



MEETING DATE: March 18, 2026

PRESENTED BY: Xavier Cervantes, AICP, CPM – Director of Planning

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit for a Bar and for the Sale & On-site Consumption of Alcoholic Beverages – Sidelines Bar & Grill in a (C-3) General Commercial District, being Lot 1, Alba Plaza Subdivision, located at 608 N. Shary Road, Suites 4 & 5, Applicant: Briella's Bistro, LLC, c/o Martha Rivas – Cervantes

NATURE OF REQUEST:

Project Timeline:

- February 17, 2026 – Application for Conditional Use Permit submitted to the City for processing.
- March 6, 2026 – 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.
- March 18, 2026 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- April 14, 2026 – Public hearing and consideration of a Conditional Use Permit by the City Council.

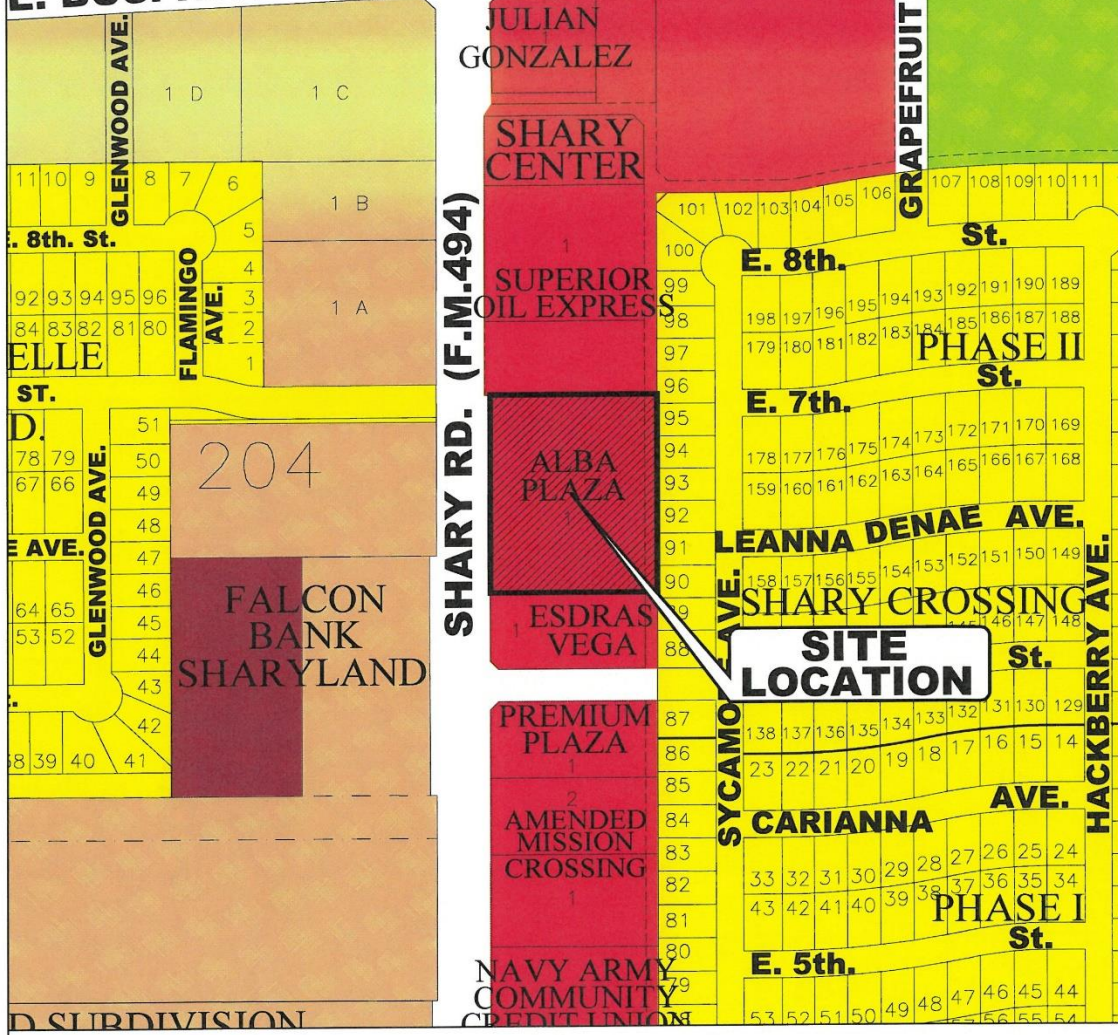
Summary:

- The subject site is located along the East side of Shary Road, approximately ¼ mile south of East Business Highway 83, within a commercial plaza. Access to the site is via a 34' driveway off Shary Road.
- Per Code of Ordinance, the Sale & On-site Consumption of Alcoholic Beverages requires the approval of a Conditional Use Permit by the City Council.
- The applicant is leasing a 2,251 square foot suite within a commercial plaza for a Bar & Grill
- This item was previously approved by the City Council on December 9, 2025. However, the applicant has decided to change the name of the business; therefore, a new Conditional Use Permit is required.
- The suite includes a small stage for DJ or Karaoke, 1 VIP area, a photo area, a bar, a kitchen, and a storage area.
- Days & Hours of Operation: Tuesday – Thursday from 11:00 am to 12:00 am, Friday – Saturday from 11:00 am to 2:00 am, and Sunday from 11:00 am to 10:00 pm
- Staff: 10 employees
- Parking: there is a total of 55 seating spaces proposed (10 tables, 1 VIP area, bar), which requires 18 parking spaces (55 seats/1 space for every 3 seats – 18.3 parking spaces). It is noted that the parking is held in common. There is a total of 136 existing parking spaces, shared with other businesses within the commercial plaza.
- Sale of Alcohol: 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. 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 applicant proposes to have security on-site.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (28) legal notices to surrounding property owners.

