

REPORT TO THE PLANNING COMMISSION

MEETING DATE: May 7, 2026

SUBJECT: Case #260738 – Enterprise Rent-A-Car – Conditional Use Permit (CUP) for auto rental on 1.7 acres, located on the east side of S. Houston Levee Road, south of Winchester Boulevard, at 4000 S. Houston Levee Road.

INTRODUCTION:

- The applicant, EAN Holdings LLC (Katelyn Thomson & Matt Mraz) is requesting approval of a Conditional Use Permit (CUP) for an auto rental. Enterprise Rent-A-Car would be the only use/tenant of this site.
- The subject property is currently vacant and is 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. A CUP was approved for that location in 2007. A gas station is also located in that shopping center along with several other tenants. 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.

KEY POINTS:

1. A separate site plan will be submitted for 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 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.

2. A conceptual site layout (non-binding) has been provided but not conceptual architectural drawings (see Exhibit 7).

- The site will have an approximately 1,600-square foot office building with a detached, enclosed wash-bay building located behind the main office.
- Approximately 90-100 parking spaces would be allocated for the property. 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.

- 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.
- The site plan will have to meet the minimum requirements of the Design Guidelines, Zoning Ordinance, and Subdivision Regulations unless a waiver is requested.

3. The applicant's trip generation letter (see Exhibit 5) states the development of the site into auto rental will not have adverse impacts on the roadway networks. Development staff will evaluate vehicular site circulation with the Final Site Plan.

- 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.
- The proposed use is expected to generate approximately 12 trips during both the AM and PM Peak Hour.
- 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.
- The developer will be required to install sidewalks along Houston Levee.

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

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

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

7. Staff has analyzed the 6-Prong CUP Test (see Exhibit 6) to determine if there are adverse impacts and has added conditions (see Exhibit 2) to minimize any negative impact on surrounding properties.

STAFF RECOMMENDATION: Approval of the CUP is recommended with the example conditions of approval (Exhibit 2), as the request is consistent with the Grounds for Issuance of a CUP (Exhibit 6) in §151.021.

ATTACHMENTS:

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

[Exhibit 2 Conditions of Approval 5.1.26.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 recommend the Board of Mayor and Aldermen (BMA) 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 following conditions in Exhibit 2.