



MEETING DATE: August 20, 2025

PRESENTED BY: Xavier Cervantes, Director of Planning

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit 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 E. Tom Landry Street. Applicant: Martha Avitia – Cervantes

NATURE OF REQUEST:

Project Timeline:

- July 14, 2025 – Application for a Conditional Use Permit ("CUP") submitted to the City.
- August 08, 2025 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- August 20, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z)
- August 25, 2025 – 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 Park requires the approval of a conditional use permit by the City Council.
- The applicant proposes to place a 9-foot by 18-foot mobile food unit in a mobile food park to sell their products.
- The proposed hours of operation are as follows: Monday through Sunday from 7:00 am to 12:00 am.
- 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 1-year re-evaluation in order to assess this new operation;
- Must comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are Monday through Sunday from 7:00 am to 12:00 am;
- Must comply with the noise ordinance
- Acquisition of a business license prior to occupancy for each mobile food unit;
- CUP is not transferable to others.

RECORD OF VOTE:**APPROVED:**

DISAPPROVED:

TABLED:

AYES

NAYS

DISSENTING _____

SITE LOCATION



CITY OF MISSION

HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572

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

No.

AERIAL MAP



**LOCATION
SITE**

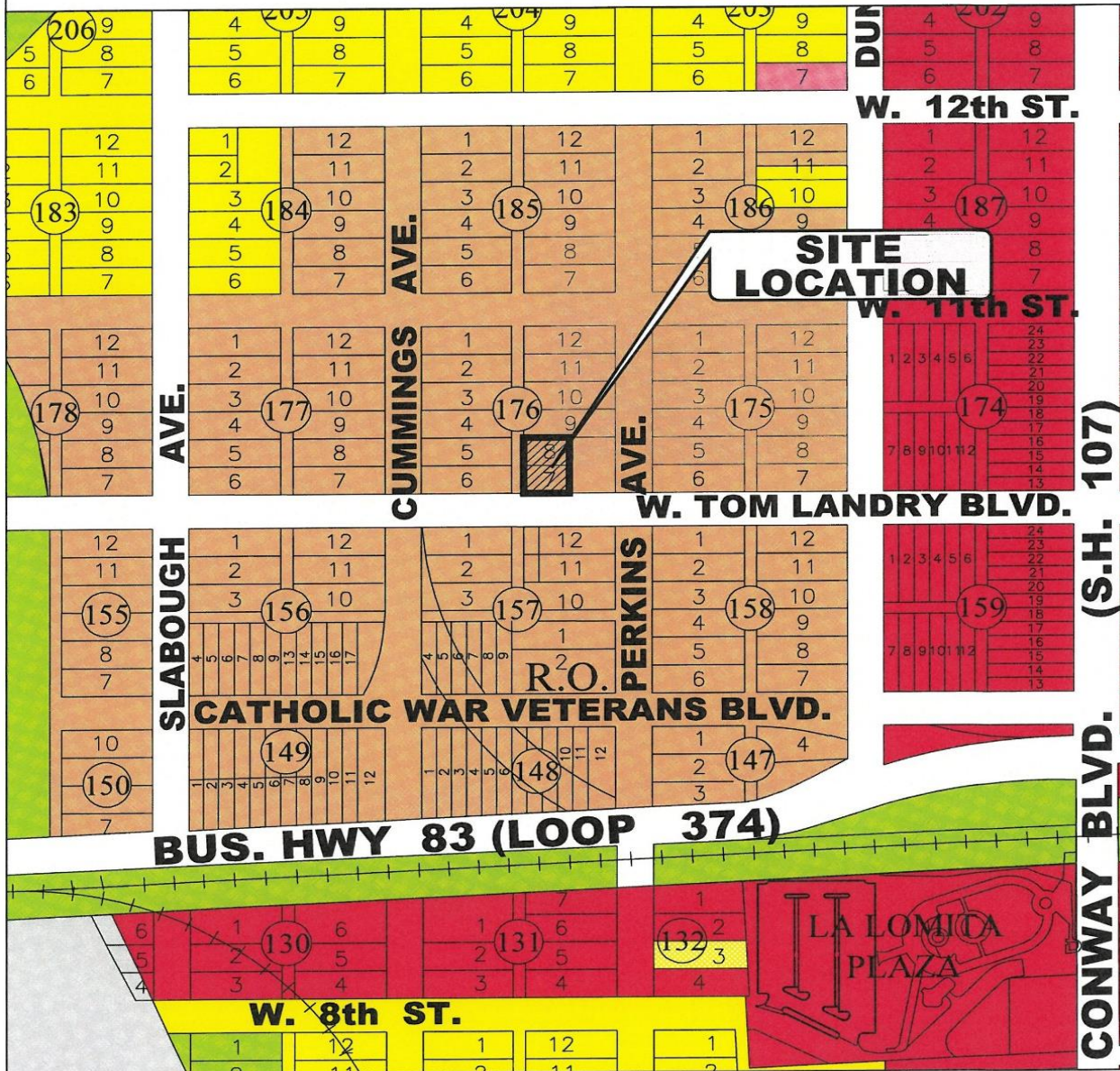
PERKINS AVE.

