



**MEETING DATE:** May 21, 2025

**PRESENTED BY:** Xavier Cervantes, Director of Planning

**AGENDA ITEM:** Conduct a public hearing and consideration of a Conditional Use Permit for a Drive-Thru Service Window for Hiro, LLC aka Pura Vida Snacks & Drinks, being Lot C1-A, Replat of Lots C1 thru C11, Taurus Estates No. 3 Subdivision in a (C-3) General Business District, located at 3009 N. Inspiration Road, Suite A, Applicant: Hiram Cisneros –Cervantes

**NATURE OF REQUEST:**

Project Timeline:

- April 23, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- May 8, 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.
- May 21, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- May 27, 2025 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The site is located at the NW corner of Inspiration Road and Giselle Street.
- Per Code of Ordinance, a Drive-Thru Service Window requires the approval of a Conditional Use Permit by the City Council.
- The applicant has operated a snack shop at this location since 2018 under Xquinkles Snackland Inspiration. The last conditional use permit approved for the drive-thru service window for this location was on June 10, 2024 for life of use. The applicant would now like to change the name of the business to Pura Vida Snacks & Drinks, and that requires a new conditional use permit.
- The proposed hours of operation are as follows: Monday – Sunday from 11:00 am to 9:00 pm
- Staff: 1 employee
- Parking: There are 19 seating spaces, which require 6 parking spaces (19 total seating spaces/3 = 6.33 parking spaces). There are 138 existing parking spaces in the commercial plaza that are shared with the other businesses.
- Staff notes that there is landscaping in front of the business and along Giselle Street which must be maintained by the property owner or the applicant.
- Sale of Alcohol Section 6-4: of the Zoning Code requires such uses to be 300 feet from the nearest residence, church, school, or publicly owned property. There is a residential subdivision directly behind the alley that fall within the 300 feet, however, P&Z and City Council have waived the separation requirement in the previous approval.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (32) 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. Life of use with the understanding that the permit can be revoked due to non-compliance.
2. Acquire a new business license.
3. Continued compliance with all City Codes (Building, Fire, Health, etc.)
4. Compliance with TABC requirements.
5. Waiver of the 300' separation requirement from the residential neighborhoods.
6. CUP is not to be transferable to others.
7. Hours of operation: Monday – Sunday from 11:00 am to 9:00 pm

