



MEETING DATE: January 7, 2026

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 – Evera Bar & Grill in a (PUD) Planned Unit Development District, being all of Lot 1, Plantation Grove Tech-Center No. 2 Subdivision, located at 4001 S. Shary Road, Suite 100, Applicant: HTV Enterprise, LLC, c/o Hector Tamez– Cervantes

NATURE OF REQUEST:

Project Timeline:

- December 11, 2025 – Application for Conditional Use Permit submitted to the City for processing.
- December 26, 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.
- January 7, 2026 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- January 27, 2026 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located at the Southeast corner of San Mateo and Shary Roads. Access to the site can be from one primary driveway to Shary Road or from separate driveways from San Mateo or from San Gabriel streets.
- Per Code of Ordinance, the sale and on-site consumption of alcoholic beverages requires the approval of a Conditional Use Permit by the City Council.
- The applicant is leasing a 3,627 sq.ft. suite and proposes to operate a bar and grill at this location.
- Staff notes that the City Council recently approved a CUP for the sale & on-site consumption of alcoholic beverages for Malquerida Bar & Grill on December 9, 2025. Since the CUP is not transferable to others, a new conditional use permit is required due to the change in ownership.
- The suite has 38 tables with 4 chairs each, 3 VIP areas for 6, a stage for the band, a bar, a kitchen, and an office upstairs.
- The applicant is proposing to have live music or bands on Thursday, Fridays & Saturdays and a full menu until 12:00 am.
- **Days/Hours of Operation:** Monday – Sunday from 12:00 p.m. to 2:00 a.m.
- **Staff:** 10 employees
- In reviewing the floor plan, staff noticed that the applicant is proposing a total of 170 seating spaces for this establishment, which requires 57 parking spaces. The parking spaces are calculated based on the number of seats, 1 parking spaces for every 3 seats. (170 seats/3=56.6 parking spaces). However, the maximum capacity for this establishment is 120 people, which means the applicant would need to reduce the number of tables to comply with the Fire Department's requirement.
- **Parking:** It is noted that the parking spaces are held in common for this commercial plaza. There is a total of 180 existing parking spaces that are shared with other businesses.

- **Sale of Alcohol:** The proposed establishment includes a 'bar' component. Section 1.56(3a) of the Zoning Code requires a minimum separation of 300' from the *property line* of any churches, schools, publicly owned property, and residences. There is a single-family residential neighborhood located within 300' radius; however, P&Z and the City Council have waived this separation requirement in the previous CUP's approval.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (6) legal notices to surrounding property owners.
- 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 of the request subject to compliance with the following conditions:

1. Permit for one (1) year to continue to assess this new business.
2. Continued compliance with all City Codes (Building, Fire, Health, Sign codes, etc.).
3. Waiver of the 300' separation requirement from the residential neighborhoods.
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.
7. Must comply with noise ordinance.
8. Must have security officers.
9. Hours of operation to be as follows: Monday – Sunday from 12:00 pm to 2:00 am
10. Must have a minimum of one licensed security officer from 8:00 p.m. to 2:00 a.m.
11. Maximum occupancy is 120 people.

