



MEETING DATE: April 1, 2026
PRESENTED BY: Xavier Cervantes, AICP, CPM – Director of Planning
AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit to allow an Event Center with proposed On-Site Consumption of Alcoholic Beverages – Rodeo Bull Event Center in a property zoned (C-3) General Business District, being Lot 9, Northtown Unit No. 1 Subdivision, located at 2714 N. Conway Avenue, Applicant: Jessica Barrera – Cervantes

NATURE OF REQUEST:

Project Timeline:

- February 27, 2026 – Application for Conditional Use Permit submitted to the City for processing.
- March 19, 2026 – In accordance with State and local law, notice of required public hearings was mailed to all property owners within 200 feet of the subject tract, and notice of public hearings was published in The Progress Times.
- April 1, 2026 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- April 28, 2026 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located within a commercial plaza located at the Southeast corner of Conway Avenue and E. 28th Street.
- Per Code of Ordinance, an event center and the on-site consumption of alcoholic beverages (BYOB) require the approval of a Conditional Use Permit by the City Council.
- The applicant would like to take over an existing event center and would like to include bring your own beverage (BYOB) for her customers. She plans to host small-scale events such as weddings, quinceañeras, graduations, baby showers, meetings, posadas, and indoor markets.
- Since she is a new owner, a new conditional use permit is required due to the change of ownership.
- **Days/Hours of Operation:** Monday – Sunday from 8:00 a.m. to 1:00 a.m.
- **Staff:** 2 employees
- In reviewing the floor plan, staff noticed that the applicant is proposing a total of 88 seating spaces (11 tables with 8 chairs each) for this establishment, which would require 29 parking spaces. The parking spaces are calculated based on the number of seats, 1 parking space for every 3 seats. (88 seats/3=29.33 parking spaces). It is noted that the parking area is held in common for this commercial plaza (72 existing parking spaces).
- Alcoholic Beverages – This request is compliant with Sec. 6-4, which requires that no alcoholic beverages be sold within 300' of a church, public or private school, or public hospital.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (21) legal notices to surrounding property owners.
- In accordance with the zoning ordinance, the P&Z and City Council may impose requirements and conditions of approval to ensure that a use requested by a Conditional Use Permit is compatible and complementary to adjacent properties.

STAFF RECOMMENDATION:

Staff recommends approval of the request subject to compliance with the following conditions:

1. Permit for one (1) year to continue to assess this new business.
2. Continued compliance with all City Codes (Building, Fire, Health, Sign codes, etc.)
3. Continued compliance with TABC requirements.
4. CUP is not transferable to others.
5. Must have security cameras inside and outside with a minimum 30-day retention.
6. Must comply with the noise ordinance.
7. Hours of operation to be as follows: Monday – Sunday from 8:00 a.m. to 1:00 a.m.
8. Must have a minimum of two (2) Level II licensed security officers from 8:00 p.m. to 1:00 a.m.
9. Maximum occupancy is ___ people.
10. BYOB establishments must not exceed three calls for emergency within any 90-day period categorized as major disturbance.
11. Place “No alcohol beyond this point” signs at every exit and in parking lot.

