



MEETING DATE: June 18, 2025

PRESENTED BY: Xavier Cervantes, AICP, CPM – 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 – Taboo Bar & Grill in a property zoned (C-3) General Business District, being Lot 1, Alba Plaza Subdivision, located at 608 N. Shary Road, Suites 9 & 10. Applicant: Blesson George – Cervantes

NATURE OF REQUEST:

Project Timeline:

- May 28, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- June 4, 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.
- June 18, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- June 23, 2025 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located ¼ mile south of East Business Highway 83 within a commercial plaza along the east side of Shary Road.
- Per the Code of Ordinance, the Sale & On-Site Consumption of Alcoholic Beverages requires the approval of a Conditional Use Permit by the City Council.
- This business has been in operation since June 2021. Access to the site is via a 34-foot driveway off Shary Road. The applicant is currently operating a nightclub. This nightclub offers food, a VIP area, live music and concerts, etc.
- The hours of operation are as follows: Thursday – Sunday from 6:00 pm to 2 am.
- Staff: 15 employees in different shifts
- Parking: There are a total of 165 seating spaces available, which require 55 parking spaces. It is noted that the parking is held in common and there is a total of 138 parking spaces that are shared with the other businesses within the commercial plaza.
- Section 1.56-3 of the Zoning Code states that bars, cocktail lounges, taverns, cantinas, saloons, dancehalls, discotheques, or nightclubs must be 300 feet from the nearest residence, church, school or publicly owned property. There is a residential subdivision within 300 feet, however P&Z and City Council have waived this separation requirement in previous conditional use permits.
- The last conditional use permit use approved for this location was on September 9, 2024 for a period of 6 months.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (25) legal notices to surrounding property owners.
- Staff requested a report from Mission PD in regards to any incidents which may have occurred in relation to the sale and on-site consumption of alcohol. There were a total of 13 incidents from

March 2024 to present that range from theft, drugs or alcohol violations, disorderly conduct, fights, domestic, assault, public assistance, and suspicious circumstances.

- 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:

Staff recommends approval with the conditions below:

1. Permit for six (6) months to continue to assess this business.
2. Continued compliance with all City Codes (Building, Fire, Health, etc.)
3. Waiver of the 300' separation requirement from the residential homes.
4. Continued compliance with TABC requirements.
5. CUP is not transferable to others.
6. Must have security cameras inside and outside with a minimum 30-day retention. The cameras must be approved by the Police Chief.
7. Maximum occupancy to be 165 people at all times.
8. Hours of operation: Thursday – Sunday from 6:00 pm to 2 am.

RECORD OF VOTE:

APPROVED:

DISAPPROVED:

TABLED:

_____ AYES

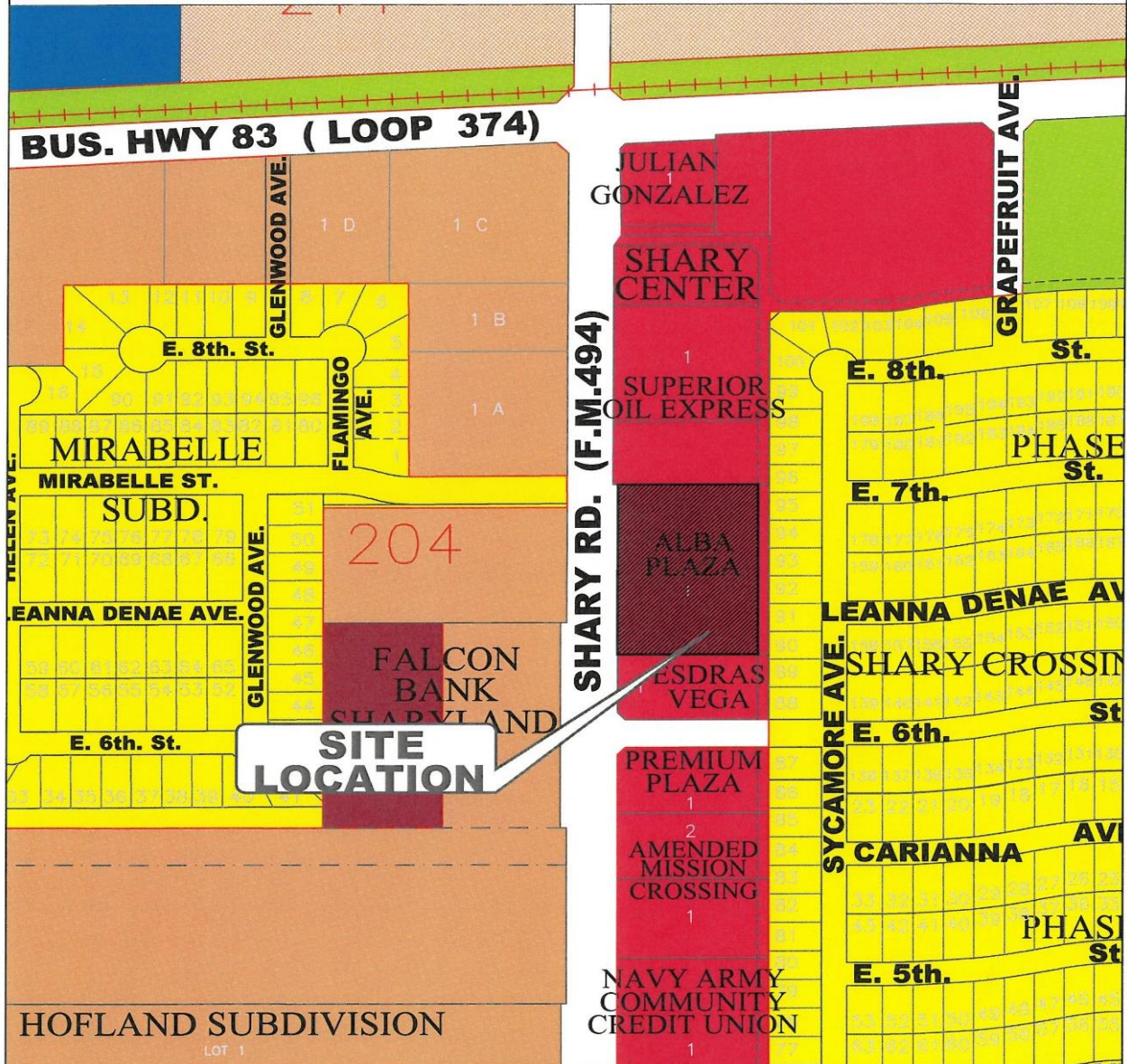
_____ NAYS

_____ DISSENTING _____

ARIEL MAP



ZONING MAP

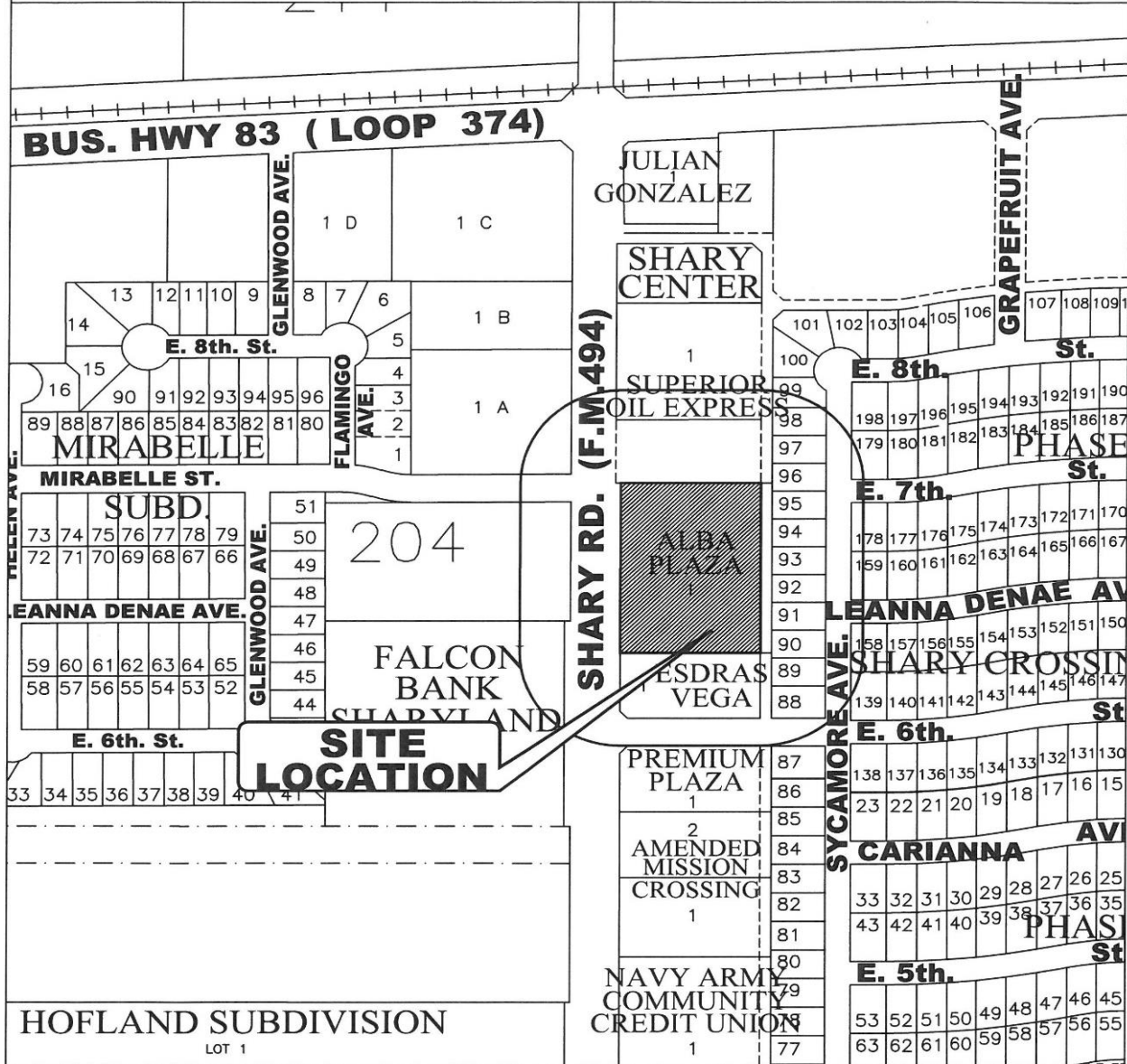


ZONING LEGEND

	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



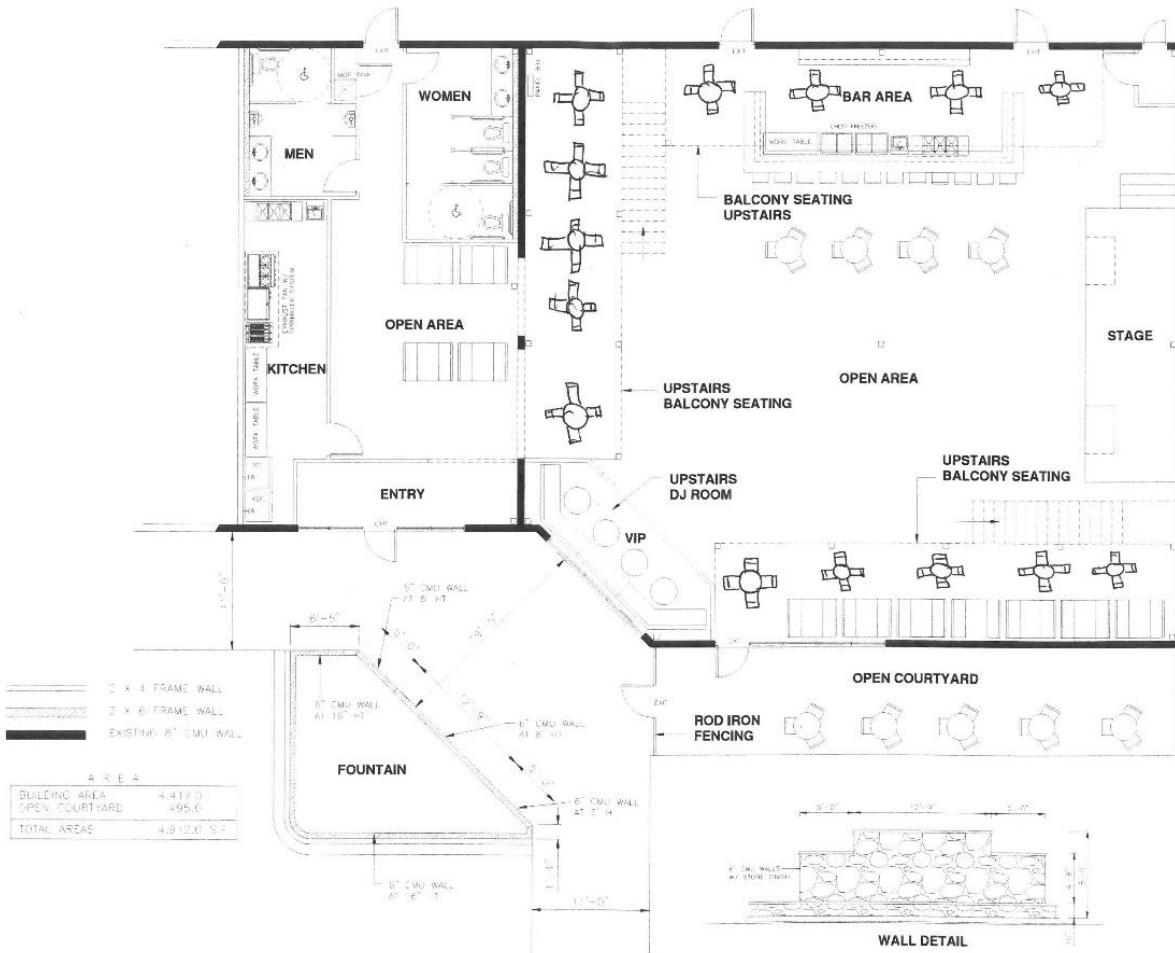
LEGAL NOTICE MAP



200' RADIUS MAILOUT



FLOOR PLAN



EXTERIOR PHOTO



INTERIOR PHOTOS



MAILOUT LIST

PROP_ID	file_as_na	addrDeliveryLine	addrCity	addrState	addrZip
684505	RODRIGUEZ ILEANA	603 SYCAMORE AVE	MISSION	TX	78572
684506	MARTINEZ ANNETTE	605 SYCAMORE AVE	MISSION	TX	78572-1978
684575	NUNEZ JOSE ANTONIO OVIEDO	2421 LEANNE DENAE AVE	MISSION	TX	78572-1964
684595	ZHENG DA MEI	2421 E 7TH AVE	MISSION	TX	78572-1946