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

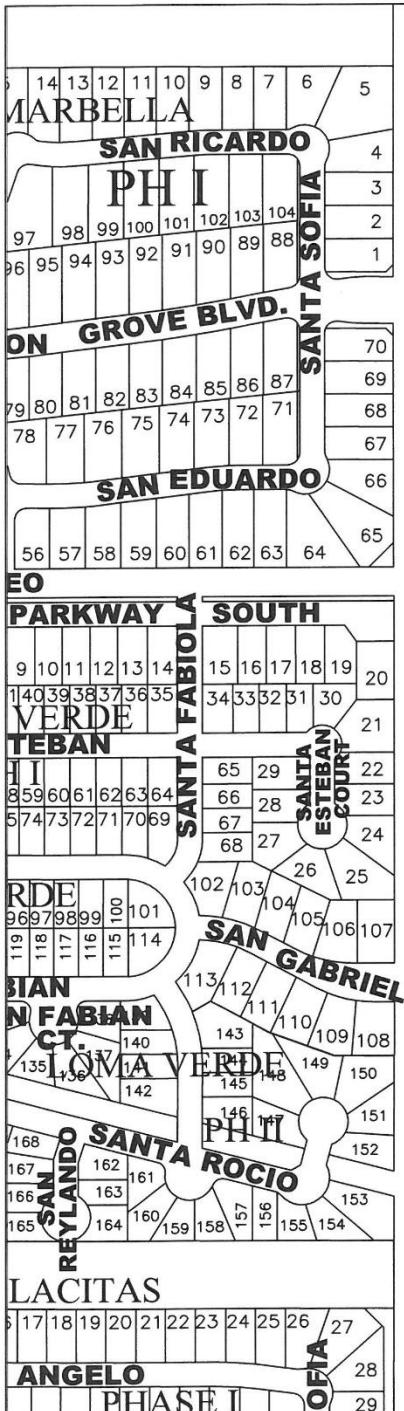
TABLED: _____

_____ AYES

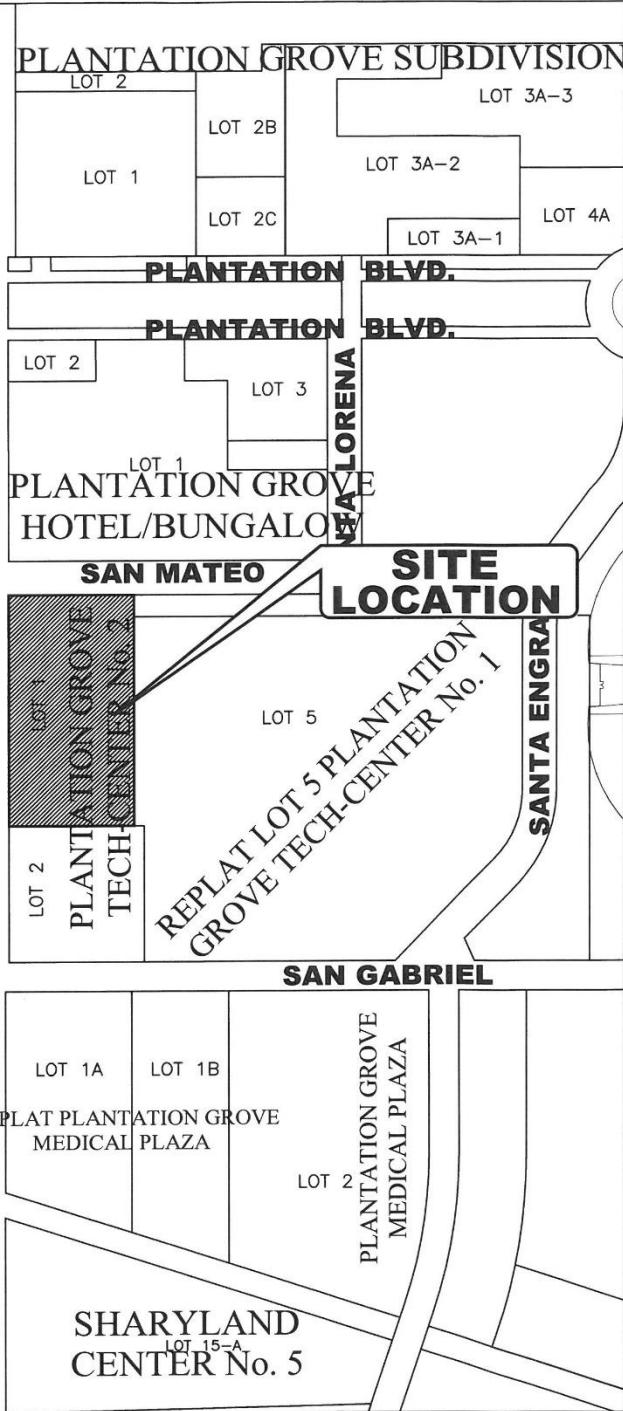
_____ NAYS

_____ DISSENTING _____

VICINITY MAP



SHARY RD. (F.M.494)



CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572

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

No.

