



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 an Event Center – Charmed Event Venue, being Lot 19, Sparks & Townsend Plaza in a C-3 zone General Business District, located at 2704 E. Griffin Parkway, Ste. A1
Applicant: Kathryn Resendez – Cervantes

NATURE OF REQUEST:

Project Timeline:

- July 10, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- July 25, 2026 – In accordance with State and local law, notice of the required public hearings mailed to all property owners within 200 feet of 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 South side of E. Griffin Parkway (F.M. 495) approximately 450 feet West of Taylor Road.
- Pursuant to Section 1.43 (3)(F) of the City of Mission Code of Ordinances, an Event Center requires the approval of a conditional use permit by the City Council.
- The applicant is leasing a suite for an Event Center that will be named “Charmed Event Venue”.
- Proposed activities: The venue features several types of events and private gatherings.
- The proposed hours of operation are as follows: Every day from 11:00 a.m. to 8:00 p.m.
- Staff will be 2 employees
- Parking: There are a total of 103 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 (62) 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:

- Staff recommends approval for one (1) year,
- Must comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are Every day from 11:00 a.m. to 8:00 p.m.
- Must comply with the noise ordinance
- Acquisition of a business license prior to occupancy,
- CUP not be transferable to others
- Maximum occupancy is 25 people

RECORD OF VOTE:

APPROVED:

DISAPPROVED:

TABLED:

_____ **AYES**

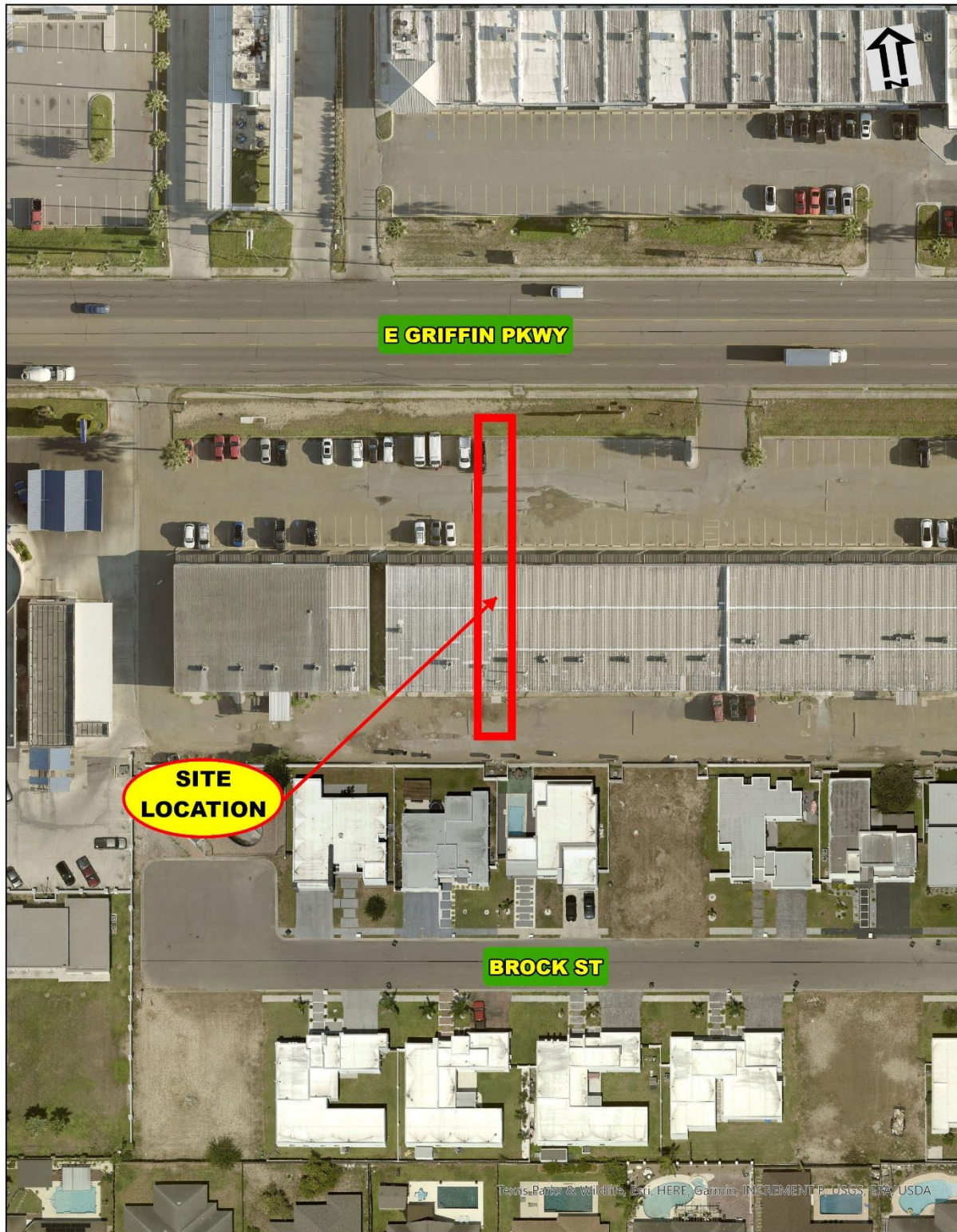
_____ **NAYS**

_____ **DISSENTING** _____

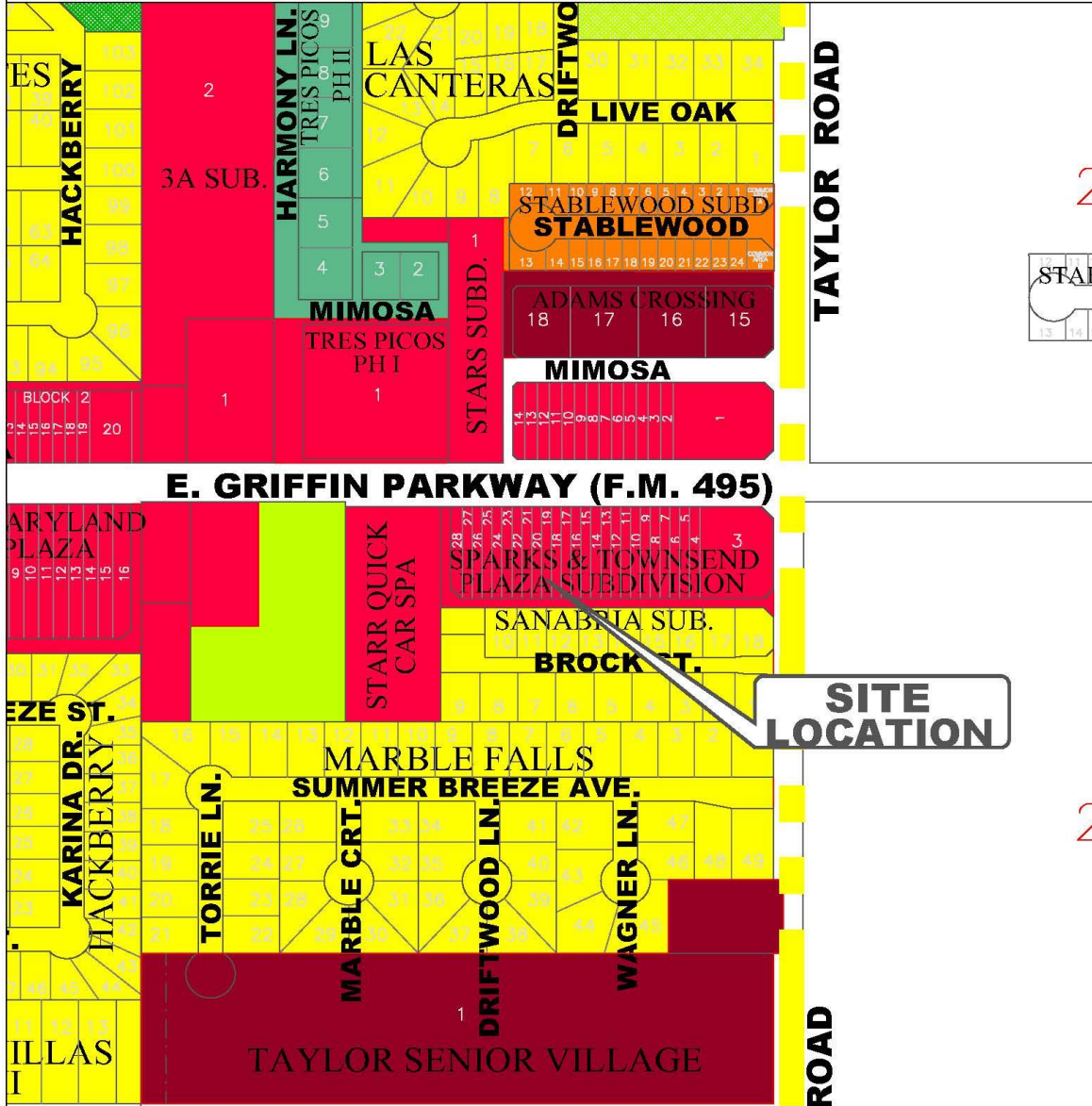
LEGAL NOTICE MAP



AERIAL PHOTO



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 MFCTD 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



EXTERIOR PHOTO



INTERIOR PHOTO



MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
704380	495 INVESTMENTS LLC	400 NOLANA STE H2	MCALLEN	TX	78504-3997
704384	MPJ GROUP LLC	400 W NOLANA AVE STE H2	MCALLEN	TX	78504-3997
534305	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534306	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534307	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534297	MJAC LLC	400 W NOLANA AVE STE H2	MCALLEN	TX	78504-3997
534304	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534315	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534310	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534313	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534314	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534301	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534303	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534308	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534311	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534312	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534302	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534316	SPARKS KEVIN TRUSTEE	2417 E GRIFFIN PKWY	MISSION	TX	78572-3301
534317	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534309	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534298	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534299	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
534300	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
20827114	RIVERA MAX DE LOS REYES & MARIA G MONTOYA SAUCEDA	2804 BROCK ST	MISSION	TX	78572-3574
20827115	PEREZ SARA ROXANA GOMEZ	4517 WICHITA AVE	MCALLEN	TX	78503-7331
20827116	TARPLEY ROBERT S II & PATRICIA	2800 BROCK ST	MISSION	TX	78572-3574
20827117	ALANIS BALDEMAR GONZALEZ & MARIA O ESTRADA	2704 BROCK ST	MISSION	TX	78572-2180
20827118	RAMIREZ CASEY ALI	3112 ELIMIRA AVE	MCALLEN	TX	78503-7719
20827121	GUERRA JESUS ANTONIO JR & DANIELA GARCIA	4712 VERMONT AVE	MCALLEN	TX	78503-7318
20827122	GARCIA ANDRES OTONIEL & ALEXANDRA E FLORES GONZALEZ	2703 BROCK ST	MISSION	TX	78572-2173
20827123	MCNEIL FRANK	27005 BROCK ST	MISSION	TX	78572
20827124	SEPULVEDA BERNARDO S BENAVIDES & BENARDO J CANTU	1101 SOUTH TAYLOR RD	MCALLEN	TX	78501
20827125	SEPULVEDA ANDRES S BENAVIDES &	2801 BROCK ST	MISSION	TX	78572