



MEETING DATE: November 19, 2025

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

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit for the Sale & On-site Consumption of Alcoholic Beverages – Lux Lounge 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:

- October 28, 2025 – Application for Conditional Use Permit submitted to the City for processing.
- November 6, 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.
- November 19, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- December 9, 2025 – 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 $\frac{1}{4}$ 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 Lounge/Bistro.
- The applicant would like to offer alcoholic beverages with the meals. The suite includes a small stage for DJ or Karaoke, 2 VIP areas, a photo area, a bar, a kitchen, and a storage area.
- Days & Hours of Operation: Tuesday – Saturday from 8:00 am to 2:00 am, and Sunday from 8:00 am to 3:00 pm
- Staff: 10 employees
- Parking: In reviewing the floor plan, there is a total of 115 seating spaces proposed (21 tables, 2 VIP area, bar), which requires 38 parking spaces (115 seats/1 space for every 3 seats – 38.3 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: The restaurant includes a 'bar' component. 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 a security on-site.
- Staff notes that the last conditional use permit considered for the sale and on-site consumption of alcoholic beverages for this location was for Extreme Pizza. It was approved on November

13, 2023, for life of use. Since the use was not transferable, a new permit needs to be considered.

- 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.
- 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. Permit for one (1) year to continue to assess this new business.
2. Continued compliance with all City Codes (Building, Fire, Health, etc.).
3. Waiver of the 300' separation requirement from the residential homes.
4. 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. Hours of operation to be as follows: Tuesday – Saturday from 8:00 am to 2:00 am, and Sunday from 8:00 am to 3:00 pm
8. Must comply with the Noise Ordinance.
9. Maximum occupancy to be ____ at all times.
10. Must have one licensed security officer during the peak hours.

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

LEGAL NOTICE MAP

OAKS 214

E. BUS. HWY 83 (LOOP 374)

11	10	9	8	7	6	5		1 B
8th. St.								
92	93	94	95	96	4	3	2	1 A
84	83	82	81	80	FLAMINGO AVE.	1		
ELLE								

D.			51
78	79		50
67	66		49
			48
			47
			46
64	65		45
53	52		44
			43
			42
38	39	40	41

D SUBDIVISION
LOT 1

STORAGE ATION No.2

200' RADIUS MAILOUT

SHARY RD. (F.M. 494)

