



MEETING DATE: October 1, 2025

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

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit Renewal for the Sale & On-site Consumption of Alcoholic Beverages – El Itacate Restaurant in a (C-3) General Commercial District, being Lot 2, Shary Town Plaza Subdivision, located at 301 N. Shary Road, Suite 240, Applicant: Las Pupusas Del Itacate, LLC, c/o Claudia Bajos – Cervantes

NATURE OF REQUEST:

Project Timeline:

- September 4, 2025 – Application for Conditional Use Permit submitted to the City for processing.
- September 19, 2025 – In accordance with State and local law, notice of required public hearings was mailed to all property owners within 200 feet of the subject tract, and notice of public hearings was published in the Progress Times.
- October 1, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- October 28, 2025 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located approximately 450' north of 1st Street along the west side of Shary Road.
- Per Code of Ordinance, the Sale & On-site Consumption of Alcoholic Beverages requires the approval of a Conditional Use Permit by the City Council.
- The applicant is leasing a 4,004 square foot suite within a commercial plaza for a Mexican Restaurant. She has been in operation at this location since February of this year. She would like to continue to offer alcohol with her meals. Therefore, the need to renew her conditional use permit. Access to the site is via two 30' driveways off Shary Road.
- The proposed days and hours of operation are Monday–Sunday from 7:00 am to 12:00 am,
- Staff: 15 employees in different shifts
- Parking: In reviewing the floor plan, there is a total of 113 seating spaces proposed, which require 38 parking spaces (113 seats/1 space for every 3 seats – 37.6 parking spaces). It is noted that the parking is held in common. There are 143 existing parking spaces available and are shared with the other businesses within the commercial plaza.
- Sale of Alcohol: The restaurant includes a 'bar' component. Section 1.56(3)(a) of the Zoning Code requires a minimum separation of 300' from the property line of any church, school, publicly owned property, or residence. There are no land uses within the above radius, measured door-to-door for churches or hospitals, or measured lot line to lot line for schools.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (15) legal notices to surrounding property owners.
- Staff asked PD for any reports of this location regarding alcohol. As of this date, no incidents have been reported.

- 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:

With no incidents occurring during their last approval, Staff recommends approval of the request subject to compliance with the following conditions:

1. Life of the Use with the understanding that the permit could be revoked due to noncompliance.
2. Continued compliance with all City Codes (Building, Fire, Health, Sign codes, etc.).
3. CUP is not transferable to others
4. Hours of operation to be as follows: Monday – Sunday from 7:00 am to 12:00 am

RECORD OF VOTE:

APPROVED:

DISAPPROVED:

TABLED:

_____ AYES

_____ NAYS

_____ DISSENTING _____

VICINITY MAP

E. 6th. St.

E. 5th.

E. 4th ST.

E. 1st ST.

JASON ST.

GRAPEFRUIT BLVD.

SHARY RD.

SHARY TOWN PLAZA

HOFLAND SUBDIVISION

SHARY STORAGE SUBDIVISION No.2

L. RICE SUB.

NAVY ARMY COMMUNITY CREDIT UNION

SYCAMORE

CARIANNA

CHRISTINA

HAIDAR

SUNDANCE CROSSING

EL LUGAR

NORTH SHARYLAND COMMONS LOTS 4,5 & 6

MISSION EVENT CENT

RUBY RED BLVD.

M.E.D.C. SUBDIVISION

HOME DEPOT SUBDIVISION

SHARYLAND BUSINESS PLAZA

ANGO

NAMAR

DENNY'S @ SHARYLAND

RE-SUBDIVISION OF LOT 1 NORTH SHARYLAND COMMONS

NORTH SHARYLAND COMMONS

NORTH SHARYLAND COMMONS LOT 3

VICTORIA AVE.