W TOM LANDRY ST.

**PROP. ADDITIONAL
PARKING**

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

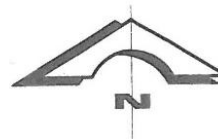
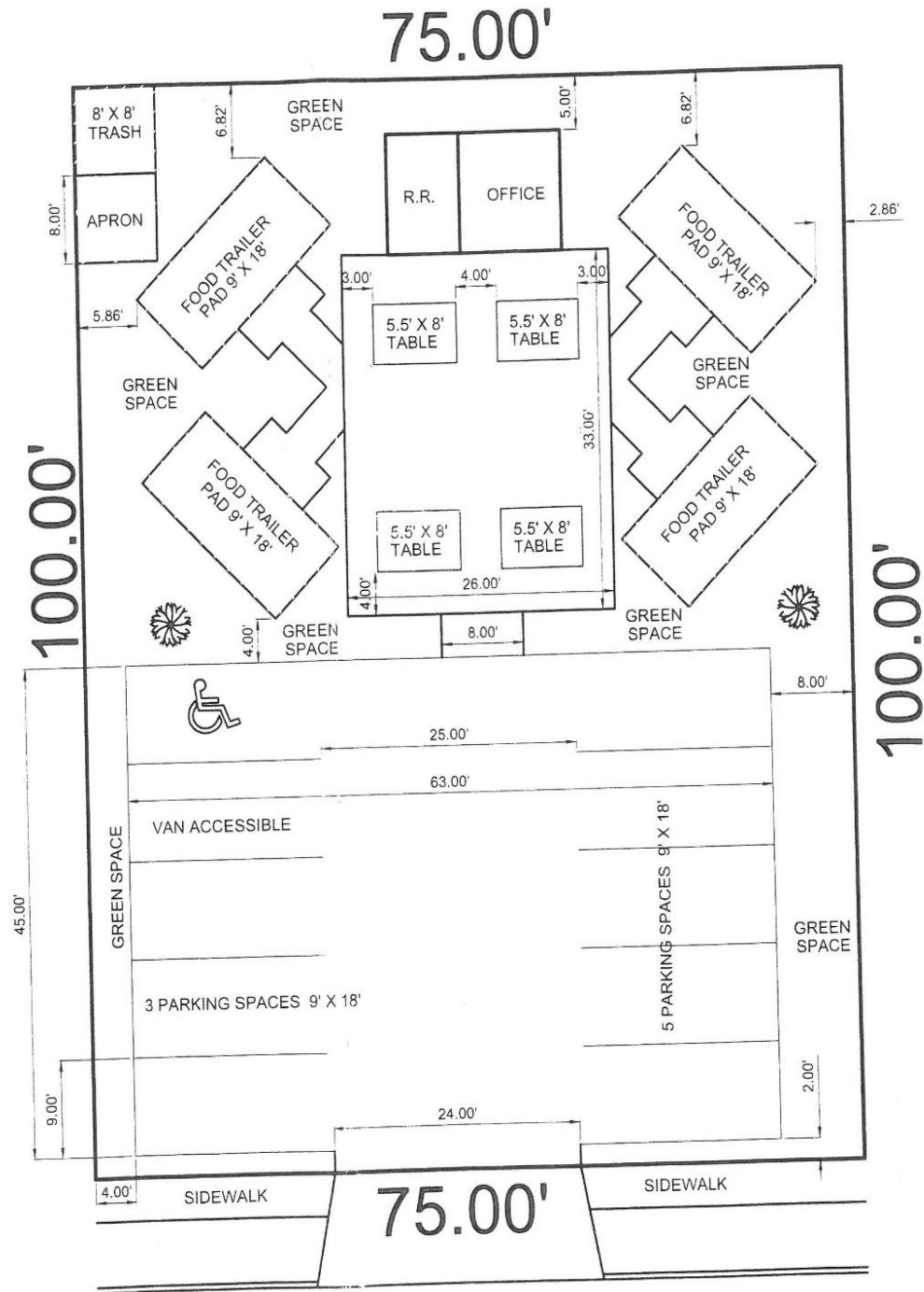
ZONING MAP



