



MEETING DATE: May 07, 2025

PRESENTED BY: Xavier Cervantes, Director of Planning

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit for the Sale & On-Site Consumption of Alcoholic Beverages – Doce Wine & Bar, being the West 50 feet of Lots 16, 17, and 18, Block 161, Original Townsite of Mission Subdivision in a (C-3) General Business District, located at 214 E. Tom Landry Street, Suite B. Applicant: Myra Anzaldua - Cervantes

NATURE OF REQUEST:

Project Timeline:

- April 03, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- April 23, 2025 – Following State and local law, notice of required public hearings mailed to all property owners within 200 feet of the subject tract.
- May 07, 2025 - Public hearing and consideration of the Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- May 12, 2025: Public hearing and consideration of the Conditional Use Permit Ordinance by the City Council.

Summary:

- The subject site is located 100 feet West of Miller Avenue along the South side of E. Tom Landry Street.
- The applicant proposes opening a wine bar and restaurant at this location.
- Pursuant to Section 1.43 (3) (F) of the City of Mission Code of Ordinances, a wine bar and restaurant requires the approval of a Conditional Use Permit by the City Council.
- The applicant proposes 60 percent of alcoholic beverages and 40 percent of food sales.
- The proposed hours of operation are as follows: Sunday - Wednesday from 2:00 p.m. to 8:00 p.m. and Thursday - Saturday from 2:00 p.m. to 10:00 p.m.
- The working staff will be 2.
- Parking: Four parking spaces are required due to the 12 proposed chairs. There are 6 existing parking spaces on the rear and side of the building. However, this property is located within the Mission’s Central Business District and is exempt from parking requirements for the existing structure. Tom Landry shoulder will be available for customer parking as well.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (21) legal notices to surrounding property owners.
- In accordance with the zoning ordinance, the P&Z and City Council may impose requirements and conditions of approval to ensure that a use requested by a conditional use permit is compatible and complementary to adjacent properties.

STAFF RECOMMENDATION:

- 2-year approval at which time the applicant will have to renew their C.U.P. and TABC License, with the understanding that the permit can be revoked.
- Must comply with all City Codes (Building, Fire, Health, etc.),
- Must acquire a business license prior to occupancy.
- The hours of operation are Sunday through Wednesday from 2:00 p.m. to 8:00 p.m. and Thursday through Saturday from 2:00 p.m. to 10:00 p.m.
- C.U.P. is not transferable to others