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0 1/2 MILE

0 3/4 MILE

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CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th. Street
MISSION, TX 78572

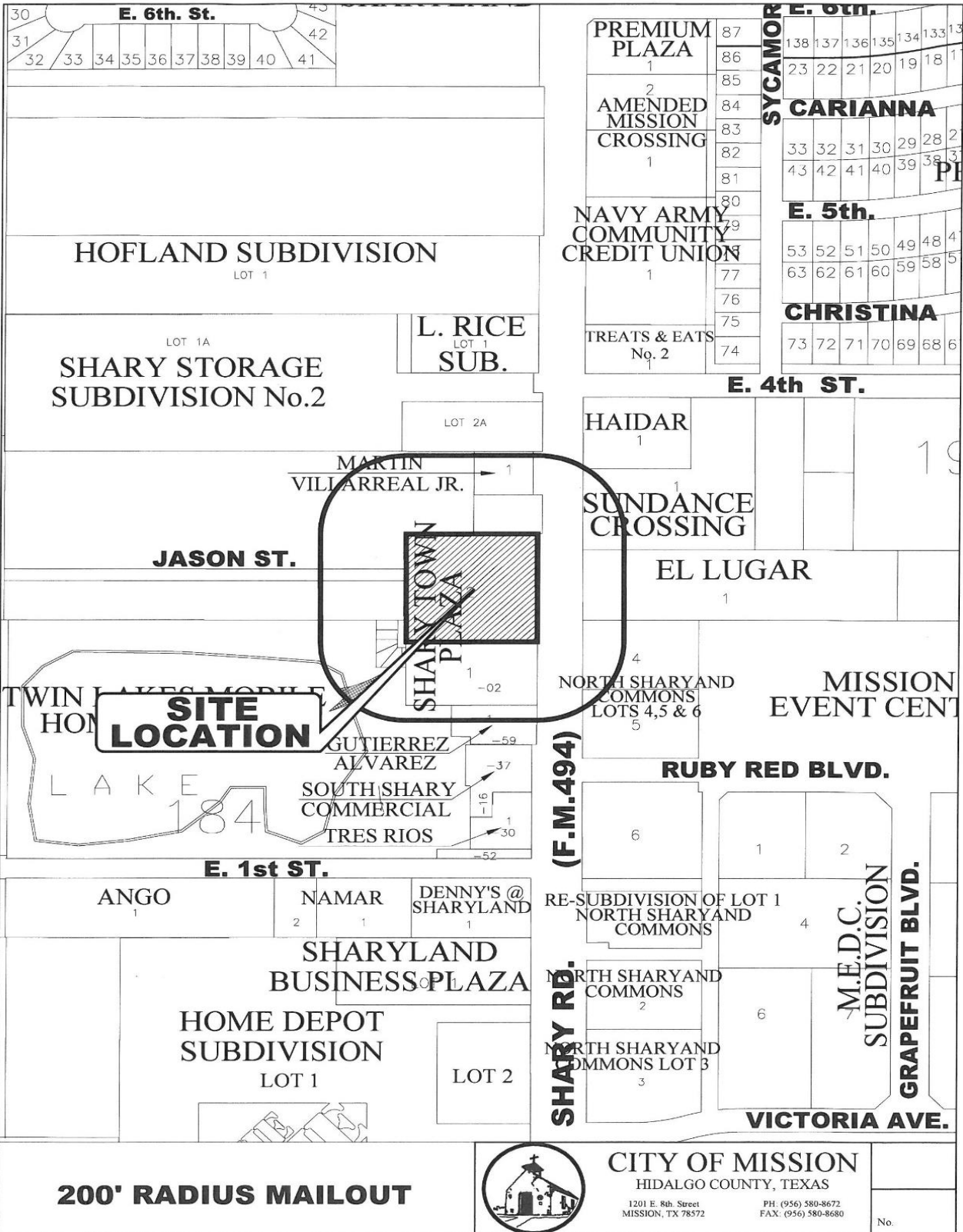
PH: (956) 580-8672
FAX: (956) 580-8680

No

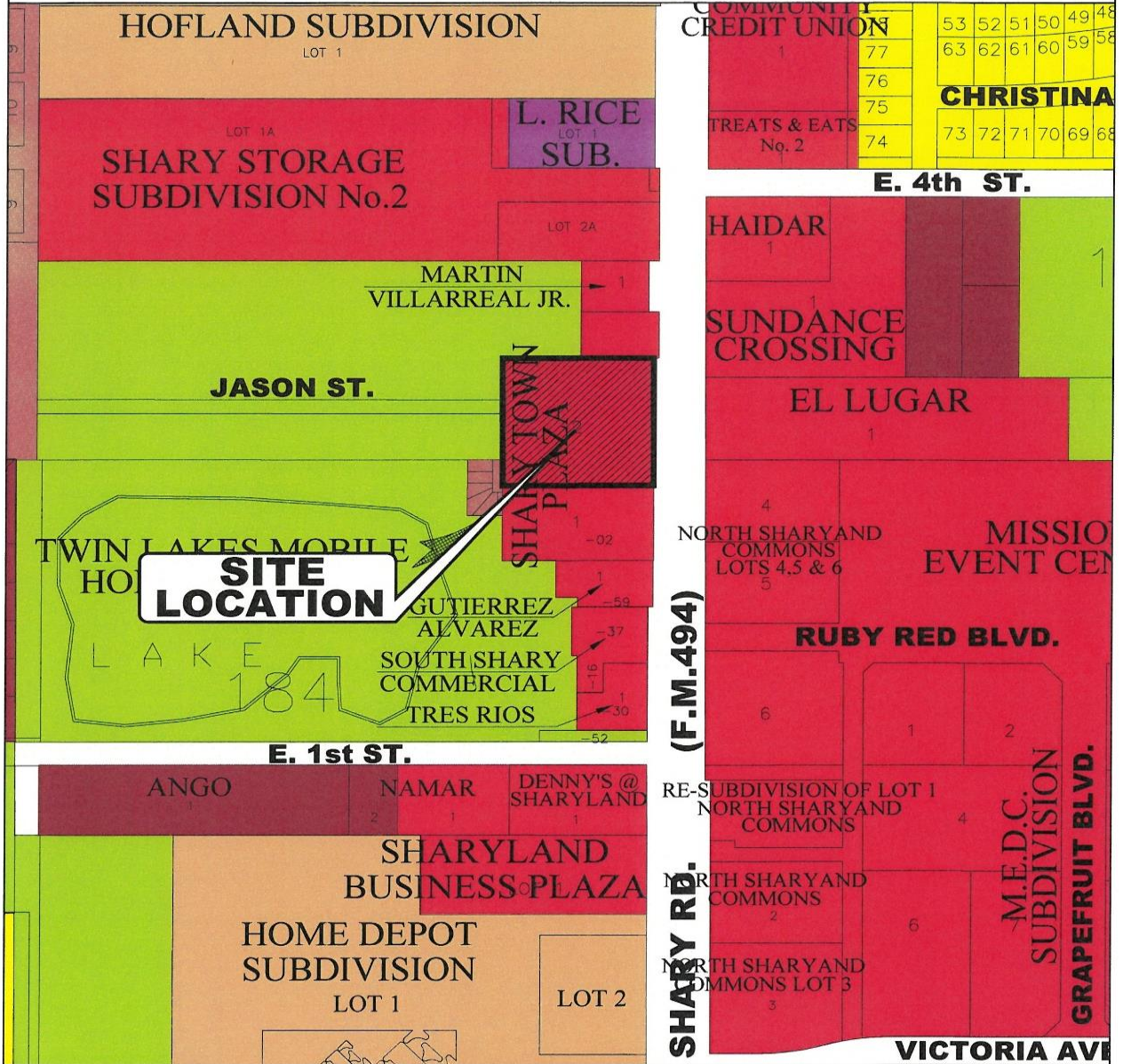
ARIEL MAP



LEGAL NOTICE MAP



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

ATTACHMENTS



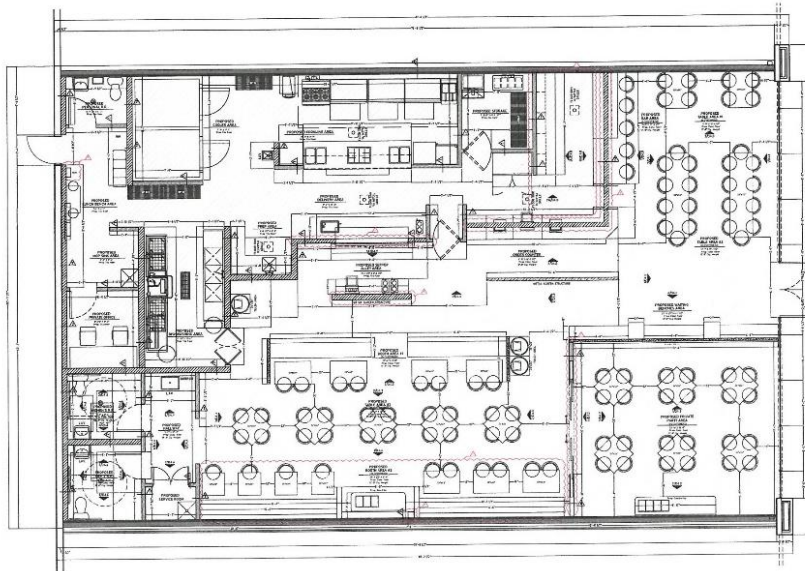
ATTACHMENTS



ATTACHMENTS



