

DEDC wants upscale image at entrance

Council approves
car rental SUP

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DeSOTO - The Desoto City Council approved the Special Use Permit (SUP) for Enterprise Rent-A-Car to build an auto rental facility at 1300 E. Pleasant Run Road over objections of Councilman Tom Bush. The location is at the City of DeSoto's main entrance, he said, and that any new development at Pleasant Run Road and I-35 should reflect an upscale image for the city.

DEDC board member Dee Dee Curtis spoke in opposition when the request was presented to the council two weeks earlier, and asked that the city council try to strictly control development at the city's premier entrance, where a \$35,000 City of Desoto tower will be constructed. She stated that the city needed to work to attract high-end retail establishments to the area.

At an earlier DEDC meeting, DEDC Secretary/treasurer John Farmer DeSoto needed quality, upscale businesses. "You can't buy a Rolex in DeSoto." He pointed out that there are a lot of exotic cars in DeSoto, and no place in town for them to be serviced.

The other council members were sympathetic with Bush's stand, but voted 6-1 in favor of the SUP. Councilman Gordon Mayer said that the only reason this proposal came before the council was that the SUP was required. "If this was a hardware store or anything else that fit in general retail (zoning) we wouldn't know anything about it before construction began."

Cary Moon, the applicant, promised the council that Enterprise would work with the staff and council and make every effort to make the building and lot look as upscale as possible.

The lot is currently vacant, with retail establishments to the north, east and south. The adjacent lot to the west is vacant, and the TXU maintenance facility is further to the west.

The site plan shows that the building will be approximately 1,621 sq.ft, with a covered car wash used to wash the rental cars at the rear of the structure.

Edlyn Vathauer, planning and zoning manager said, "The applicant has now moved the curb cut to the west side of the lot, which now meets the required separation from the existing curb just to the east of this lot. The applicant has also provided the landscaping."

Vathauer stated that, in the staff's opinion, the rental agency might not be appropriate in a retail shopping center, but would be more appropriate as a free standing structure.

"Given the existing uses in the area, especially to the east, west and south, this proposed use should not create an impact to the adjoining uses," Vathauer said. The Planning and Zoning Commission unanimously approved the request at its Dec. 14 meeting, and there were no objections from the adjoining property owners who had been notified by mail.

The SUP included stipulations that rental cars be parked to the west and south of the building to keep the parking spaces to the north of the building available for customers, and that the site plan be revised to include the required landscaping prior to submitting a request for a Building Permit.