



MEETING DATE: August 5, 2026

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 and BYOB for an Event Center – Monster Warehouse, being all of Lots 7, 8, & 9, Block 184, Original Townsite of Mission Subdivision, in a (C-4) Heavy General Commercial District, located at 401 W. 11th. Street. Applicant: Rafael Mendez dba Monster Warehouse, LLC – Cervantes

NATURE OF REQUEST:

Project Timeline:

- July 10, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- July 25, 2026 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- August 5, 2026 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z)
- August 25, 2026 – Public hearing and consideration of the requested Conditional Use Permit by the City Council.

Summary:

- The site is located along the North side of W. 11th Street approximately 170 feet East of Kika De La Garza Street.
- Pursuant to Section 1.43 (3)(F) of the City of Mission Code of Ordinances, an Events Center requires the approval of a conditional use permit by the City Council.
- The applicant proposes to apply for a conditional use permit for the Event Center and to be allowed the selling and consumption of alcoholic beverages and to be allowed BYOB events.
- The hours of operation are as follows: Every day from 12:00 p.m. to 1:00 am.
- Staff: 5 employees
- Parking: The applicant is providing 25 parking spaces within the event center property and is proposing 22 additional parking spaces in a property across the street.
- Even though the total parking of 47 would allow a maximum occupancy of 141 people, the applicant is proposing a maximum occupancy of 120 based on the requirements of the licensed security officer ordinance.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (20) 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 one (1) year to continue to assess this operation;
- Hours of operation are every day from 12:00 p.m. to 1:00 a.m.;
- Maximum occupancy is 120 people;
- Must comply with the noise ordinance;
- CUP is not transferable to others;
- Must have security cameras inside and outside with a minimum 30-day retention;
- Must comply with all City Codes (Building, Fire, Health, Sign, etc.);
- Must comply with TABC requirements;
- Must obtain a business license;
- Must have a minimum of two (2) Level II licensed security officers from 8:00 p.m. to 1:00 a.m. for all events, or as required in Section 1.56, Subsection 3 of the Code of Ordinances;
- BYOB establishments must not exceed three (3) calls for emergency categorized as major disturbance within any 90-day period;
- Must place “No alcohol beyond this point” signs at every exit and in the parking lot; and
- The applicant, or a representative of the applicant, must be present for all events.

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

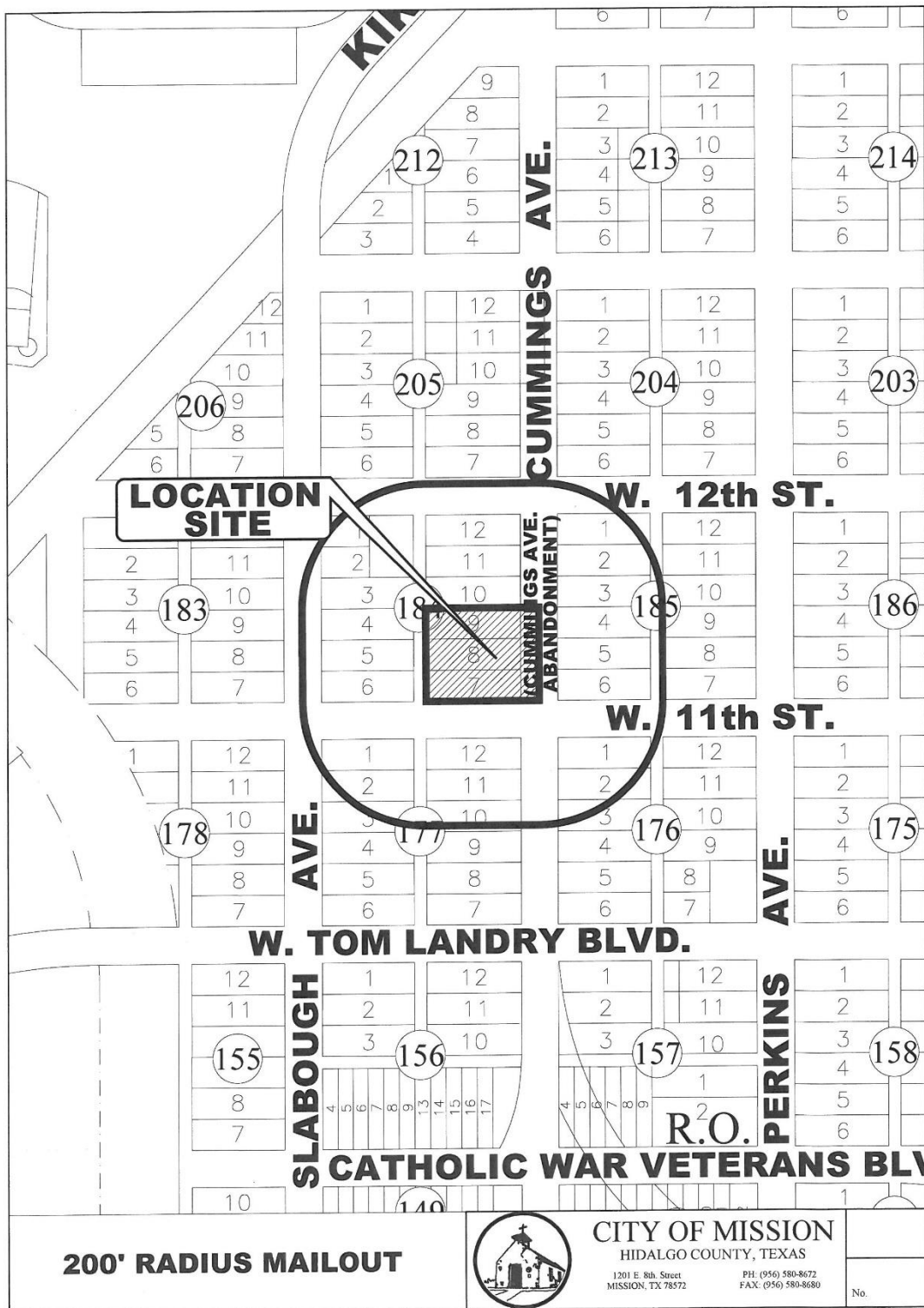
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