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

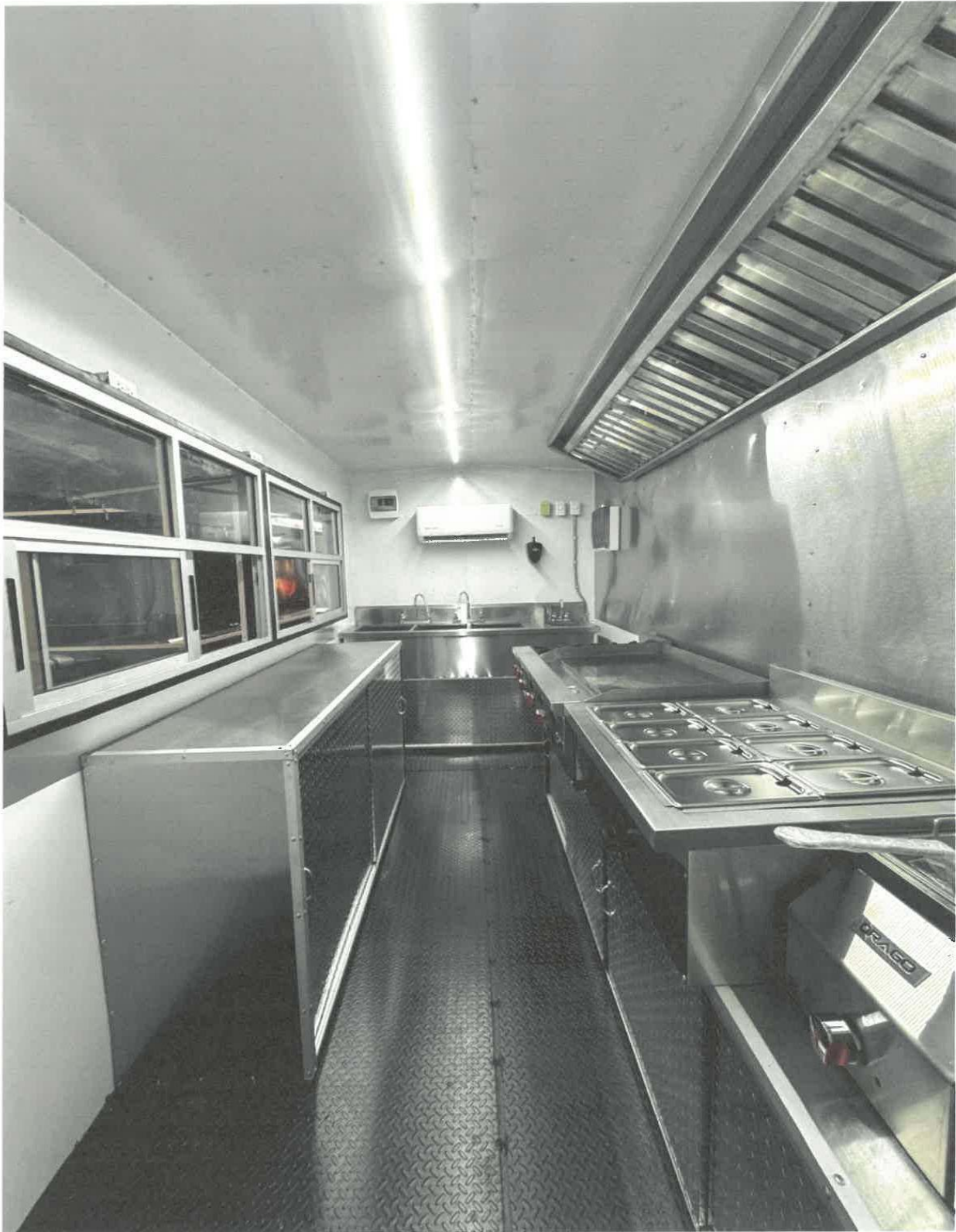


SITE
SCALE: 1"

