



MEETING DATE: July 15, 2026

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 – Hampton Inn & Suites in a (C-3) General Business District, being Lot 1, Hampton Inn & Suites Subdivision, located at 2505 Victoria Drive, Applicant: Victoria Heights, LLC, c/o Pratiba Kasan – Cervantes

NATURE OF REQUEST:

Project Timeline:

- June 18, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- July 2, 2026 – Following State and local law, notice of the required public hearings was mailed to all property owners within 200 feet of the subject tract.
- July 15, 2026 – Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- August 11, 2026 – Public hearing and consideration of the requested Conditional Use Permit by the City Council.

Summary:

- The subject site is located 1,320’ east of Shary Road along the North side of Victoria Drive.
- Per the Code of Ordinance, the Sale & On-Site Consumption of Alcoholic Beverages in a C-3 zone requires the approval of a Conditional Use Permit by the City Council.
- The applicant has a 4-story hotel that has been in business since October 2008.
- Access to the site is off two 26’ driveways of Victoria Drive.
- The applicant would like to renew the conditional use permit for the sale & on-site consumption of alcoholic beverages to continue offering this service to his patrons.
- The last conditional use permit approved by City Council for the sale & on-site consumption of alcoholic beverages at this location was on July 8, 2024 for a period of 2 years.
- Hours of Operation: Hotel hours are 24 hours a day, seven days a week, and alcohol will only be sold during state-allowable hours
- Staff: 22 employees in different shifts
- Parking: In reviewing the site plan, the 4-story building has 108 rooms, which require 108 parking spaces (1 parking space x per room). The hotel has a total of 111 parking spaces, thus exceeding code.
- Sale of Alcohol (Section 6-4) of the Zoning Code requires that such uses be within 300’ 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 this separation requirement in the previous conditional use permit.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (26) legal notices to the surrounding property owners.
- Staff notes that there have been no incidents reported to the Police Department.

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. 2 year approval to continue to assess the business
2. Waiver of the 300' separation requirement from residential homes
3. Compliance with all City Codes (Building, Fire, Health, etc.)
4. CUP not to be transferable to others
5. Hours of Operation: Hotel hours are 24 hours a day, seven days a week, and alcohol will only be sold during state-allowable hours

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

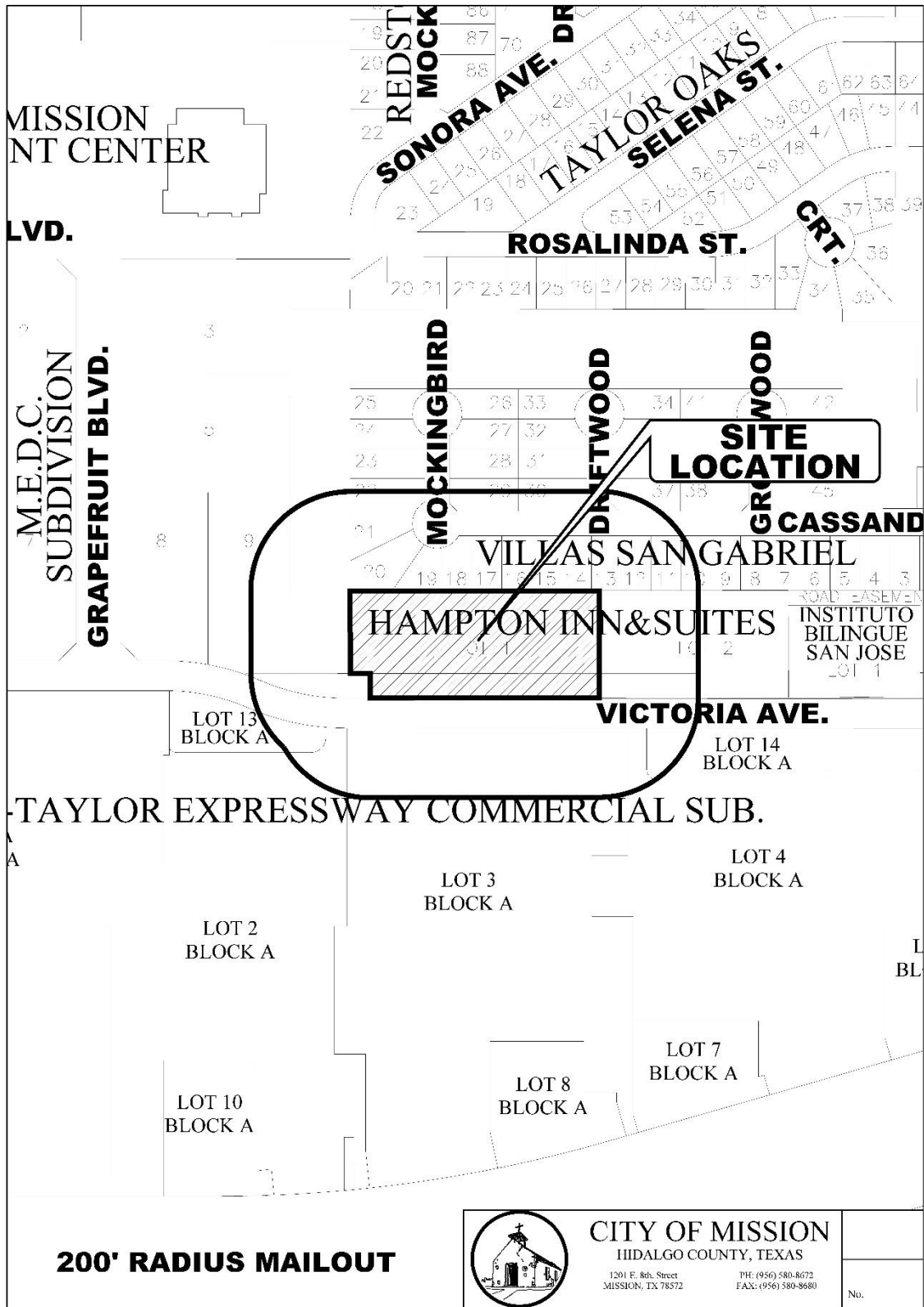
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