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

_____ AYES

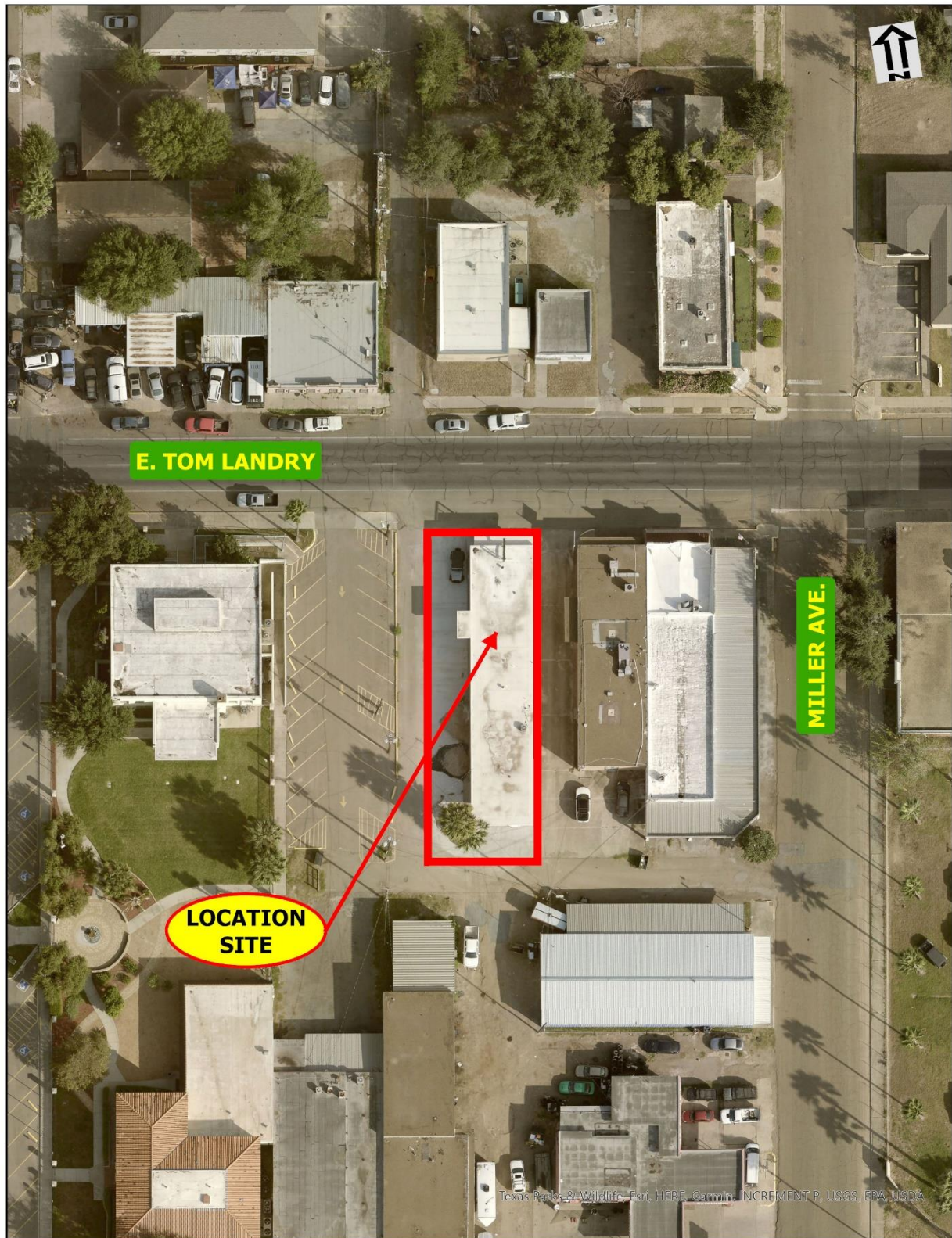
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_____ DISSENTING _____

