



**MEETING DATE:** July 28, 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 Heavy Commercial District ("C-4"), being Lots 3-6, Block 175, Mission Original Townsite Subdivision, located at 204 W. Tom Landry Street. Applicant: Ice Cream Man Place, Inc., Adoption of Ordinance #\_\_\_\_\_ - Cervantes

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**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. **The Planning and Zoning recommended approval to the conditional use permit request.**
- 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 Heavy Commercial 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 use permit approval 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

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**Departmental Approval:** N/A

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**Advisory Board Recommendation:** Approval

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**City Manager's Recommendation:** Approval *MRP*

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**RECORD OF VOTE:**                      **APPROVED:** \_\_\_\_\_**DISAPPROVED:** \_\_\_\_\_**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

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