



MEETING DATE: July 15, 2026

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

AGENDA ITEM: TABLED: Conduct a public hearing and consideration of a Conditional Use Permit Renewal for a Bar and for the Sale & On-Site Consumption of Alcoholic Beverages – The Ice House, LLC in a property zoned (C-3) General Business District, being the South 109.5 feet of Lot 2, Block 137, Mission Original Townsite Subdivision and all of Lot 52, John H. Shary Industrial Subdivision, located at 815 N. Francisco Avenue. Applicant: Lane Rangel – Cervantes

NATURE OF REQUEST:

Project Timeline:

- May 26, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- June 19, 2026 – Following State and local law, notice of the required public hearings 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 at the Northwest corner of Francisco Avenue and E. 8th Street.
- Per the Code of Ordinance a bar, cocktail lounges and taverns require the approval of a Conditional Use Permit by the City Council.
- The hours of operation are as follows: Monday thru Saturday from 10:00 a.m. to 12 a.m. and Sundays from 12:00 p.m. to 12:00 a.m.
- During the last renewal of the Conditional Use Permit on October 28, 2025, the City Council placed a condition to allow live music outside on Fridays and Saturdays only from 12:00 p.m. to 9:00 p.m.
- Regarding the live music the applicant is requesting to be approved for Monday thru Friday from 2 p.m. to 7 p.m. instead of Fridays and Saturdays only from 12:00 p.m. to 9:00 p.m.
- Staff: 3 employees
- Parking: During the October 28, 2025 City Council meeting the City Council imposed a condition that the applicant must provide additional parking during the permit’s renewal. The applicant has reached out to the owner of the vacant property to the North, but the owner is not willing to lease a portion of his property for parking.
- Such uses require that no alcoholic beverages be sold within 300’ of a residence, church, public schools, private school or public hospital.

- There is a residential subdivision within 300 feet, therefore, a waiver of the separation requirement would need to be approved.
- The Police reports from March 7, 2025 until present indicate one public assistance, one suspicious circumstance, two (2) improperly parked vehicle, three (3) abandoned vehicle, and two (2) loud noise calls.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (24) legal notices to the 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 with the conditions below:

1. Permit for one (1) year 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. 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 the noise ordinance.
8. Maximum occupancy will be 150 people before 8:00 p.m. and 60 people after 8:00 p.m.
9. Must have a minimum of one (1) Level II licensed security officer from 8:00 p.m. to 12:00 a.m. or as required in Section 1.56, Subsection 3 of the Code of Ordinances
10. Hours of operation: Monday thru Saturday from 10:00 a.m. to 12 a.m. and Sundays from 12 p.m. to 12:00 a.m.
11. Live music allowed outside only on Fridays and Saturdays from 12:00 p.m. to 9:00 p.m.
12. Must continue to use the acquired decibel reader to monitor for excessive noise

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

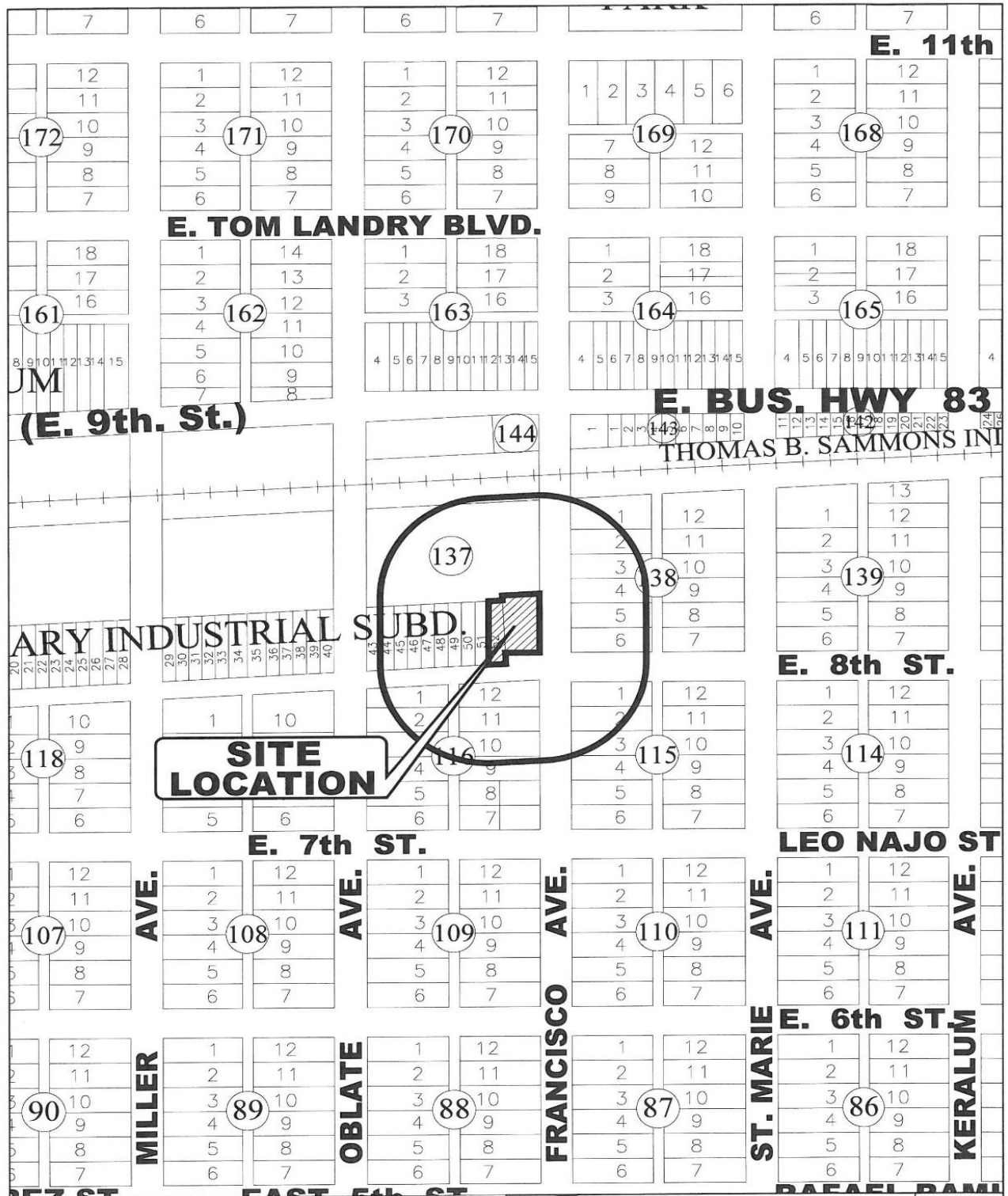
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