ZONING MAP

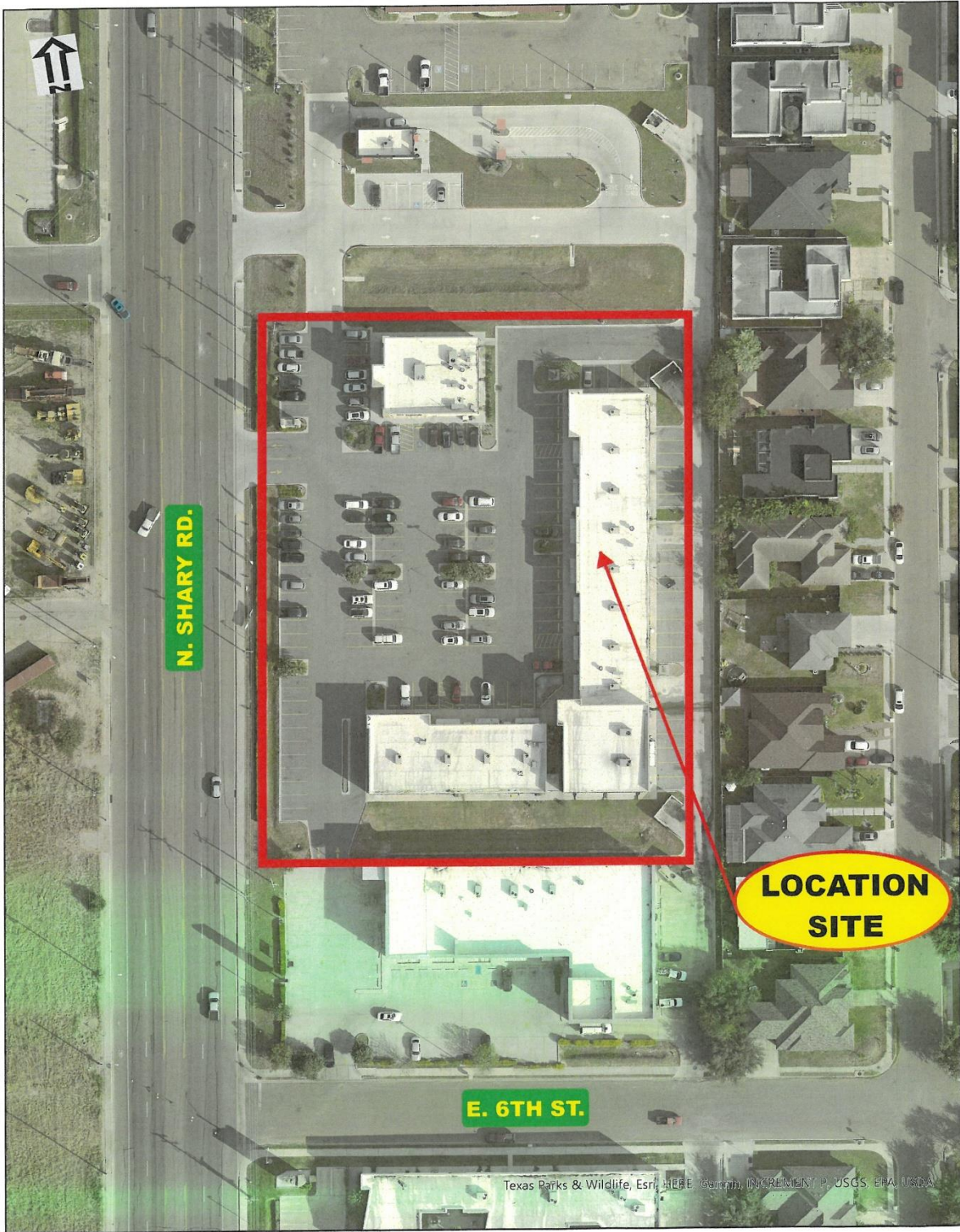


E. BUS. HWY 83 (LOOP 374)



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|---|--|--|
| ■ 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 |

