

**AGENDA ITEM
EXECUTIVE SUMMARY**

Meeting Date: **March 19, 2025**

Agenda Item:

Public hearing and take action to consider a Conditional Use Permit for an Event Center named Pink Society in a property zoned C-3 (General Business District), being Lot 1, Re-Subdivision of Plaza Cantera (aka Lots 3 & 4, Stewart Plaza Subdivision), located at 1512 E. Expressway 83, Ste. 107B. Applicant: Stefany Alvarado

Prepared By: Susana De Luna
Title: Assistant Planning Director
Signature: *Susana De Luna*

Brief Summary:

Project Timeline

- February 12, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- February 21, 2025 – In accordance with State and local law, notice of required public hearings mailed to all property owners within 200 feet of subject tract.
- March 19, 2025 - Public hearing and consideration of requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- March 24, 2025 – Public hearing and consideration of requested conditional use permit by the City Commission.

Summary

- The site is located at the Southwest corner of Stewart Road and East Expressway 83.
- 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 within a commercial plaza for an event center. According to the applicant she will create a magical and unforgettable experience for young girls by offering a fun, safe, and enchanting spa and indoor activity space for birthday celebrations.
- Proposed activities: Kid friendly face masks, cool cucumber slices for eyes, sugar scrub station, nail & glitter stickers, dress-up with tiaras, boas and tutus, mini runway fashion show, bracelet station, canvas station, bow décor, slime maker, and personalization of tote bags.
- The proposed hours of operation are as follows: Monday – Sunday from 10:00am to 10:00pm
- Staff: 4 employees chaotic
- Parking: The applicant is proposing to have no more than 30 guests at a time, which would require 10 parking spaces (1 parking space for every 3 seats). There is a total of 219 parking spaces in the commercial plaza that area shared with the other businesses.
- The Planning Staff has not received any objections to the request from

surrounding property owners. Staff mailed out (14) 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 as are needed to ensure that a use requested by a conditional user permit is compatible and complementary to adjacent properties.

Staff Recommendation:

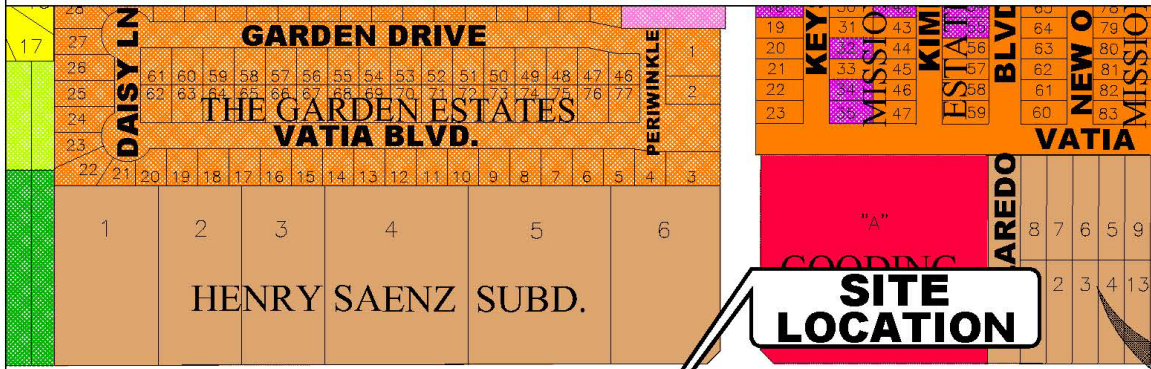
Staff recommends approval of the request subject to compliance with the following conditions:

1. Life of use with the understanding that the permit can be revoked due to non-compliance.
2. Must comply with all City Codes (Building, Fire, Health, Signage, etc.)
3. Must acquire a business license prior to occupancy
4. CUP not transferable to others
5. Hours of operation are Monday – Sunday from 10:00 am to 10:00 pm