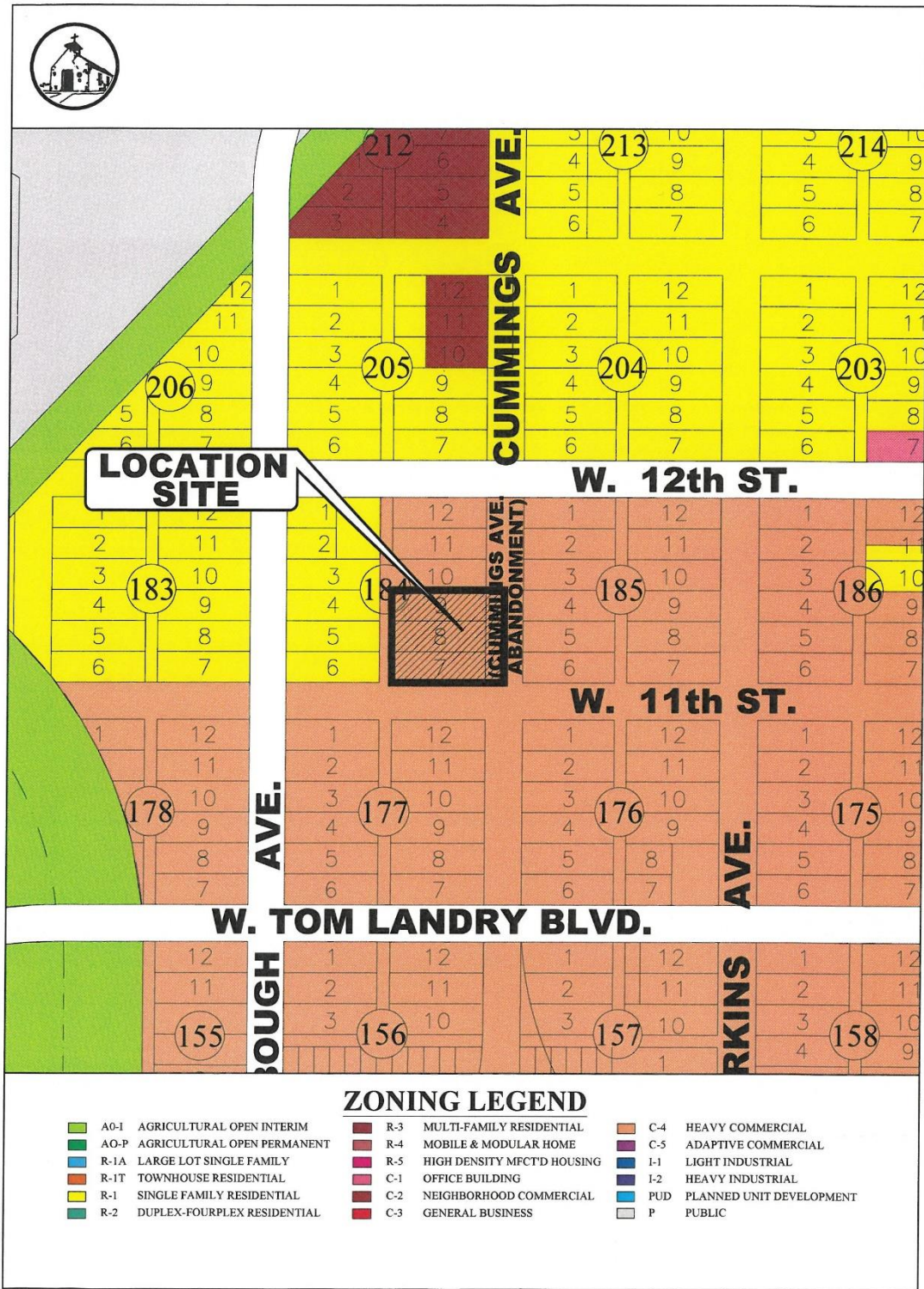
LEGAL NOTICE MAP



AERIAL MAP



ZONING MAP



PICTURES



