



MEETING DATE: April 28, 2025

PRESENTED BY: Xavier Cervantes, Director of Planning

AGENDA ITEM: Conditional Use Permit Renewal for Drive-Thru Service Windows and the Sale & On-Site Consumption of Alcoholic Beverages at La Palma Azul Snack Shop in a (C-3) General Business District located at 3501 N. Conway Avenue, Ste. 1, being Lot 2, IHOP on Conway Subdivision, C-3, Elio C. Garza, Adoption of Ordinance # _____ – Cervantes

NATURE OF REQUEST:

Project Timeline:

- March 31, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- April 3, 2025 – In accordance with State and local law, notice of required public hearings mailed to all property owners within 200 feet of subject tract and notice of public hearings was published in the Progress Times.
- April 16, 2025 – Public hearing and consideration of requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- April 28, 2025 – Public hearing and consideration of requested Conditional Use Permit by the City Council (CC).

Summary:

- The site is located approximately 1,355 feet north of Mile 2 Road along the west side of Conway Avenue.
- Per Code of Ordinance, Drive-Thru Service Windows and the Sale & On-Site Consumption of Alcoholic Beverages require the approval of a Conditional Use Permit by the City Council.
- The applicant leases a 1,701 sq.ft. building for a snack shop, which includes two drive-thru service windows on the north side of the building. Access to the site is from Conway Avenue via a 24’ driveway. Customers place the order on the first window and then proceed to pickup the order on the second window. The drive-thru windows allow stacking for approximately 3 vehicles. The applicant applied for a conditional use permit renewal to continue utilizing the windows and to be able to continue to offer alcoholic beverages with the meals or to go.
- The applicant has been in operation at this location since October 29, 2024. The last conditional use permit approved for this location was on August 26, 2024 for a period of 6 months after obtaining their business license.
- The proposed hours of operation are as follows: Monday – Saturday from 11:00 am to 10:00 pm, and Sunday from 12:00 pm to 8:30 pm
- Staff: 9 employees in different shifts
- Parking: There is a total of 3 tables with 4 chairs each for a total of 12 seating spaces, which would require 4 parking spaces (1 parking space for every 3 seats =4). There is a total of 130 parking spaces in the commercial plaza that are shared with the other businesses.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (14) 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 as are needed to ensure that a use requested by a Conditional Use Permit is compatible and complementary to adjacent properties.

Staff recommends approval of the request subject to compliance with the following conditions:

- 2 year re-evaluation to continue to assess this business.
- Must comply with all City Codes (Building, Fire, Health, and Sign, etc.)
- Restrooms must be accessible to employees and patrons at all times.
- CUP not transferable to others.
- Hours of operation are Monday – Saturday from 11:00 am to 10:00 pm, and Sunday from 12:00 pm to 8:30 pm