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

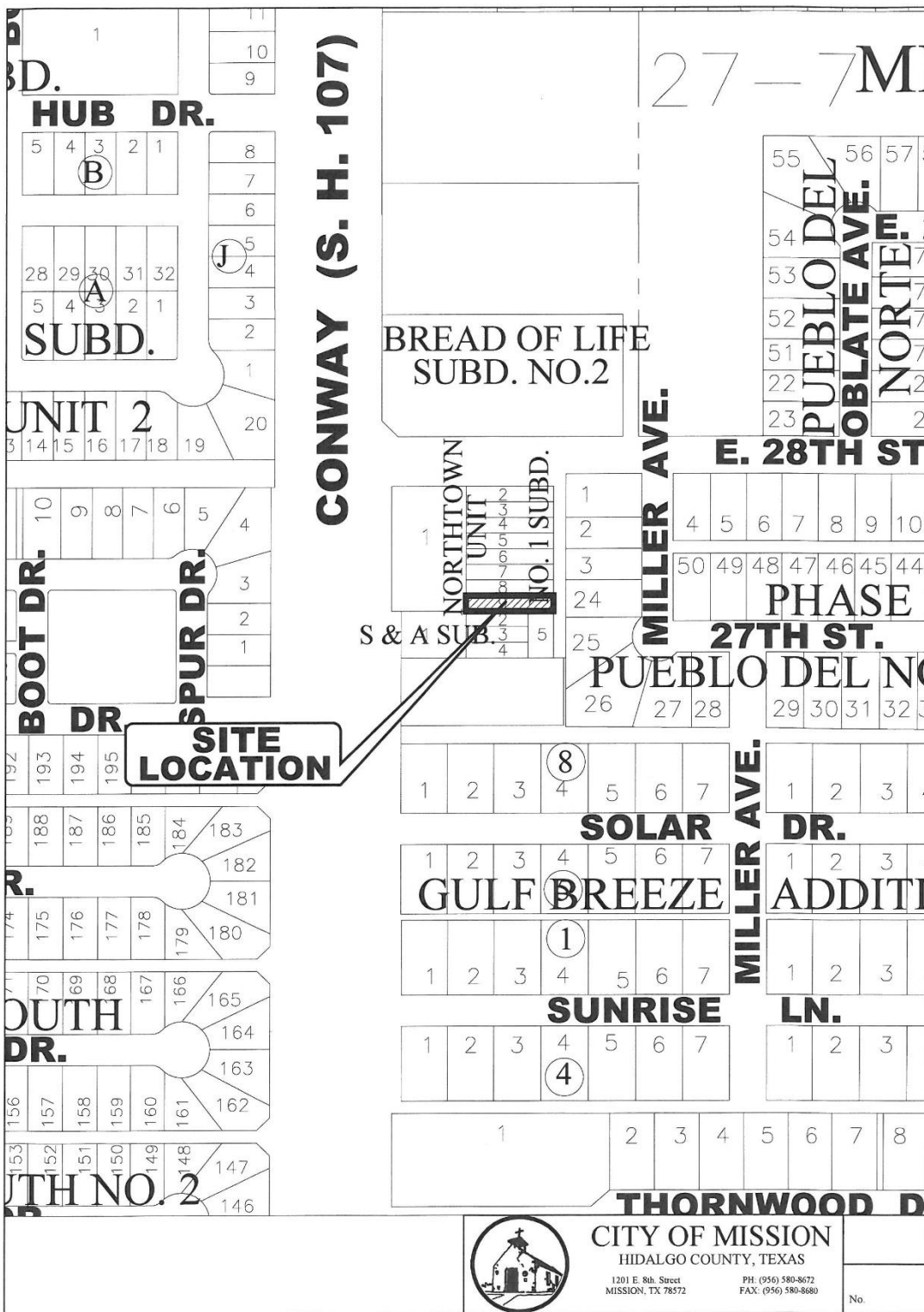
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

VICINITY MAP