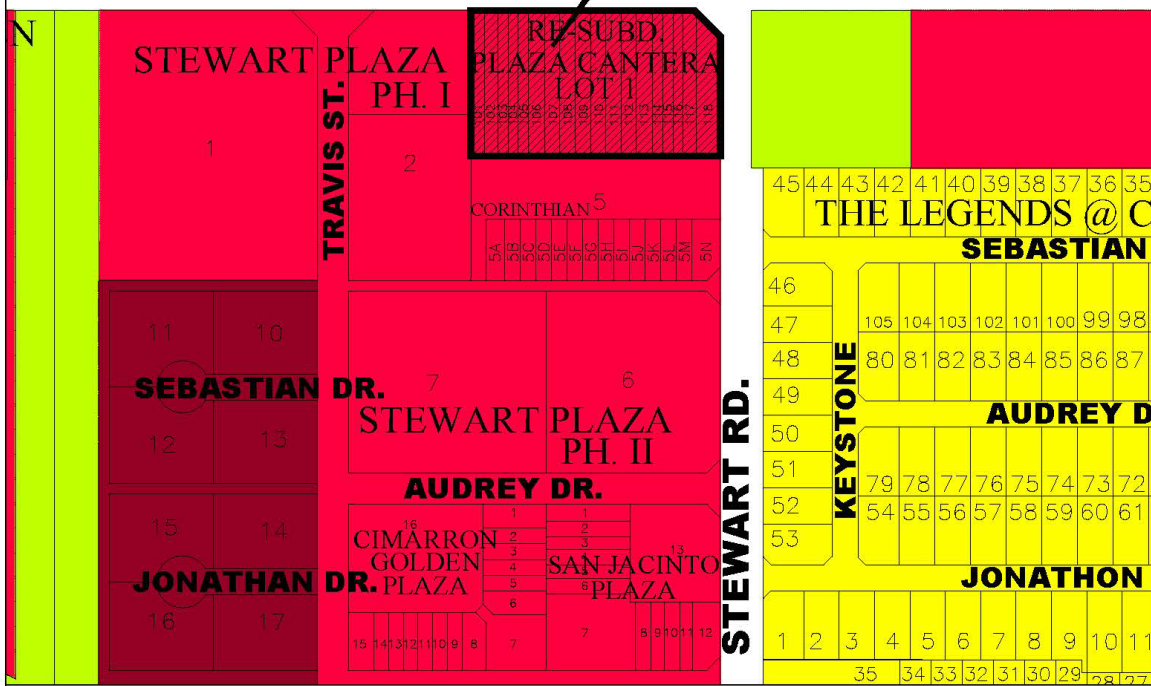
Attachment I



Attachment II



U.S. EXPRESSWAY 83



ZONING LEGEND

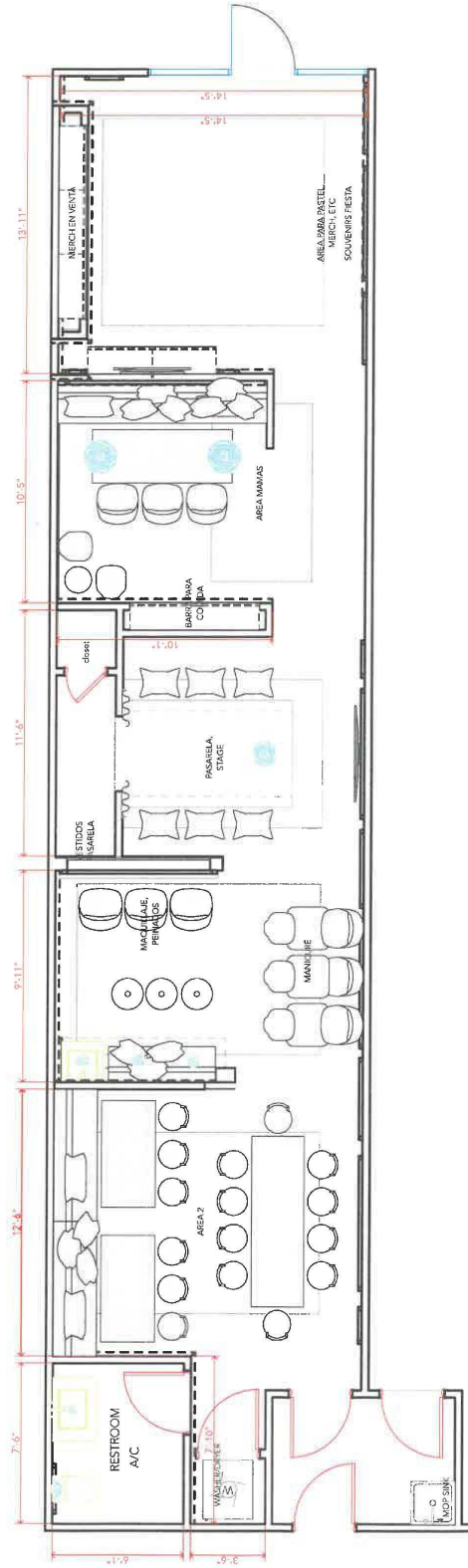
A0-I AGRICULTURAL OPEN INTERIM	R-3 MULTI-FAMILY RESIDENTIAL	C-4 HEAVY COMMERCIAL
A0-P AGRICULTURAL OPEN PERMANENT	R-4 MOBILE & MODULAR HOME	C-5 ADAPTIVE COMMERCIAL
R-1A LARGE LOT SINGLE FAMILY	R-5 HIGH DENSITY MFCTD HOUSING	I-1 LIGHT INDUSTRIAL
R-1T TOWNHOUSE RESIDENTIAL	C-1 OFFICE BUILDING	I-2 HEAVY 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