Departmental Approval: N/A

Advisory Board Recommendation: Approval

City Manager's Recommendation: Approval *MRP*

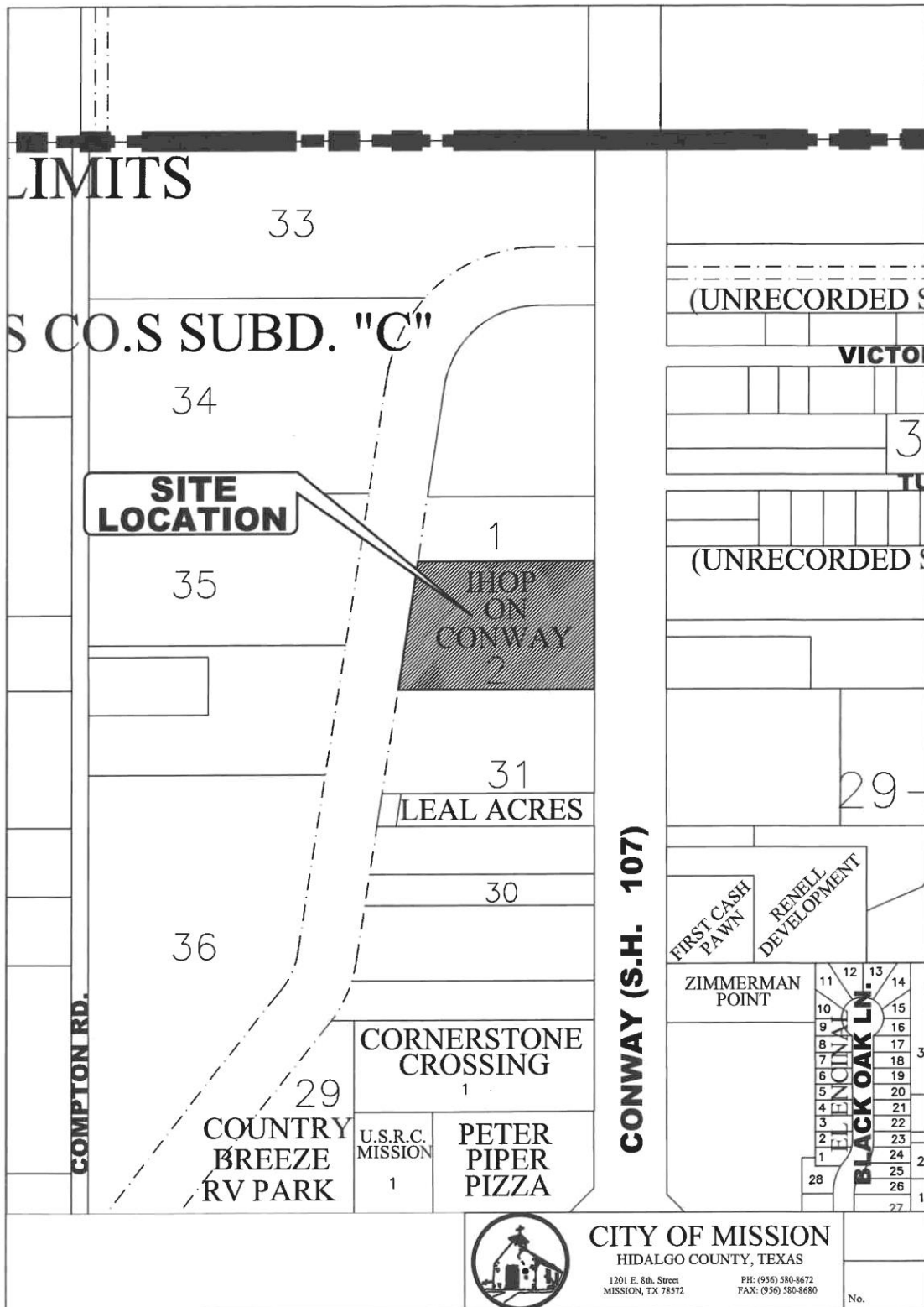
RECORD OF VOTE:	APPROVED:	_____
	DISAPPROVED:	_____
	TABLED:	_____