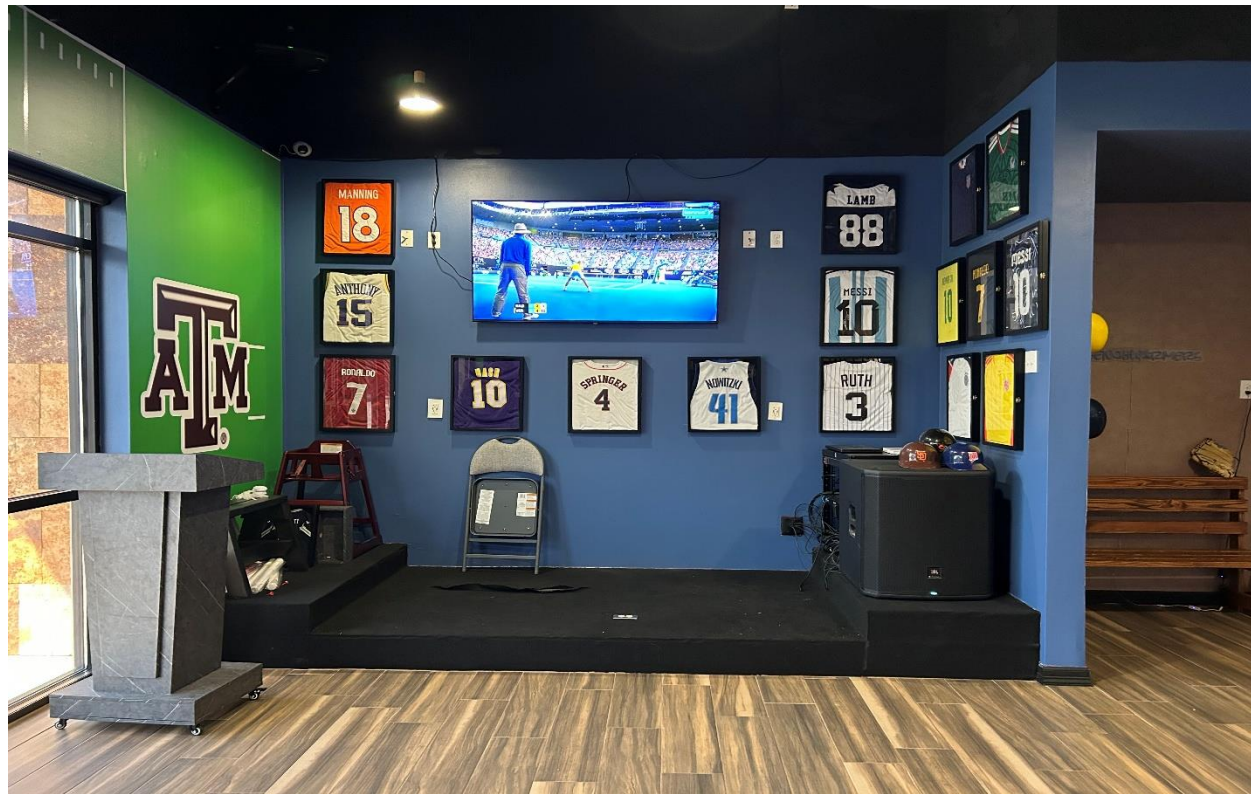
ARIEL MAP



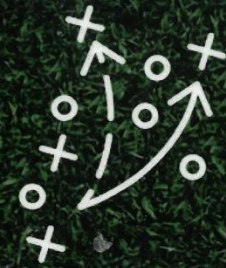
PHOTOS



PHOTOS



MENU



KICKOFF
SNACKS

FIRST DOWN
MAINS

Monterrey Mozzarella Sticks	\$8
Mexico Mini Corn Dogs	\$10
Messi Nachos	\$12
Spurs Sliders	\$12
Pele Papas	\$10
Onion Rings	\$10

Goalie Cheeseburger	\$11
Double Play Cheeseburger	\$14
Tigres Chicken Tenders	\$12
Dallas Wings	\$11
Texan Tacos	\$12
Jeter Chicken Sandwich	\$12

HALF TIME
SIDES

Ranger Ribeye Steak	\$28
Vaqueros New York Steaks	\$25
Chivas Chicken Breast	\$15
Shortstop Salmon	\$17
El Matador Sincronizada	\$13
America Ribeye in Aguachile	\$25

French Fries	\$6
Refried Beans	\$5
Rice	\$5
Mashed Potatoes	\$5
Proccoli	\$6

MENU



Little Spurs Sliders \$8

Tigrillos Chicken Tenders \$8

Stars Wings \$8

Quesadilla \$8

LITTLE KICKERS



VICTORY BITES



TABC LICENSE

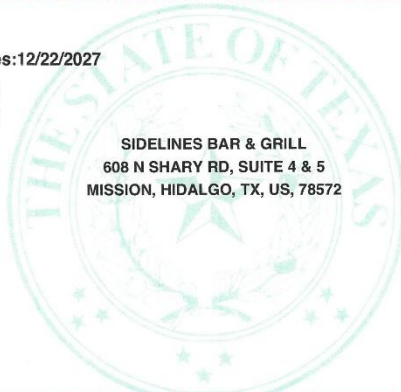
TEXAS ALCOHOLIC BEVERAGE COMMISSION

MB -200180586 Expires:12/22/2027
MIXED BEVERAGE PERMIT (MB)
LATE HOURS CERTIFICATE (LH)



SIDELINES BAR & GRILL
608 N SHARY RD, SUITE 4 & 5
MISSION, HIDALGO, TX, US, 78572

BRIELLA'S BISTRO LLC




EXECUTIVE DIRECTOR

THIS PERMIT IS NOT TRANSFERABLE, MUST BE PUBLICLY DISPLAYED AT ALL TIMES AND USED ONLY IN PLACE OF BUSINESS INDICATED HEREON THE ACCEPTANCE HEREOF CONSTITUTES AN EXPRESS AGREEMENT TO PERMIT ANY AUTHORIZED REPRESENTATIVE OF THE COMMISSION OR ANY PEACE OFFICER TO FREELY ENTER UPON PERMITEES TO PERFORM ANY DUTY IMPOSED UPON HIM.

MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
684555	CISNEROS KRYSTAL NALLEY	2421 E 6TH AVE	MISSION	TX	78572-1962
684504	MARTINEZ ENRIQUE C & VERONICA M	601 SYCAMORE AVE	MISSION	TX	78572-1978
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
684614	AVILA CARLOS & SANDRA PALACIOS DE AVILA	2420 E 8TH AVE	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	FULANITO INC	7416 N 4TH ST	MCALLEN	TX	78504
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 103 M	MCALLEN	TX	78504
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