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PROPOSED FLOOR PLAN

SC: 1/4"=1'-0"

SPACE FOR 113 CUSTOMERS

HATCH LEGEND

- KITCHEN AREA+ 1,428,217 SQ. FT.
- PUBLIC AREA+ 2,571,783 SQ. FT.

WALL LEGEND

- PROPOSED 5/8" GYPSUM BOARD, 3-5/8" 20 GA. STEEL STUDS, 16" O.C., 3-1/2" R-13 INSULATION.
- PROPOSED 5/8" GYPSUM BOARD (MOISTURE RESISTANT @WET AREAS), 6" 20 GA. STEEL STUDS @16 INCH O.C., SOUND BATT INSULATION.
- PROPOSED 2 LAYERS 5/8" FIRE-SHIELD GYPSUM BOARD, 6" 20 GA. STEEL STUDS @16 INCH O.C. FIRESTOP SEALANT.
- PROPOSED 2 LAYERS 5/8", 6" 20 GA. STEEL STUDS @16 INCH O.C., SPLIT STUDS, SPACE FOR POCKET DOORS.
- PROPOSED DECORATIVE BLOCK WALL.
- PROPOSED METAL SCREEN STRUCTURE.
- PROPOSED GLASS WALL.



PROJECT NAME:

EL ITACATE

PLAN:
PROPOSED
FLOOR PLAN

ADDRESS:

El Itacate Mexican
Eatery #3, Mission, TX

PROJECT No. F24-032
PHASE: CD
ISSUE DATE: 10/16/2024
DRAWN BY: LJ
CHECKED BY: EF

PLAN NUMBER:

D3.0

COPYRIGHT PROTECTED
FANTICH DESIGN BUILD



PROJECT NAME:

EL ITACATE

PLAN:
SITE PLAN

ADDRESS:

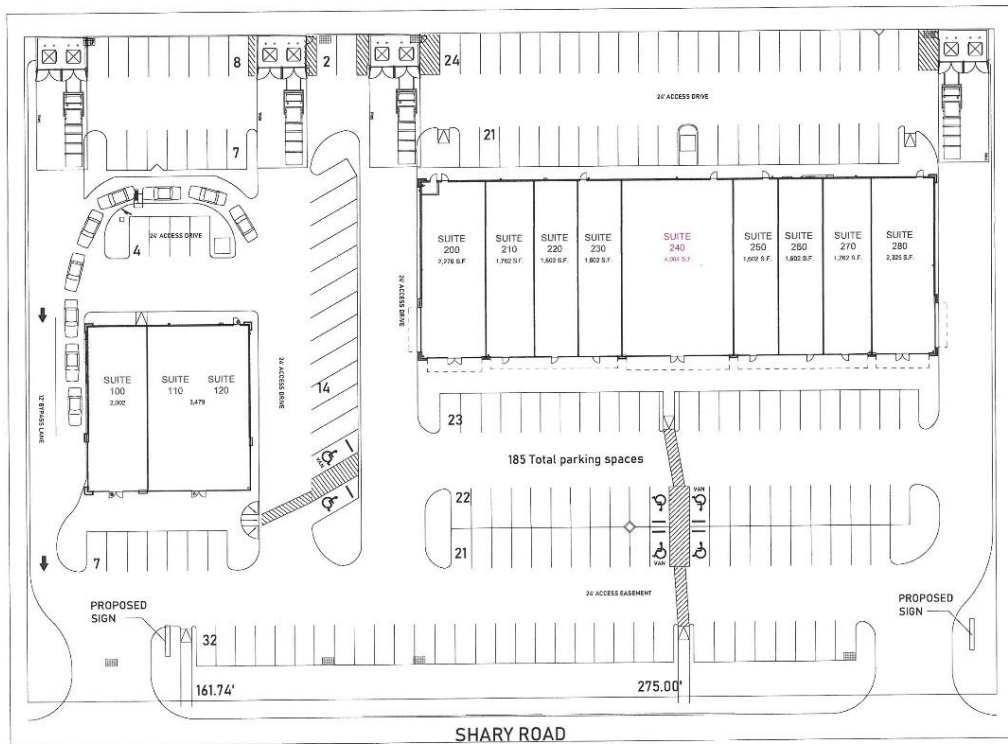
El Itacate Mexican
Eatery #3, Mission, TX

PROJECT No. F24-032
PHASE: CD
ISSUE DATE: 10/16/2024
DRAWN BY: LJ
CHECKED BY: EF

PLAN NUMBER:

D1.0

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FANTICH DESIGN BUILD



SITE PLAN
SC: 1/16"=1'-0"

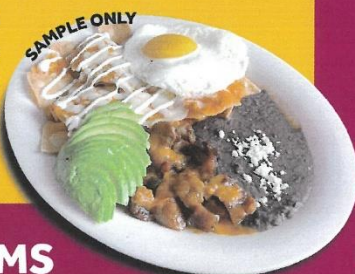
ATTACHMENTS

Chilaquiles

starting at 6.99

chips, beans, cream & cheese with your choice of toppings:

CHICHARRÓN	3.49
AVOCADO	1.99
PANELA	1.99
CHORIZO	2.29
CHICKEN	1.99
EGGS	1.99
PORK OR BEEF	1.99



OTHER ITEMS

PANCAKE PLATE 9.99
3 pancakes & 2 bacon strips.

QUESADILLAS FRITAS 9.99
2 fried corn quesadillas topped with cream and a side of beans.

MOLLETES 6.99
bolillo with beans, cheese & cream.

OMELETTES

served with toast & potatoes

HOUSE 10.49
ham, bacon, bell peppers, mushrooms, cheese, onion & tomatoes.

LIGHT 10.99
egg whites, bell peppers, tomatoes, mushrooms, onion & panela cheese.

MEAT LOVER'S 10.99
ham, bacon, chorizo & cheese.

HAM & CHEESE 10.49

SCRAMBLES starting at 7.99

2 eggs & ADD your choice of mix-ins. Served with beans and tortillas.