ARIEL MAP



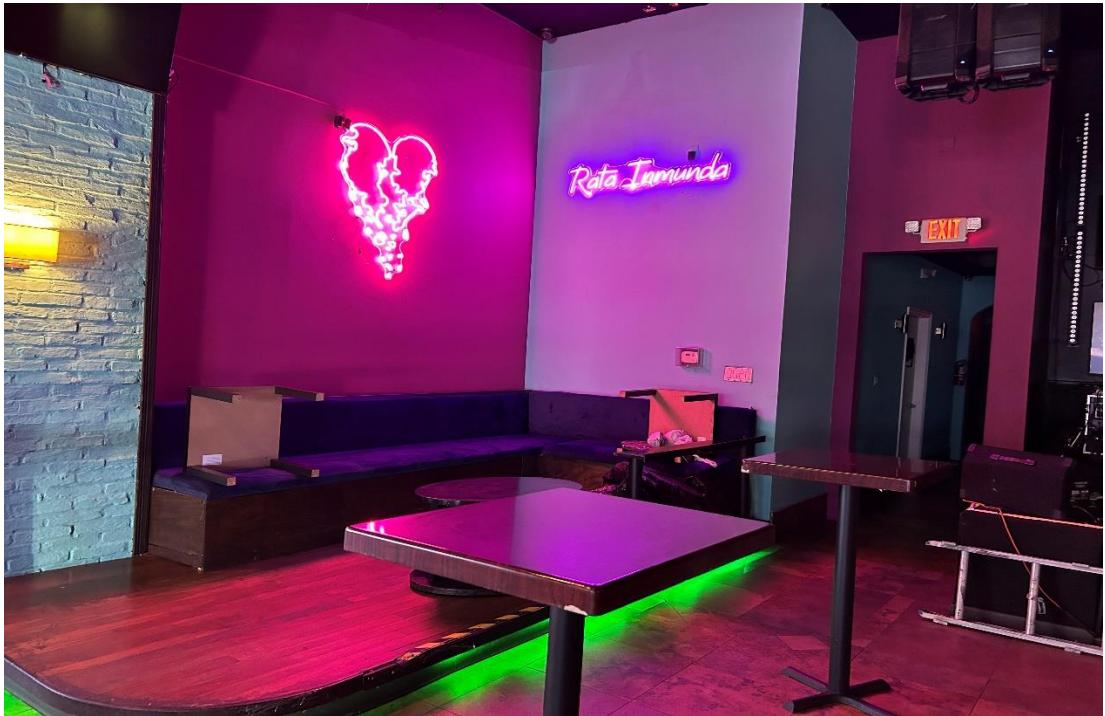
ATTACHMENTS



ATTACHMENTS



ATTACHMENTS



ATTACHMENTS



FLOOR PLAN

VIP 1

VIP 2

BR
HR

STAGE

**SECOND FLOOR
OFFICE**

KITCHEN

2

VIP 3

BATHROOMS

BATHROOMS

80 81

70	71	72	73
60	61	62	63
50	51	52	53
40	42	43	44
30	31	32	33
20	21	22	23
10	11	12	14