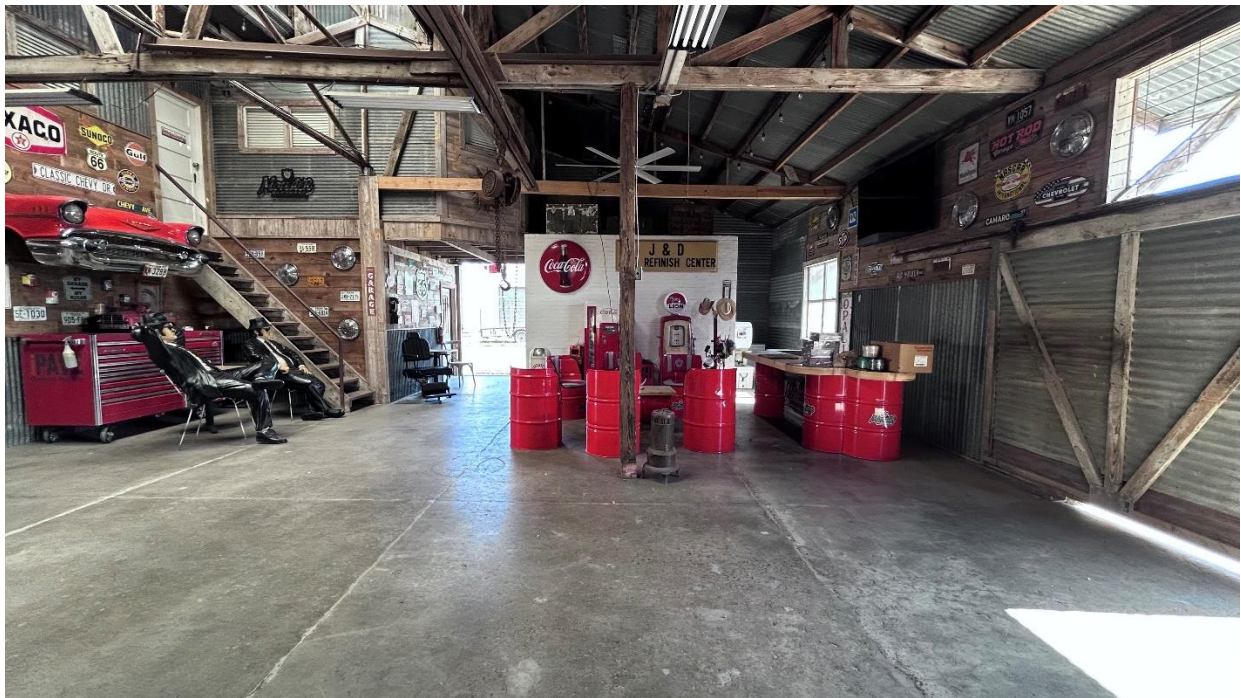
PICTURES



PICTURES



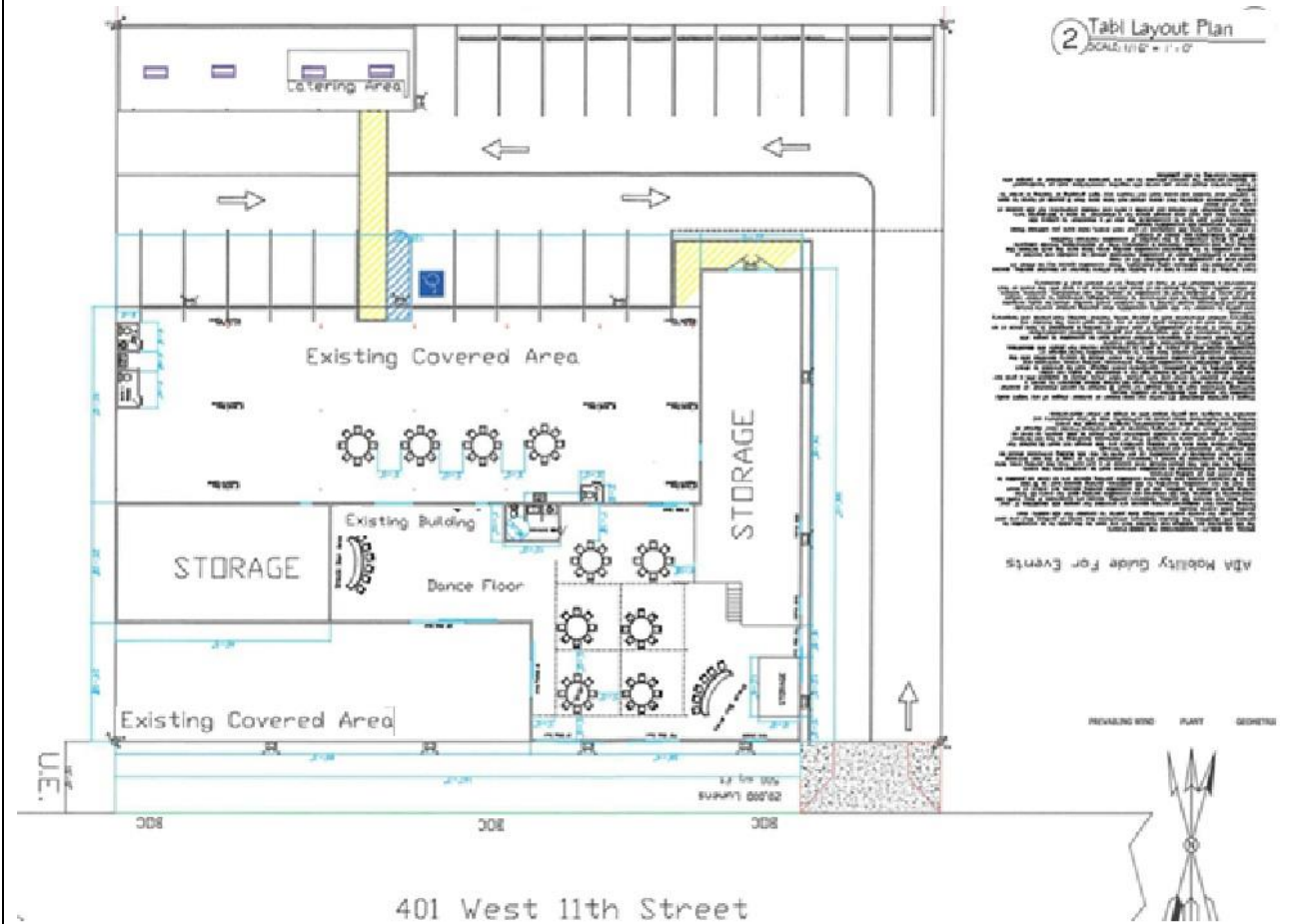
PICTURES