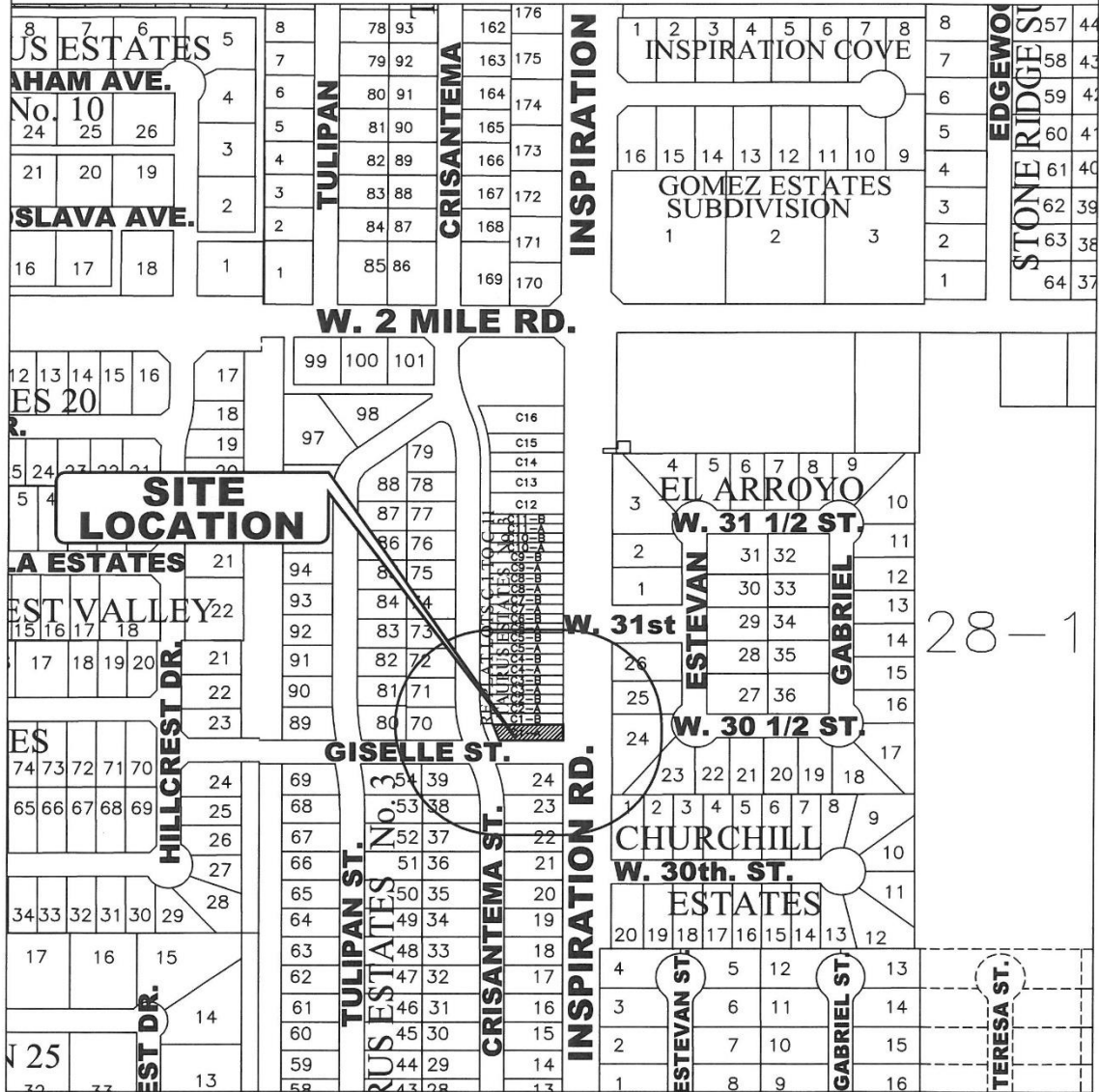
---

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

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

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

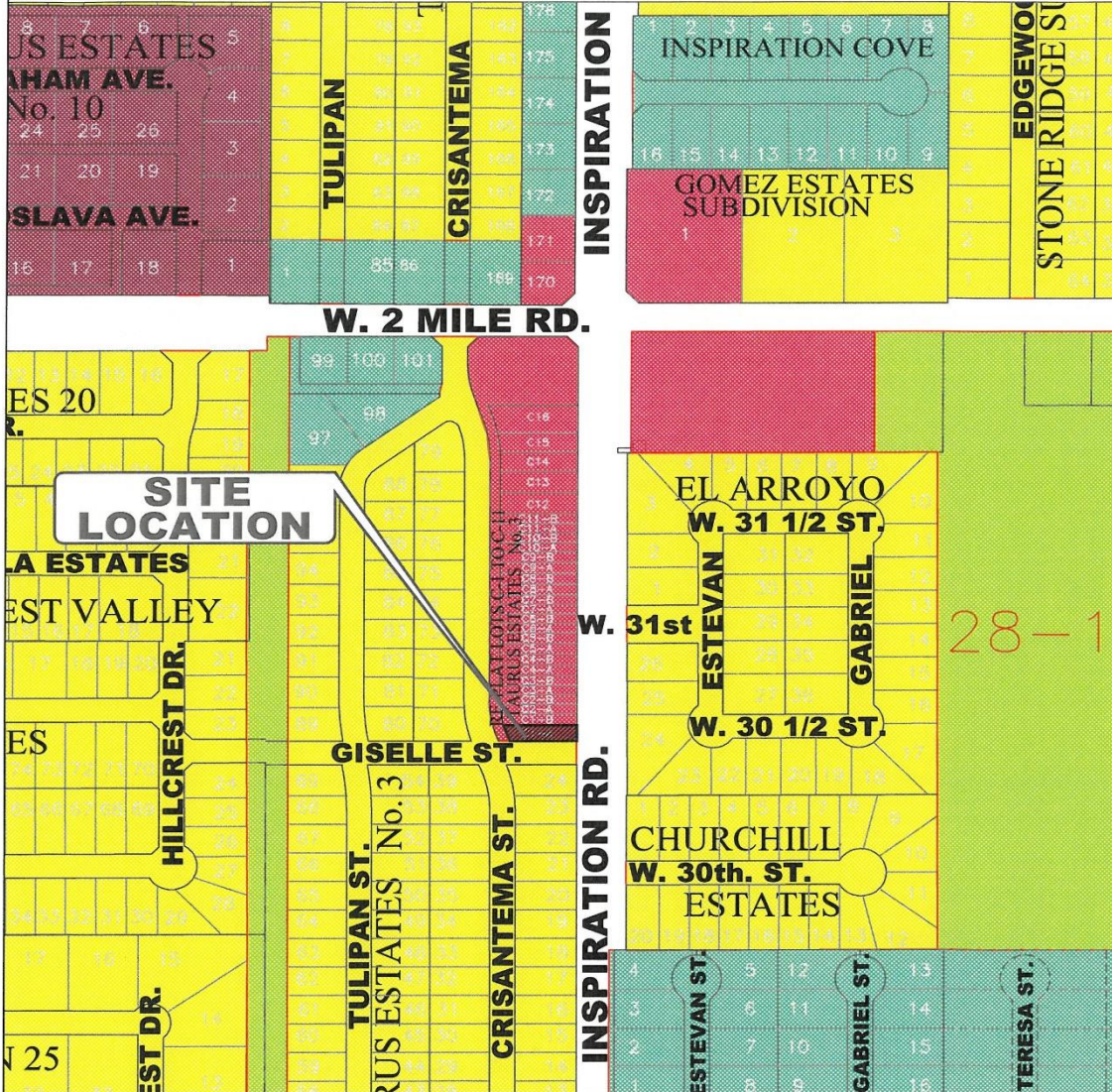


