



MEETING DATE: July 16, 2025

PRESENTED BY: Xavier Cervantes, AICP, CPM, Director of Planning

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit to allow the Manufacturing & Packaging of Ice Cream and Pork Rinds in a property zoned General Business District ("C-3"), being Lots 3-6, Block 175, Mission Original Townsite Subdivision, located at 204 W. Tom Landry Street. Applicant: Ice Cream Man Place, Inc. - Cervantes

NATURE OF REQUEST:

Project Timeline:

- June 26, 2025 – Application for a conditional use permit submitted for processing.
- July 2, 2025 – In accordance with State and local law notice of the required public hearings was mailed to all the property owners within a 200' radius of the subject tract and notice of hearings was published in the Progress Times.
- July 16, 2025 – Public hearing and consideration of the requested rezoning by the Planning and Zoning Commission.
- July 28, 2025 – Public hearing and consideration of the requested rezoning ordinance by the City Council.

Summary:

- The applicant is requesting a new conditional use permit to continue to operate the manufacturing of ice cream and pork rinds at the subject property located at the Northeast corner of Tom Landry Street and Perkins Avenue. The business has been in operation at the subject property since 1994 when the owners were simply selling ice cream. For the manufacturing the owners obtained a conditional use permit in 2013 and has been renewed several times since then. In the year 2020, the applicant was granted a life of the use conditional use permit.
- Per the Code of Ordinance, a manufacturing facility in a General Business District requires a conditional use permit granted by the City Council.
- The previous conditional use permit was granted to Mr. Alberto Pascual. The business owners desire that the new conditional use permit be granted to the company named Ice Cream Man Place, Inc.
- The company is the distributor for Blue Bonnet Ice Cream in the Rio Grande Valley, and they manufacture Sandy Fruit products.
- The proposed hours of operation are Monday to Friday from 8:00 a.m. to 5:00 pm.
- Staff: 8 employees
- Parking: 6 parking spaces are provided within the private property.
- The Planning staff has not received any objections to the request from the surrounding property owners.
- Notices were mailed to 18 surrounding property owners.

STAFF RECOMMENDATION:

Staff recommends approval of the conditional use permit request subject to compliance with the following conditions:

- Life of the use permit with the understanding that the conditional use permit could be revoked
- Must comply with all City codes (Building, Fire, Health, and Sign, etc.)
- Acquisition of a business license is required
- Hours of operation are Monday to Friday from 8:00 a.m. to 5:00 p.m.
- The conditional use permit is not transferable to others

RECORD OF VOTE:**APPROVED:** _____**DISAPPROVED:** _____**TABLED:** _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

LEGAL NOTICE MAP

200' RADIUS MAILOUT

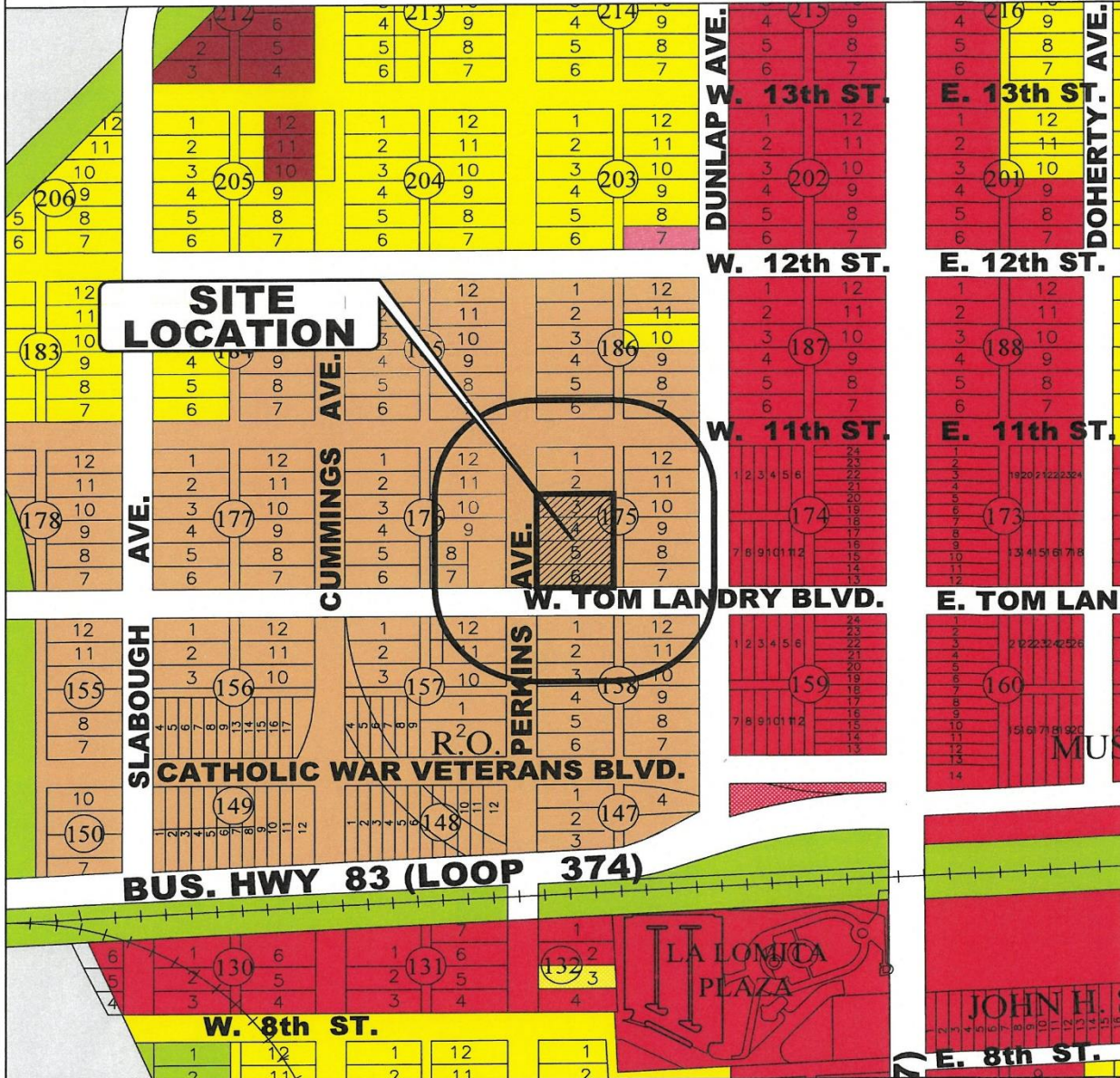
CITY OF MISSION
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No.