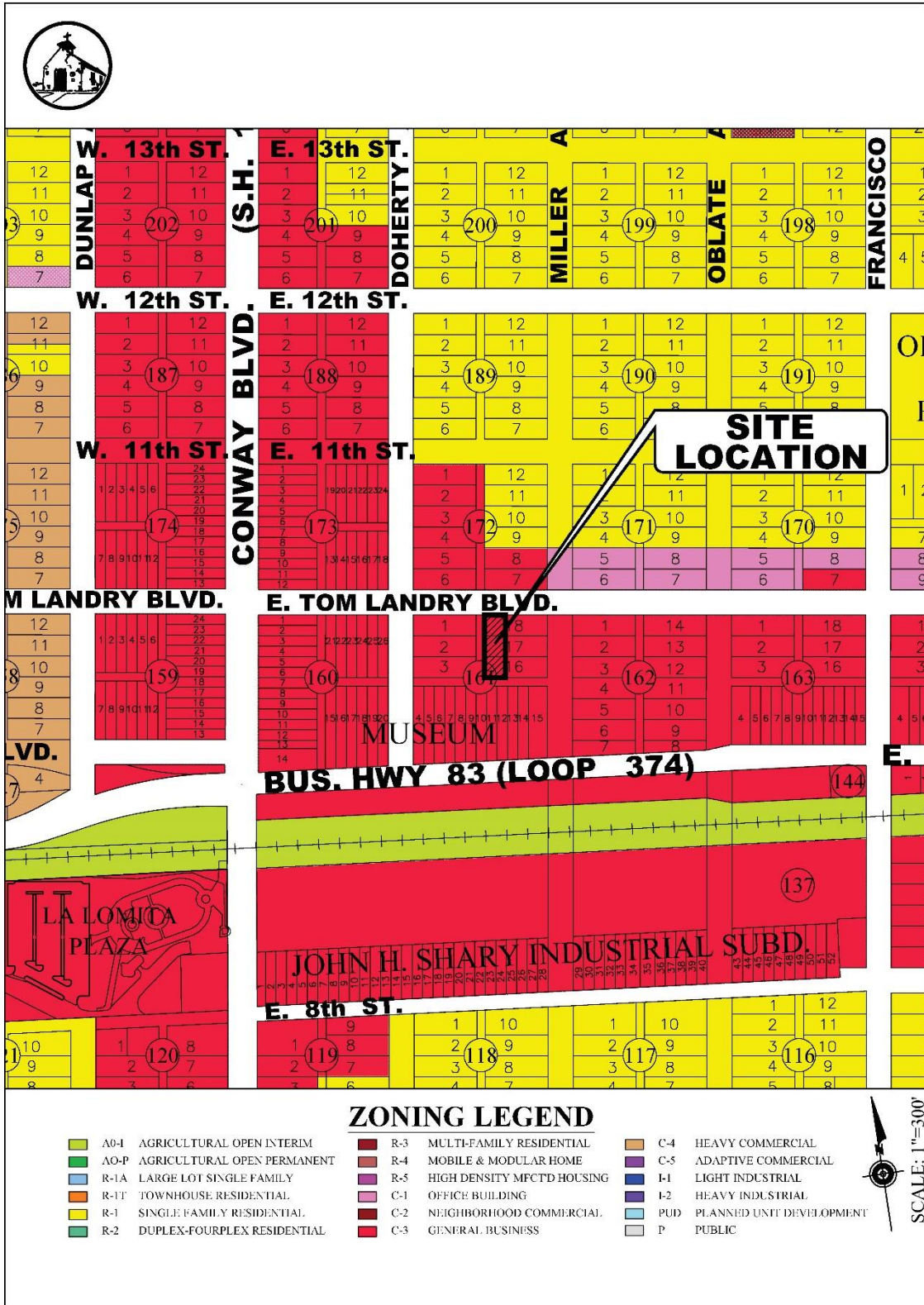
SITE LOCATION



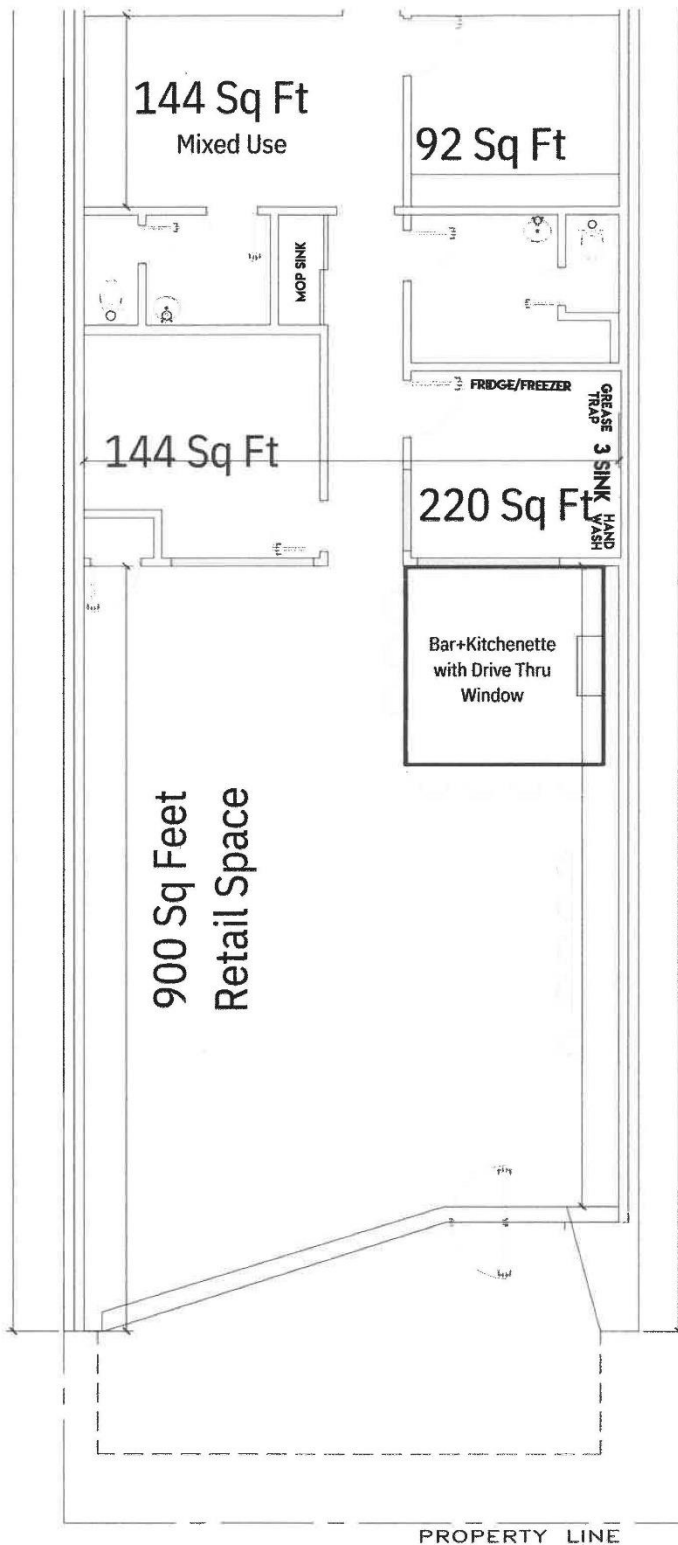
AERIAL MAP



ZONING MAP



SITE PLAN



PROPERTY LIN

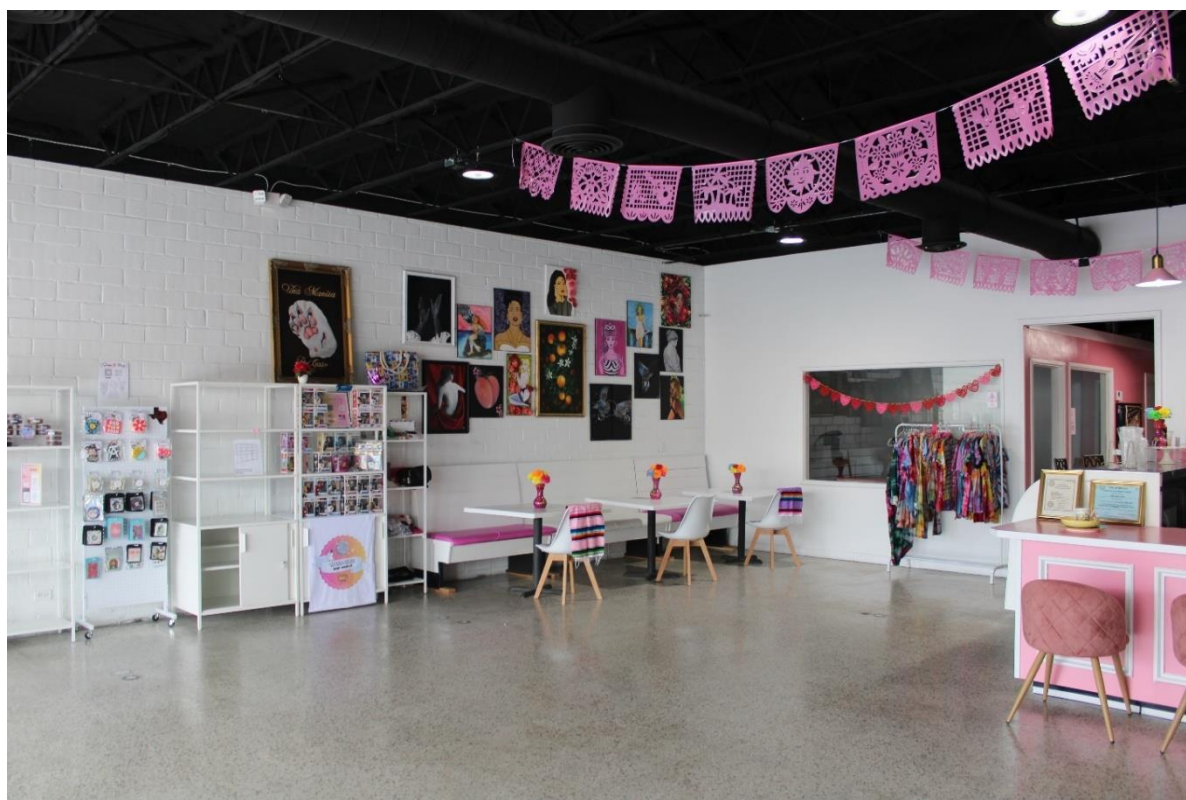
Mija
MERCADO

214 E Tom Landry Street,
Mission, TX

PHOTO



PHOTO



MENU

Doc's Menu Bar

ITEM	SKU	Quantity	Case Cost	Ind. Serving Cost	Packaging	Food Cost	Retail Cost	Labor Cost	Food Cost (Profit)	Notes
Drip Coffee			5.33	\$0.50	0.1333333333	\$0.88	\$4.00		22.98%	
Cold Brew Iced										
Gouda Egg Sandwich	7171928	24	57.25	\$2.39	0.31	\$2.70	\$7.00		38.51%	
4 in Waffles	1828254	72	59.45	\$0.83	0.31	\$1.35	\$5.00		26.38%	
Hashbrown	5021210	240	89.79	\$0.37	\$0.31	\$0.69	\$2.00		34.41%	
Smucker Syrup	4908299	100	21.35	\$0.21		\$0.21	\$0.50		42.70%	
Broccoli & Cheese Soup	2582229	35	45.85	\$1.31	\$0.07	\$1.38	\$4.00		34.44%	In this case th
Chicken Noodle	2582112	35	37.89	\$1.08	\$0.07	\$1.15	\$4.00		28.75%	In this case th