## ARIEL MAP





# 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





**FLOOR PLAN**

W. N. E. Giselle St

Back Door

Kitchen Area

Seating Area

Counter Area

Drive Thru Window

Drive Thru

Side Walk

Parking Area

Landscaping Area

Pura Vida Snacks and Drinks

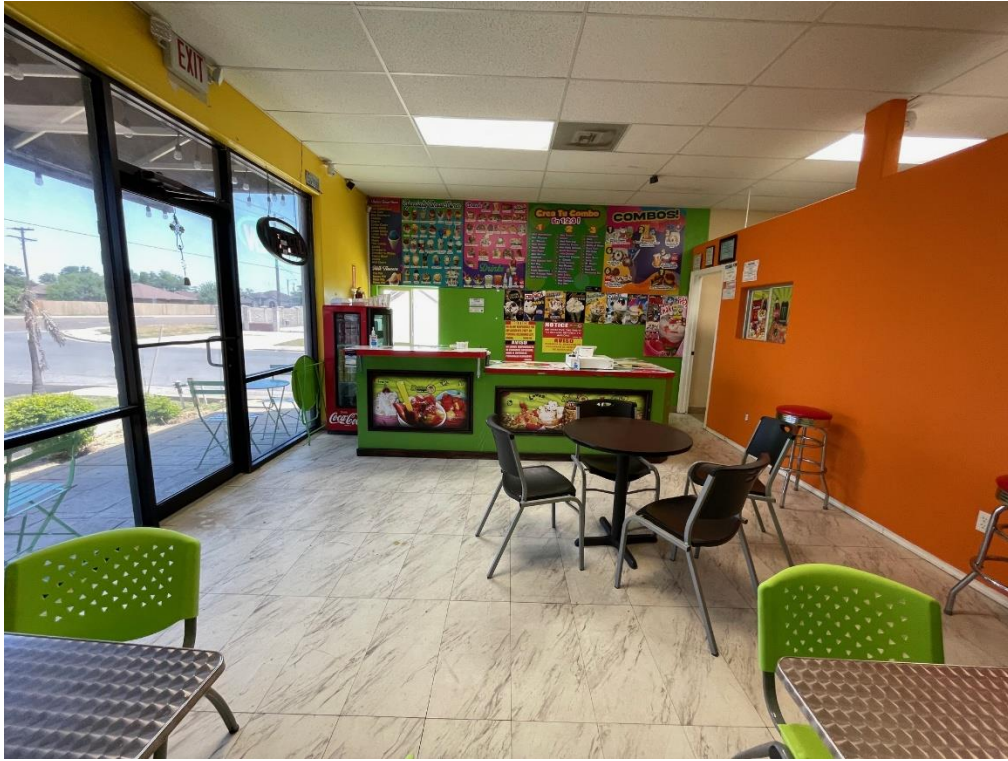
N. Inspiration Rd.