PICTURES



PICTURES





Martha's Burgers y Mas



Tacos

Bisteck y Al Pastor

(Maíz 5 o Harina 4)

Sencillos \$7.00

(cilantro, cebolla cruda y
asada, limon y salsa)

Especiales \$8.50

(cilantro, cebolla cruda y
asada, queso blanco,
aguacate, salsa y Limón)

Nachos \$3.50

Papas Especiales \$5.75

(Nacho Cheese, Carne y
Chilli)

Frijoles Charros \$2.50

Frijoles Especiales \$4.50

(Carne y Queso Blanco)

Tortas

Sencilla \$6.50

(Cilantro, cebolla
asada y cruda)

Especial \$8.50

(Jamon,
Queso, Aguacate, Cilantro,
Cebolla Cruda y Asada)

Bebidas

Refresco de lata \$1.50

(Coca, sprite, Dr

Pepper, Coca-Cola zero)

Coca Mexicana \$3.00

(Coca, ponche, manzana)

Limonada \$3.00

Botella de Agua \$1.00

Papas Fritas \$2.75

Elote Amarillo Entero \$2.75

Extras \$50c

Tocino \$75c



Aceptamos Targeta !!

Ordena para llevar !!

(956) 432-3491

PICTURES



PICTURES



ADDITIONAL PARKING PICTURE



MAILOUT LIST

PROP_ID	geoID	name	addrDelive	addrCity	addrState	addrZip
239868	M5200-00-176-0009-00	GUERRA LITA ANNE	2214 REBEL RD	AUSTIN	TX	78704-5245
239853	M5200-00-175-0003-00	PASCUAL JORGE A & SILVIA B SCUDELETTI PASCUAL TRUSTEETS	4109 SAN GERARDO	MISSION	TX	78572-7377
239689	M5200-00-158-0000-00	SEGLER INTERESTS LLC	20212 CHAMPIONS FOREST DR STE 700-369	SPRING	TX	77379
239852	M5200-00-175-0002-10	MARTINEZ CARLOS & CRUZ OLIVIA	1016 PERKINS AVE	MISSION	TX	78572-3934
239860	M5200-00-176-0001-00	CANTU JORGE LUIS & MARIA DE LA LUZ	901 PERKINS AVE STE A	MISSION	TX	78572-3940
239865	M5200-00-176-0006-00	WSLS INC	311 W TOM LANDRY ST	MISSION	TX	78572-3911
239863	M5200-00-176-0005-10	RIVAS RUBEN	313A W TOM LANDRY ST	MISSION	TX	78572-3911
239864	M5200-00-176-0005-15	WEST LIQUOR	311 W TOM LANDRY ST	MISSION	TX	78572-3911
239866	M5200-00-176-0007-00	GONZALEZ ROBERTO & TERESA C GONZALEZ	1714 N BRYAN RD	MISSION	TX	78572-3022
239867	M5200-00-176-0008-00	TIME WARNER COMMUNICATIONS RGV	PO BOX 7467	CHARLOTTE	NC	28241-7467
239872	M5200-00-176-0012-10	GARCIA FRANK	2119 LIBERTY ST	MISSION	TX	78573-9862
239871	M5200-00-176-0012-00	HERNANDEZ JAVIER	1111 W NOLANA AVE	MCALLEN	TX	78504-3747
239861	M5200-00-176-0005-00	SALINAS GUADALUPE	319 WEST TOM LANDRY	MISSION	TX	78572
239686	M5200-00-157-0011-00	DOLIFKA LAND COMPANY	PO BOX 444	BRIGHTON	CO	80601-0444
239685	M5200-00-157-0010-00	D L LIGHTING & AUDIO LLC	3616 N 43RD ST	MCALLEN	TX	78501-3473
239681	M5200-00-157-0001-00	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
239687	M5200-00-157-0012-00	GONZALEZ RUBEN	1803 AZALEA ST	MISSION	TX	78573-9166
0						
239870	M5200-00-176-0011-00	ROCHA ESTEVAN GABRIEL	1015 PERKINS	MISSION	TX	78572-3935
239869	M5200-00-176-0010-00	CANTU ROSA SALINAS	1015 PERKINS AVE	MISSION	TX	78572-3935
0						