684508	GONZALEZ ARMANDO F JR	1702 JONATHON DR	MISSION	TX	78572-8564
684510	WHLL LLC	808 S SHARY RD SUITE 5216	MISSION	TX	78572
684574	CASTELLANOS SILVIA LUCERO LAM	2420 LEANNA DENAE AVE	MISSION	TX	78572-1975
684594	PENA ALEJANDRO TREVINO	2420 E 7TH AVE	MISSION	TX	78572-1947
684507	GUERRERO NANCY GONZALEZ	607 SYCAMORE AVE	MISSION	TX	78572-1978
684509	ESTRADA OMAR A	611 SYCAMORE AVE	MISSION	TX	78572-1978
684511	PALACIOS CARLOS AVILA	615 SYCAMORE AVE	MISSION	TX	78572-1978
684512	AVILA CARLOS & SANDRA	701 SYCAMORE AVE	MISSION	TX	78572-1984
684513	GUERRERO SELENE	703 SYCAMORE AVE	MISSION	TX	78572-1984
684514	ZORILLA JORGE J REVILLA GUTIERREZ	705 SYCAMORE AVE	MISSION	TX	78572-1984
684515	CASTILLO FRANCISCO JAVIER ALVARADO	707 SYCAMORE AVE	MISSION	TX	78572-1984
818962	J & M VALLEY INVESTMENT LLC	710 N SHARY RD	MISSION	TX	78572-9745
20827570	NEW MILLENNIUM L INVESTMENTS INC	711 W NOLANA 104-A	MCALLEN	TX	78504-3024
685429	LERMA MIGUEL & LOURDES	2426 E 21ST	MISSION	TX	78572-3391
960387	YAMELS LLC	2000 WESTMINSTER CIR	BROWNSVILLE	TX	78521-3666
1471062	PRO HOME INVESTMENTS LLC	200 S 10TH ST STE 1601-A	MCALLEN	TX	78501-4859
1308162	AURIEL INVESTMENTS LLC	1200 AUBURN AVE STE 250	MCALLEN	TX	78504-1403
1308059	MIRABELLE OWNERS ASSOCIATION INC	813 N MAIN ST STE	MCALLEN	TX	78501-0004
625924	STATE OF TEXAS	PO BOX 1717	PHARR	TX	78577-1631
1238655	PRO HOME INVESTMENTS LLC	200 S 10TH ST STE 1601-A	MCALLEN	TX	78501-4859
1561200	BRADEN & TREYTON HOLDINGS LTD	605 W JAVELINA DR	PHARR	TX	78577-9470