



Public Hearing

CUP-25-59

Jorge's Mexican Restaurant

CUP-25-59 (Jorge's Mexican Restaurant) Hold a public hearing and consider a request by Jorge Ruiz Martinez, on behalf of Jorge's Mexican Restaurant, for renewal of a Conditional Use Permit to allow on premise consumption of Mixed Beverages, located at 2550 Hunter Road, Suite 1106. (C. Garrison)

Property Information

- Approximately 1.918 acres
- On Hunter Road approximately 700 feet south of Foxtail Run



Context & History

Currently a Restaurant with Mixed Beverage Sales

Surrounding Uses

- Middle School
- Apartments
- Retail

This request is accompanied by a Variance Application due to the close proximity of the business to Doris Miller Middle School.

CUP-24-51

Jorge's Mexican Restaurant
2550 Hunter Rd STE 1106

Aerial



Subject Property
Parcel



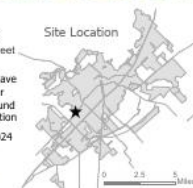
0 50 100 200 Feet

Site Location

This product is for informational purposes only and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Date: 10/2/2024

SAN MARCOS Planning and Development Services



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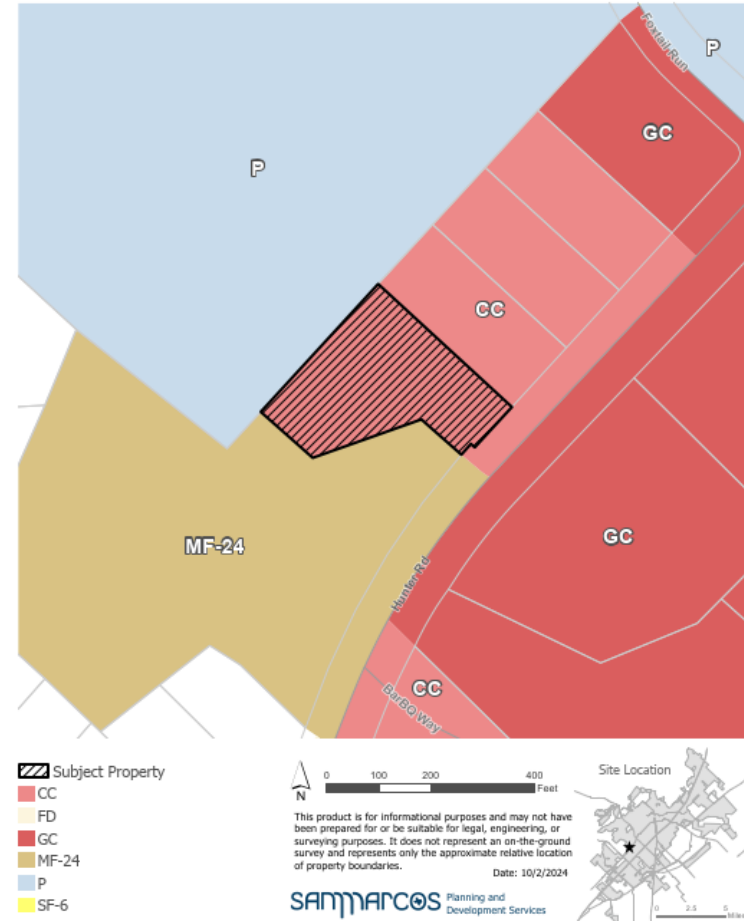
Context & History

- Existing Zoning:
Community Commercial (CC)
- Existing Use:
Restaurant
 - Tuesday-Thursday: 7am-9pm
 - Friday-Saturday: 7am-11pm
 - Sunday: 7am-2pm
- CUP Expiration Date:
(October 25, 2025)

CUP-24-51

Jorge's Mexican Restaurant
2550 Hunter Rd STE 1106

Zoning



Current/Proposed Menu

Jorge's

BREAKFAST PLATES
SERVED 8:00 PM / MOST OF THE PLATES SERVED WITH BEEFLOP BEANS, POTATOES & (2) HOME-MADE POTOCOS
(NO SUBSTITUTION)

1- NUEVOS RANCHEROS PLATE
(2) Eggs any style with Salsa Ranchera on top
Side of Bacon or Sausage Patty...\$9.99

2- NUEVOS A LA MEXICANA PLATE
(2) Scrambled Eggs mixed with Onions,
Tomatoes & Jalapeños...\$9.99

3- MUDAS PLATE
(2) Scrambled Eggs mixed with Tortilla Strips,
Onions, Tomatoes, Jalapeños & American
Cheese...\$9.95

4- CHORIZO & EGG PLATE
(2) Scrambled Eggs mixed with Chorizo
Mexicano...\$9.99

5- POTATO & EGG PLATE
(2) Scrambled Eggs mixed with Potatoes side of
(2) Bacon Strips & Sausage Patty...\$9.99

6- JORGE'S PLATE
(2) Eggs any style with a side of Carne
Guisada or Borrhoco & (2) Pancakes on the
side...\$12.99

7- PORK CHOP PLATE
(1) Pork Chop with (2) Eggs any style & Salsa
Ranchera on top...\$11.49

8- PANCAKES & EGG PLATE
(2) Eggs any style (2) Pancakes with Bacon or
Sausage Patty...\$10.95

