



**MEETING DATE:** August 5, 2026

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

**AGENDA ITEM:** Conduct a public hearing and consideration of a Conditional Use Permit Renewal to allow a Mobile Food Unit – Martha's Burgers & More, being the West ½ of Lots 7 & 8, Block 176, Mission Original Townsite Subdivision, in a (C-4) Heavy Commercial District, located at 307 W. Tom Landry Street. Applicant: Martha Avitia – Cervantes

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**NATURE OF REQUEST:**

Project Timeline:

- June 30, 2026 – Application for a Conditional Use Permit ("CUP") submitted to the City.
- July 23, 2026 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- August 5, 2026 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z)
- August 25, 2026 – Public hearing and consideration of the requested Conditional Use Permit by the City Council.

Summary:

- The site is located 75 feet West of N. Perkins Avenue along the North side of W. Tom Landry Street.
- Pursuant to Section 1.56 (11)(H) of the City of Mission Code of Ordinances, a Mobile Food Unit requires the approval of a conditional use permit by the City Council.
- This business has been in operation since September 24, 2025. The last Conditional Use Permit was approved by the City Council on August 20, 2025, for a period of one year.
- The hours of operation are as follows: Monday through Thursday from 11:00 a.m. to 10:00 p.m.; Saturday from 5:00 pm to 12:00 a.m.; and Sunday from 5:00 pm to 10:00 pm
- Staff: 3 employees
- Parking: The site has 9 parking stalls and 5 additional parking stalls with written approval behind the West Side Liquor Store to use their parking lot in case of any overflow. Staff notes that this property is located within the Mission Central Business District, thus exempt from parking requirements.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (19) legal notices to the surrounding property owners.
- In accordance with the zoning ordinance, the P&Z and City Council may impose requirements and conditions of approval as are needed to ensure that a use requested by a conditional use permit is compatible and complementary to adjacent properties.

**STAFF RECOMMENDATION:**

- Approval for a 2-year term to continue to assess this mobile food unit;
- Continue to comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are: Monday through Thursday from 11:00 a.m. to 10:00 p.m.; Saturday from 5:00 p.m. to 12:00 a.m.; and Sundays from 5:00 p.m. to 10:00 p.m.
- Continue to comply with the noise ordinance
- CUP is not transferable to others.

