

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: May 26, 2026

FROM: Donquetta M. Singleton, AICP, Assistant Town Planner

SUBJECT: Rescind Conditional Use Permit (CUP) – Enterprise Rent-A-Car, 1990 W. Poplar Avenue, for Auto Rental, Case #242313

INTRODUCTION:

The applicant, EAN Holdings LLC (Katelyn Thomson & Matt Mraz) is requesting to rescind a Conditional Use Permit (CUP) for an auto rental at 1990 W. Poplar Avenue. The property owner is Radiant Group of Properties, LLC. The subject property, currently zoned SCC: Shopping Center Commercial, contains an existing building constructed in 2005 with multiple tenants. Other tenants at this location include an Exxon Gas Station and Food Mart, Nan's Donuts, and Collierville Arts Academy. A separate application has been submitted to approve a new CUP located at 4000 S. Houston Levee Road.

BACKGROUND:

On May 10, 2007, the Board of Zoning Appeals (BZA) granted a Conditional Use Permit (CUP) to Enterprise Rent-A-Car to allow auto rental use at 1990 W. Poplar Avenue, limiting the number of rental vehicles to six (6). On April 25, 2011, the Board of Mayor and Aldermen (BMA), after a recommendation by the Planning Commission (PC), approved an amendment to the CUP to increase the number of vehicles stored on the property to ten (10). On September 8, 2014, the BMA, after a recommendation by the PC, approved another amendment to the CUP to increase the number of vehicles on site to twenty (20). See Exhibits 4 and 5 for the latest site layout for the multi-tenant site. The BMA adopted Ordinance 2021-12 on October 25, 2021, which prohibited car rental uses from being on the same site as a gas station after observations of how Enterprise Rent-A-Car at 1990 W. Poplar Avenue interacts with other tenants at this multi-tenant site. The PC recommended approval to rescind the CUP at 1990 W. Poplar Avenue on May 7, 2026.

DISCUSSION:

1. The applicant plans to relocate the existing Enterprise Rent-A-Car from 1990 W. Poplar Avenue to 4000 S. Houston Road as they have outgrown their current site (see Exhibit 2).

- The current Enterprise Rent-A-Car was approved in 2007 at 1990 W. Poplar Avenue.
- The CUP has been amended several times, including in 2011 and 2014, to allow more vehicles to be stored on the site:
 - The 2007 CUP allowed 6 vehicles;
 - The 2011 amendment allowed 10 vehicles; and
 - The 2014 amendment allowed 20 vehicles.
- Because of the demand for car rental services, and conflicting parking demand from other tenants in the multi-tenant site, the current site is no longer adequate and periodically has been in violation of the CUP conditions of approval (see Exhibit 3), which included parking on the adjacent public streets (Poplar Avenue and Crisscross Lane) and parking in spaces designated for other tenants or drive aisles.

2. Through a separate application, the applicant is currently proposing a new auto rental building with a carwash bay on 1.7 acres at 4000 S. Houston Levee (see Exhibit 2).

- The applicant states the proposed location will allow the operation to function independently rather than within the existing multi-tenant space at 1990 W. Poplar Avenue.
- The proposed site will have more parking spaces, and it will prevent rental cars from being parked within the public right-off-way.
- The conditions of approval for the proposed site on Houston Levee will limit outdoor activity related to the use to prevent issues observed at the 1990 W. Poplar Avenue site.

STAFF RECOMMENDATION: Staff recommends approval to rescinding the CUP finding the current site has previously been in violation for the existing CUP, and a new site with ample parking is proposed at 4000 S. Houston Levee Road.

ATTACHMENTS:

- [Exhibit 1 - Vicinity Map & Contact Information - 4-26-26.pdf](#)
- [Exhibit 2 - Revocation Cover Letter - 4-30-26.pdf](#)
- [Exhibit 3 - Enterprise CUP Conditions - 9-8-14.pdf](#)
- [Exhibit 4 - Ballard Station Aerial - 4-30-26.pdf](#)
- [Exhibit 5 - Ballard Station Final Site Plan - 9-8-14.pdf](#)

PROPOSED MOTION:

To approve the request to rescind a Conditional Use Permit (CUP) for an auto rental (Enterprise Rent-A-Car), located at 1990 W. Poplar Avenue, 30 days after the CUP for 4000 S. Houston Levee Road receives a Certificate of Occupancy by the Town of Collierville.

Board Action: Motion By _____ **Seconded By** _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						