_____ AYES

_____ NAYS

_____ DISSENTING _____

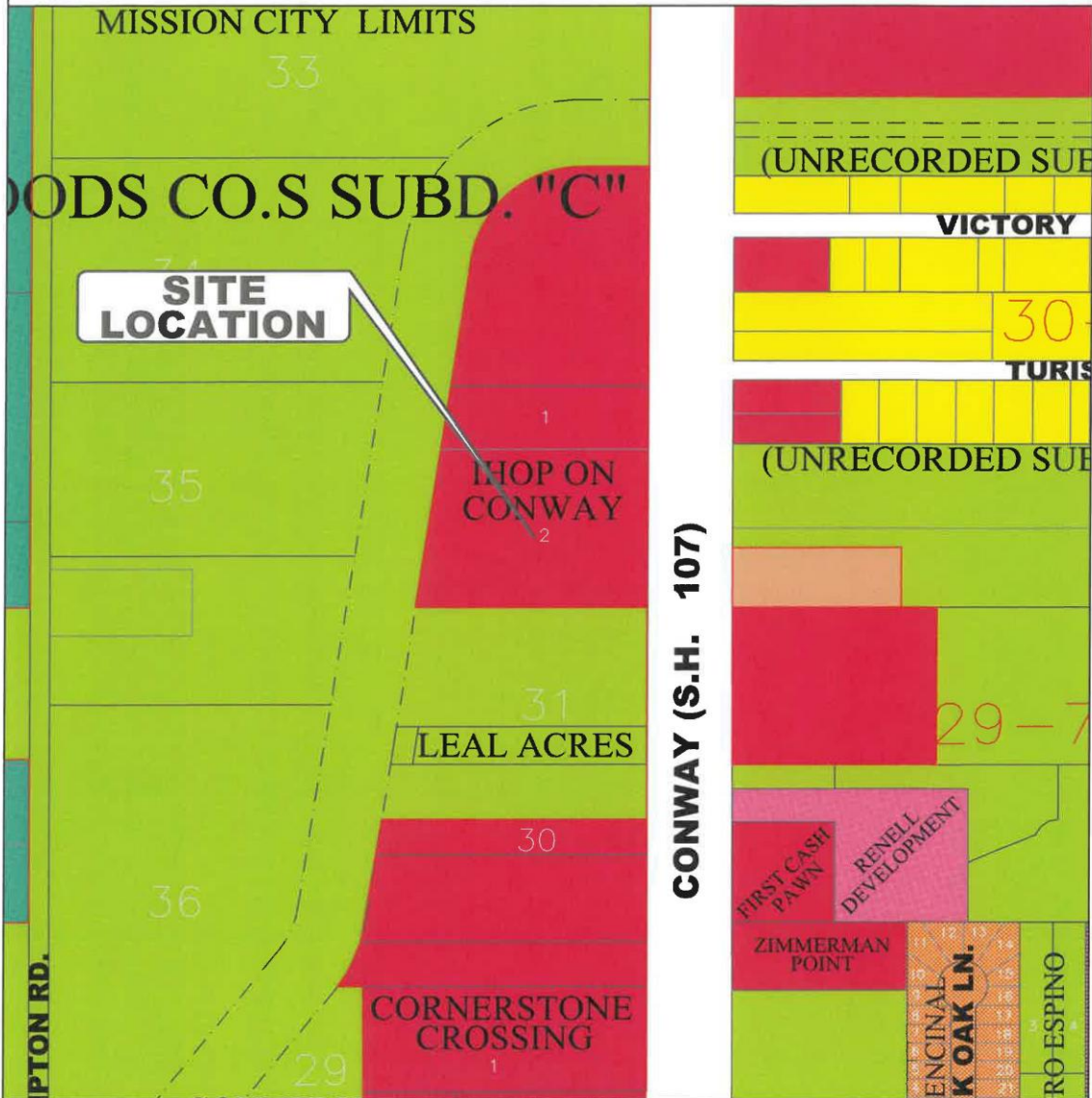
VICINITY MAP



ARIEL MAP



ZONING MAP



ZONING LEGEND

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



PICTURES



PICTURES



MENU

CAMARONES

HOUSE SPECIALTY

Tostadas "La Palma"	\$ 4.34	
	<u>5.5oz</u>	<u>10oz</u>
Camarón Botanero	\$ 4.34	\$ 8.68
Carne Botanera	\$ 3.25	\$ 5.58
	<u>10oz</u>	<u>12oz</u>
Carne & Camarón Botanero	\$ 5.86	\$ 11.40
	<u>12oz</u>	<u>16oz</u>
Cocktel de Camarón	\$10.68	\$ 13.18

Extras & Toppings: Starting \$0.50



TAPITAS BOTANERAS

	<u>8oz</u>
Mar y Tierra	\$ 5.15
Botanera	\$ 4.89
Cocktelera	\$ 6.50
Carne & Camarón botanero	\$ 5.97
Dulce Preparada	\$ 4.15
Fruta Preparada	\$ 4.15