94

94

93

92

91

1

66

MENU

EVERA

vive la experiencia

MENU

Appetizers

Bruschetta	\$9.99
Ceviche Pescado	\$11.99
Panchos	\$12.99

Soups & Salads

House Salad	\$15.99
Caesar Salad	\$14.99
Basil Soup	\$10.99

Carnes

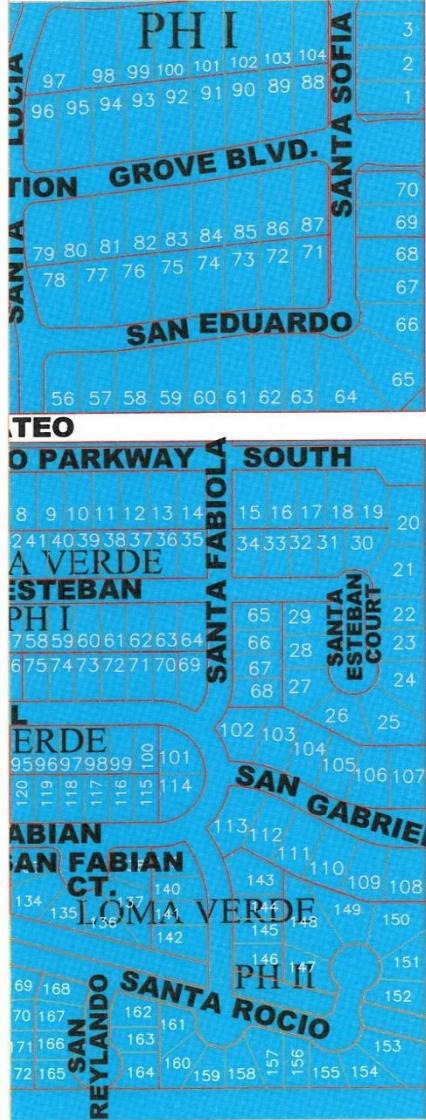
Chicharron RibEy	\$19.99
Ribeye Steak	\$24.99

Tacos

Nortenos	\$11.99
Al pastor	\$12.99
Malqueridos	\$13.99

• HOURS • 5 a 12

ZONING MAP



(F.M.494)

SHARY RD.



ZONING LEGEND

A0-I	AGRICULTURAL OPEN INTERIM
A0-P	AGRICULTURAL OPEN PERMANENT
R-1A	LARGE LOT SINGLE FAMILY
R-1T	TOWNHOUSE RESIDENTIAL
R-1	SINGLE FAMILY RESIDENTIAL
R-2	DUPLEX-FOURPLEX RESIDENTIAL

R-3	MULTI-FAMILY RESIDENTIAL	C-4	HEAVY COMMERCIAL
R-4	MOBILE & MODULAR HOME	C-5	ADAPTIVE COMMERCIAL
R-5	HIGH DENSITY MFCT'D HOUSING	I-1	LIGHT INDUSTRIAL
C-1	OFFICE BUILDING	I-2	HEAVY INDUSTRIAL
C-2	NEIGHBORHOOD COMMERCIAL	PUD	PLANNED UNIT DEVELOPMENT
C-3	GENERAL BUSINESS	P	PUBLIC

TABC APPLICAT



TEXAS ALCOHOLIC BEVERAGE COMMISSION

Texans Helping Businesses & Protecting Communities

Required Certifications

Join TABC in the fight against human trafficking

L-CERT (7/2025)

Submit this form to the proper officials to obtain certification for the type of license/permit for which you are applying as required by TX Alc. Bev. Code, Sections 11.37, 11.39, 11.46(b), 61.37, 61.38, 61.42 and Rule §33.13. This Required Certifications form must be submitted with your Initial Application form.

Contact your local TABC office for assistance.

LOCATION INFORMATION

1. Trade Name of Location (Name of restaurant, bar, store, etc.)

Evera

2. Owner of Business/Applicant (Name of Corporation, LLC, etc.)

HTV Enterprise LLC

3. Type of Owner

Corporation
 Limited Partnership

Limited Liability Company
 Limited Liability Partnership

Partnership
 Other: _____

4. Location Address

4001 S Shary Rd Ste 100

City
Mission

County
Hidalgo

State
TX
Zip Code
78572

5. Mailing Address

4001 S Shary Rd Ste 100

City
Mission

County
Hidalgo

State
TX
Zip Code
78572

6. Business Telephone Number

pending

Alternate Telephone Number
956-638-2060

E-mail Address
hectort62@hotmail.com

7. Application for:

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Reinstatement	License/Permit Number	<input type="checkbox"/> Reinstatement and Change of Trade Name	License/Permit Number
	<input type="checkbox"/> Change of Location	License/Permit Number	<input type="checkbox"/> Change of Location and Trade Name	License/Permit Number

