



**MEETING DATE:** December 3, 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 and Drive-Thru Service Window – El Ronco Servi Car in a (C-3) General Commercial District, being Lot B, Girasol Estates Subdivision, located at 1728 W. Griffin Parkway, Applicant: Ismael Reyes – Cervantes

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**NATURE OF REQUEST:**

Project Timeline:

- November 5, 2025 – Application for Conditional Use Permit submitted to the City for processing.
- November 20, 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.
- December 3, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- January 13, 2025 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located at the NW corner of Salinas Drive & W. Griffin Parkway
- Per Code of Ordinance, the Sale & On-site Consumption of Alcoholic Beverages requires the approval of a Conditional Use Permit by the City Council.
- Pursuant to Section 1.43 (3)(C) of the City of Mission Code of Ordinances, a Drive-Thru Service Window requires the approval of a conditional use permit by the City Council.
- The applicant proposes a renewal of the conditional use permit for the business.
- The applicant has three outside tables with four chairs each to allow customers to consume snacks and drinks on-site, which requires a conditional use permit for the sale & on-site consumption of alcoholic beverages.
- Days & Hours of Operation: Sunday – Thursday from 12:00 p.m. to 10:00 p.m. and Friday & Saturday from 12:00 p.m. to 11:00 p.m.
- Staff: 5 employees
- 11 parking spaces are required for a building this size. The applicant currently has 15, thus meeting the code. Landscaping is meeting code.
- Sale of Alcohol: There are residential homes and a church within a 300-foot radius; therefore, a waiver of the 300-foot separation would be needed. 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.

- Staff notes that the last conditional use permit considered for the sale and on-site consumption of alcoholic beverages and for the drive-thru service window for this location was approved on January 8, 2024, for a period of two years.
- 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.
- The applicant did some remodeling earlier this year to allow a faster service to minimize queuing of vehicles along the W. Griffin Parkway shoulder.
- 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 three (3) years 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. Compliance with TABC requirements.
5. CUP is not transferable to others
6. Hours of operation to be as follows: Sunday – Thursday from 12:00 p.m. to 10:00 p.m. and Friday & Saturday from 12:00 p.m. to 11:00 p.m.

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**RECORD OF VOTE:**

**APPROVED:** \_\_\_\_\_

**DISAPPROVED:** \_\_\_\_\_

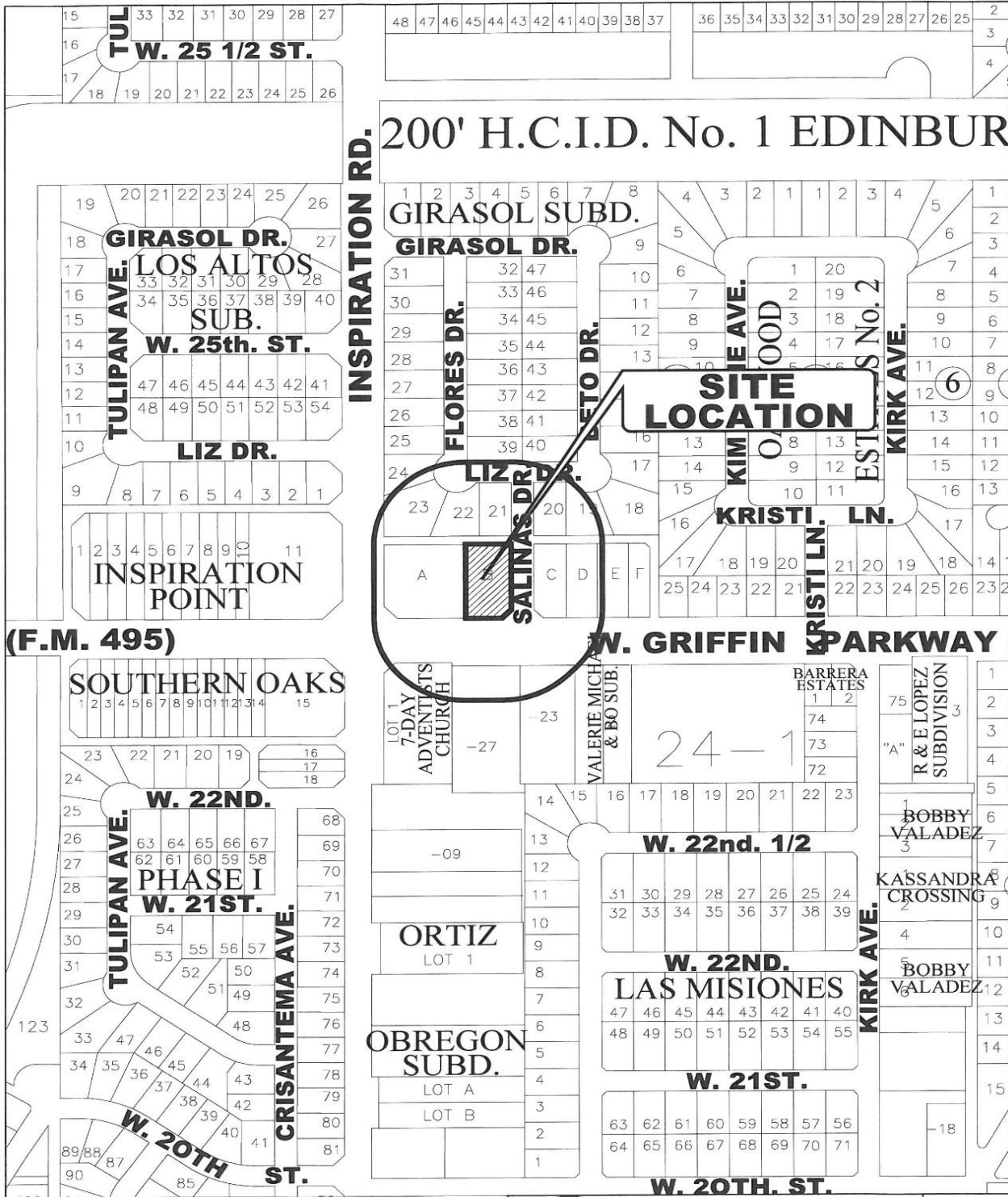
**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