ZONING MAP



ZONING LEGEND

A0-I AGRICULTURAL OPEN INTERIM	R-3 MULTI-FAMILY RESIDENTIAL	C-4 HEAVY COMMERCIAL
AO-P AGRICULTURAL OPEN PERMANENT	R-4 MOBILE & MODULAR HOME	C-5 ADAPTIVE COMMERCIAL
R-1A LARGE LOT SINGLE FAMILY	R-5 HIGH DENSITY MFCT'D HOUSING	I-1 LIGHT INDUSTRIAL
R-1T TOWNHOUSE RESIDENTIAL	C-1 OFFICE BUILDING	I-2 HEAVY INDUSTRIAL
R-1 SINGLE FAMILY RESIDENTIAL	C-2 NEIGHBORHOOD COMMERCIAL	PUD PLANNED UNIT DEVELOPMENT
R-2 DUPLEX-FOURPLEX RESIDENTIAL	C-3 GENERAL BUSINESS	P PUBLIC

AERIAL



PHOTO OF THE PROPERTY



MAILOUT LIST

PROP_ID	file_as_na	addrDeliveryLine	addrCity	addrState	addrZip
239841	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
239950	MISSION IND SCHOOL DISTRICT	1201 BRYCE DR	MISSION	TX	78572-4399
239939	BECHO IMELDA R	1101 PERKINS ST	MISSION	TX	78572
239949	DUNN ROBERT L	216 W 11TH ST	MISSION	TX	78572-3916
239868	GUERRA LITA ANNE	2214 REBEL RD	AUSTIN	TX	78704-5245
239853	PASCUAL JORGE A & SILVIA B SCUDELETTI PASCUAL TRUSTEETS	4109 SAN GERARDO	MISSION	TX	78572-7377
239689	SEGLER INTERESTS LLC	20212 CHAMPIONS FOREST DR STE 700-369	SPRING	TX	77379
239852	MARTINEZ CARLOS & CRUZ OLIVIA	1016 PERKINS AVE	MISSION	TX	78572-3934
239851	VELA JOSE ANTONIO & JOSE LUIS	217 W 11TH ST	MISSION	TX	78572-3915
239850	MALDONADO CECILIA MARIA	1022 PERKINS AVE	MISSION	TX	78572
239866	GONZALEZ ROBERTO & TERESA C GONZALEZ	1714 N BRYAN RD	MISSION	TX	78572-3022
239867	TIME WARNER COMMUNICATIONS RGV	PO BOX 7467	CHARLOTTE	NC	28241-7467
239872	GARCIA FRANKE	2119 LIBERTY ST	MISSION	TX	78573-9862
239871	HERNANDEZ JAVIER	1111 W NOLANA AVE	MCALLEN	TX	78504-3747
239686	DOLIFKA LAND COMPANY	PO BOX 444	BRIGHTON	CO	80601-0444
239685	D L LIGHTING & AUDIO LLC	3616 N 43RD ST	MCALLEN	TX	78501-3473
239687	GONZALEZ RUBEN	1803 AZALEA ST	MISSION	TX	78573-9166
239870	ROCHA ESTEVAN GABRIEL	1015 PERKINS	MISSION	TX	78572-3935
239869	CANTU ROSA SALINAS	1015 PERKINS AVE	MISSION	TX	78572-3935