8A. Type of Off-Premise Retailer License/Permit:

<input type="checkbox"/> BF	Retail Dealer's Off-Premise License	<input type="checkbox"/> E	Local Cartage Permit	<input type="checkbox"/> P	Package Store Permit
<input type="checkbox"/> BQ	Wine and Malt Beverage Retail	<input type="checkbox"/> ET	Third-Party Local Cartage Permit	<input type="checkbox"/> Q	Wine Only Package Store
<input type="checkbox"/> LP	Dealer's Off-Premise Permit				

8B. Type of On-Premise Retailer License/Permit:

<input type="checkbox"/> BE	Retail Dealer's On-Premise License	<input type="checkbox"/> E	Local Cartage Permit	<input checked="" type="checkbox"/> MB	Mixed Beverage
<input type="checkbox"/> BG	Wine and Malt Beverage Retail Dealer's	<input type="checkbox"/> FB	Food and Beverage Certificate	<input type="checkbox"/> WP	Waterpark Permit
<input type="checkbox"/> BP	On-Premise Permit	<input checked="" type="checkbox"/> LH	Late Hours Certificate		

8C. Type of Wholesaler's, Distributor's, or Manufacturer's License/Permit:

<input type="checkbox"/> BB	General Distributor's License	<input type="checkbox"/> D	Distillers and Rectifiers Permit - allows on-premise consumption	<input type="checkbox"/> S	Nonresident Seller's Permit
<input type="checkbox"/> BC	Branch Distributor's License	<input type="checkbox"/> DS	Out-of-State Winery Direct Shipper's Permit	<input type="checkbox"/> SD	Brewer's Self-Distribution License
<input type="checkbox"/> BN	Nonresident Brewer's License	<input type="checkbox"/> G	Winery - allows on-premise consumption	<input type="checkbox"/> W	Wholesaler's Permit
<input type="checkbox"/> BW	Brewer's License	<input type="checkbox"/> J	Bonded Warehouse	<input type="checkbox"/> X	General Class B Wholesaler Permit
<input type="checkbox"/> JD	Bonded Warehouse (Dry Area)				

9. For On or OFF-Premise Applicants, Indicate Primary Business Type at this Location

<input checked="" type="checkbox"/> Bar	<input type="checkbox"/> Grocery/Market	<input type="checkbox"/> Package Store	<input type="checkbox"/> Sexually Oriented
<input type="checkbox"/> Civic Center	<input type="checkbox"/> Hotel	<input type="checkbox"/> Public Entertainment Fac. (PEF as defined in Sec. 108.73)	<input type="checkbox"/> Sporting Arena
<input type="checkbox"/> Convenience Store	<input type="checkbox"/> Motel	<input type="checkbox"/> Racetrack	
<input type="checkbox"/> Delivery Company	<input type="checkbox"/> Movie Theater	<input type="checkbox"/> Restaurant	

MAILOUT LIST

PROP_ID	name	addrDeliv	addrCity	addrState	addrZip
631926	CANTU BUNGALOWS LLC	5221 N MCCOLL ROAD	MCALLEN	TX	78504-2202
631929	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
672733	LAS VEGAS LUCKY INVESTMENT LLC	2930 ALDERWOOD CT	FULLERTON	CA	92835-4330
689412	CASCADE REAL ESTATE OPERATING No 2 LP	4320 UNIVERSITY BLVD	LAREDO	TX	78041-1934
689411	SOSA PROPERTIES LLC	1301 E ROBINSON AVE	SPRINGDALE	AR	72764-5916
716914	CASCADE REAL ESTATE OPERATING LP	4320 UNIVERSITY BLVD	LAREDO	TX	78041