LEGAL NOTICE MAP



200' RADIUS MAILOUT



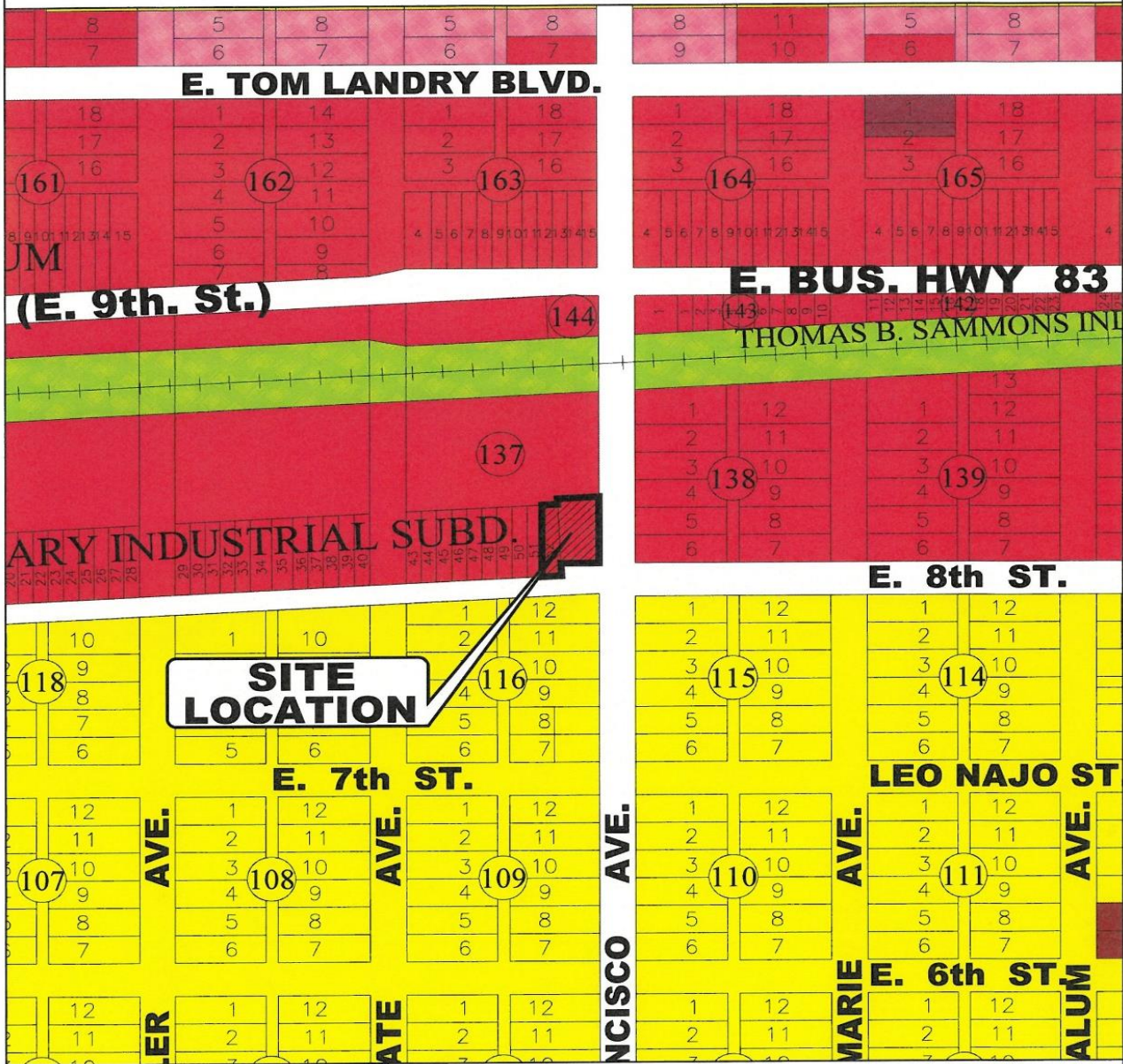
CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572

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

No.