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**RECORD OF VOTE:**

**APPROVED:** \_\_\_\_\_

**DISAPPROVED:** \_\_\_\_\_

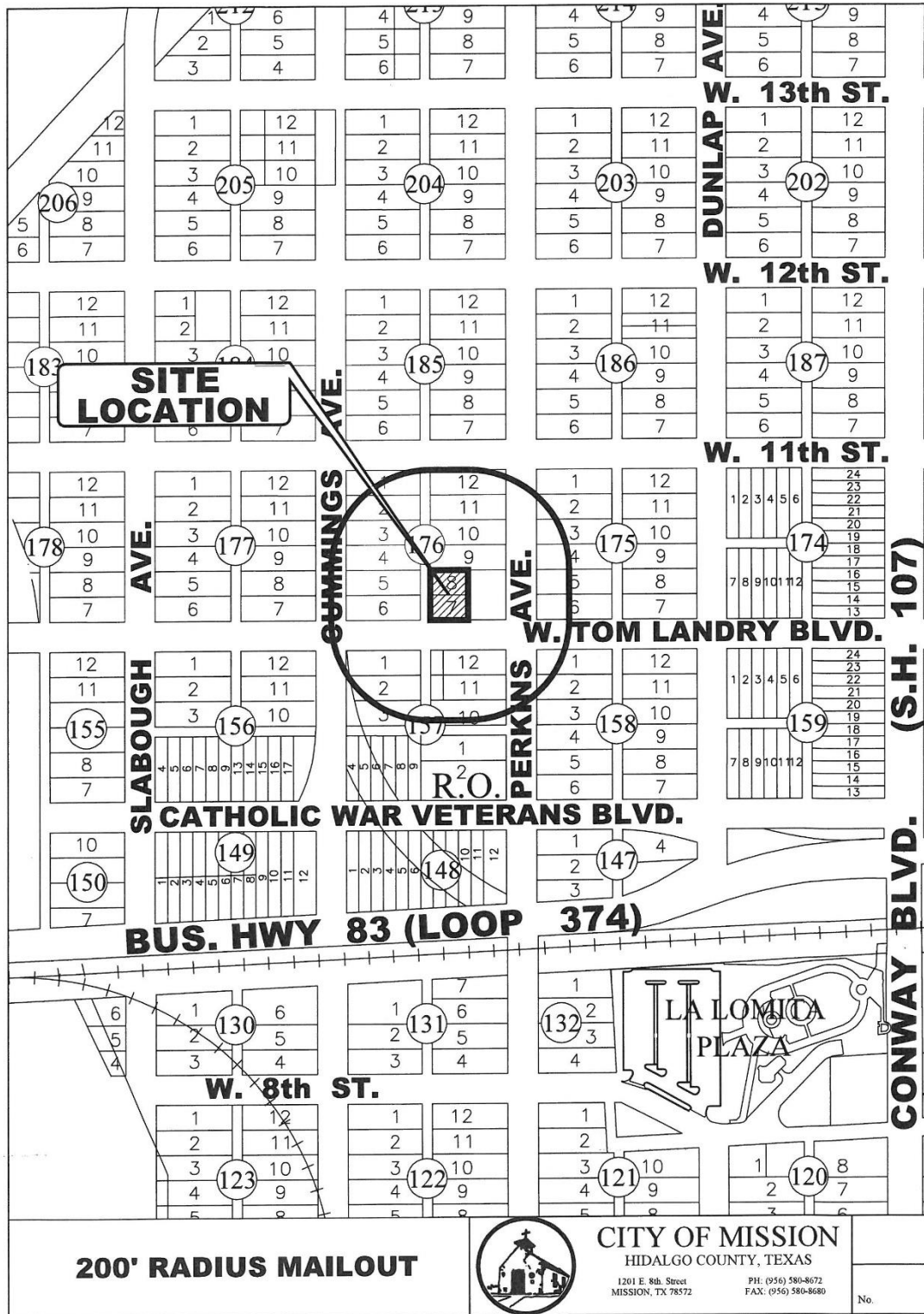
**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

