



MEETING DATE: July 16, 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 on-site consumption of alcoholic beverages at an Event Center – Florence Events, in a General Business (C-3) District, being Lot 5, Northtown Unit No. 1 Subdivision, located at 2722 N. Conway Avenue. Applicant: Erica Veronica Perez – Cervantes

NATURE OF REQUEST:

Project Timeline:

- May 26, 2025 – The City Council approved a Conditional Use Permit for an event center only.
- June 26, 2025 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- July 2, 2025 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- July 16, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- July 28, 2025 – Public hearing and consideration of the requested Conditional Use Permit by the City Council.

Summary:

- The site is located approximately 75 feet South of E. 28th Street along the East side of N. Conway Avenue, S.H. 107.
- Pursuant to Section 1.43 (3)(F) of the City of Mission Code of Ordinances, the on-site consumption of alcoholic beverages at an Event Center requires the approval of a conditional use permit by the City Council.
- The applicant is leasing a 2,250.00 square foot suite for an Event Center that will be named “Florence Events”.
- Proposed activities: The venue features several types of events and private gatherings.
- The applicant is proposing for alcoholic beverages to be consumed at the establishment, but no alcoholic beverages are proposed to be sold at the venue. The applicant’s background check for the proposed BYOB (bring your own beer) establishment shows no reportable records.
- The proposed hours of operation are as follows: Monday thru Sunday from 9:00 am to 12:00 am.
- Staff will be 1 employee
- Parking: Due to the total of 80 proposed chairs, a total of 27 parking spaces are needed. There are a total of 41 parking spaces held in common for the plaza.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (23) 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 as are needed to ensure that a use requested by a conditional use permit is compatible and complementary to adjacent properties.

STAFF RECOMMENDATION:

- Approval for 1 year to evaluate the operations
- Must comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are Monday thru Sunday from 9:00 am to 12:00 am
- Must comply with the noise ordinance
- Must obtain a business license prior to occupancy
- Maximum occupancy is 110 people
- Must have security cameras inside and outside with a minimum 30-day retention.
- CUP is not transferable to others

RECORD OF VOTE:**APPROVED:**

DISAPPROVED:

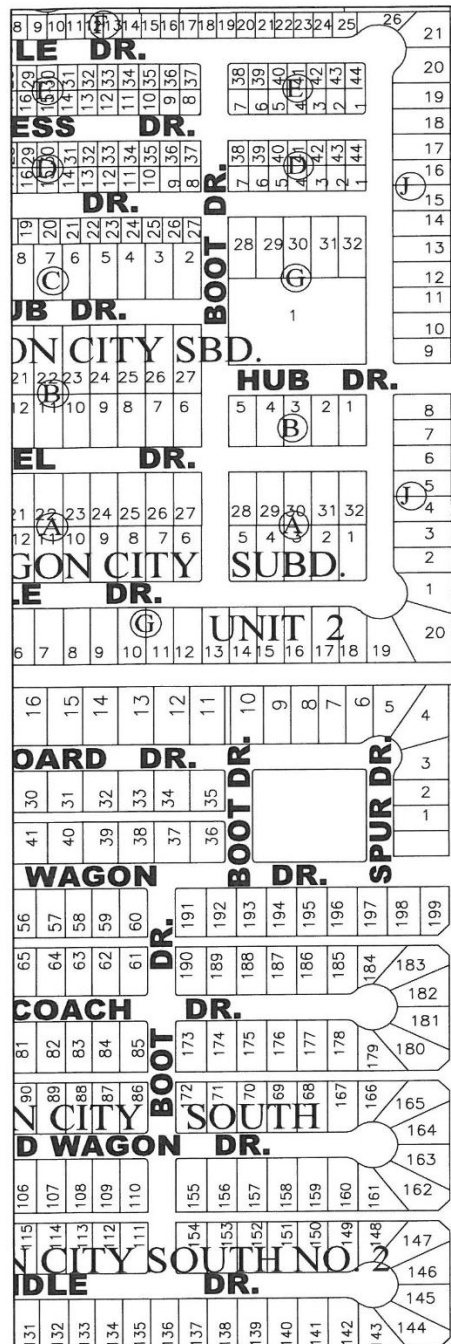
TABLED:

AYES

NAYS

DISSENTING _____

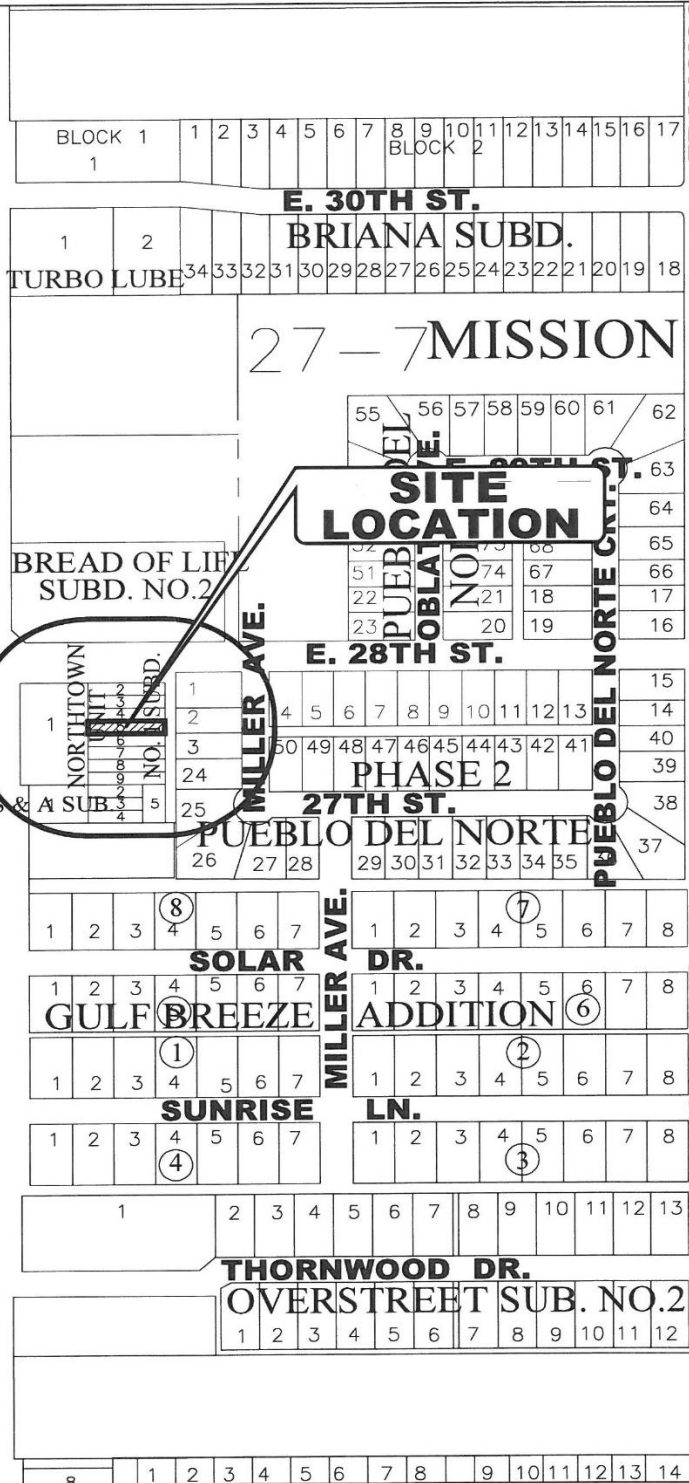
LEGAL NOTICE



N CANAL R.O.W.
NEWPORT SQUARE

200' RADIUS MAILOUT

CONWAY (S. H. 107)