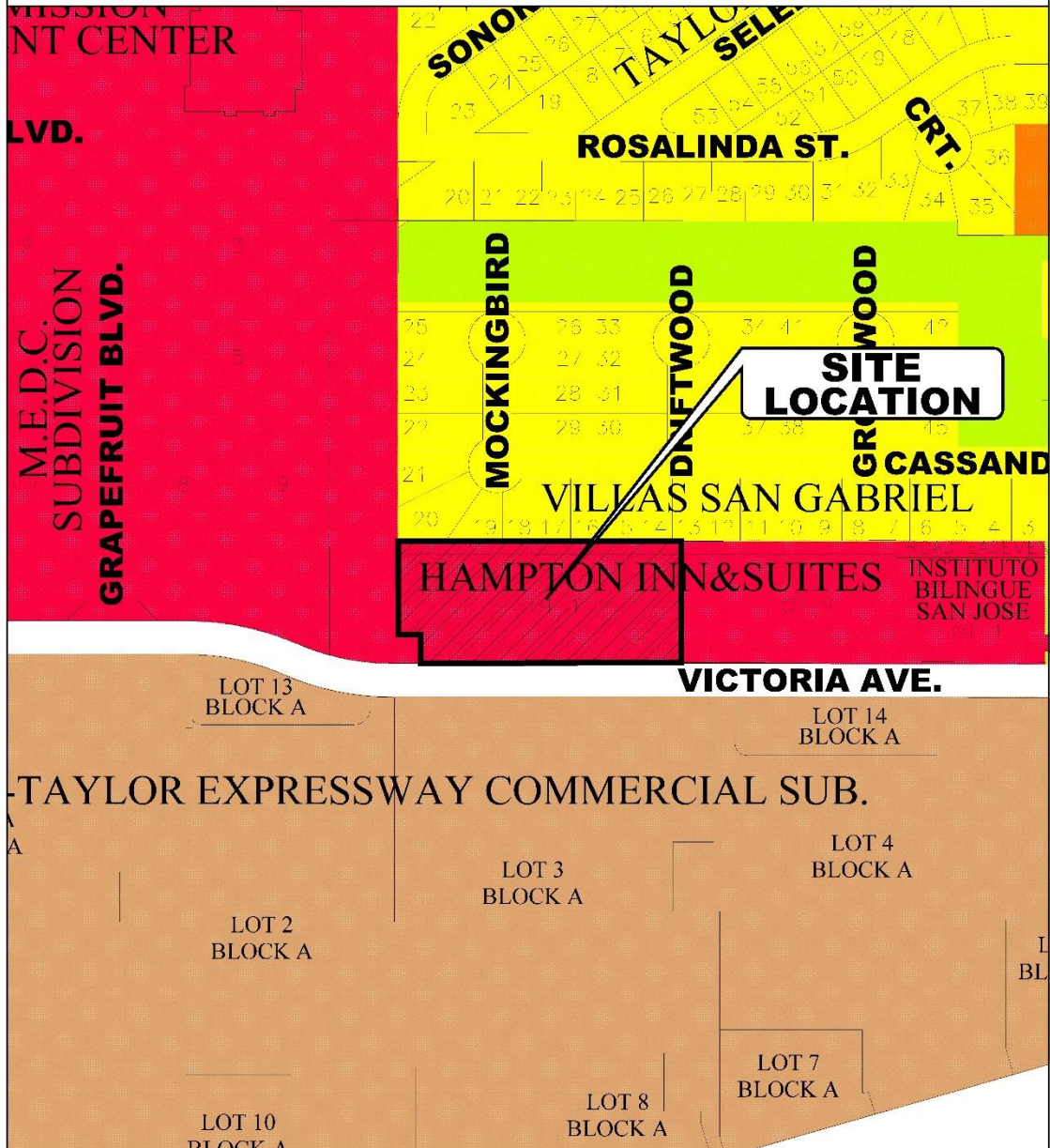
VICINITY MAP



ARIEL MAP



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 MFC'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