ZONING MAP



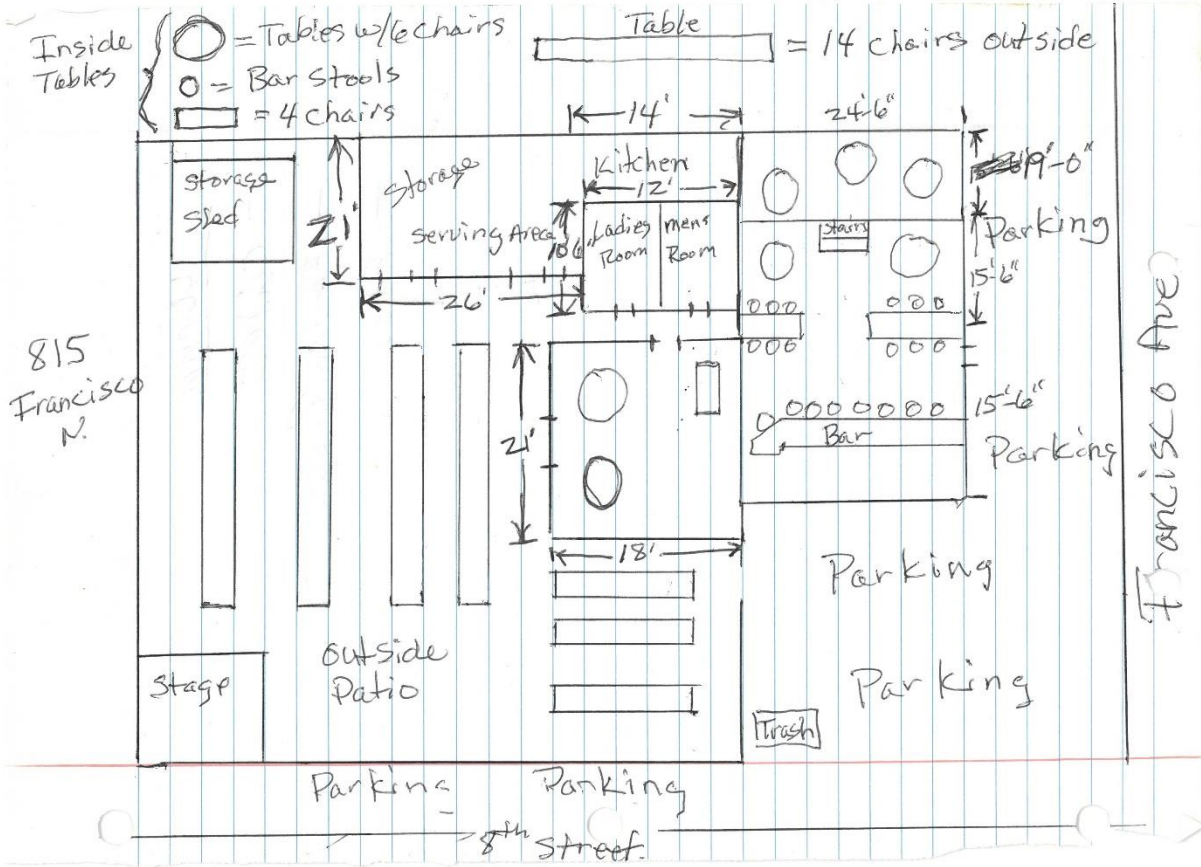
ZONING LEGEND

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

AERIAL



FLOOR PLAN



PHOTO



COURT YARD PHOTO



INTERIOR PHOTO



MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
239492	VILLARREAL HERMILA M	724 N FRANCISCO AVE	MISSION	TX	78572-5638
607704	REYES VALERO	720 OBLATE AVE	MISSION	TX	78572-5352
239491	VILLARREAL HERMILA M	724 N FRANCISCO AVE	MISSION	TX	78572-5638
239509	GONZALEZ JOSE JESUS JR & THELMA MORAIDA	4608 COUNTRY ST	EDINBURG	TX	78541-4275
239605	GALLIGAN ROBERT S & LANE A RANGEL	1201 JONQUIL AVE	MCALLEN	TX	78501-3824
280703	GARZA JESUS JR	802 OBLATE AVE	MISSION	TX	78572
280709	PEREZ PRIMITIVO GARZA & YESENIA PORRAS VILLASLOBOS	112 DOHERTY AVE	MISSION	TX	78572-5434
280707	CRUZ JESUS	1200 W I ST	MISSION	TX	78572-6809
280710	GALLIGAN ROBERT S & LANE A RANGEL	1201 JONQUIL AVE	MCALLEN	TX	78501-3824
239513	OVIDEO ROGELIO & ARMANDINA	420 E 8TH ST	MISSION	TX	78572-5332
239503	JIMENEZ MONTSERRAT TORAL	306 S BRYAN RD	MISSION	TX	78572
239500	HERNANDEZ ABEL	412 E 8TH ST	MISSION	TX	78572-5332
719426	PENA ROBERT DAVID	800 N FRANCISCO AVE	MISSION	TX	78572-5640
239607	DEA INVESTMENTS LP	763 MISSION CT	ALLEN	TX	75013
239510	VILLARREAL HERMILA M REVOCABLE LIVING TRUST	724 N FRANCISCO AVE	MISSION	TX	78572-5638
239511	REYNA JUANITA	518 MILLER AVE	MISSION	TX	78572-5340
239512	MELENDEZ ARELY	719 N FRANCISCO AVE	MISSION	TX	78572-5637
637065	CROWN COMM INC	4017 WASHINGTON RD PMB 353-	CANONSBURG	PA	15317-2510
239606	MATA RICARDO & LETICIA	1802 VICTORIA ST	MISSION	TX	78572-6403
239608	DEA INVESTMENTS LP	763 MISSION CT	ALLEN	TX	75013
239604	PENA FERNANDO ET AL	PO BOX 1015	MISSION	TX	78573-0016

POLICE REPORT



815 N Francisco 01/01/25-current

Agency: MPD

Print Date/Time:

Agency #: TX1081000

Incident #	Type	Officers	Location	Call Date/Time	Dispositions	Subjects
2026-00025170	Public Assistance	0877 - Rivera, Jaime *	815 N FRANCISCO AVE, TX	6/6/2026 5:38:18 PM	No Report - 1	sechac, terry - Caller
2026-00010545	Suspicious Circumstances	0836 - Flores, Jose *, 0865 - Trevino, Kella *	815 N FRANCISCO AVE, TX	3/9/2026 3:22:30 AM	Settled by Officer - 1	
2026-00003553	Improperly Parked Vehicle	0396 - Garces, Tomas *	815 N FRANCISCO AVE, TX	1/23/2026 7:37:15 PM	Settled by Officer - 1	
2026-00002691	Loud Noise	0828 - Tinoco, Marvin *	815 N FRANCISCO AVE, TX	1/17/2026 9:37:43 PM	Unfounded - 1, Settled by Officer - 1	
2025-00057593	Improperly Parked Vehicle	0828 - Tinoco, Marvin *	815 N FRANCISCO AVE, TX	12/19/2025 8:53:22 PM	Settled by Officer - 1	
2025-00015836	Abandoned Vehicle	0763 - Lopez, Victor *	815 N FRANCISCO AVE, TX	6/13/2025 5:00:00 PM		SANCHEZ, MARIA DE LOS ANGELES - Other
2025-00015380	Abandoned Vehicle	0555 - Perez, Jaime *, 0790 - Guerrero, Alexander *	815 N FRANCISCO AVE, TX	6/12/2025 11:02:46 AM	Settled by Officer - 1	
2025-00014783	Abandoned Vehicle	0777 - Flores, Josue *	815 N FRANCISCO AVE, TX	6/10/2025 2:51:01 PM	Settled by Officer - 2	
2025-00014600	Loud Noise	0713 - Cano, Raul *	815 N FRANCISCO AVE, TX	3/7/2025 10:07:00 PM	Settled by Officer - 1	
Total Records						9

Login Id:

Page 1 of 1

OCTOBER 28, 2026 CUP ORDINANCE

ORDINANCE NO. 5738

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS GRANTING A CONDITIONAL USE PERMIT RENEWAL FOR THE SALE & ON-SITE CONSUMPTION OF ALCOHOLIC BEVERAGES – **THE ICE HOUSE** IN A (C-3) GENERAL BUSINESS DISTRICT, BEING THE SOUTH 109.5 FEET OF LOT 2, BLOCK 137, MISSION ORIGINAL TOWNSITE SUBDIVISION AND ALL OF LOT 52, JOHN H. SHARY INDUSTRIAL SUBDIVISION, LOCATED AT 815 N. FRANCISCO AVENUE.

WHEREAS, the City Council of the City of Mission finds that during consideration of the conditional use permit request of Wednesday, October 15, 2025, the Planning and Zoning Commission of the City of Mission upon duly recognized motion and second, voted to recommend to the City Council that the conditional use permit shown below be granted.

WHEREAS, The City Council of the City of Mission, held a public hearing at 4:30 p.m. on Wednesday, November 12, 2025, in the Council Chambers of the City Hall to consider the following conditional use permit:

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS, THAT THE FOLLOWING CONDITIONAL USE PERMIT BE GRANTED: AS SHOWN IN EXHIBIT "A"

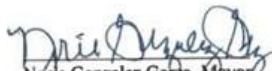
Legal Description	Type	Conditions of Approval
815 N. Francisco Avenue Being the south 109.5 feet of Lot 2, Block 137, Mission Original Townsite Subdivision and all of Lot 52, John H. Shary Industrial Subdivision	The Sale & On-site Consumption of Alcoholic Beverages – The Ice House	1. Approval for 6 months to continue to assess this business 2. Continue to comply with all city codes (Building, Fire, Health, etc.) 3. Waiver of the 300' separation requirement from the residential homes 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 the noise ordinance 8. Maximum occupancy for the inside area to be 60 people with tables and chairs, 130 people with chairs, and 182 people if standing. For the outside area, the maximum occupancy to be 166 people with tables and chairs, 357 people with chairs only and 464 people standing only. 9. Hours of operation are Monday thru Saturday from 10:00 am to 12:00 am and Sundays from 12:00 p.m. to 12:00 a.m. 10. Live music to be allowed outside on Fridays and Saturdays from 12:00 pm to 9:00 pm. A minimum of one licensed security officer must be present while live music is being played outside 11. Must provide additional parking when the permit comes back for renewal 12. Acquire a decibel reader

READ, CONSIDERED AND PASSED, this the 28th day of October, 2025.