SHARY
CENTER

1
SLIPERIOR
OIL EXPRESS

ALBA
PLAZA

1 ESDRAS
VEGA

PREMIUM
PLAZA

1
2
**AMENDED
MISSION
CROSSING**

NAVY ARMY COMMUNITY CREDIT UNION

TREATS & EAT
No. 2

CITY OF MISSION

HIDALGO COUNTY, TEXAS



HIDALGO
1201 E. 8th Street
MISSION, TX 78572

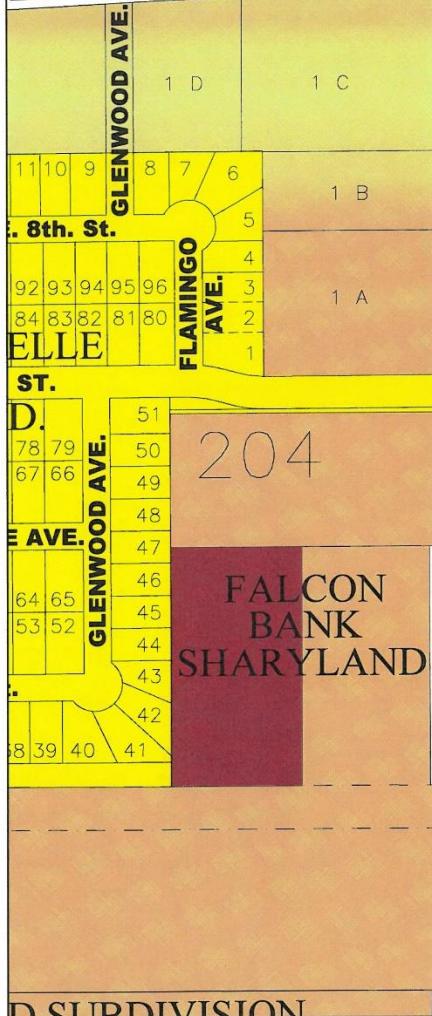
PH: (956) 580-8672
FAX (956) 580-8680

10

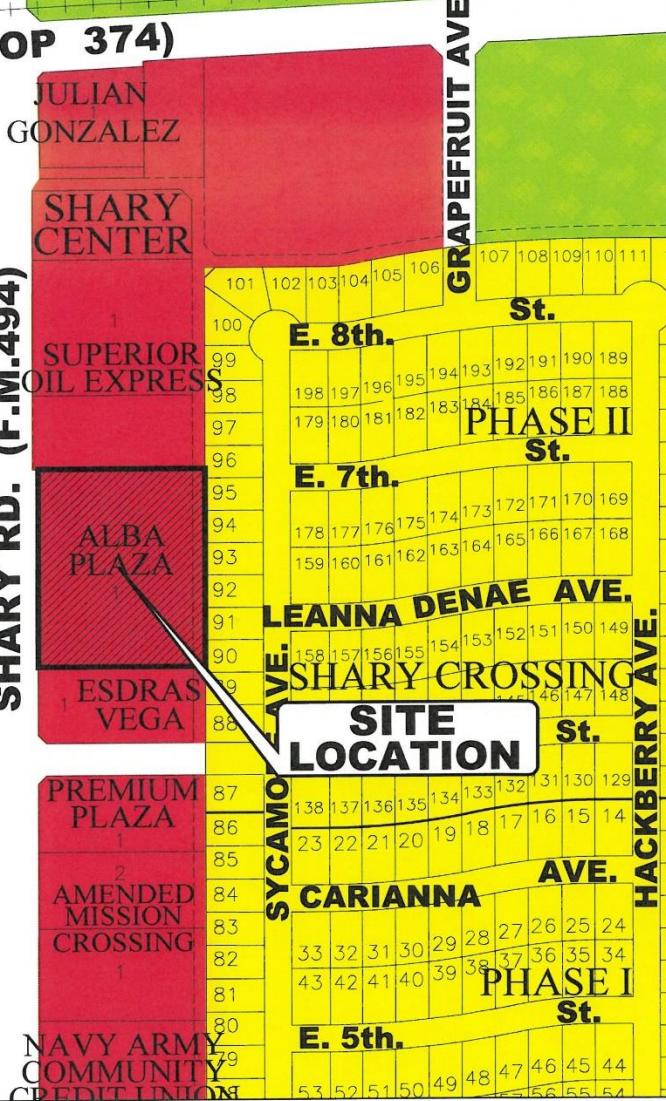
ZONING MAP



E. BUS. HWY 83 (LOOP 374)



SHARY RD. (F.M. 494)



ZONING LEGEND

A0-I	AGRICULTURAL OPEN INTERIM
AO-P	AGRICULTURAL OPEN PERMANENT
R-1A	LARGE LOT SINGLE FAMILY
R-1T	TOWNHOUSE RESIDENTIAL
R-1	SINGLE FAMILY RESIDENTIAL
R-2	DUPLEX-FOURPLEX RESIDENTIAL