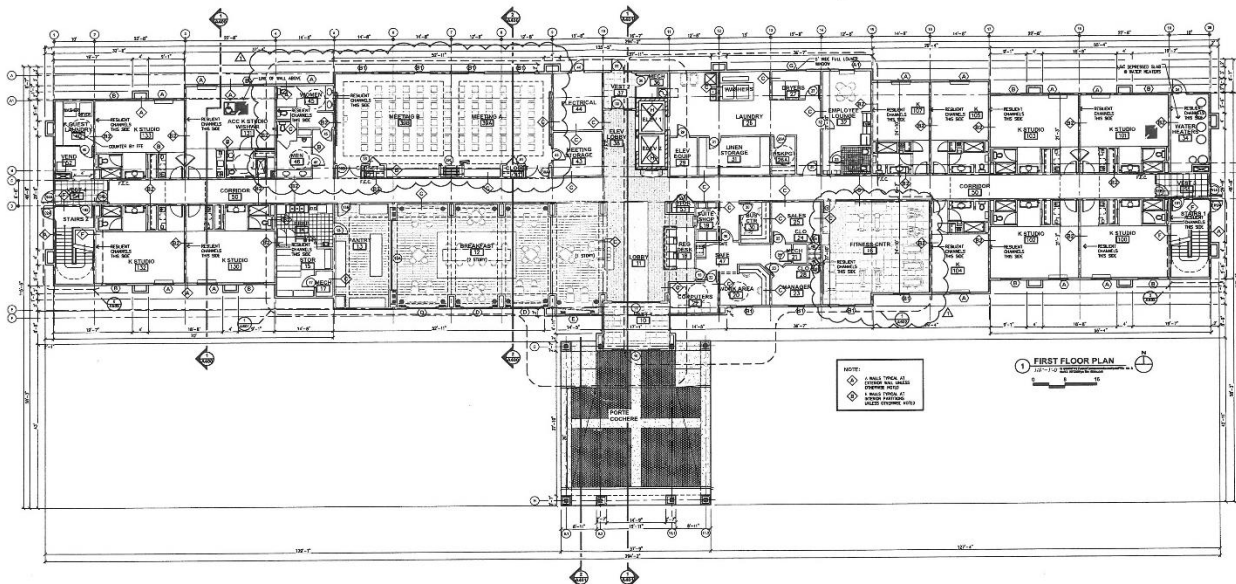
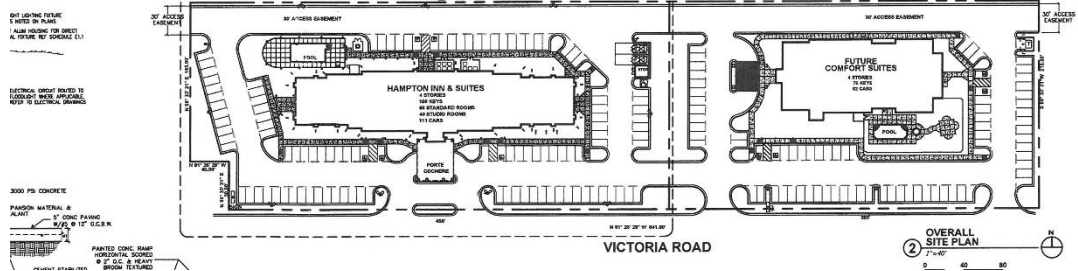
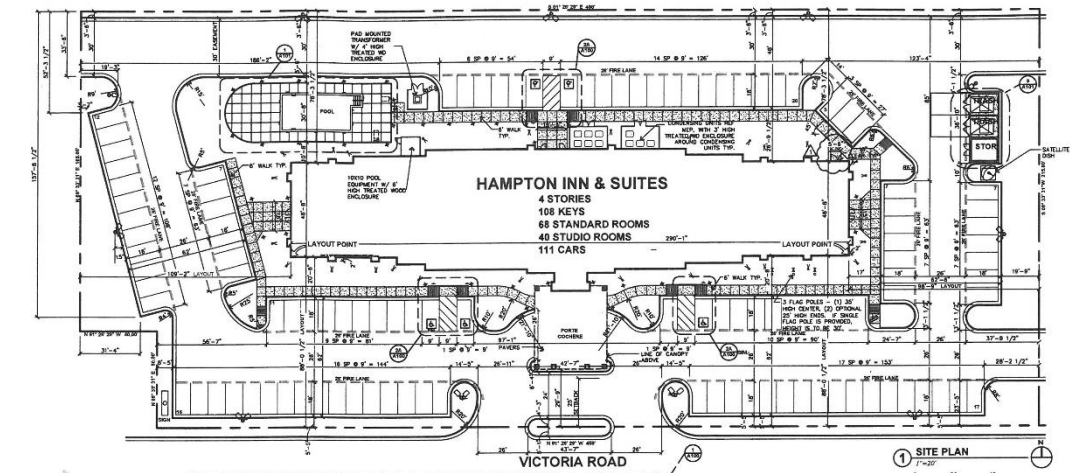
ATTACHMENTS