SNACKS

Hot & SPACE

Chips & Cheese	\$ 3.63			
Nachos & Cheese	\$ 3.09			
Gummy Bears & Chamoy	\$ 3.09			
Conchitas Preparadas	\$ 2.98			
Crazy Corn Nuts	\$ 3.80			
Pikacheetos	\$ 5.25			
Maruchan Preparada	\$ 5.45			
Marranada	\$ 5.45			
Chips & Shrimps	\$ 8.15			
Pickle Preparado	\$ 6.35			
Pickle Enrollado	\$ 6.78			
Manzana Enrollada	\$ 6.78			
Chips Mar y Tierra	\$ 10.29			
Frito Pay	\$ 5.43			
Hot Cheetos y Pickles	\$ 3.10			
Elote en Vaso	<u>8oz</u>	<u>12oz</u>	<u>16oz</u>	<u>20oz</u>
	\$ 3.25	\$ 4.45	\$ 5.59	\$ 6.78
	<u>12oz</u>	<u>16oz</u>		
Cacahuete Mar y Tierra	\$ 6.50	\$ 8.68		

Extras & Toppings: Starting \$0.50



MENU

RASPAS

ZERO ALCHOL

12oz	16oz	20oz
\$ 1.89	\$ 2.55	\$ 3.09

Blue Coco, Strawberry, Cherry
Banana, Grape, Pineapple
Tamarindo, Mango, Raspberry
Blueberry, Bubble GUM,
Tiger Blood, Lemon-Lime

RASPAS ESPECIALES

Extras & Toppings: Starting \$0.50

12oz	16oz	20oz
\$ 2.47	\$ 3.09	\$ 4.06

Chamoyada, Pink Leche
Pika Deli

PLATOS PREPARADO

Dulces Preparados \$ 5.15
Futa Preparada: \$ 5.15
*Fresa, Pepino, Mango,
Manzana, Piña, Naranja





MENU

COCKTAILS

SALTY OR SWEET

	32oz	59oz
Perro Salado	\$ 7.60	\$ 13.00
Perro Pinto	\$ 7.60	\$ 13.00
Vampiro	\$ 7.60	\$ 13.00
Vampiña	\$ 7.60	\$ 13.00
Paloma	\$ 7.60	\$ 13.00
Carreta	\$ 7.60	\$ 13.00
Manzanita	\$ 7.60	\$ 13.00
Smirnoff Preparado	\$ 8.15	\$ 14.10
Clamato Preparado	\$ 7.85	\$ 14.10

*Prepared only with wines with 17 percent alcohol.

Extras & Toppings: Starting \$0.50



BEBIDAS

ZERO ALCOHOL

Mineral - Preparada	\$ 6.78	\$ 11.78	
Mineral - Sal y Limón •Tajín	\$ 5.43	\$ 10.60	
RUSA	\$ 7.05	\$ 13.00	
Limonada	\$ 6.50	\$ 11.80	
Limonada de Fresa	\$ 6.89	\$ 12.20	
Limonada de Pepino	\$ 6.89	\$ 12.20	
	<u>16oz</u>	<u>32oz</u>	<u>59oz</u>
Mangonada	\$ 5.58	\$ 11.12	\$ 18.98
Fresada	\$ 5.58	\$ 11.12	\$ 18.98
Piña Colada S/A	\$ 5.32	\$ 10.58	\$ 18.72
Blue Hawaiian S/A	\$ 5.32	\$ 10.58	\$ 18.72

Extras & Toppings: Starting \$0.50

32oz 59oz

16oz 32oz 59oz



CAMARONES

HOUSE SPECIALTY

Tostadas "La Palma"	\$ 4.34	
	5.5oz	10oz
Camarón Botanero	\$ 4.34	\$ 8.68
Carne Botanera	\$ 3.25	\$ 5.58
	10oz	12oz
Carne & Camarón Botanero	\$ 5.86	\$ 11.40
	12oz	16oz
Cocktel de Camarón	\$ 10.68	\$ 13.18

Extras & Toppings: Starting \$0.50



TAPITAS BOTANERAS

8oz

Menu Times \$ 5.45

MENU



MICHELADA

Best Beer Brands

	32oz	59oz
Michelada Clásica	\$ 7.60	\$ 13.00
Michelada Botanera	\$ 10.30	
Michelada Mar & Tierra	\$ 11.90	
Michelada Cocktelera	\$ 13.00	
Mangochelada	\$ 8.70	
Piñachelada	\$ 8.70	

Extras & Toppings: Starting \$0.50



16oz	32oz	59oz
\$5.25	\$9.15	\$17.00

Preparación aproximada

2 a 4 5 a 8 10 a 14

*24oz por preparación aproximada



COCKTAILS

FROZEN SMOOTHIE

	16oz	32oz	59oz
Piña Colada	\$ 5.60	\$ 11.12	\$ 18.98
Blue Hawaiian	\$ 5.60	\$ 11.12	\$ 18.98
Strawberry Daiquiri	\$ 6.35	\$ 12.20	\$ 19.98
Mango Daiquiri	\$ 6.35	\$ 12.20	\$ 19.98

Extras & Toppings: Starting \$0.50



*Prepared only with wines with 17 percent alcohol.