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

# LEGAL NOTICE MAP



**CITY OF MISSION**

HIDALGO COUNTY, TEXAS

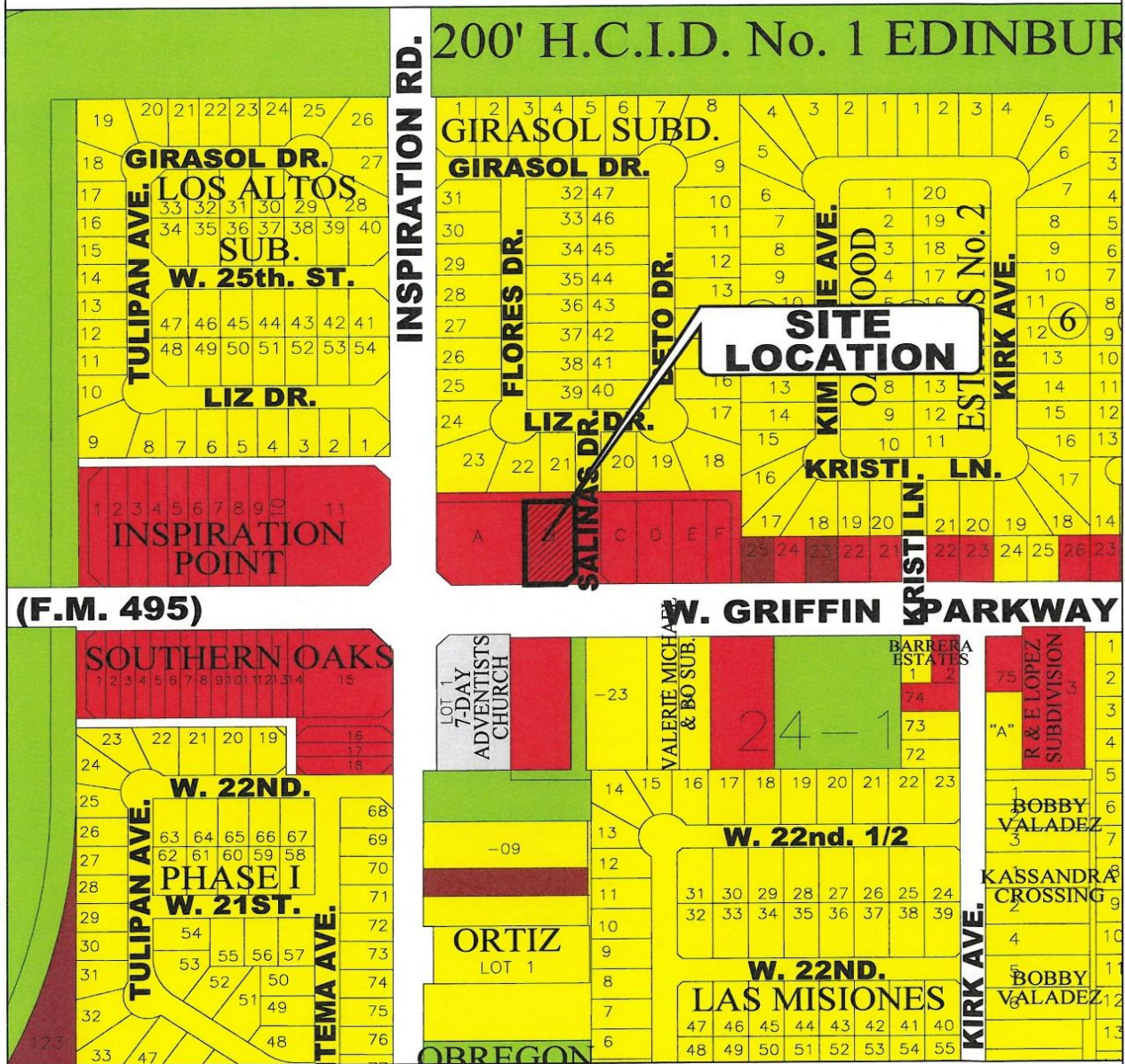
1201 E. 8th Street  
MISSION, TX 78572

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

No.



# ZONING MAP



## ZONING LEGEND

A0-I AGRICULTURAL OPEN INTERIM	R-3 MULTI-FAMILY RESIDENTIAL	C-4 HEAVY COMMERCIAL
A0-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



## ARIEL MAP



## PHOTOS





## PHOTOS



## TABC LICENSE

[Back](#)[Export to Excel](#)[Print Results](#)

**Master File Id:** 2100035078

**Legacy CLP:** BG1124427

**License Type:** BG

**License Id:** 107188400

**Trade Name:** SERVI CAR EL RONCO #2

**Owner:** EL RONCO SERVI-CAR LLC

**Location Address:** 1728 W GRIFFIN  
PKWY  
MISSION, TX  
78572  
UNITED STATES

**Mailing Address:** 1410 Coconut Palm Ave  
San Juan, TX 78589  
United States

**County:** Hidalgo

**Original Issue  
Date:** 7/9/2021

**License Status:** Active

**Current Issued  
Date:** 6/24/2025

**Wine Percent:** Upto 17%

**Location Phone  
No.:**

**Status Change  
Date:** 6/24/2025

**Gun Sign:**

**Expiration Date:** 7/8/2027

**Subordinates (list):**

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## MAILOUT LIST

PROP_ID	geolD	name	addrDelive	addrCity	addrState	addrZip