ATTEST:


Anna Carrillo, City Secretary

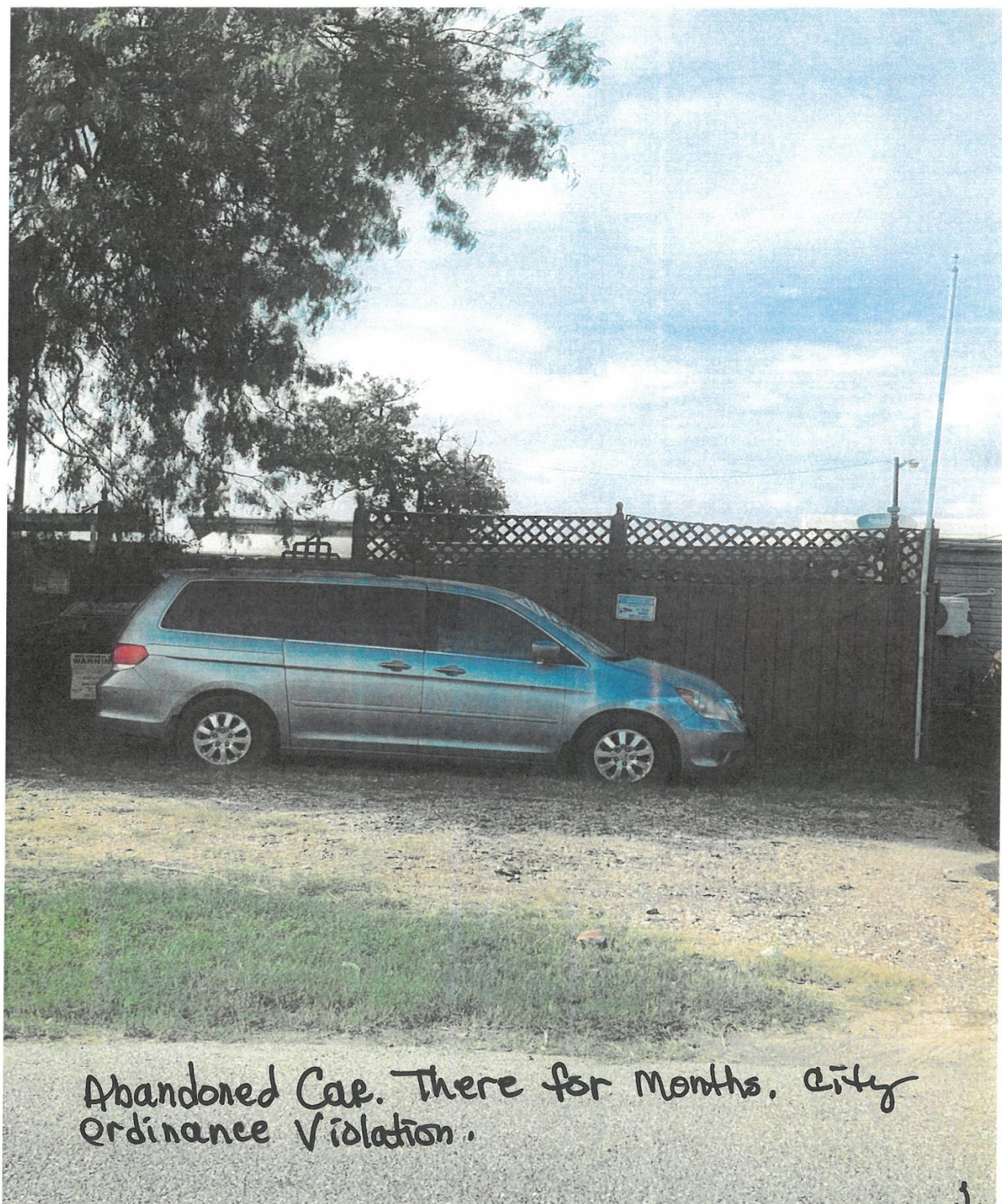



Norie Gonzalez Garza, Mayor

PHOTOS



PHOTOS



Abandoned Car. There for months. city
ordinance violation.

2.