Attachment III



Attachment IV



Attachment V

S2950-00-000-0161-10 (280841)
RRR DEVELOPMENT LP
PO BOX 86
HIDALGO TX 78557

T3510-00-000-0044-00 (668047)
TRISTAN YRIS VIOLETA ROBLES
1603 SEBASTIAN ST
MISSION TX 78572

T3510-00-000-0045-00 (668048)
ZAPATA GERARDO DANIEL
1601 SEBASTIAN ST
MISSION TX 78572

S6215-00-000-0003-00 (686763)
MGV INVESTMENT GROUP LLC
4712 VERMONT AVE
MCALLEN TX 78503

S6215-00-000-0005-00 (686765)
LESKKO REAL ESTATE INVESTORS LTD
1205 TRAVIS STREET
MISSION TX 78572

S6215-00-000-002A-00 (686778)
MGV INVESTMENT GROUP LLC
4712 VERMONT AVE
MCALLEN TX 78503

S6215-00-000-002B-00 (686779)
BLUE SUNRISE INVESTMENTS LLC
312 W NOLANA LOOP
PHARR TX 78577

S6215-00-000-005A-00 (686792)
LESKO REAL ESTATE INVESTORS LTD
1205 TRAVIS ST
MISSION TX 78572

S6215-00-000-005F-00 (686784)
LESKKO REAL ESTATE INVESTORS LTD
1205 TRAVIS ST
MISSION TX 78572

S6215-00-000-005G-00 (686785)
DLT DEVELOPMENT LLC
3907 SANTA VERONICA
MISSION TX 78572

S6215-00-000-005H-00 (686786)
LESKKO REAL ESTATE INVESTORS LTD
1205 TRAVIS STREET
MISSION TX 78572

S6215-00-000-005I-00 (686793)
CARDENAS OSCAR & LESVIA
1205 TRAVIS ST
MISSION TX 78572

S6215-00-000-005J-00 (686787)
LESKKO REAL ESTATE INVESTORS LTD
1205 TRAVIS STREET
MISSION TX 78572

S6215-00-000-005M-00 (686790)
LESKKO REAL ESTATE INVESTORS LTD
1205 TRAVIS ST
MISSION TX 78572

Attachment VI

STAFF RECOMMENDATIONS:

1. Life of use with the understanding that the permit can be revoked due to non-compliance.
2. Must comply with all City Codes (Building, Fire, Health, Signage, etc.)
3. Must acquire a business license prior to occupancy
4. CUP not transferable to others
5. Hours of operation are Monday – Sunday from 10:00 am to 10:00 pm

ORDINANCE NO. ____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS
GRANTING A CONDITIONAL USE PERMIT FOR AN EVENT CENTER – PINK
SOCIETY, 1512 E. EXPRESSWAY 83, STE. 107B, BEING LOT 1, RE-SUBDIVISION OF
PLAZA CANTERA (AKA LOTS 3 & 4, STEWART PLAZA SUBDIVISION)**

WHEREAS, the City Council of the City of Mission finds that during consideration of the conditional use permit request of March 19, 2025, the Planning and Zoning Commission of the City of Mission upon duly recognized motion and second, voted to recommend to the City Council that the conditional use permit shown below be granted.

WHEREAS, The City Council of the City of Mission, held a public hearing at 4:30 p.m. Monday, March 24, 2025, in the Council Chambers of the City Hall to consider the following conditional use permit:

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MISSION, TEXAS, THAT THE FOLLOWING CONDITIONAL USE PERMIT BE GRANTED:

Legal Description	Type	Conditions of Approval
1512 E. Expressway 83, Ste. 107B Being Lot 1, Re-Subdivision of Plaza Cantera (aka Lots 3 & 4, Stewart Plaza Subdivision	Event Center – Pink Society	<ol style="list-style-type: none">1. Life of Use with the understand that the permit can be revoked due to non-compliance2. Must comply with all City Codes (Building, Fire, Health, Sign codes, etc.),3. Must acquire a business license prior to occupancy,4. CUP not transferable to others,5. Hours of Operation: Monday - Sunday 10:00 am to 10:00 pm

READ, CONSIDERED AND PASSED, this the 24th day of March, 2025.

Norie Gonzalez Garza, Mayor

ATTEST:

Anna Carrillo, City Secretary