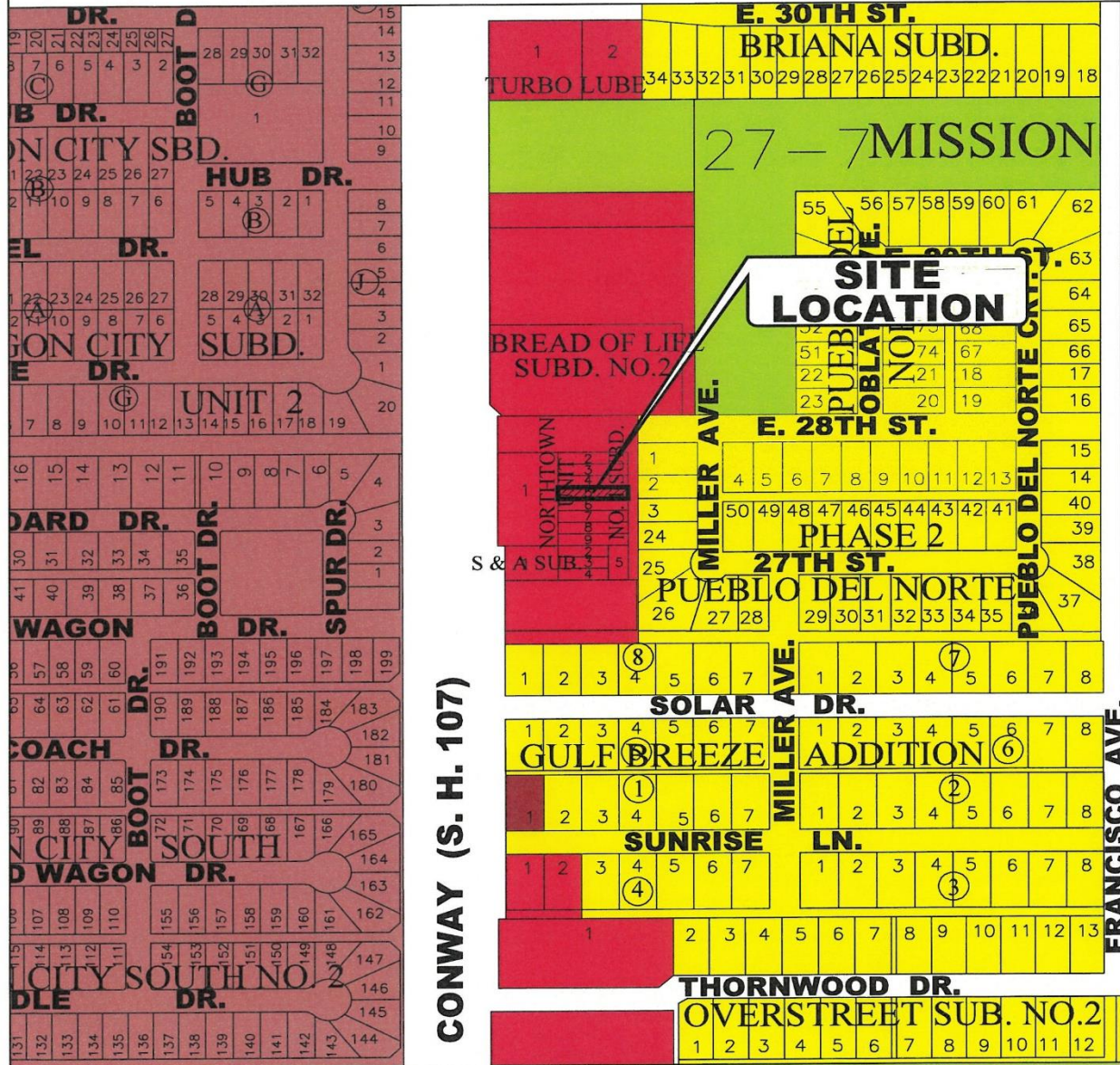
CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572

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

No.