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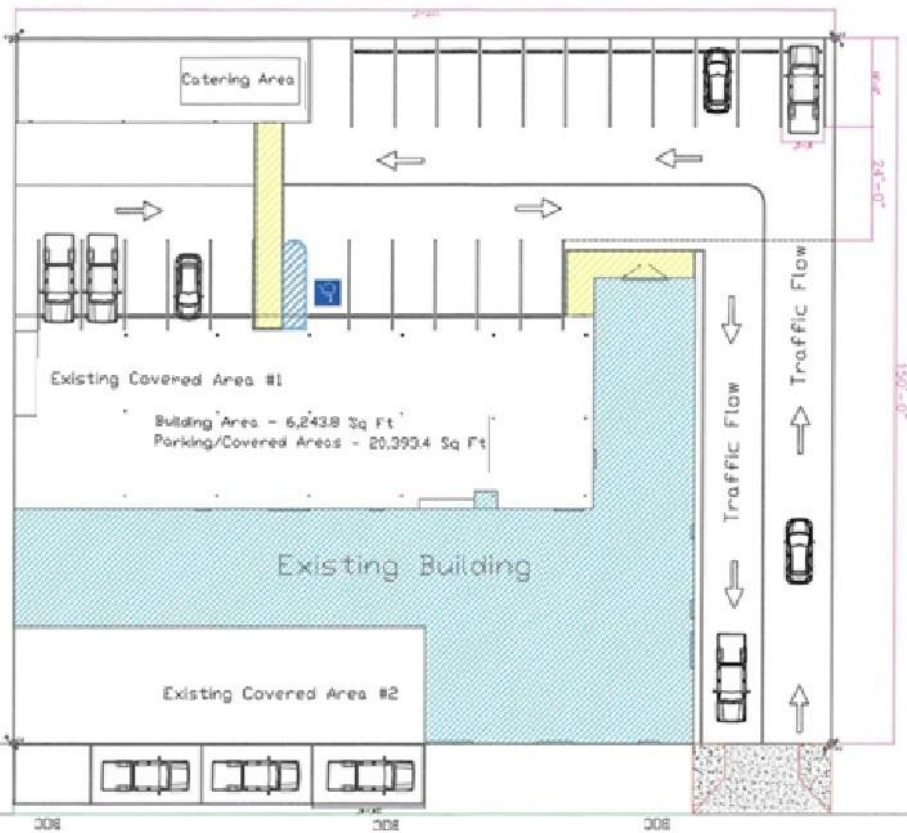
FLOOR PLAN



SITE PLAN

ALLEY

ALLEY U.E.