## PICTURES





## PICTURES





# MENU

## Flavor Snow Cones

Banana  
Blue Bubble Gum  
Blue Coco  
Blue Raspberry  
Chamoy  
Cherry  
Cotton Candy  
Green Apple  
Limon Blanco  
Limon Verde  
Mango  
Melon  
Piña Colada  
Sandia  
Strawberry  
Strawberry-Mango  
Tigers Blood  
Vanilla  
Wild Cherry

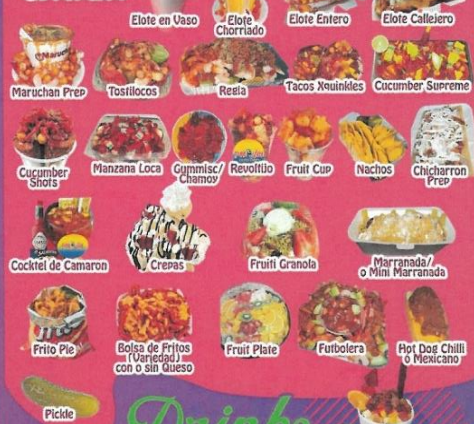
## Milk Flavors

Pink Milk  
Banana Milk  
Melon Milk  
Mango Milk

## Specialty Snow Cones



## Snacks



## Drinks



## COMBOS



## COMBOS



## COMBOS



## COMBOS



## MAILOUT LIST

PROP_ID	file_as_na	addrDeliveryLine	addrCity	addrState	addrZip
614003	PEREZ ROBERT	1811 W 30TH 1/2 ST	MISSION	TX	78574-8000
614004	SALINAS JUAN F	3001 ESTEBAN ST	MISSION	TX	78574-6732
599339	RIVERA EDGAR	1818 W 30TH ST	MISSION	TX	78574-8289
614005	AGUIRRE OSCAR ANGEL	3003 ESTEVAN ST	MISSION	TX	78574
614006	GONZALEZ IRMA SANCHEZ	3005 ESTEBAN ST	MISSION	TX	78574-6732
592327	CUELLAR MARGOT GONZALEZ	5430 CENICA ST	RIO GRANDE CITY	TX	78582-9659
592412	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
592387	LUNA ARTURO JR & ELIDA	3012 TULIPAN ST	MISSION	TX	78574-7808
592358	GUERRERO ADRIAN	3004 TULIPAN ST	MISSION	TX	78574-7152
592359	VILLANUEVA LEANDRA M & JUAN P ELIZONDO	3006 TULIPAN ST	MISSION	TX	78574-7808
592386	AGUILAR JOSE TOSTADO	C POTRERO DEL LLANO 136	MEXICO	NULL	NULL
592385	TAMEZ RIGOBERTO & MIRNA A	3008 TULIPAN ST	MISSION	TX	78574-7808
592342	GONZALEZ GRACIELA JANET	3003 CRISANTEMA ST	MISSION	TX	78574-8236
592343	GARCIA STEVAN & MELISSA	3005 CRISANTEMA ST	MISSION	TX	78574-8236
592344	PAZ MANUEL CERDA	7900 N INSPIRATION	MISSION	TX	78573-4429
592328	MARTINEZ ZACARIAS O JR & IMELDA E	3006 CRISANTEMA ST	MISSION	TX	78574-8236
592376	ZAMORA JOSE & MARIBEL	3103 CRISANTEMA ST	MISSION	TX	78574-8239
592378	DOMINGUEZ MARIA DEL CARMEN MUNOZ	3101 CRISANTEMA ST	MISSION	TX	78574-8239
592375	SEPULVEDA HUGO R	3009 CRISANTEMA ST	MISSION	TX	78574-8236
592377	HIBARGUEN GUADALUPE JR	310 DONNA AVE	MISSION	TX	78572-6119
1123411	CISNEROS HIRAM & ROSA MARIA U	2207 E 19TH ST	MISSION	TX	78572-3248
1123421	CISNEROS HIRAM & ROSA MARIA U	2207 E 19TH ST	MISSION	TX	78572-3248
1123422	SALAZAR JUAN ENRIQUE JR & MYRIAM M MARTINEZ	3315 AMETHYST AVE	MISSION	TX	78573-2120
1123424	V-JAC LLC	2011 NORTH CONWAY	MISSION	TX	78572-2965
1123425	V-JAC LLC	2011 NORTH CONWAY	MISSION	TX	78572-2965
1123432	JANETH E MUNOZ	1705 TONI LN	MISSION	TX	78572-3373
1123433	JANETH E MUNOZ	1705 TONI LN	MISSION	TX	78572-3373
1123426	V-JAC LLC	2011 NORTH CONWAY	MISSION	TX	78572-2965
1123427	V-JAC LLC	2011 NORTH CONWAY	MISSION	TX	78572-2965
1123434	V-JAC LLC	2011 NORTH CONWAY	MISSION	TX	78572-2965
1123435	CANTU HILDA	2207 PERKINS AVE	MISSION	TX	78572-2841
1123423	SALAZAR JUAN ENRIQUE JR & MYRIAM M MARTINEZ	3315 AMETHYST AVE	MISSION	TX	78573-2120