



A poorly screened auto-related business on Elmwood Avenue.



5222-5300 Paschall Avenue is a suitable location for an auto-related business zone.

Auto-Related Business Initiative

The Southwest Economic Conference will undertake the Auto-Related Business Initiative to improve the appearance and location of auto-related businesses throughout Southwest Philadelphia. Actions will include:

- 1. Review and enforce zoning codes.** Through a thorough inventory process and zoning code check for each auto-related business, the Southwest Economic Conference will ascertain the extent of auto-related business operation within Southwest Philadelphia and identify any problem businesses in terms of inappropriate location given surrounding land uses and illegal operation. Where necessary, the Southwest Economic Conference will work with City agencies to enforce zoning codes.
- 2. Establish screening and signage guidelines.** The Southwest Economic Conference will encourage the City Planning Commission to establish screening and signage guidelines to improve the appearance of existing auto-related businesses. Business owners will be encouraged through community pressure and City Licenses & Inspection enforcement to participate in the proposed screening and signage program.
- 3. Designate and develop auto-related business zones.** The creation of conveniently located auto-related business zones will provide a better operating environment for area businesses wishing to relocate or new business entrepreneurs, while removing auto-related uses from residential and commercial blocks throughout the community. Two potential locations that are within one block of public transit and are currently vacant and/or available for sale include 5222-5300 Paschall Avenue and 5901-09 Elmwood Avenue. Group marketing and signage will attract customers to the auto-related business zones.
- 4. Develop financial assistance program.** The Southwest Economic Conference will develop a financial assistance program for eligible auto-related businesses interested in implementing screening and signage improvements in keeping with the established guidelines, or relocating to a new auto-related business zone.

Auto Related Business Initiative

Southwest Philadelphia hosts at least 130 auto-related (service, detailing, used parts) businesses. Southwest's extensive public transit options make it convenient for auto-related businesses to locate throughout the area; clients drop off their cars before work, use public transit to commute, and pick up their car at the end of the day. In many cases, these automotive uses have located on underutilized parcels along key thoroughfares such as Woodland and Elmwood Avenues. Inadequate screening is an issue for most of the auto-related businesses located on these corridors, frequently intensifying the overall negative impact of these uses. Parcels immediately adjacent to rail lines passing through Southwest's residential neighborhoods are also a popular location for auto-related businesses. At least half of these auto-related businesses, however, are randomly scattered among and intruding upon dense residential blocks. The presence of these businesses on residential blocks is detrimental to Southwest's quality of life.

The implementation of the Auto-Related Business Initiative will reduce the negative impact on Southwest's residential community by designating conveniently located areas for the location of auto-related businesses and establishing guidelines for adequate and attractive screening and signage.



Keenan @ Penrose Auto Body on Woodland Avenue is an example of a well maintained, clean, and attractively screened auto repair business.