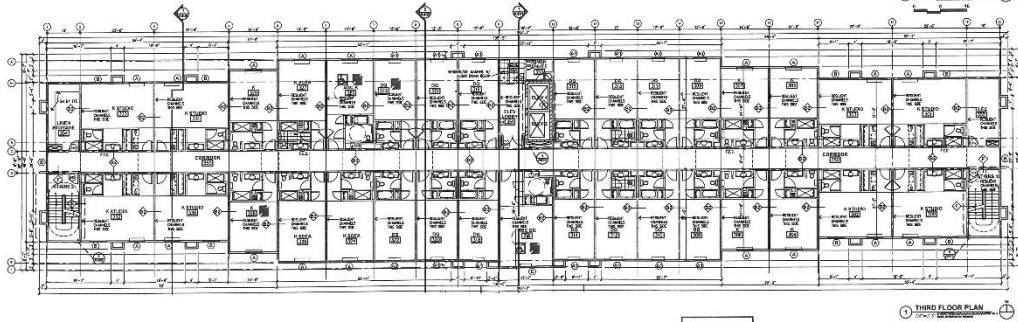
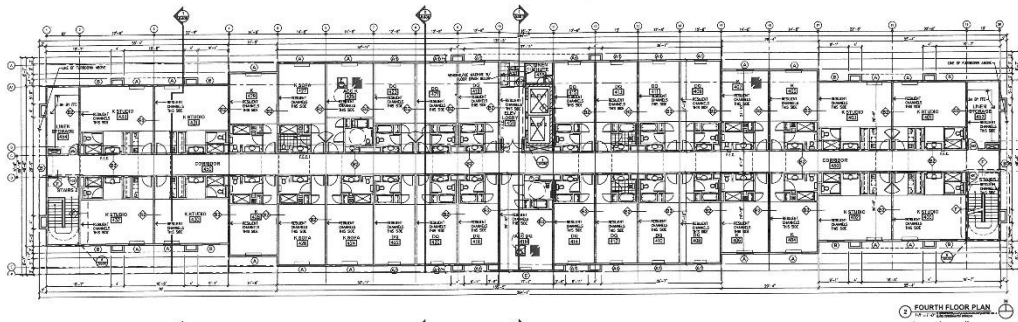
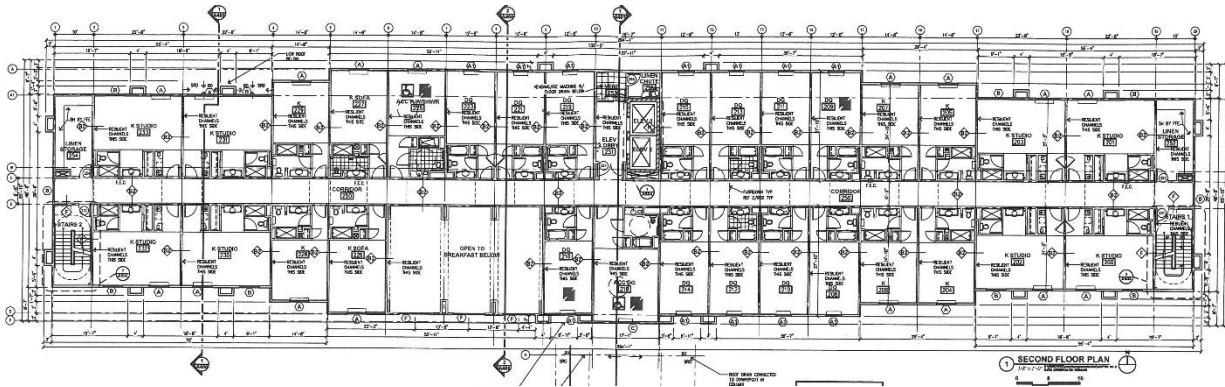
ATTACHMENTS