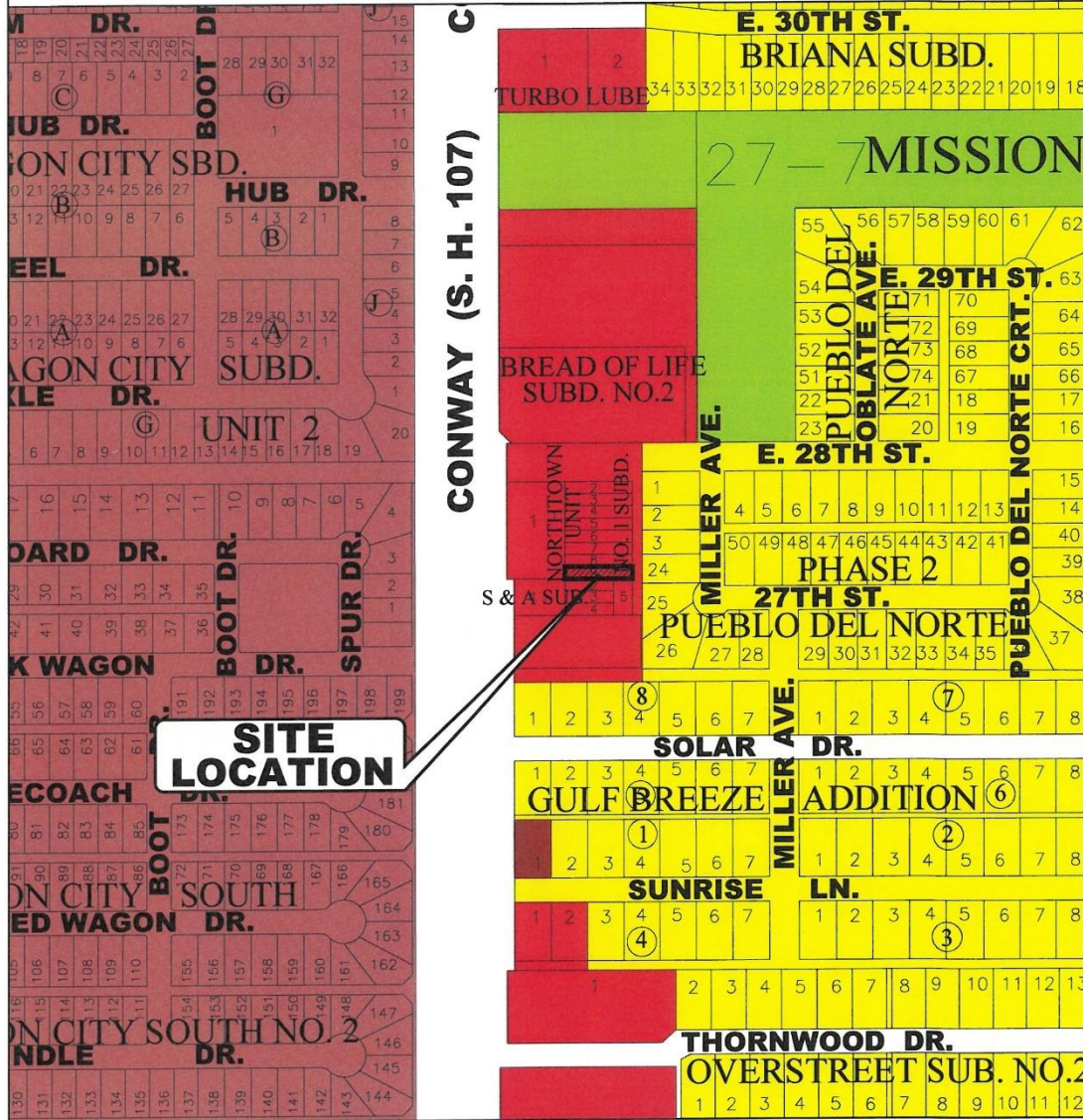
CITY OF MISSION
 HIDALGO COUNTY, TEXAS
 1201 E. 8th Street
 MISSION, TX 78572
 PH: (956) 580-8672
 FAX: (956) 580-8680