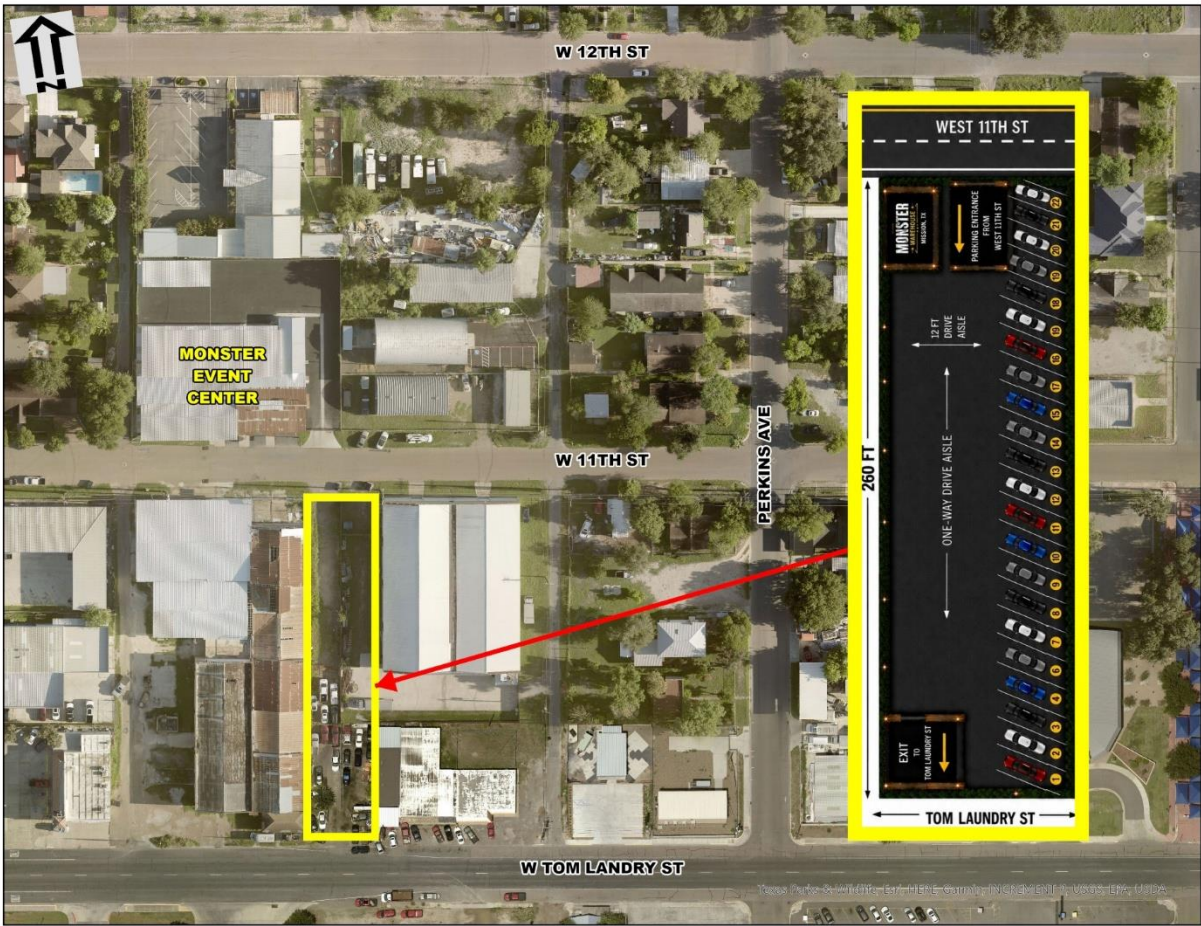


① Lot Layout
SCALE 1/16" = 1'-0"

Monster House
Event Center

W. 11th Street

ADDITIONAL PARKING



MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
239929	VILLANUEVA DIANA D	1100 W KIKA DE LA GARZA ST	MISSION	TX	78572-3733
239933	PASCUAL JORGE A & SILVIA B SCUDELETTI PASCUAL TRUSTEETS	4109 SAN GERARDO	MISSION	TX	78572-7377
239940	PAPERMAN LLC	1103 PERKINS AVE	MISSION	TX	78572-3937
679026	GARZA CORNELIO A JR	1108 N KERALUM AVE	MISSION	TX	78572-4238
239928	BAZAN DAVID	806 W PALMA VISTA DR	PALMVIEW	TX	78572-2144
239926	MARTINEZ PABLO & GUADALUPE	1112 W KIKA DE LA GARZA ST	MISSION	TX	78572-3733
239937	VASQUEZ JOAQUIN & MARIO CAVAZOS	2708 S 23RD ST	MCALLEN	TX	78503-5670
239930	J VALDEZ PROPERTY HOLDINGS LLC	1015 W KIKA DE LA GARZA ST	MISSION	TX	78572-3730
239927	DE CEPEDA SAN JUANITA HERNANDEZ	1108 W KIKA DE LA GARZA ST	MISSION	TX	78572-3733