PHOTOS

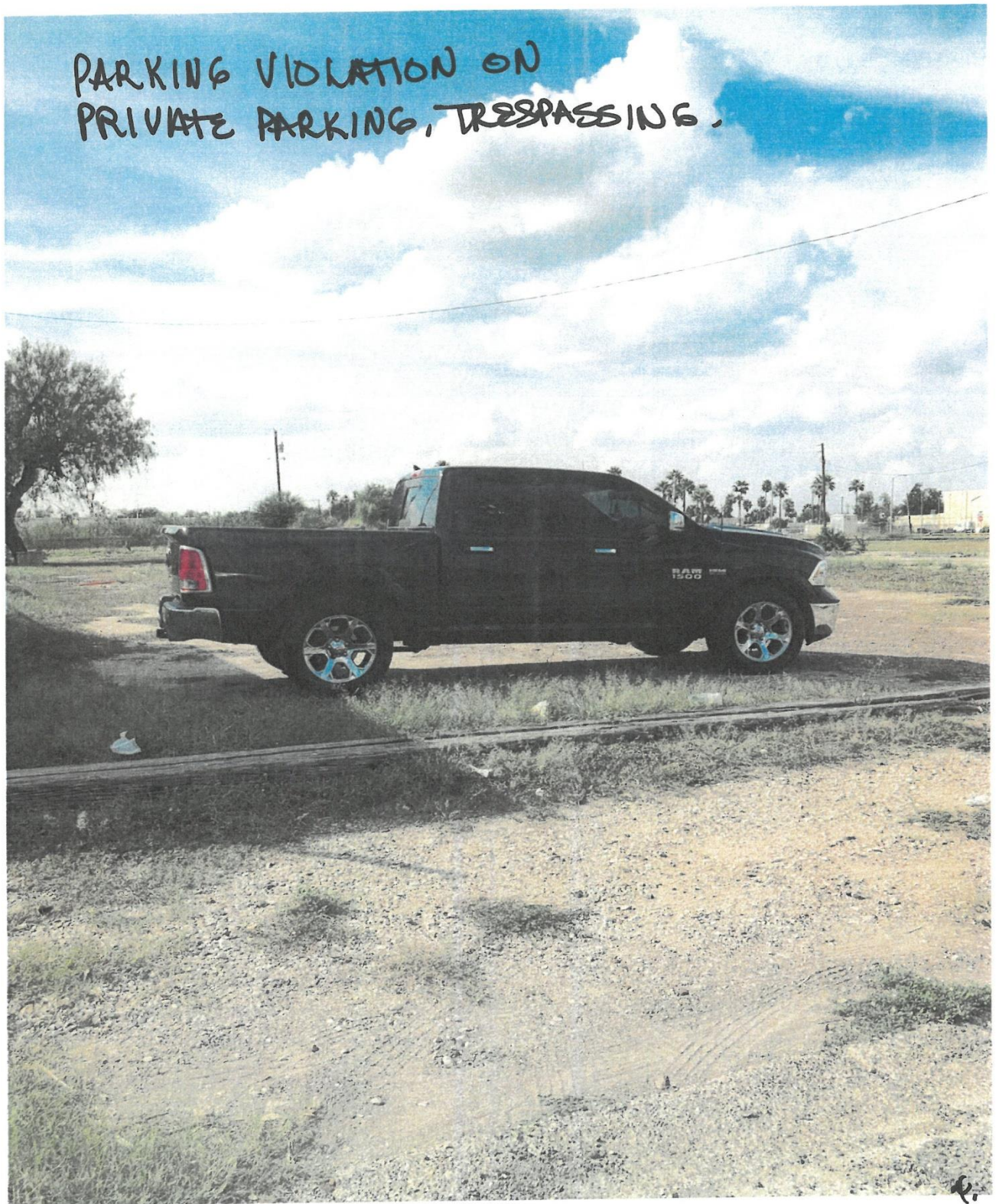


2

MEDAL SIGNS PLACED BY PENA FAMILY. They were both

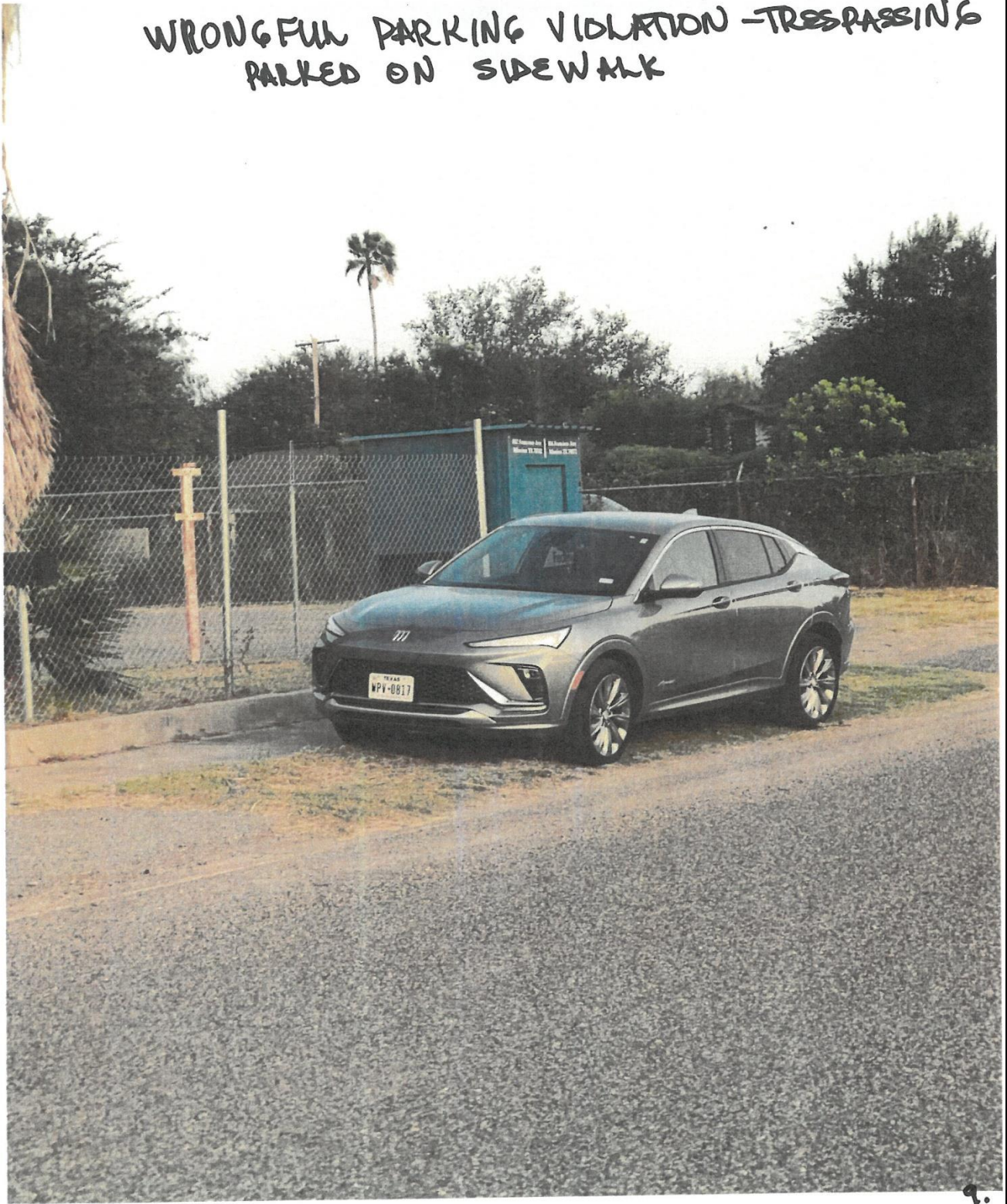
Removed? By who?

