

**Our direction, our growth as a cultural destination**

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The residents of **Rockdale, Lenni and Aston Mills** know their special corner of Aston has enormous potential as a cultural corridor showcasing the historic sites, bucolic natural setting and myriad talent of the area. We want to encourage our growth through the following:

- Preserve historic scenery and natural integrity of our area
  - No generic housing developments
  - Dedicated green areas
- Remain independent from Neuman University
  - We want to work with NU not be owned and run by them
- Stabilize and increase property value
  - Restrictions on the number of rental properties or tighter regulation on rental property
  - Installation/ improvement of sidewalks, bike lanes and trails
  - Beautification
    - Electric and utility wires underground
    - Encourage aesthetic upgrades among residents
      - Planting flowers, maintenance
      - Beautiful home awards
      - Volunteers to assist the elderly, indigent & disabled
  - Public art and park beautification
    - Murals, sculpture, landscaping
    - Wildlife area/ nature appreciation
- Promote and support specialty businesses
  - Existing- Dutchman Fountains, Stuffit Taxidermy Studio, Heron Crest Studios, Primitiques, ect.
  - Planned- Rockdale Art Center
  - Potential- Gallery space, craftspersons, artisans, theater/ performance space, small music venue, cafes, boutiques
- Recruit potential residents
  - Targeted advertising
  - Showcase our amenities- Rails to Trails, train service, organic farms, artist studios, access to major highways, historic natural setting, scenic creek with fishing, wildlife
- Partner with surrounding historical and cultural institutions
- Artists in residence programs
- Create a rich cultural atmosphere
  - Residents shouldn't always have to go elsewhere for cultural enrichment (Media, Philadelphia)
  - Historic tours, nature walks, demonstrations, workshops, lectures, family activities, performances, fishing derbies, Spring & Fall events