Chicken Salad Sandwich										
Peperoni Pizza Slice	136671	9	90.95	\$10.11	\$0.32	\$1.33	\$3.00		44.35%	
Basic B Sandwich				\$2.27	0.55	\$2.82	\$10.00		28.17%	
12Oz Soup Container	3291218	500	33.74	\$0.07						
Pizza Box	3282322	50	15.99	\$0.32						
Sandwich Bag	2249229	500	157.08	\$0.31						

MAILOUT LIST

PROP_ID	Property Owners (CUP 25-13)	addrDeliveryLine	addrCity	addrState	addrZip
239718	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
567314	BALLESTEROS JOSE H & MARY H	2429 SUNSET LN	MISSION	TX	78572-4635
239812	ESPERICUETA PAT	3914 RIO GRANDE CARE RD	EDINBURG	TX	78541-4381
239811	ESPERICUETA PAT	3914 RIO GRANDE CARE RD	EDINBURG	TX	78541-4381
239724	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
239719	RODRIGUEZ RUBICELA L	3801 N GLASSCOCK RD	MISSION	TX	78573-8463
591673	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
239727	PAMM FAMILY PROPERTIES LLC	617 BEAUMONT AVE	MCALLEN	TX	78501-2716
239728	SOUTHWESTERN BELL TELE	1010 PINE 9E-L-01	SAINT LOUIS	MO	63101
239813	CENTRO CRISTIANO BETHESDA	207 E TOM LANDRY ST	MISSION	TX	78572-4162
239816	SMARTCOM TELEPHONE LLC	600 ASH AVE	MCALLEN	TX	78501-2677
239817	SMARTCOM TELEPHONE LLC	600 ASH AVE	MCALLEN	TX	78501-2677
239815	GUTIERREZ HUGO H & SANDRA	1001 MILLER AVE	MISSION	TX	78572-4115
239814	LEAL JAVIER & MARIA D	1003 RAGLAND ST	MISSION	TX	78572
239720	SOLIS DANIEL JR	217 E 9TH ST	MISSION	TX	78572-4158
239730	UNITED STATES POSTAL SERVICE	475 LENFANT PLZ SW	WASHINGTON	DC	20260-0004
239802	KING GUERRA & DAVIS	830 VOLZ LN	MISSION	TX	78572-2935
239729	UNITED STATES POSTAL SERVICE	475 LENFANT PLZ SW	WASHINGTON	DC	20260-0004
239729	UNITED STATES POSTAL SERVICE	475 LENFANT PLZ SW	WASHINGTON	DC	20260-0004
1467109	KPGIN216 INVESTMENTS LLC	220 E TOM LANDRY ST	MISSION	TX	78572-4161
1467108	MUNOZ AUDREY J DBA JO-NIC & CO	2204 E 25TH ST	MISSION	TX	78574-7678