PHOTOS

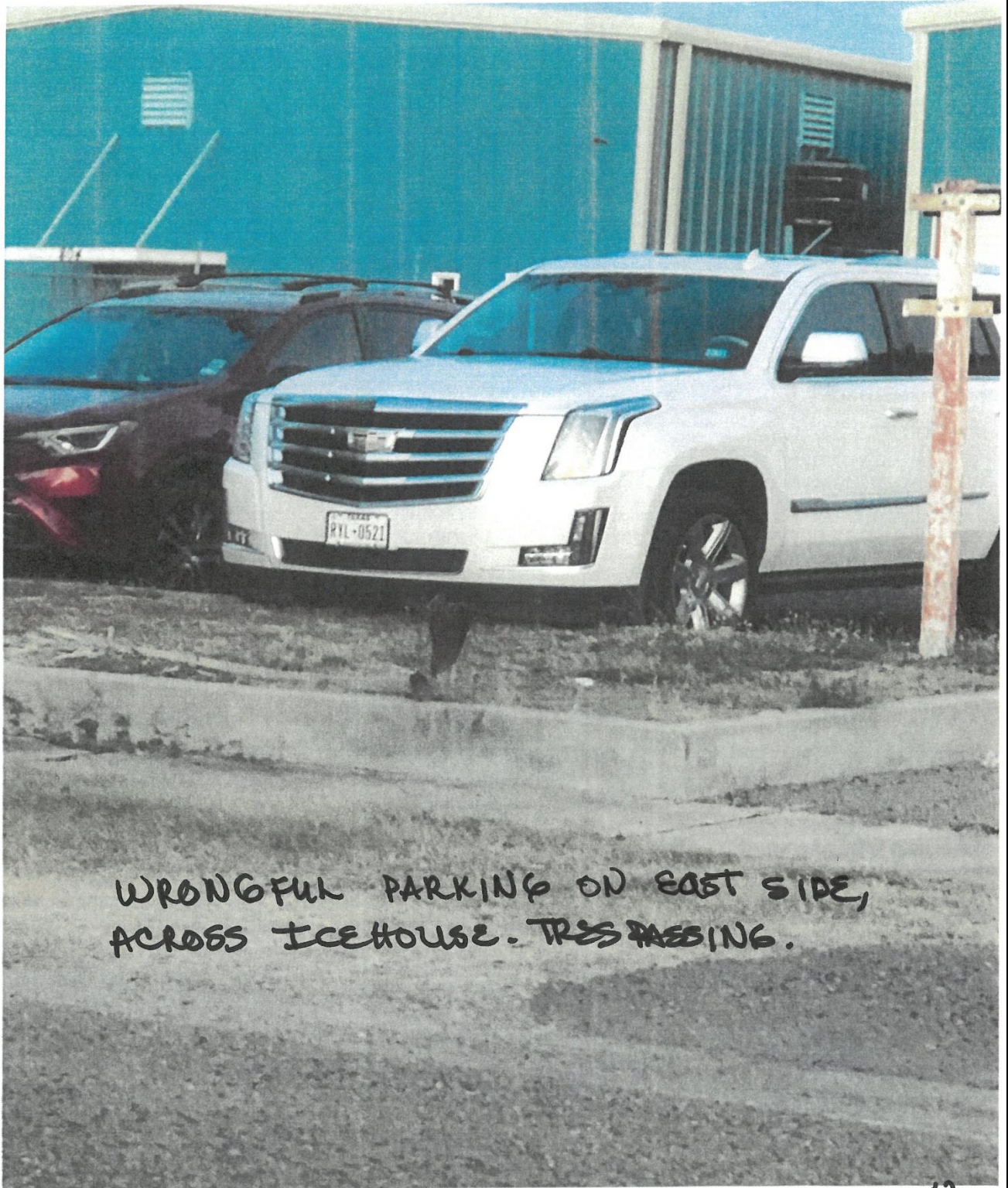


PHOTOS

WRONGFUL PARKING VIOLATION - TRESPASSING
PARKED ON SIDEWALK



PHOTOS



PHOTOS

TRESPASSING . PARKING VIOLATIONS.

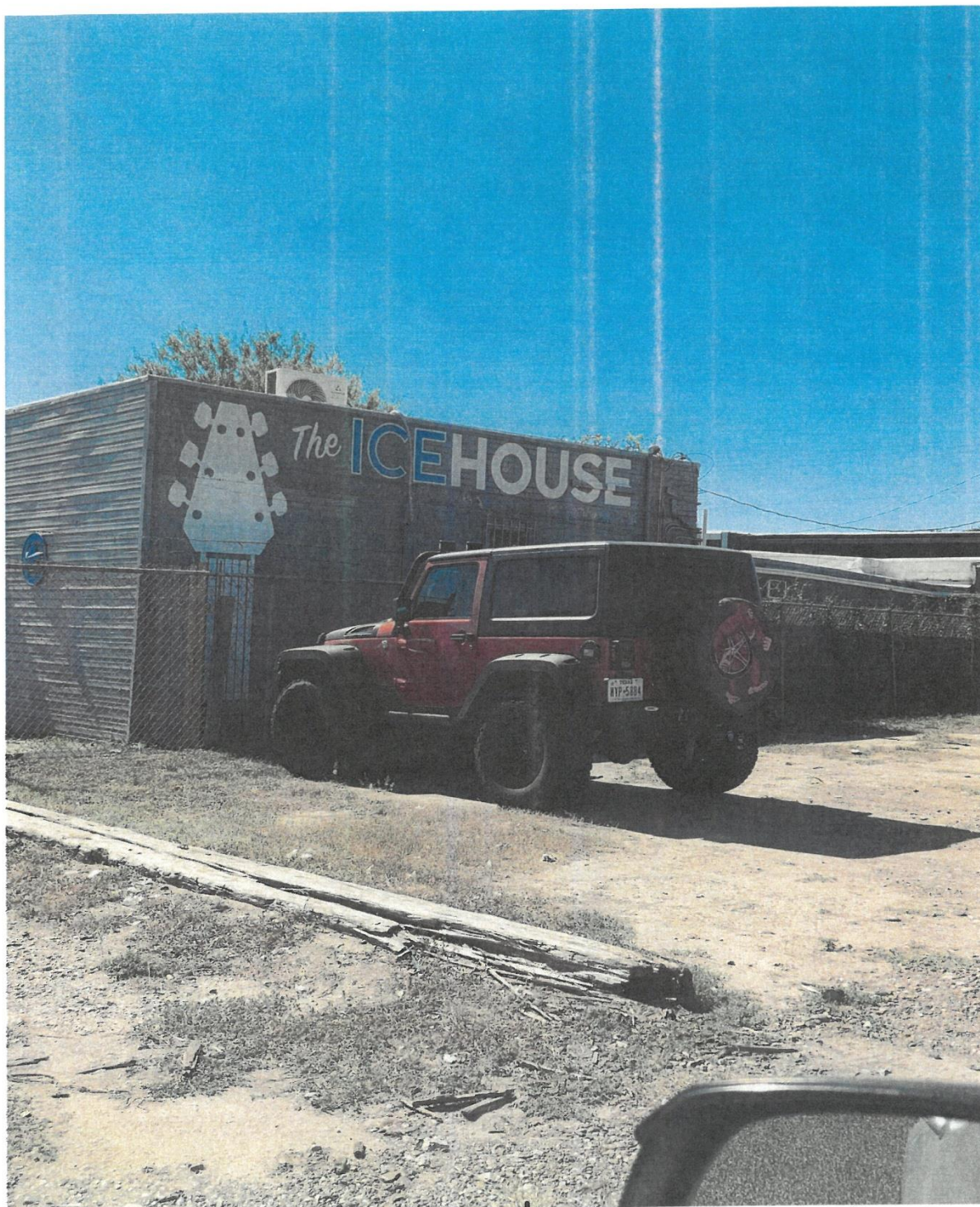


14.

PHOTOS



PHOTOS



5.

TRESPASSING, PARKING VIOLATION ON PRIVATE PROPERTY.

PHOTOS



CROSSING - TRAFFIC VIOLATION.