MEATS 1.79 ea
chorizo / ham / bacon

VEGGIES 0.99 ea
tomato / potato / onion / pepper / mushrooms

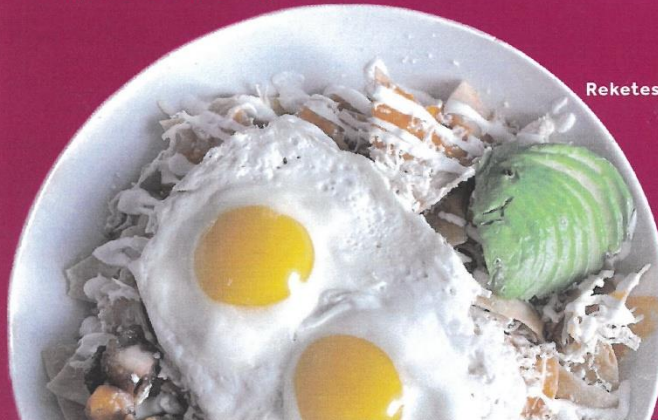
CHEESE 1.49 ea
mozzarella or cheese mix

SIGNATURE FAVORITES

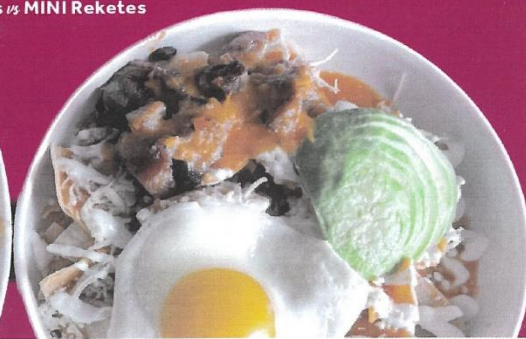
GALLITO 10.99
2 Pancakes, 2 Eggs, 2 Bacon Strips & Chilaquiles.

CHILAQUILES REKETES 14.99 *Our largest chilaquiles!* AVAILABLE
Chilaquiles topped with your choice of salsa, cream, cheese, black beans, chicharron prensado, 2 eggs, shredded chicken and avocado.

MINI REKETES 11.99 *Our top seller!*
Half portion of our Chilaquiles Reketes.



Reketes vs MINI Reketes



ATTACHMENTS

Lunch Plates

PUPUSAS (3) 9.99
pork, beans & cheese
beef, beans & cheese
chicharron, beans & cheese
rajas poblanas & cheese
beans & cheese
cheese

TACOS A LA PLANCHA (4) 9.99
flour tortilla, beans, cheese, shredded beef
topped with lettuce and avocado.

TACOS LLORARAS (3) 9.99
handmade corn tortilla filled with beef guiso
and topped with a *cheese-stuffed jalapeno*.

GORDITAS (4) 9.99
pork *w/salad*
beef *w/salad*
beans & cheese
chicharron en salsa (green or red)

TORTA & PAPAS 9.99
shredded pork with lettuce, tomato, avocado
and cream.

ENCHILADAS SAN MIGUEL ✓ 9.99
5 red tortillas filled with queso fresco topped
with our special salsa (made with dried
red peppers and almonds), lettuce, potatoes
and cream.

OVNIS (2) 6.99
two flour tortillas filled with ground pork & beef,
bacon, cream and cheese.

FLAUTAS & PAPAS 9.99
beef or chicken.

ATACATE 9.99
pupusa original
pork gordita
taco a la plancha
taco lloraras

TACOS DE CHICHARRON (3) 10.99
On handmade corn tortillas, topped with
avocado, bacon and cilantro. *choose your salsa!*

Some items are available by the piece.

CALDOS

CALDO TLALPENO 10.99
chicken & vegetable soup. Served with handmade
corn tortillas a side of our special rice, lime and
chipotle (on the side).

CARNE EN SU JUGO *friday & saturday only* 11.99
jalisco-style beef stew with tomatillo, beans & bacon.
Topped with cilantro and a fried serrano pepper.
Served with handmade corn tortillas.

CAZUELAS

CAZUELA DE PANELA CHEESE ✓ 9.99
grilled panela cheese topped with piquin alioli
or with *salsa ranchera!*

CAZUELA DE CHICHARRON EN SALSA
chicharron prensado en salsa. topped with avocado
and served with handmade corn tortillas. 10.99

CAZUELA DE FRIJOLES "CON VENENO"
refried pinto beans mixed with chorizo. *yum!* 7.99

DESSERT

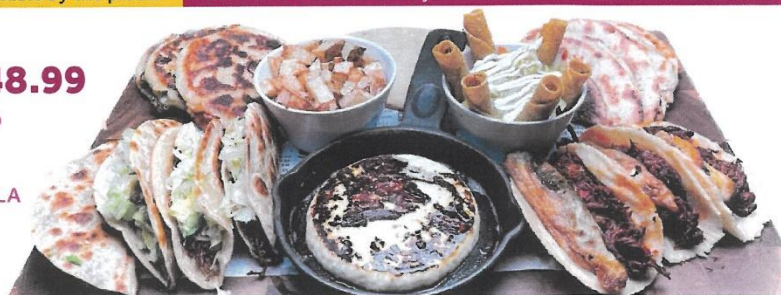
PAN DE ELOTE 9.99
our warm flourless pan de elote is topped with
vanilla ice-cream, pecans and cajeta.

