

## REPORT TO THE PLANNING COMMISSION

**MEETING DATE:** May 7, 2026

**SUBJECT:** Case #242313 – Ballard Station Subdivision – Enterprise Car Rental – Rescind a Conditional Use Permit (CUP) for car rental on 1.81 acres, located at 1990 W. Poplar Avenue

### **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. If approved, an auto rental use will no longer be allowed at the subject property.
- 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 CUP for Enterprise Car Rental for a vacant lot 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 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 at 1990 W. Poplar Avenue interacts with other tenants at this multi-tenant site.

### **KEY POINTS: 1. Enterprise Rent-A-Car plans to relocate from 1990 W. Poplar Avenue to 4000 S. Houston Road, as they have outgrown their current site (see Exhibit 2).**

- The CUP has been amended several times in 2011 and 2014 to allow for more vehicles to be stored on the site (see Table 1) to address increased demand.
- Because of the increased demand for car rental services, and conflicting parking demand from other tenants in the multi-tenant site, the current site is no longer adequate. It 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.

<i>Table 1</i>	<i>Enterprise CUP</i>
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<b>Year</b>	<b>Vehicles Stored</b>
2007	6
2011	10
2014	20

**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.**

- 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:** Approval of rescinding the CUP is recommended as the current site has previously been in violation for the existing CUP, and a new site is proposed at 4000 S. Houston Levee Road. The rescension should not take effect until after the new location is opened to allow time for construction of the new site.

**ATTACHMENTS:**

[Exhibit 1 Vicinty 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 recommend the Board of Mayor and Aldermen (BMA) approve the request to rescind a Conditional Use Permit (CUP) for an auto rental (Enterprise Rent-A-Car), located at 1990 W. Poplar Avenue, effective 30 days after the CUP for 4000 S. Houston Levee Road receives a Certificate of Occupancy.