\_\_\_\_\_ DISSENTING \_\_\_\_\_

# LEGAL NOTICE MAP



# AERIAL MAP



**LOCATION  
SITE**

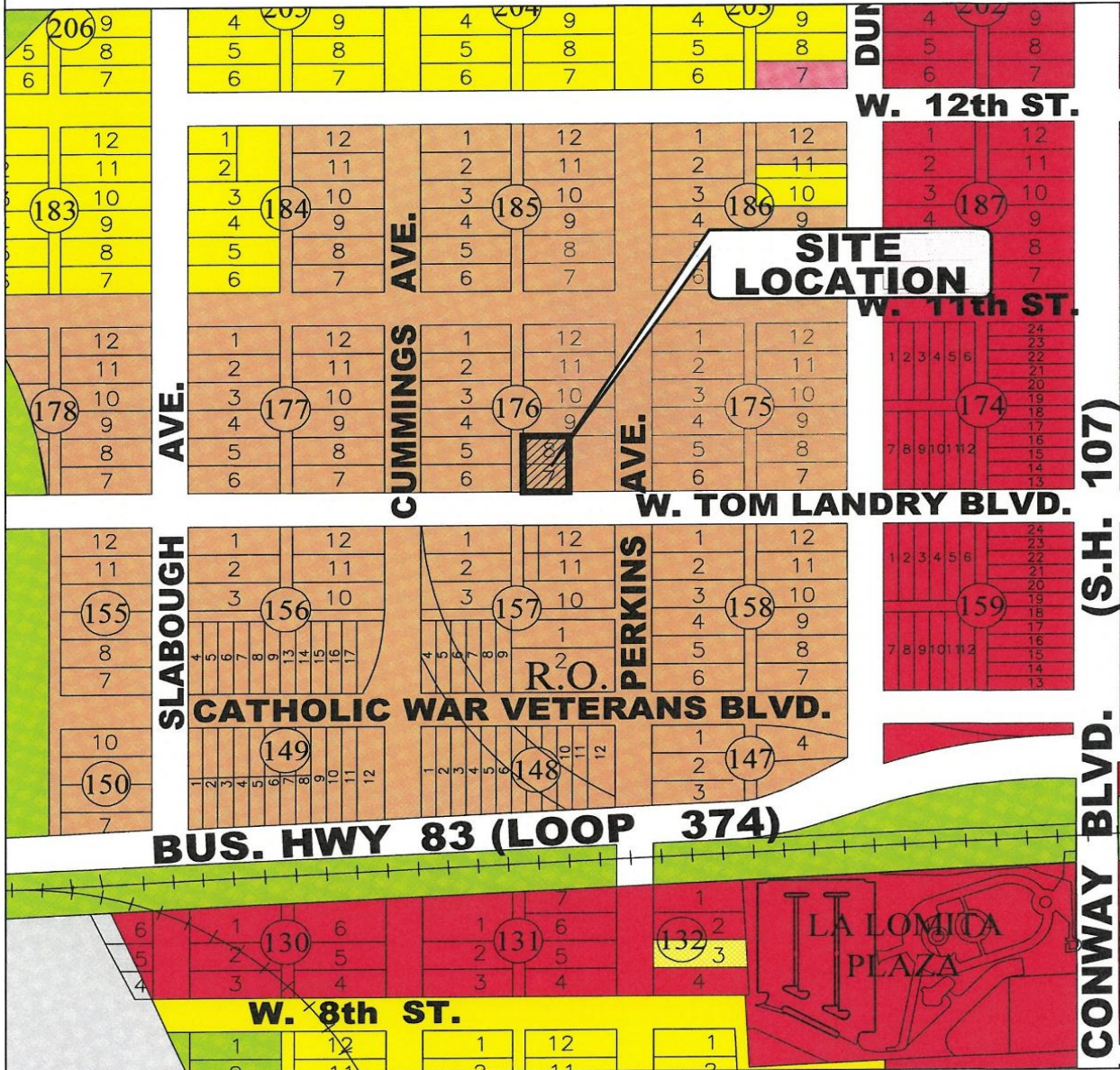
**PERKINS AVE.**

**W TOM LANDRY ST.**

**PROP. ADDITIONAL  
PARKING**

Texas Parks & Wildlife, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA

# 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                     |

# SITE PLAN

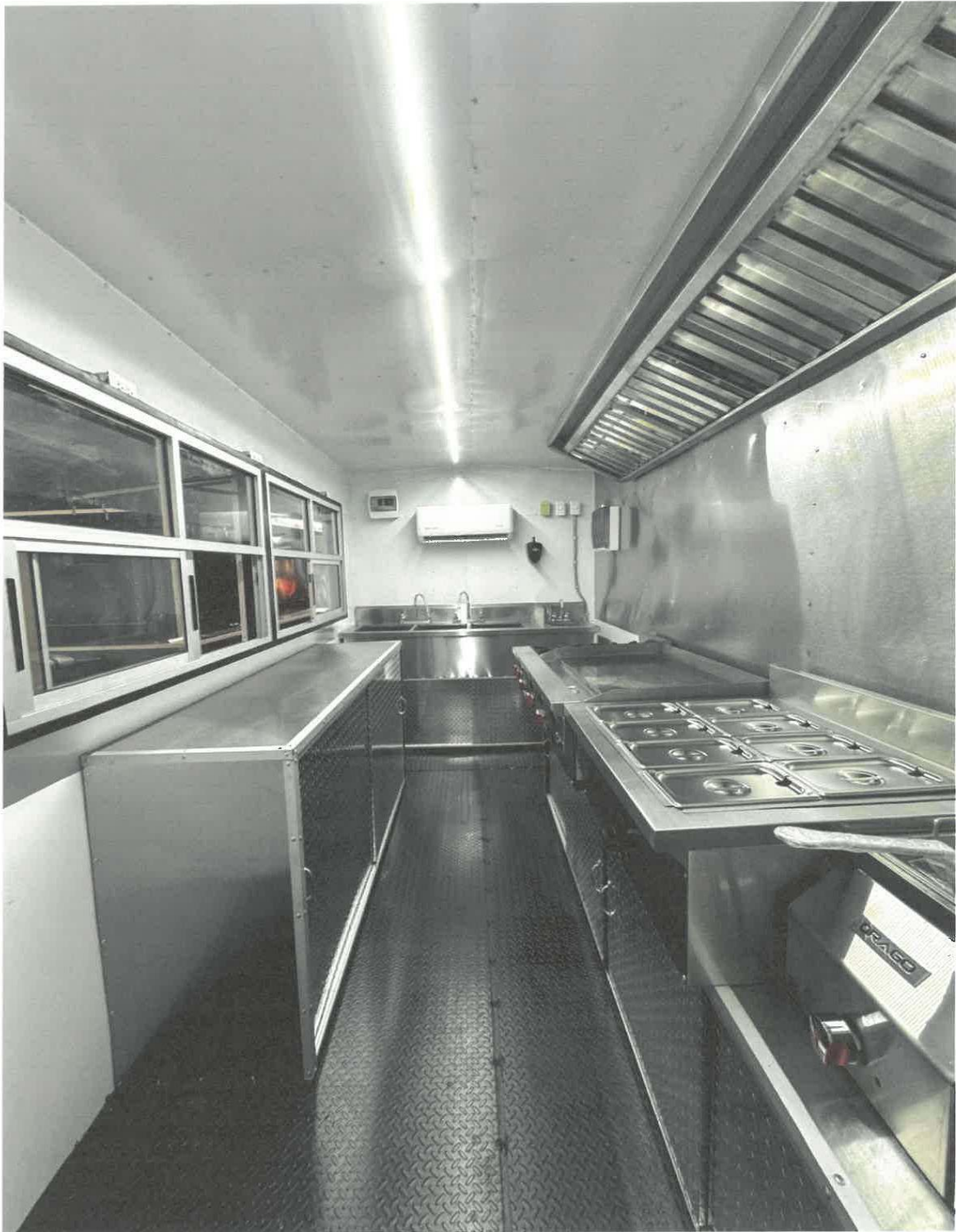


# SITE PLAN

PICTURES



## PICTURES



## PICTURES



# ★ Martha's Burgers ★

SABOR AUTÉNTICO • ¡ORDENA PARA LLEVAR!

## HAMBURGUESAS

**Mexicana** \$6.99  
Jamón, queso, lechuga, tomate, cebolla, mayonesa y mostaza.

**Hawaiana** \$7.50  
Jamón, queso blanco, piña, lechuga, cebolla asada, tomate, mayonesa y mostaza.

**Con Huevo** \$7.50  
Jamón, queso, huevo, lechuga, tomate, cebolla, mayonesa y mostaza.

**Hamburguesa Sin Culpa** \$7.99  
Lechuga, doble carne, jamón, queso, aguacate, tomate, cebolla, mayonesa y mostaza.

## COMBOS DE HAMBURGUESA

Incluye: Hamburguesa, hotdog regular, papas fritas y refresco.

**Mexicana Combo** \$10.50

**Hawaiana Combo** \$11.50

**Con Huevo Combo** \$12.00



## ESPECIALIDADES

### TACOS (BISTECK Y AL PASTOR)

Maíz (5) o Harina (4)

**Sencillos** \$7.99

Cilantro, cebolla cruda/asada, limón y salsa.

**Especiales** \$8.99

Queso blanco, aguacate, cilantro, cebolla, salsa.



### COMBOS DE TACOS

Incluye: 4 tacos, frijoles charros, papas y refresco.

**Tacos Sencillos Combo** \$11.99

**Tacos Especiales Combo** \$12.99

### TORTAS

**Sencilla** \$6.99  
Carne, cilantro, cebolla cruda y asada.

**Especial** \$8.99  
Carne, cilantro, cebolla cruda, cebolla asada, jamón, queso blanco y aguacate.

**Torta de Jamón** \$5.99  
Jamón, queso, mayonesa, lechuga, tomate, cebolla y aguacate.



### COMBOS DE TORTAS

Incluye: Torta, papas o frijoles charros, y refresco.