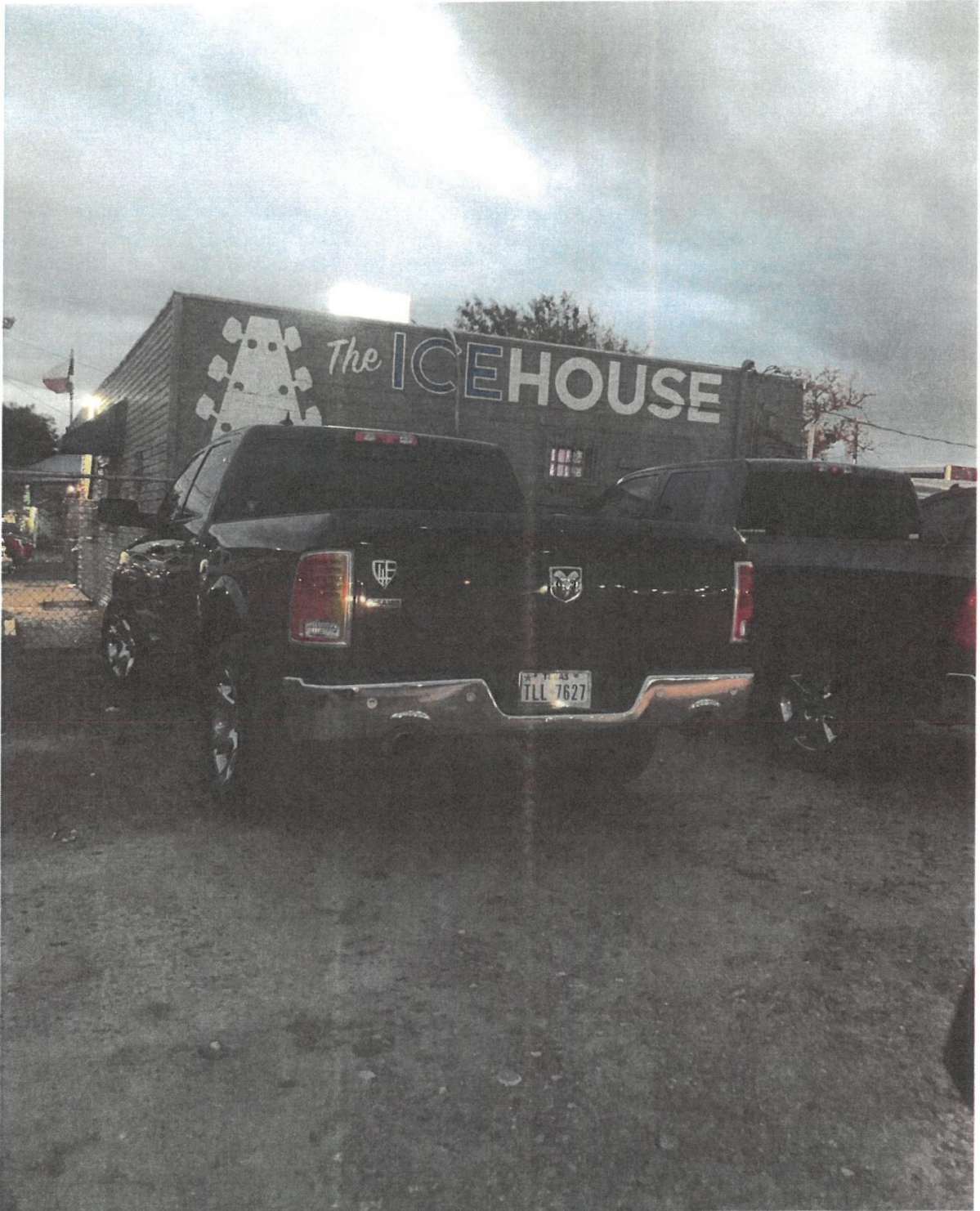
6.

PHOTOS



PARKING VIOLATIONS - TRES PASSING.