ZONING MAP



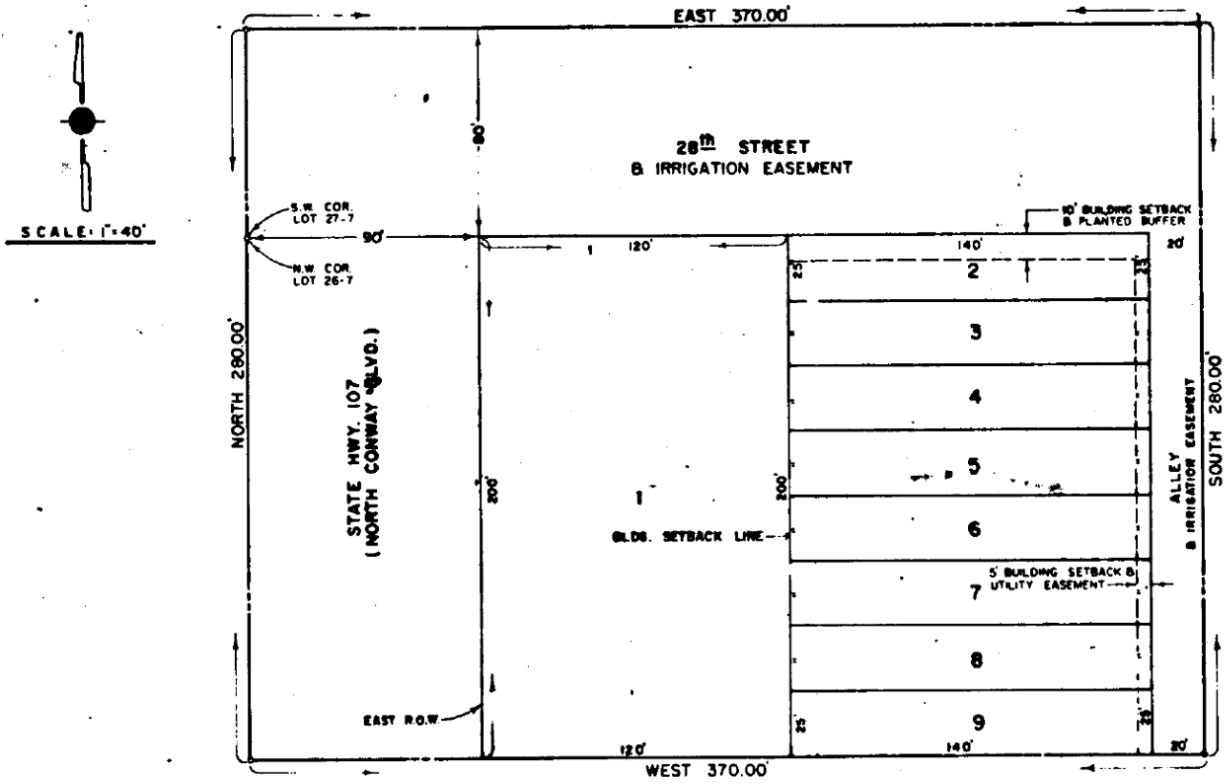
ZONING LEGEND

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