560369	G3950-00-000-000D-00	MADKRIS LTD	3712 SANTA INEZ ST	MISSION	TX	78572-2817
305829	T5900-02-024-0001-02	ORTIZ ROSENDO	PO BOX 1135	MISSION	TX	78573-0018
458629	M5240-00-000-0001-00	TEXAS CONFERENCE ASSOC OF SDA	PO BOX 800	ALVARADO	TX	76009-0800
560367	G3950-00-000-000B-00	REYES ISMAEL	1410 COCONUT PAL AVE	SAN JUAN	TX	78589-3936
560366	G3950-00-000-000A-00	EDDIES INVESTMENTS INC	707 W SIOUX RD	SAN JUAN	TX	78589-3475
560323	G3950-00-000-0022-00	LEAL DIANA	1709 LIZ DR	MISSION	TX	78574-7321
560321	G3950-00-000-0020-00	RAMOS HILARIO JR & ARSELIA G	1705 LIZ DR	MISSION	TX	78574-7321
560368	G3950-00-000-000C-00	MARTINEZ JOSE S	710 W 24TH PL	MISSION	TX	78574-2751
560320	G3950-00-000-0019-00	VENECIA JOHN & NORMA	1703 LIZ DR	MISSION	TX	78574-7321
560324	G3950-00-000-0023-00	TRISTAN JULIO C & BATHSHEBA	1711 LIZ DR	MISSION	TX	78574-7321
560322	G3950-00-000-0021-00	GUZMAN PABLO JR	2309 BETO DR	MISSION	TX	78574-7319
560325	G3950-00-000-0024-00	ORTIZ FRANCISCO J & HERMELINDA	2301 FLORES DR	MISSION	TX	78574-7315
590226	T5900-02-024-0001-27	GARCIA ELSA NORA & ALEJANDRO	1900 W 17TH ST	MISSION	TX	78572-0732
648368	V0551-00-000-0001-00	ALVAREZ RAFAEL	1704 W 18TH ST	MISSION	TX	78572-7330
305837	T5900-02-024-0001-11	OBREGON MONICA	1721 W GRIFFIN PKWY	MISSION	TX	78572-7306