

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: May 26, 2026

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

SUBJECT: Conditional Use Permit (CUP) – Enterprise Rent-A-Car, 4000 South Houston Levee Road, for Auto Rental, Case #260738

INTRODUCTION:

The applicant, EAN Holdings LLC (Katelyn Thomson & Matt Mraz), requests approval of a Conditional Use Permit (CUP) for an auto rental. The property owner is SHO Houston Levee. The 1.7-acre subject property is currently vacant and zoned SCC: Shopping Center Commercial. The subject property is surrounded by SCC zoning to the north and west, while the properties to the south and east are both zoned R-3: High Density Residential, with a Planned Development (PD) overlay (Ironwood PD). The use “auto rental” requires an approved CUP before it can be allowed to operate within SCC zoning districts. A separate Final Plat and Final Site Plan will need to be reviewed and approved, and the plat must be recorded before a building permit can be issued.

BACKGROUND:

Enterprise Rent-A-Car currently operates from a multi-tenant retail space (Ballard Station) at 1990 W. Poplar Avenue. It was approved in 2007. Because of the high demand for car rental services, the current site is no longer adequate and periodically has been in violation of CUP. A separate but related request by the applicant would rescind the CUP for car rental from the 1990 W. Poplar Avenue site so another car rental use could not locate there. The Planning Commission (PC) recommended approval of the CUP on May 7, 2026.

DISCUSSION:

1. A non-binding conceptual site layout shows a new auto rental building with a carwash bay on the 1.7-acre tract (see Exhibits 3 & 7).

- The applicant states the proposed location will allow the operation to function independently rather than within an existing multi-tenant space.
- The carwash bay will be used to support the rental car fleet and will not be used by the general public.
- Conditions of approval will limit outdoor activity related to the use (see Exhibit 2).
- Moving equipment rental is not allowed in the SCC District and will not be allowed at this location.
- The site will have a main office space, approximately 1,600 square feet (based on corporate prototype) with a detached, enclosed wash-bay building located behind the main office.
- The applicant states there could be approximately 90-100 parking spaces allocated for the subject property.
 - There will be approximately 79 parking spaces for the ready vehicles, returns, and storage. 17 parking spaces are allocated for customers and staff.
 - The site will be required to comply with minimum pervious area requirements and required landscape buffer yards.
- Conceptual architectural drawings have not been provided.

- The approval of the CUP does not approve the conceptual drawings provided. The site configuration could change and a more detailed review by staff will occur with the site plan application.
- The site plan will have to meet the minimum requirements of the Design Guidelines, Zoning Ordinance, and Subdivision Regulations unless a waiver is requested (sidewalks, setbacks, landscape, exterior materials, etc.).

2. The auto rental use will not have adverse impacts on the roadway networks (see Exhibit 5).

- The proposed use is expected to generate approximately 124 average daily trips and 12 trips during the PM peak hour.
- The conceptual layout shows one (1) new access point (right-in/right-out) on to S. Houston Levee, located on the south side of the lot; however, the development will share a full access point with Sonic to the north.
- Ingress/egress easements will be provided to the properties to the north and south.
- The developer will need to verify if the existing shared drive apron with Sonic to the north meets ADA and Town regulations.
- Development staff will evaluate vehicular site circulation when the applicant submits Final Site Plan.
- The developer will be required to install sidewalks along Houston Levee Road.

3. Reimbursement to the Town for the existing Steel Distribution Poles and Street Lights along Houston Levee Road shall be required and will be calculated/included in the Development Agreement.

4. The Engineering Division has determined detention will be required. The drainage and detention calculations will be reviewed during the site plan phase.

5. The water and sewer system at this location has sufficient capacity to accommodate this use. If the building is expanded, additional information will be required for a water and sewer capacity study.

STAFF RECOMMENDATION: Staff recommends approval of the CUP with the example conditions of approval (Exhibit 2), as the request is consistent with the Grounds for Issuance of a CUP (Exhibit 6) in § 151.0214, and the proposed use and site design is compatible with surrounding development and minimizes any adverse impacts to adjacent properties.

ATTACHMENTS:

[Exhibit 1 Vicinity Map & Contact Information 4.27.26.pdf](#)

[Exhibit 2 Conditions of Approval 5.7.26.pdf](#)

[Exhibit 3 Cover Letter 3.27.26.pdf](#)

[Exhibit 4 Applicant's 6-Prong CUP Test 3.31.26.pdf](#)

[Exhibit 5 Trip Generation 3.27.26.pdf](#)

[Exhibit 6 Staff's 6-Prong CUP Test 5.1.26.pdf](#)

[Exhibit 7 Conceptual Layout 3.27.26.pdf](#)

PROPOSED MOTION:

To approve the request for a Conditional Use Permit (CUP) for an auto rental (Enterprise Rent-A-Car), located at 4000 S. Houston Levee Road, subject to the conditions in Exhibit 2.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						