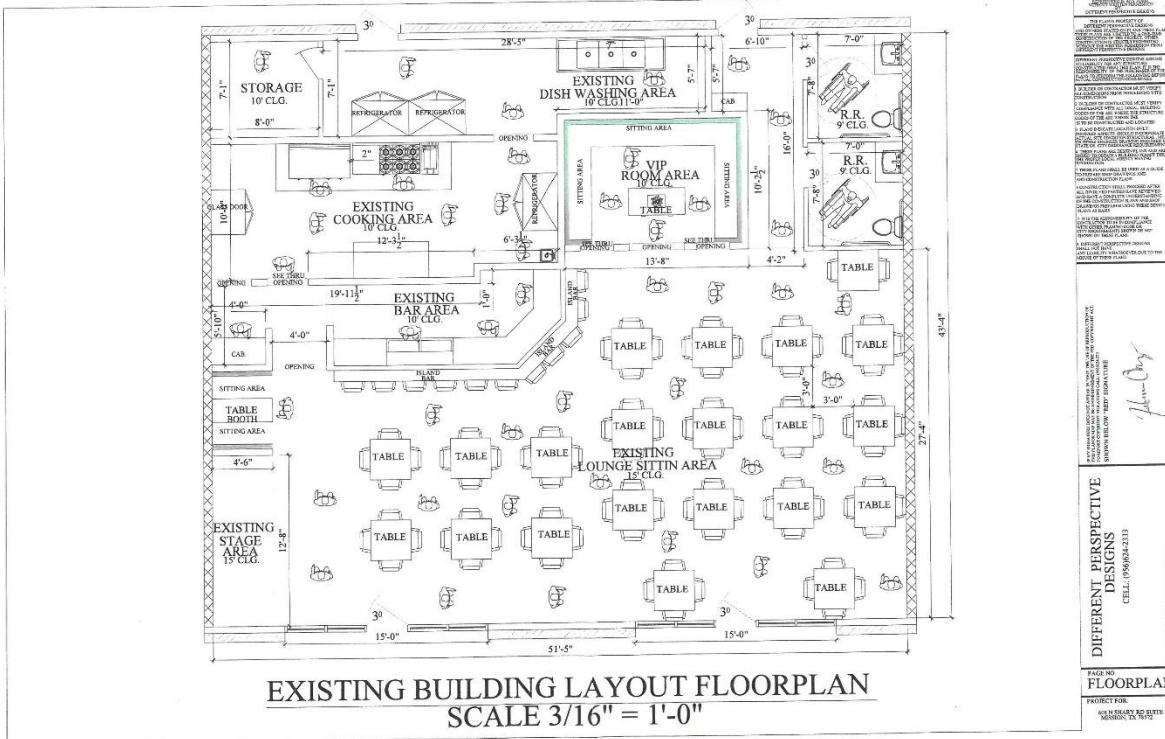
R-3	MULTI-FAMILY RESIDENTIAL
R-4	MOBILE & MODULAR HOME
R-5	HIGH DENSITY MFCT'D HOUSING
C-1	OFFICE BUILDING
C-2	NEIGHBORHOOD COMMERCIAL
C-3	GENERAL BUSINESS

C-4	HEAVY COMMERCIAL
C-5	ADAPTIVE COMMERCIAL
I-1	LIGHT INDUSTRIAL
I-2	HEAVY INDUSTRIAL
PUD	PLANNED UNIT DEVELOPMENT
P	PUBLIC