**Torta Sencilla Combo** \$10.99

**Torta Especial Combo** \$11.99



## HOT DOGS

**Regular** \$1.75  
Tomate, cebolla, mayonesa y mostaza.

**Con Tocino** \$2.50

**Salchicha Roja** \$4.00

Mayonesa, mostaza y cebolla asada.

**Salchicha Roja con Tocino** \$4.75



### COMBOS DE HOT DOG

Incluye: 2 hotdogs, papas, y refresco.

**Hot Dog Regular Combo** \$6.99

**Con Tocino Combo** \$7.99

**Salchicha Roja Combo** \$11.99

**Salchicha Roja con Tocino Combo** \$12.99



## ESPADAS

\$8.99

Incluye 4 espadas con carne, queso, aguacate, cilantro, cebolla y tomate.



## SINCRONIZADAS & MÁS

**Sincronizada** **NUEVO** \$8.99  
Carne, frijoles, queso, lechuga, tomate, cebolla y aguacate.

**Papa Loca** **NUEVO** \$12.99  
Carne, manchequilla y queso.



## ANTOJITOS Y MÁS

**Jalapeño Poppers** **NUEVO** \$2.99

**Papas Especiales** \$5.75  
Nachos cheese, carne y chili.

**Papas Fritas** \$2.75

**Nachos** \$3.50

**Elote Amarillo Entero** \$2.75

**Frijoles Charros** \$2.50

**Frijoles Especiales** \$4.50  
Carne y queso blanco.

Extra: \$0.50¢ Tocino: \$0.75¢



## SERVICIOS PARA EVENTOS

- Catering Services para todo tipo de eventos.
- Renta de mesas y sillas sencillas, con manteles y centros de mesa de globos.



ORDENA PARA LLEVAR

(956) 432-3491 • (956) 766-1997

## BEBIDAS

**Limónada** \$3.99

**Cocas Mexicanas** \$3.50

Coke, ponche, y manzana.

**Refresco de Latas** \$1.75

Coke, Coke Zero, sprite, and dr.pepper

**Botella de Agua** \$1.00



MÉTODOS DE PAGO

Efectivo o Tarjeta



**ADDITIONAL PARKING PICTURE**



## MAILOUT LIST

| PROP_ID | name                                                    | addrDelive                            | addrCity  | addrState | addrZip    |
|---------|---------------------------------------------------------|---------------------------------------|-----------|-----------|------------|
| 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 |
| 239860  | CANTU JORGE LUIS & MARIA DE LA LUZ                      | 901 PERKINS AVE STE A                 | MISSION   | TX        | 78572-3940 |
| 239865  | WSLS INC                                                | 311 W TOM LANDRY ST                   | MISSION   | TX        | 78572-3911 |
| 239863  | RIVAS RUBEN                                             | 313A W TOM LANDRY ST                  | MISSION   | TX        | 78572-3911 |
| 239864  | WEST LIQUOR                                             | 311 W TOM LANDRY ST                   | MISSION   | TX        | 78572-3911 |
| 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 |
| 239861  | SALINAS GUADALUPE                                       | 319 WEST TOM LANDRY                   | MISSION   | TX        | 78572      |
| 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 |
| 239681  | CITY OF MISSION                                         | 1201 E 8TH ST                         | MISSION   | TX        | 78572-5812 |
| 239687  | GONZALEZ RUBEN                                          | 1803 AZALEA ST                        | MISSION   | TX        | 78573-9166 |
| 0       |                                                         |                                       |           |           |            |
| 239870  | ROCHA ESTEVAN GABRIEL                                   | 1015 PERKINS                          | MISSION   | TX        | 78572-3935 |
| 239869  | CANTU ROSA SALINAS                                      | 1015 PERKINS AVE                      | MISSION   | TX        | 78572-3935 |
| 0       |                                                         |                                       |           |           |            |