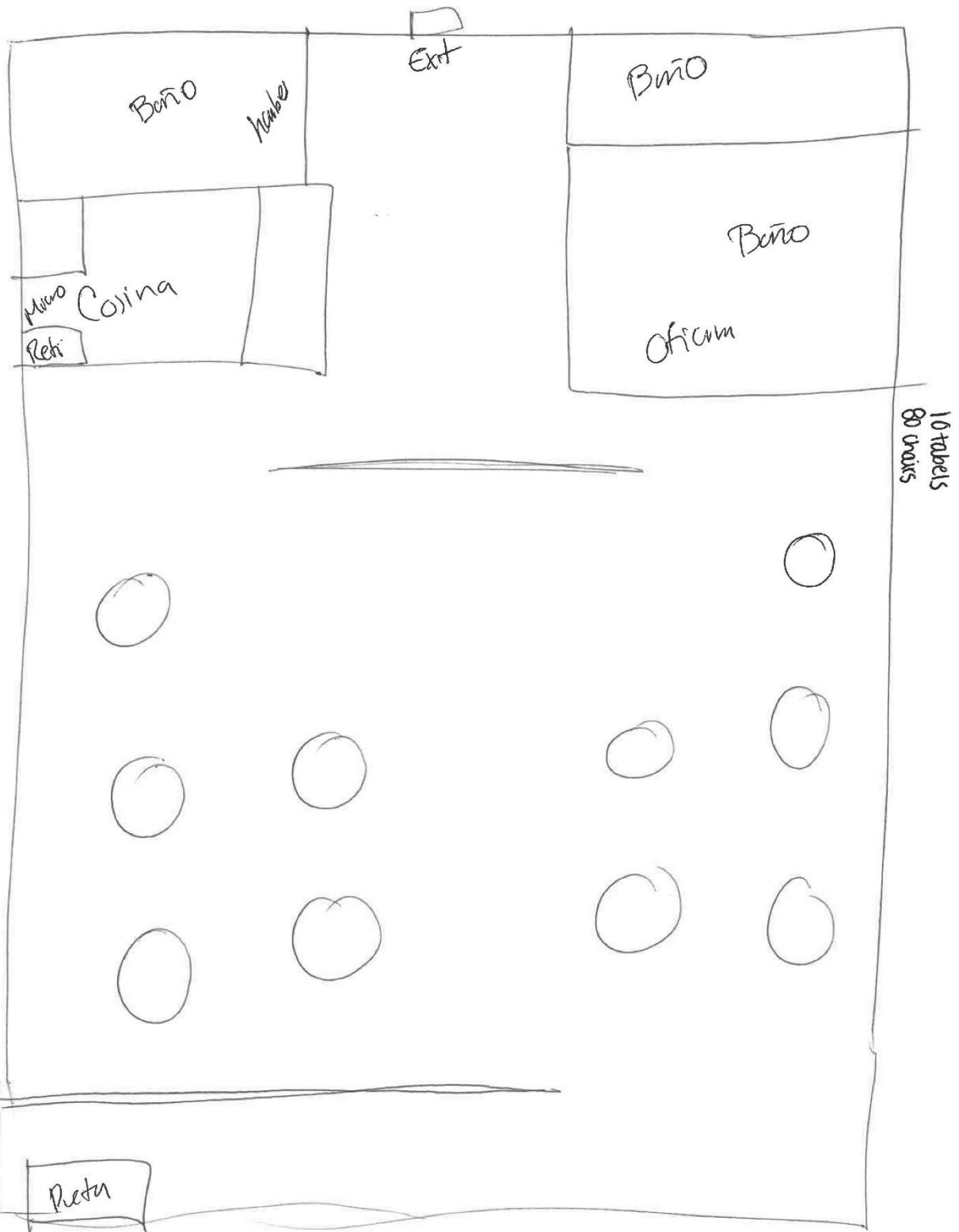
AERIAL MAP



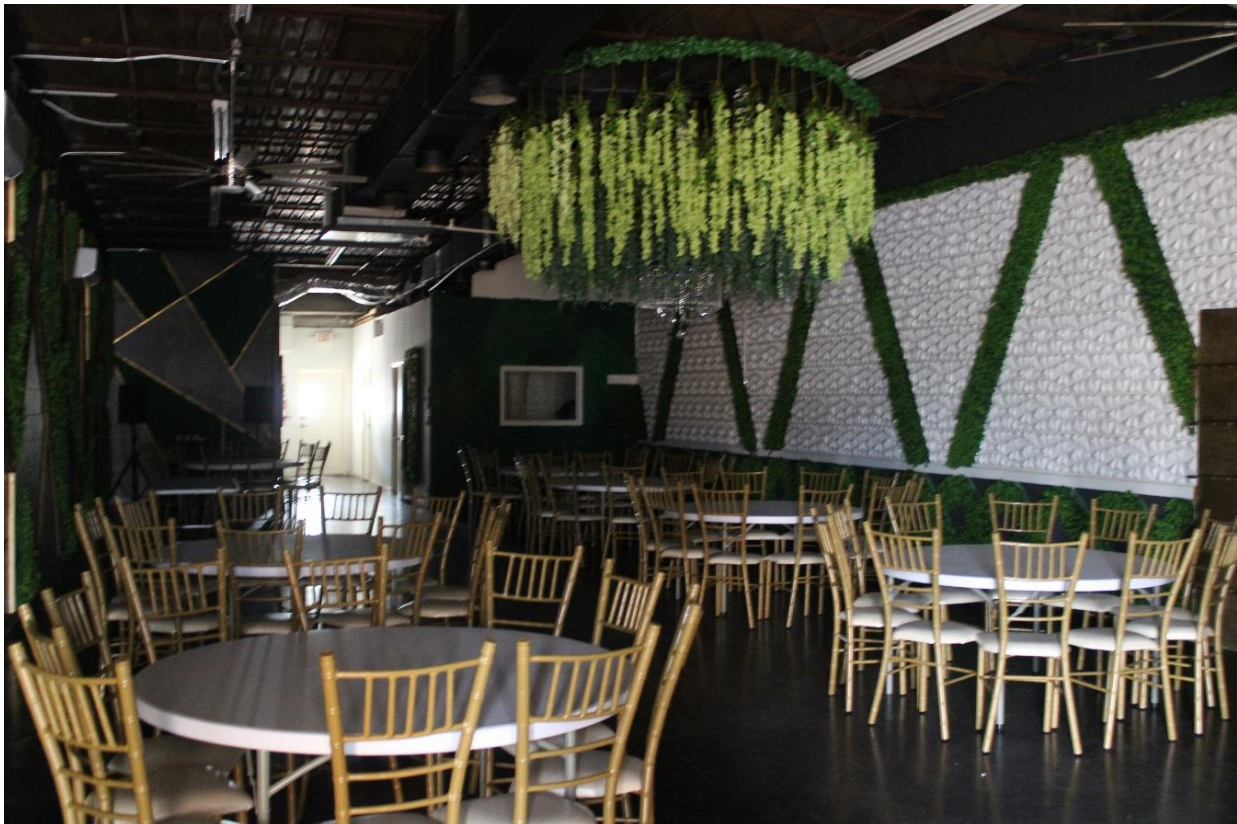
PLAT OF LOT 5, NORTHTOWN UNIT NO.1 SUBDIVISION