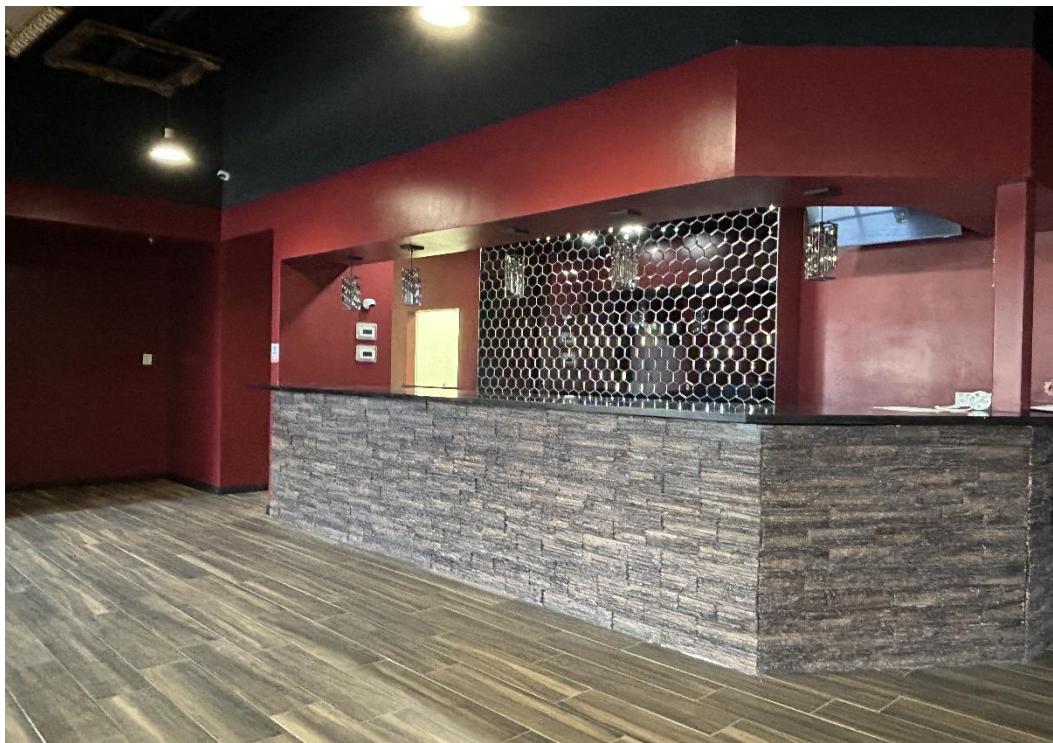
ARIEL MAP



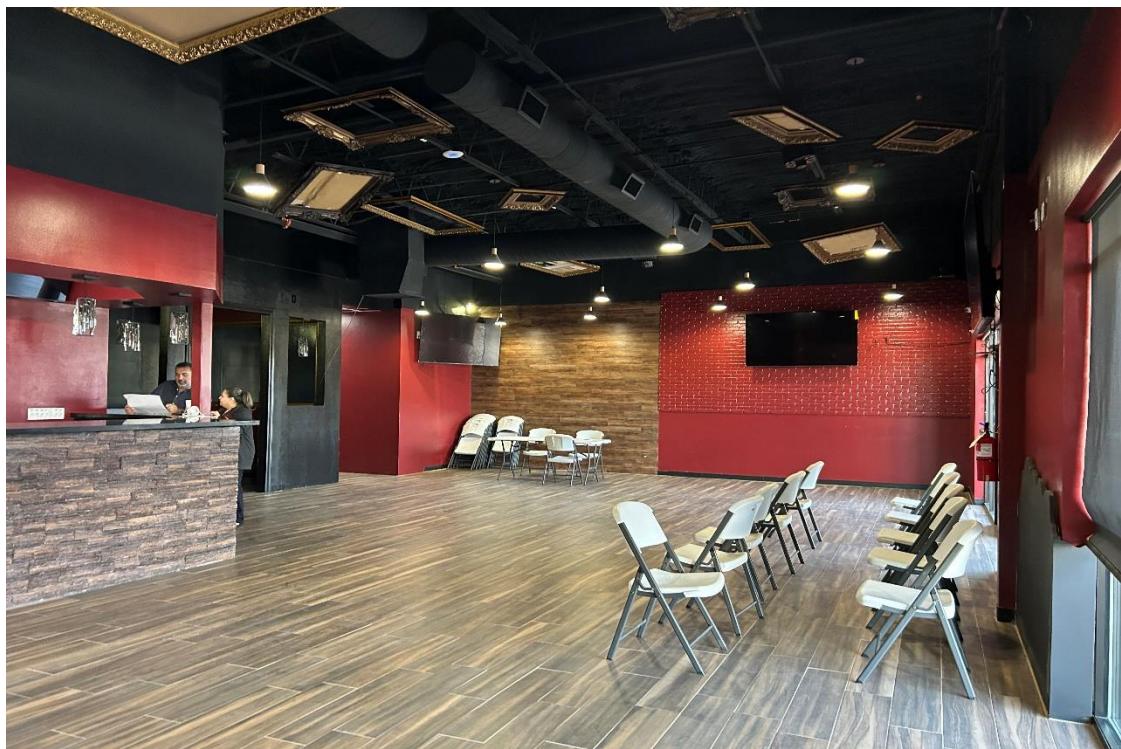
FLOOR PLAN



PHOTOS



PHOTOS



MENU

Lux Lounge

Shareables

Firecracker Shrimp

Crispy Shrimp, Firecracker sauce, & scallions

Ceviche

Golden Mozzarella rods

Onion rings

Mini corn dogs

Fried Pickles

Sweet Potato Fries

Street Corn

Burger Sliders

Bacon cheese fries

The Ferris Wheel

Choose up to five shareables:
Mozzarella sticks, Fried Pickles,
Fries, sweet potato Fries, Onion
Rings, and Mini corn dogs.

Main Menu

Your Highness Steak

A bed of mash potatoes topped with a
creamy garlic butter sauce

Add Shrimp



Chicken Club Sandwich

A grilled chicken breast with fresh
lettuce, tomato, Avocado and bacon



Creamy Garlic Chicken Breast

Add Shrimp



LUX Tacos

Your choice of Steak, Chicken or
Shrimp tacos with a side of pico de
gallo and picante



Short Rib

The Golden Lux

Your choice of protein, with your choice
of spaghetti and mash potatoes

The Royal Pasta

A bed of pasta with your choice of
sauce: Alfredo, Green Spaghetti, or
Chipotle

Add chicken, Shrimp, or beef



TABC APPLICATION

10/9/25, 5:08 PM

Document



Document reference ID : 544425

Licensing Application Summary

You must review your application and confirm that the information displayed here is correct. Select **Review and Confirm** to continue and make the payment. If the information is not correct, select **Next** to return to the application, edit the data as needed and finalize the submission. If you need to store the application packet for your records, select **Download**.

Application ID: 544425

