Park 1%

# Kid Amenity scores



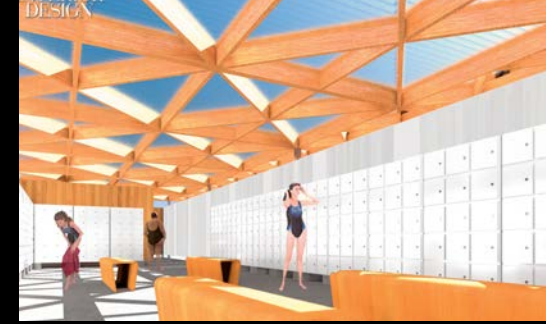
#1 Music Stations 14%



#4 Story Trails 9%



#5 Benches & Tables 8%



#6 Changing Room 8%



#2 Shade Pavilion 11%



#7 Outdoor Fitness 8%



#8 Fire Circle 8%



#9 Bike Racks 7%



#3 Dog Station 10%



#10 Emergency Beacon 5%



#11 Fencing 5%



#12 Letterform Sign 4%



# Kid Surveys



What is the most important feature?

53%

splash pad

26% playground

How important is the new play hub for you/your family?

83%

very important

0% not important

Is socializing at the City Center important to you?

45%

very important

10% not important

How likely are you to invite friends/family to join you?

95%

very likely

0% not at all

# Kids – What features most excite you and why?

Slides 'cuz they're fast!

Rope – I love climbing!

Splash pad because Stow has no other water amenities for the public.

I would like to have somewhere to chill with friends.

Family night because I love my family.



# Kids – How can we make the City Center accessible for you and everyone in our community?

Make it fun for family and friends to enjoy.

Clean and safe.

Have wheelchair accessible entrances and exits and also pathways for bikes.

Make it for all ages.

Have wheelchair ramps.



# Kids – What will be the first sign that Stow's new recreation hub is a success?

Seeing construction going on.

When a lot of people talk about in school.

A closer community and people more active.

Tons of people at the amenities, programs, etc.

All of the kids.

Lots of people.



Thank you!