COCKTAILS

SALTY OR SWEET

	32oz	59oz
Piña Colada	\$ 7.60	\$ 13.00

Extras & Toppings: Starting \$0.50



STAFF RECOMMENDATION

Staff recommends approval of the request subject to compliance with the following conditions:

- 2 year re-evaluation to continue to assess this business.
- Must comply with all City Codes (Building, Fire, Health, and Sign, etc.)
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MAILOUT LIST

PROP_ID	Property Owner	addrDeliveryLine	addrCity	addrState	addrZip
317367	BORREGO JAVIER	3516 N CONWAY AVE	MISSION	TX	78573-1302
317360	3504 CONWAY SERIES A SERIES OF VMK INVESTMENT GROUP LLC	4600 TORONTO AVE	MCALLEN	TX	78503-8121
317362	VMK INVESTMENTS GROUP LLC	4600 TORONTO AVE	MCALLEN	TX	78503-8121
317368	GARZA ERICK I & DELLANIRA L GARZA	3518 N CONWAY AVE	MISSION	TX	78573-1302
123511	VALDEZ DANIELLE A	1901 S VOSS RD NO. 6	HOUSTON	TX	77057-2612
123512	SALINAS MA ESTER	715 MILLER ST	MISSION	TX	78572-5343
123513	PENA BERNARDO JR	306 DOHERTY AVE	MISSION	TX	78572-5438
123515	JACOBSON STANLEY & MARINA	1505 DOHERTY AVE	MISSION	TX	78572-4018
317266	SAENZ CONRADO & MARIA DEL CARMEN	PO BOX 1914	MISSION	TX	78573-0032
123506	VALDEZ PROPERTIES LLC	2308 SILVERADO SOUTH	MISSION	TX	78573-8453
574838	MCCLAIN DANIEL M JOSEPH	1508 N INSPIRATION RD	MISSION	TX	78572
1014121	DOUBLE GS MOTORS LLC	3315 N CONWAY	MISSION	TX	78573-1312
1559739	HAIDAR PROPERTIES LLC	1601 SOUTH CAGE BLVD SUITE B	PHARR	TX	78577-5574
1559738	HAIDAR PROPERTIES LLC	1601 SOUTH CAGE BLVD SUITE B	PHARR	TX	78577-5574

ORDINANCE NO. ____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS GRANTING A CONDITIONAL USE PERMIT RENEWAL FOR A DRIVE-THRU SERVICE WINDOW AND THE SALE & ON-SITE CONSUMPTION OF ALCOHOLIC BEVERAGES AT LA PALMA AZUL SNACK SHOP IN A (C-3) GENERAL BUSINESS DISTRICT, 3501 N. CONWAY AVENUE, STE. 1, LOT 2, IHOP ON CONWAY SUBSIVISION

WHEREAS, the City Council of the City of Mission finds that during consideration of the conditional use permit request of April 16, 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. Monday, April 28, 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:

Legal Description	Type	Conditions of Approval
3501 N. Conway Avenue Ste. 1 Lot 2, IHOP on Conway Subdivision	Drive-Thru Service Window – La Palma Azul	<ol style="list-style-type: none">1. 2 year re-evaluation to assess this business2. Must comply with all City Codes (Building, Fire, Health, and Sign, etc.)3. Restrooms must be accessible to employees and patrons at all times4. CUP not transferable to others5. Hours of operation are Monday – Saturday from 11:00 am to 10:00pm, and Sunday from 12:00pm to 8:30pm

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

Norie Gonzalez Garza, Mayor

ATTEST:

Anna Carrillo, City Secretary