Applicant Name: Brilla's Bistro LLC

License Type applied for: Mixed Beverage Permit (MB)

Entity Information

Business Structure: Limited liability company

FEIN/SSN Number: 394127326

Member Managed or Manager Managed: Manager Managed

Historically Underutilized Business: No

Veteran-owned business: No

Fraternal Owned: No

Secretary of State Filing Number: 806191000

Date Filed: 8/27/2025

Filing State: TX

Primary Business Entity Contact Information

Legal First Name: Roberto

Legal Middle Name: Acuna JR

Email Address: robert_acuna@txwideinsurance.com

Phone Number: 956-638-7350

TABC APPLICATION

10/9/25, 5:08 PM

Document

Initial Application Information

Authority Type: I am a principal or authorized user with binding authority

Prefix: Mrs

Legal First Name: Dianey

Legal Last Name: Bazaldua

Email Address: southtexasliquorlicense@gmail.com

Phone Number: 956-227-0996

Principal Parties

Principal Parent Entity	Principal Party	Role	Ownership %	Action
Brilla's Bistro LLC	Roberto Acuna	Manager and/or Officer	50	Added
Brilla's Bistro LLC	Martha Isabel Rivas	Manager and/or Officer	50	Added

TABC APPLICATION

10/9/25, 5:08 PM

Document

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Authority Type: I am a principal or authorized user with binding authority

Prefix: Mrs

Legal First Name: Dianey

Legal Last Name: Bazaldua

Email Address: southtexasliquorlicense@gmail.com

Phone Number: 956-227-0996

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Brilla's Bistro LLC	Roberto Acuna	Manager and/or Officer	50	Added
Brilla's Bistro LLC	Martha Isabel Rivas	Manager and/or Officer	50	Added

