



MEETING DATE: July 28, 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, Adoption of Ordinance #_____ – 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). **The Planning and Zoning recommended approval to the conditional use permit request.**
- 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
- Must comply with section 1.56 (12) of the zoning ordinance

Departmental Approval: N/A

Advisory Board Recommendation: Approval

City Manager's Recommendation: Approval *MRP*

RECORD OF VOTE: **APPROVED:** _____**DISAPPROVED:** _____**TABLED:** _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