PHOTOS

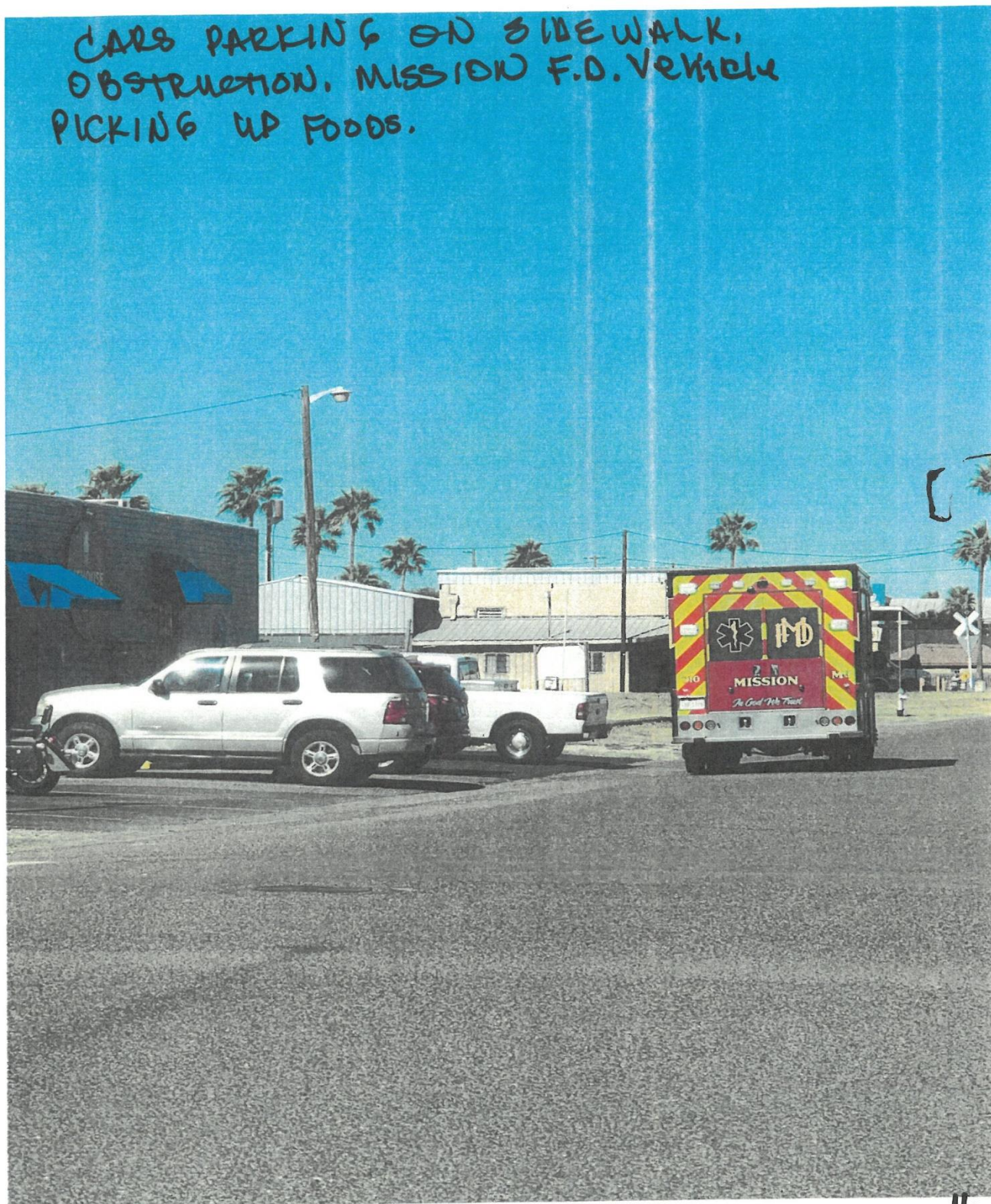


PARKING VIOLATION - TREPPASSING

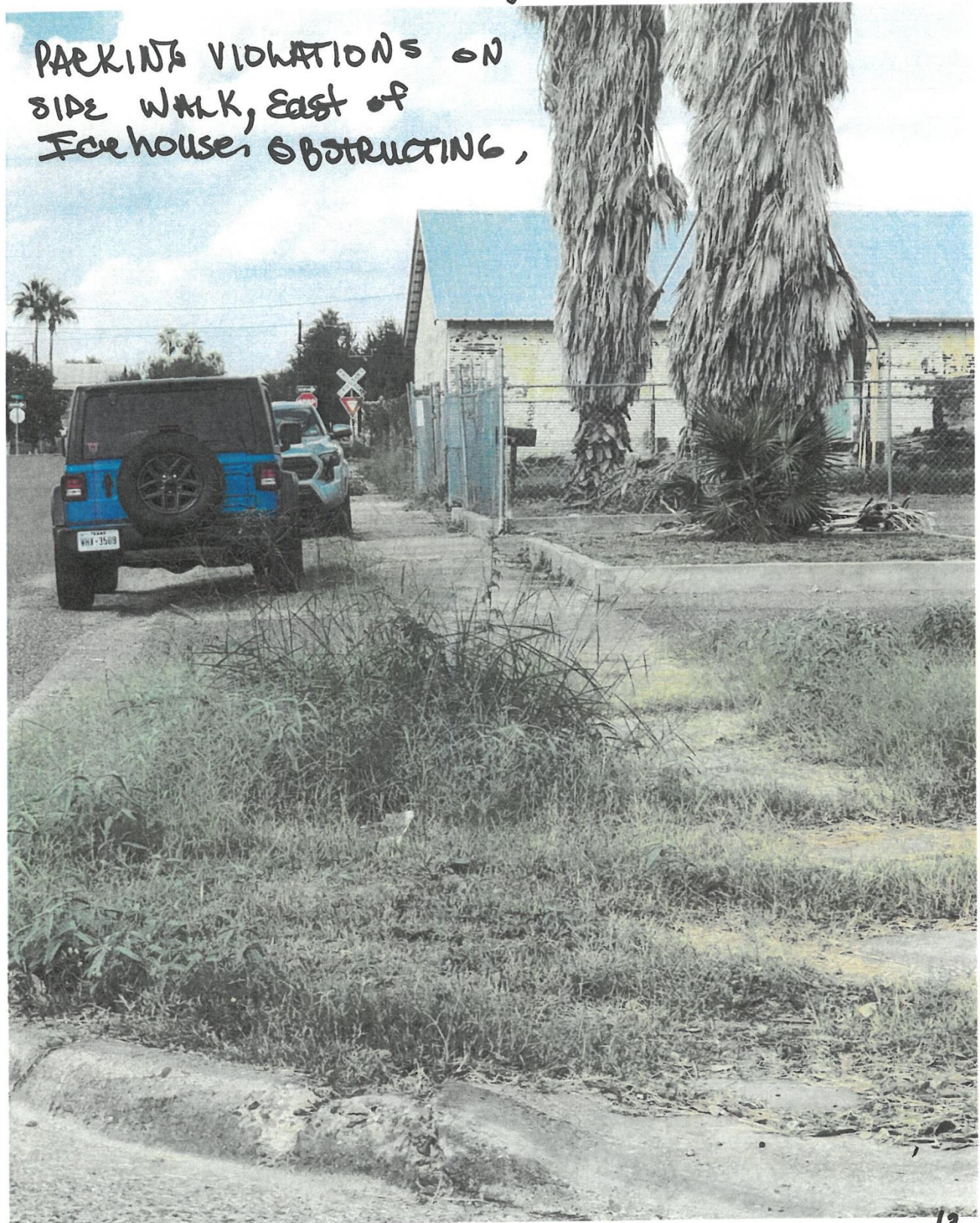
8.

PHOTOS

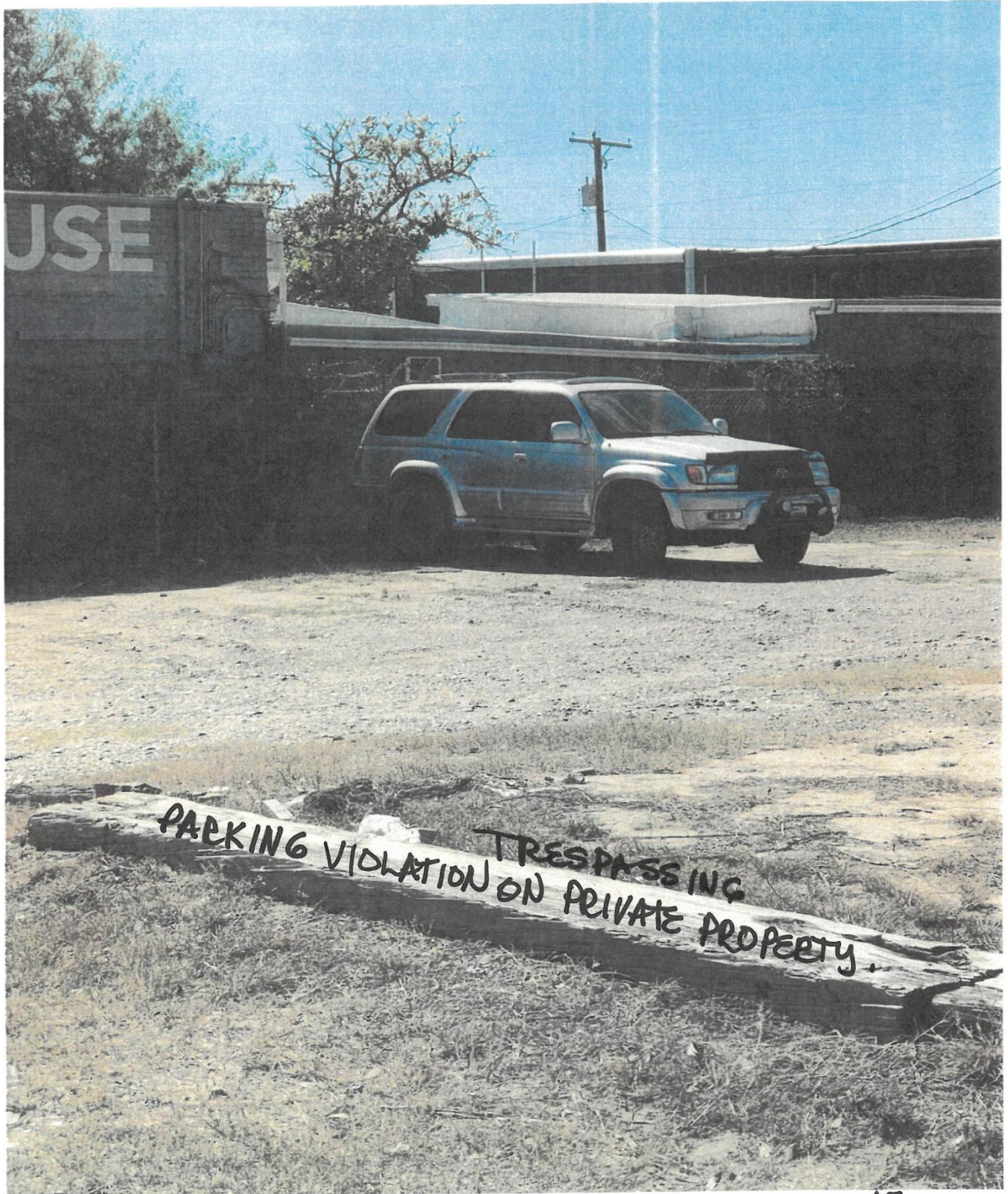
CARS PARKING ON SIDEWALK,
OBSTRUCTION. MISSION F.D. VEHICLE
PICKING UP FOODS.



PHOTOS



PHOTOS



PHOTOS



Blocking and obstruction Due to unloading
Items.

Re