MAILOUT LIST

PROP_ID	geoID	name	addrDeliv	addrCity	addrState	addrZip	
	684555	S2755-02-000-0139-00	CISNEROS KRYSTAL NALLEY	2421 E 6TH AVE	MISSION	TX	78572-1962
	684504	S2755-02-000-0088-00	MARTINEZ ENRIQUE C & VERONICA M	601 SYCAMORE AVE	MISSION	TX	78572-1978
	684505	S2755-02-000-0089-00	RODRIGUEZ ILEANA	603 SYCAMORE AVE	MISSION	TX	78572
	684506	S2755-02-000-0090-00	MARTINEZ ANNETTE	605 SYCAMORE AVE	MISSION	TX	78572-1978
	684575	S2755-02-000-0159-00	NUNEZ JOSE ANTONIO OVIEDO	2421 LEANNE DENAE AVE	MISSION	TX	78572-1964
	684595	S2755-02-000-0179-00	ZHENG DA MEI	2421 E 7TH AVE	MISSION	TX	78572-1946
	684508	S2755-02-000-0092-00	GONZALEZ ARMANDO F JR	1702 JONATHON DR	MISSION	TX	78572-8564
	684510	S2755-02-000-0094-00	WHILL LLC	808 S SHARY RD SUITE 5216	MISSION	TX	78572
	684614	S2755-02-000-0198-00	AVILA CARLOS & SANDRA PALACIOS DE AVILA	2420 E 8TH AVE	MISSION	TX	78572
	684574	S2755-02-000-0158-00	CASTELLANOS SILVIA LUCERO LAM	2420 LEANNA DENAE AVE	MISSION	TX	78572-1975
	684594	S2755-02-000-0178-00	PENA ALEJANDRO TREVINO	2420 E 7TH AVE	MISSION	TX	78572-1947
	684507	S2755-02-000-0091-00	GUERRERO NANCY GONZALEZ	607 SYCAMORE AVE	MISSION	TX	78572-1978
	684509	S2755-02-000-0093-00	ESTRADA OMAR A	611 SYCAMORE AVE	MISSION	TX	78572-1978
	684511	S2755-02-000-0095-00	PALACIOS CARLOS AVILA	615 SYCAMORE AVE	MISSION	TX	78572-1978
	684512	S2755-02-000-0096-00	FULANITO INC	7416 N 4TH ST	MCALLEN	TX	78504
	684513	S2755-02-000-0097-00	GUERRERO SELENE	703 SYCAMORE AVE	MISSION	TX	78572-1984
	684514	S2755-02-000-0098-00	ZORILLA JORGE J REVILLA GUTIERREZ	705 SYCAMORE AVE	MISSION	TX	78572-1984
	684515	S2755-02-000-0099-00	CASTILLO FRANCISCO JAVIER ALVARADO	707 SYCAMORE AVE	MISSION	TX	78572-1984
	818962	S7682-00-000-0001-00	J & M VALLEY INVESTMENT LLC	710 N SHARY RD	MISSION	TX	78572-9745
	20827570	F1520-00-000-0001-00	NEW MILLENNIUM L INVESTMENTS INC	711 W NOLANA 103 M	MCALLEN	TX	78504
	685429	S2950-00-000-0204-45	LERMA MIGUEL & LOURDES	2426 E 21ST	MISSION	TX	78572-3391
	960387	E6640-00-000-0001-00	YAMELS LLC	2000 WESTMINSTER CIR	BROWNSVILLE	TX	78521-3666
	1471062	A2360-00-000-0001-05	PRO HOME INVESTMENTS LLC	200 S 10TH ST STE 1601-A	MCALLEN	TX	78501-4859
	1308162	M4725-00-000-001A-00	AURIEL INVESTMENTS LLC	1200 AUBURN AVE STE 250	MCALLEN	TX	78504-1403
	1308059	M4725-00-000-0000-01	MIRABELLE OWNERS ASSOCIATION INC	813 N MAIN ST STE	MCALLEN	TX	78501-0004
	625924	S2950-00-000-0205-09	STATE OF TEXAS	PO BOX 1717	PHARR	TX	78577-1631
	1238655	A2360-00-000-0001-00	PRO HOME INVESTMENTS LLC	200 S 10TH ST STE 1601-A	MCALLEN	TX	78501-4859
	1561200	S2580-01-000-0001-00	BRADEN & TREYTON HOLDINGS LTD	605 W JAVELINA DR	PHARR	TX	78577-9470