239942	NOYOLA J ARTURO BUENO & ALMA ROSA RAMIREZ HERNANDEZ	1115 PERKINS AVE	MISSION	TX	78572
239941	GARZA GERARDO	2722 ALAMEDA CIR	MISSION	TX	78574
239939	BECHO IMELDA R	1101 PERKINS ST	MISSION	TX	78572
239873	J VALDEZ PROPERTY HOLDINGS LLC	1015 W KIKA DE LA GARZA ST	MISSION	TX	78572-3730
239938	KEMP RICHARD A & JAVIER GOMEZ	310 W 11TH ST	MISSION	TX	78572-3917
679026	GARZA CORNELIO A JR	1108 N KERALUM AVE	MISSION	TX	78572-4238
239876	J VALDEZ PROPERTY HOLDINGS LLC	1015 W KIKA DE LA GARZA ST	MISSION	TX	78572-3730
239924	OZUNA SERVANDO & ISaura	421 W 12TH ST	MISSION	TX	78572-3722
239923	RESENDEZ JUAN ARTURO & ELIZABETH	413 W 12TH ST	MISSION	TX	78572-3722
239932	LA RESPUESTA CHURCH MINISTRIES	405 W 12TH ST	MISSION	TX	78572-3722
239860	CANTU JORGE LUIS & MARIA DE LA LUZ	901 PERKINS AVE STE A	MISSION	TX	78572-3940