FLOOR PLAN



PHOTOS



PHOTOS



MAILOUT LIST

PROP_ID	file_as_na	addrDeliveryLine	addrCity	addrState	addrZip
127319	BREAD OF LIFE CHURCH	2820 N CONWAY AVE	MISSION	TX	78574-2114
249476	TORRES HESQUIO & PALMIRA	2305 BRIARWOOD DR	MISSION	TX	78574-2307
249475	COBOS MIGUEL & JUANA A	2116 GOLD CREST	MCALLEN	TX	78504-3909
513242	MONTALVO ANNA M	2723 MILLER AVE	MISSION	TX	78574-2145
519691	CEJUDO MANUEL E & MYRIAM CEJUDO	2717 MILLER AVE	MISSION	TX	78574-2145
519692	HERNANDEZ LUIS E	110 W 22ND ST	MISSION	TX	78572-2814
249471	GRUPO REYNA LLC	301 SOLAR DR	MISSION	TX	78574-2356
249472	OCHOA VANESSA	1616 E GRIFFIN PKWY NO 221	MISSION	TX	78572-3180
249473	TREVINO PEDRO	224 SHERRY LN	BURLESON	TX	76028-1348
249468	NORTHTOWN LOT OWNERS ASSOC	2716 N CONWAY AVE	MISSION	TX	78574-2143
249474	MORALES MARY O	1506 MORALES DR	MISSION	TX	78573-8472
513243	GONZALEZ MARIA A	2721 MILLER AVE	MISSION	TX	78574-2145
513241	BLACK JOSHUA & GLORIA	210 E 28TH ST	MISSION	TX	78574
527134	BREAD OF LIFE CHURCH	2820 N CONWAY AVE	MISSION	TX	78574-2114
521778	CANTU SEVERO & ANITA	2710 N CONWAY AVE	MISSION	TX	78574-2143
519746	SANCHEZ GERARDO & ERIN GAYLE	301 E 27TH ST	MISSION	TX	78574-2122
513245	URESTI-CORTEZ INVESTMENTS LLC	1604 THORNWOOD DR	MISSION	TX	78574-4038
519688	LOPEZ MARIA DE JESUS & GILDARDO	3714 BROADWAY ST	GALVESTON	TX	77550-4039
548160	CANTU SEVERO & ANITA	2710 N CONWAY AVE	MISSION	TX	78574-2143
548156	CANTU SEVERO & ANITA	2710 N CONWAY AVE	MISSION	TX	78574-2143
548159	CANTU SEVERO & ANITA	2710 N CONWAY AVE	MISSION	TX	78574-2143
249469	GRUPO REYNA LLC	301 SOLAR DR	MISSION	TX	78574-2356
317059	HIDALGO CO R/O/W DEPT	902 N DOOLITTLE RD	EDINBURG	TX	78542-7470