ATTACHMENTS



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WHEEL CHAIR ACCESSIBLE
HEATING LOSS ACCESSIBLE
FLOOR AREA ACCESSIBLE
ALL ROOMS MEET MINIMUM REQUIREMENTS

NOTE: ALL ROOMS ARE TO BE FURNISHED WITH FURNITURE AND EQUIPMENT AS SHOWN ON THE FLOOR PLANS.

DESIGNED BY: HANSEN & ASSOCIATES, INC.
ARCHITECTS
1111 11TH AVENUE, SUITE 100
DENVER, CO 80202
TEL: 303.733.1111
FAX: 303.733.1112
WWW.HANSEN-ARCH.COM

MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
707603	SHARY RETAIL LTD	12603 SOUTHWEST FWY #166	STAFFORD	TX	77477
707592	SHARY RETAIL LTD	12603 SOUTHWEST FWY #166	STAFFORD	TX	77477
707593	SHARY RETAIL LTD	12603 SOUTHWEST FWY #166	STAFFORD	TX	77477
707590	TARGET CORPORATION	PO BOX 9456	MINNEAPOLIS	MN	55440-9456
707602	SHARY RETAIL LTD	12603 SOUTHWEST FWY #166	STAFFORD	TX	77477
20827746	VICTORIA HEIGHTS LLC	312 W NOLANA LOOP	PHARR	TX	78577-8396
20827747	RONQUILLO GRANOS & INSUMOS LLC	202 S DRIFTWOOD AVE	MISSION	TX	78572-5067
898492	GARCIA CYNTHIA L & JESUS MARIA GARCIA JR	2700 CASSANDRA ST	MISSION	TX	78572-6671
898493	PAYNE ALLISON RENEE & JESSE	6334 PITCHFORK RANCH DR	FRISCO	TX	75036-5032
898494	ZEPEDA GILBERTO & MARIA DE JESUS	2606 CASSANDRA	MISSION	TX	78572-6670
898495	GOMEZ GABRIELA	2604 CASSANDRA ST	MISSION	TX	78572-6670
898496	MUNOZ CARMEN JULIA	COL ARENAL	CP 89344	NULL	NULL
898497	DIZON JOHN C & BERNADETTE P ABREGUNDA	2600 CASSANDRA ST	MISSION	TX	78572-6670
898498	TREVINO IVAN DAVILA	2508 CASSANDRA ST	MISSION	TX	78572-6669
898499	GARCIA-TORRES JAIME H	2506 CASSANDRA ST	MISSION	TX	78572-6669
898500	CEPEDA RAFAEL	2504 CASSANDRA ST	MISSION	TX	78572-6669
898501	HERLINE MARTHA A LOPEZ &	616 CARDINAL	MCALLEN	TX	78504-2774
898502	FERNANDEZ JORGE ANTONIO CASTILLO	2500 CASSANDRA ST	MISSION	TX	78572-6669
898503	CHAPA JUAN CARLOS RODRIGUEZ & GUADALUPE MARLENE TIRADO SALINAS	204 MOCKINGBIRD AVE	MISSION	TX	78572
898504	ICE CREAM & FRUIT IMPORTS LLC	2905 ALCALCA CT	MISSION	TX	78572
898511	FLORES LUIS MANUEL &	701 N INTERNATIONAL BLVD	HIDALGO	TX	78557-2582
898512	RONQUILLO HECTOR S & MARIA A	202 S DRIFTWOOD AVE	MISSION	TX	78572-5067
898519	LOZANO DAVID GUSTAVO	2804 CASSANDRA ST	MISSION	TX	78572
898528	VILLAS DE SAN GABRIEL HOMEOWNERS ASSOCIATION INC	PO BOX 650853	DALLAS	TX	75265-0853
1241924	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
1463021	MISSION ECONOMIC DEVELOPMENT CORPORATION	801 N BRYAN RD	MISSION	TX	78572-6506