GORDITAS DE AZUCAR 8.99
our warm sweet gorditas come topped with
vanilla ice-cream, pecans and cajeta.

All menu available all day.

TABLA \$48.99

3 PUPUSAS PORK, BEEF & POBLANO
3 TACOS LLORARAS
4 TACOS PLANCHA
1 CAZUELA CHICHARRON OR PANELA
2 OVNIS
1 SIDE FRIES
6 MINI FLAUTAS



ATTACHMENTS

Back Export to Excel

Print Results

License #:			
AIMS License Type:	MB		
AIMS License #:	200149035		
Trade Name:	EL ITACATE		
Owner:	LAS PUPUSAS DEL ITACATE LLC		
Location Address:	301 N Shary Rd STE 240 Mission , TX 78572 United States	Mailing Address:	916 Keeton Ave McAllen , TX 78503 United States
County:	Hidalgo	Orig. Issue Date:	1/27/2025
Status:	Active	Exp. Date:	1/26/2027
		Wine Percent:	
Location Phone No.:			
Subordinates:	FB		
Related To:		Gun Sign:	BLUE

MAILOUT LIST

PROP_ID	geolD	name	addrDelive	addrCity	addrState	addrZip
20829990	E4397-01-000-0001-00	SARAM DEVELOPMENT LLC	300 N SHARY RD	MISSION	TX	78572-8210
281054	S2950-00-000-0194-10	ELIZONDO DOLLY L	305 N SHARY RD	MISSION	TX	78572-0205
711991	M1455-00-000-0001-00	DEERFIELD ACQUISITION GROUP LLC	305 N SHARY RD	MISSION	TX	78572-0205
281055	S2950-00-000-0194-15	DRAGONFLY 6265 LLC	305 A N SHARY RD	MISSION	TX	78572-2025
281053	S2950-00-000-0194-05	DRAGONFLY 6265 LLC	305 A N SHARY RD	MISSION	TX	78572-2025
280961	S2950-00-000-0184-15	DRAGONFLY 6265 LLC	305 A N SHARY RD	MISSION	TX	78572-2025
346138	S2950-00-000-0184-17	DRAGONFLY 6265 LLC	305 A N SHARY RD	MISSION	TX	78572-2025
716978	G9955-00-000-0001-00	MPJ GROUP LLC	400 W NOLANA AVE STE N2	MCALLEN	TX	78504-3037
514708	T9100-02-000-0001-00	DRAGONFLY 6265 LLC	305 A N SHARY RD	MISSION	TX	78572-2025
1179904	S2950-00-000-0184-43	MPJ GROUP LLC	400 W NOLANA AVE STE H2	MCALLEN	TX	78504-3997
1236067	N6761-00-001-0004-00	WEINGARTEN SHARY NORTH JV	500 N BROADWAY STE 201	JERICO	NY	11753
1236070	N6761-00-001-0005-00	MDC COASTAL 5 LLC	7400 E ORCHARD ROAD 2605	GREENWOOD VILLAGE	CO	80111
1236061	S7035-00-000-0001-00	GUERRERO JUAN DAVID & DARIELA G	960 FALL CRK	GRAPEVINE	TX	76051-8247
1569217	S2965-00-000-0001-00	AURIEL INVESTMENTS LLC	1200 AUBURN AVE STE 250	MCALLEN	TX	78504-1403
1569218	S2965-00-000-0002-00	AURIEL INVESTMENTS LLC	1200 AUBURN AVE STE 250	MCALLEN	TX	78504-1403