No.

ARIEL MAP



ZONING MAP



SITE LOCATION

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 MFC'D 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 |

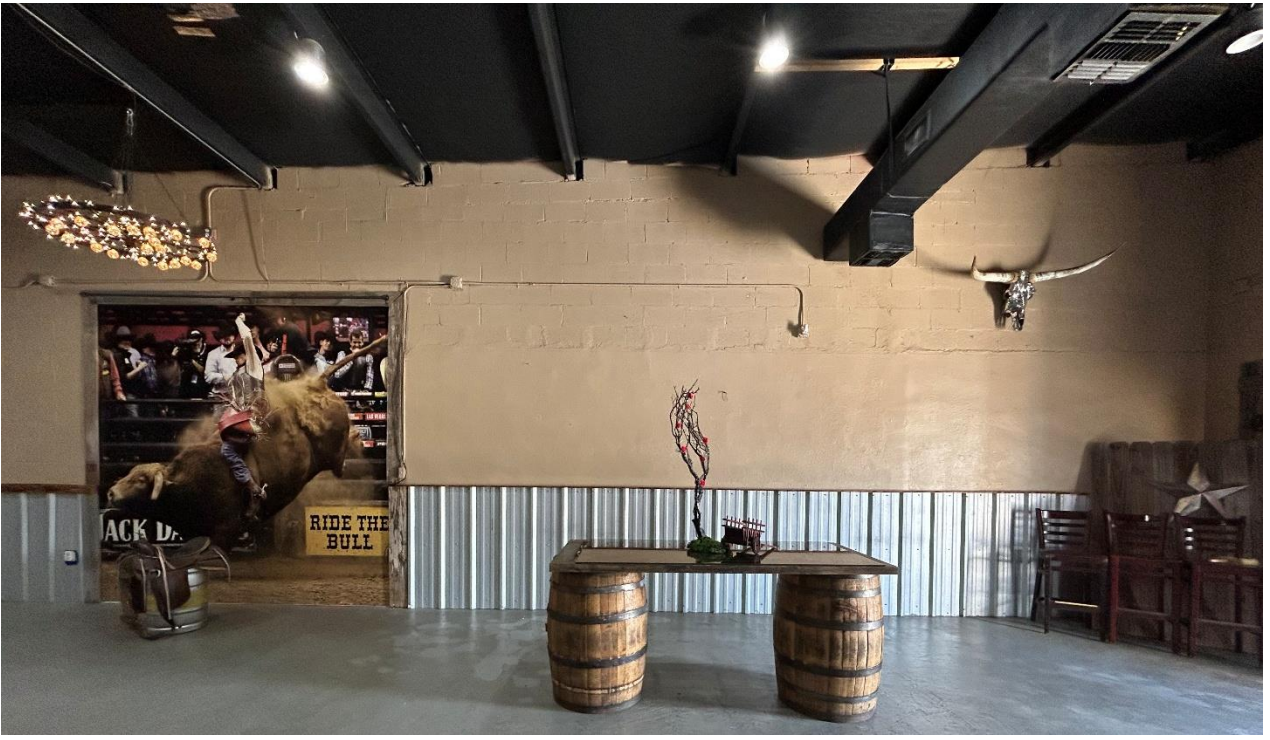
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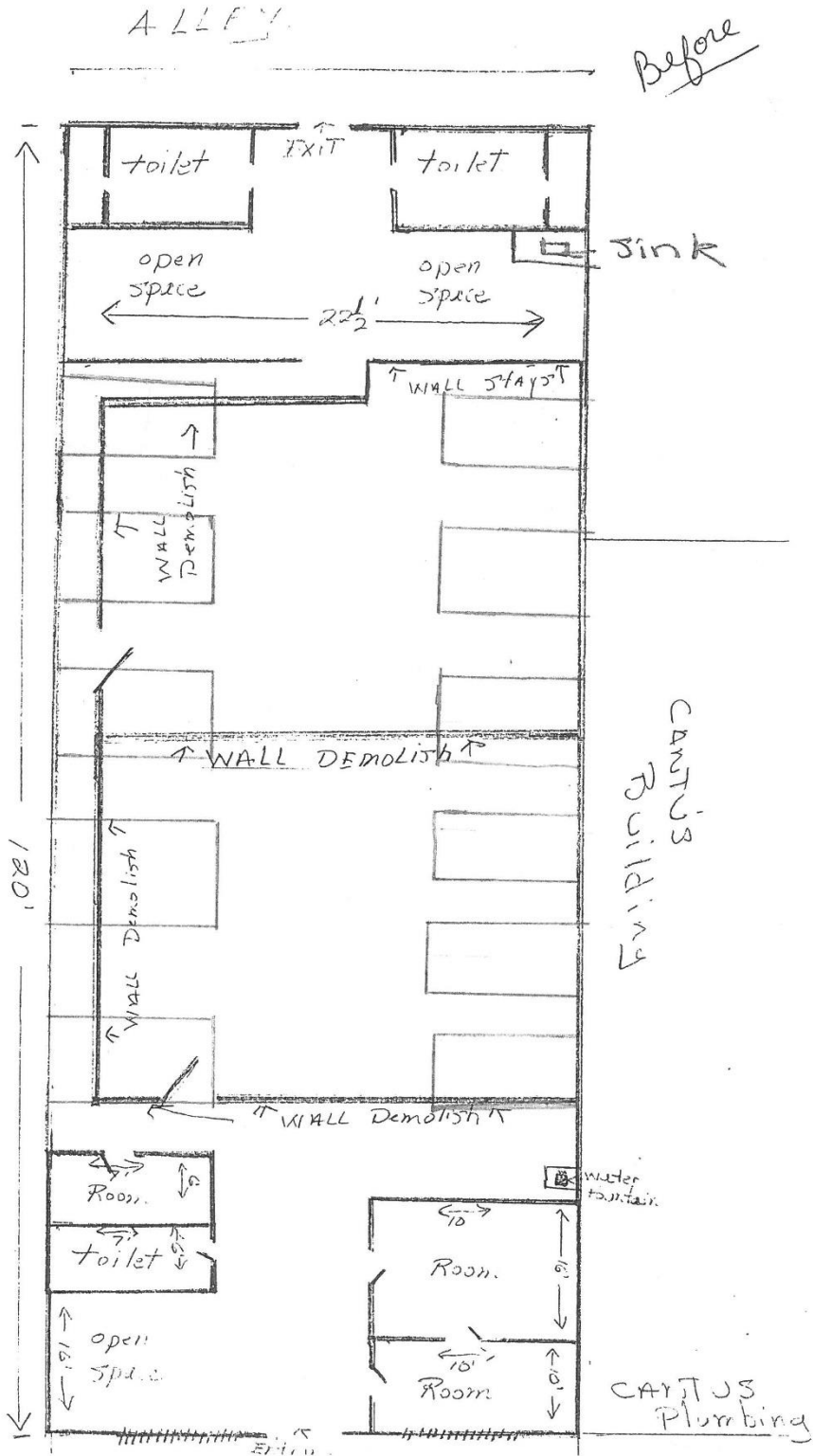
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ATTACHMENTS



MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
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
519694	VILLARREAL ISMAEL JR & MARLA	300 E 27TH ST	MISSION	TX	78574-2125
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
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