9- STEAK RANCHERO & EGG PLATE
(1) Steak with Onions, Tomatoes & Jalapeño
Grilled on top with (2) Eggs any style with
Salsa Ranchera on top...\$15.99

10- CHICHARRON & EGG PLATE
(2) Scrambled eggs mixed with Chicharron &
Salsa Ranchera...\$11.49

11- SAUSAGE PRETTY & EGG PLATE
(2) Scrambled eggs mixed with Sausage
Patty...\$9.89

12- MACHACADO & EGG PLATE
(2) Scrambled Egg mixed with Machacado,
Onions, Tomatoes & Jalapeños...\$11.49

13- OMELETTE PLATE
(2) Eggs with Onions, Tomatoes, Jalapeños,
Grilled inside & American Cheese
side of (2) Bacon Strips...\$11.69
(Add Deshebrada, Carne Guisada or Spinach for
extra charge)

14- CHILD'S BREAKFAST PLATE
(1) Egg any style (1) Pancake (1) Bacon or
Sausage Patty...\$6.49

15- SAN MARCOS SPECIAL PLATE
(2) Eggs any style Chile con Queso & Green
Sauce on top...\$11.99

16- CHICKEN FRIED STEAK PLATE
Country Gravy on top with (2) Eggs any
style served with Bacon or Sausage Patty
& Toast...\$11.49

17- HAM & EGG PLATE
(2) Scrambled Eggs mixed with Ham...\$10.99

18- CHILAUQUES PLATE
Mixed with Grilled Onions & Red or Green
Sauce with Monterey Jack Cheese on top...\$9.99
(Add Eggs or Shredded Chicken for extra
charge)

19- POLISH SAUSAGE & EGG PLATE
Polish Sausage mixed with (2) eggs...\$10.95

20- HOPPLES & EGG PLATE
(2) Eggs mixed with Hopales & Ranchera
Sauce...\$8.99

21- CARNE AGADA & EGG PLATE
Mixed with Grilled Onions, Tomatoes,
Jalapeños & (2) Eggs any style on top...\$14.99

22- BARRACUDA & EGG PLATE
Borrhoco & (2) Eggs any style with side of Fresh
Cilantro & Onions...\$12.99

HALLOWEEN DRINKS!

JACK SKELLINGTON
BLACK VODKA, CLACK BERRY GIN, ELDERFLOWER CORDIAL,
TOPPED WITH CREAM

SALLY
AU BLUE RASPBERRY VODKA MALIBU, BLUE CURACAO, TOPPED
PF WITH PINEAPPLE JUICE & CREAM

OGGIE BOOGIE
BOURBON WHISKEY, LEMON JUICE, SIMPLE SYRUP, SPOONS OF
EGG WHITES & MINT

DR. FINKELSTEIN
LEMON GIN, PINEAPPLE JUICE, CREAM, CINNAMON & MINT

SHOCK
AU BUBBLEGUM VODKA, BLUE CURACAO, KIME JUICE, TOPPED
OF WITH SODA WATER

BARREL
SMIRNOFF GREEN, APPLE VODKA, KIWI JUICE, LIME JUICE,
TOPPED OF WITH MINT

LOCK
FIREBALL WHISKEY, TAAKA VODKA, TOPPED OF WITH GINGER
BEER



SHOTS!

LIQUID MERI
MALIBU, CAPITAN MORGAN, MIDORI & BLUE CURACAO

GREEN TEA
JAMESON, PEACH SCHNAPPS, LIME JUICE & SIMPLE SYRUP

MEXICAN CANDY
TAMARINDO SMIRNOFF, MALIBU, LIME JUICE, SIMPLE
SYRUP, WATERMELON, PUCKER, DOT OF TABASCO

JOLLY RANCHER
AMARETO, MIDORI, GRENADINE & SPRITE

LEMON DROP
DEEP EDDY, LEMON VODKA, & SIMPLE SYRUP

BLUE KAMIKAZE
TAAKA VODKA, BLUE CURACAO, & LIME JUICE

KAMIKAZE
TAKA VODKA, TRIPLE SEC & LIME JUICE

WOO WOO
PEACH SCHNAPPS, TAAKA VODKA & CRANBERRY JUICE

MELON BALL
MIDORI, PINEAPPLE JUICE & TAAKA VODKA

BLACK TOOTH
JACK SPLASH OF COKE

PINEAPPLE UPSIDE
PINEAPPLE JUICE, GRANADINE,
BUTTERSCOTCH SCHNAPPS & VANILLA VODKA

Floor Plan





Recommendation

Staff recommends approval of CUP-25-59 with the following conditions:

1. This permit approval is subject to the Commission's approval of the Distance Variance VR-25-12
2. The permit shall be valid for one (1) year, commencing October 25, 2025, provided standards are met;
3. The following statement shall be included on all restaurant menus: *"Due to the close proximity of a school campus, please be alert for students and drive carefully. This restaurant will accommodate, as necessary, any individual that needs transportation after consuming alcoholic beverages";*
4. The restaurant shall operate such that gross revenue from alcohol sales will be less than 25% of the total gross revenue for the business, with the restaurant submitting annual reports indicating this condition has been met;
5. The permit shall be posted in the same area and manner as the Certificate of Occupancy.

Note: Conditions are consistent with previous approvals

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