



MEETING DATE: December 3, 2025

PRESENTED BY: Xavier Cervantes, Director of Planning

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit Renewal for an Event Center – Eliz Event Center in a (C-3) General Business District, being Lot 9, Shary Business Center Subdivision (aka Shary Business Center Condos Unit 17), located at 2407 Brock Street, Suite C. Applicant: Elizabeth Gonzalez – Cervantes

NATURE OF REQUEST:

Project Timeline:

- November 17, 2025 – Application for Conditional Use Permit (“CUP”) submitted to the City.
- November 20, 2025 – 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.
- December 3, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- January 13, 2025 – Public hearing and consideration of the requested conditional use permit by the City Council.

Summary:

- The site is located 130’ East of Shary Road along the South Side of Brock Street.
- This business has been in operation since May 12, 2025. The last Conditional Use Permit was approved by City Council on January 12, 2025, for a period of one year.
- 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 a renewal of the conditional use permit for the Event Center.
- Staff notes that the suite is being shared with a church, a podcast, and an all-weatherization office.
- Days & Hours of Operation: Fridays & Saturdays from 2:00 p.m. to 5:00 p.m., or 6:00 p.m. to 12:00 a.m.
- Staff: 1 employee
- Parking: Due to the total of 100 seating spaces, a total of 33 parking spaces are required. There is a total of 142 existing parking spaces held in common for the plaza. Staff notes that when the commercial plaza was built, the parking requirements were based on the square footage and not the size.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (28) 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 asked PD for any reports of this location regarding alcohol. As of this date, only minor parking lot accidents and public assistance calls have been reported; there are no other incidents associated with this business.

STAFF RECOMMENDATION:

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

- Approval for 2 years re-evaluation
- Maximum occupancy is 80
- Must comply with noise ordinance
- Conditional Use Permit is not transferable to others
- Continue to comply with all City Codes (Building, Fire, Health, etc.)
- Must have security cameras

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

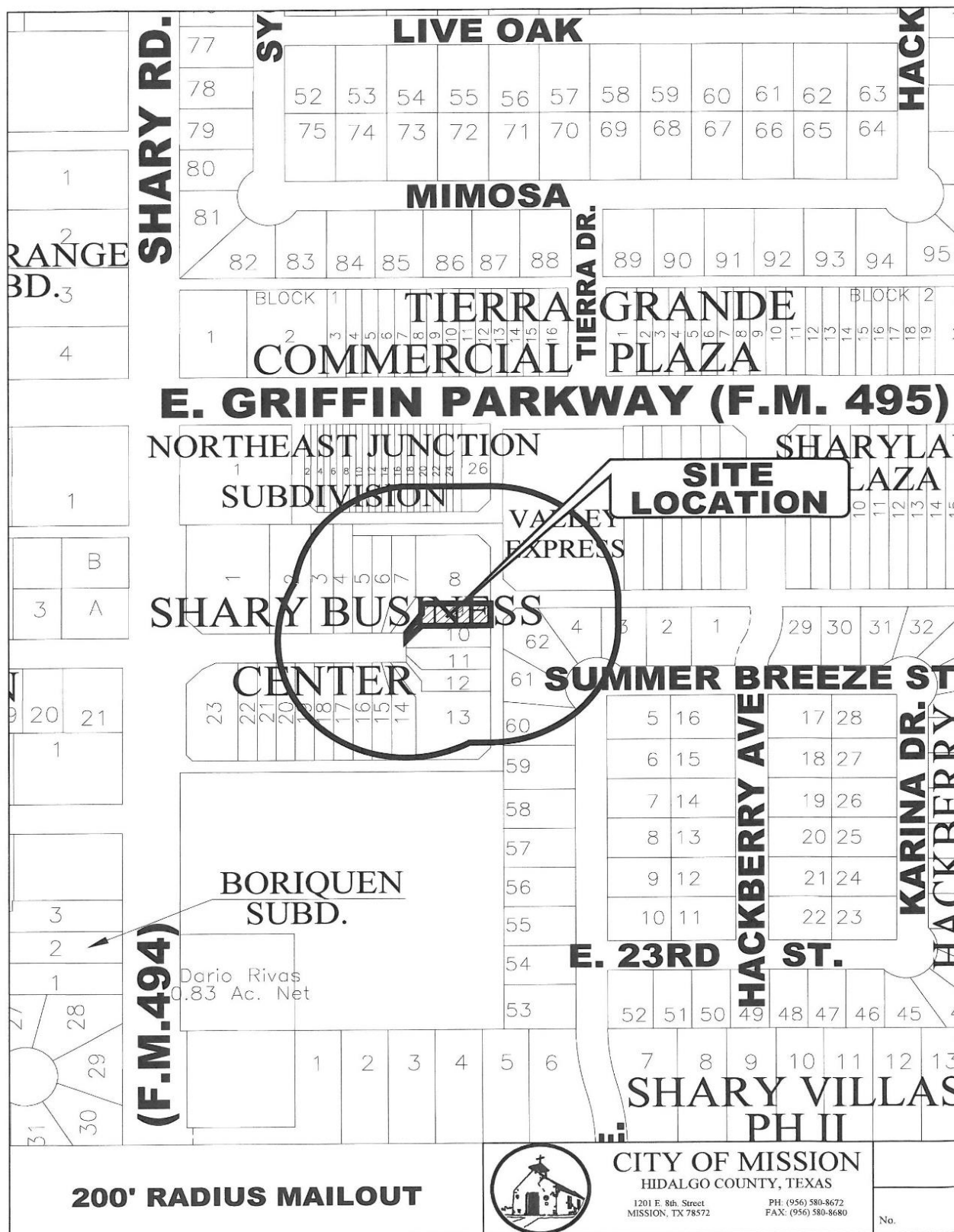
TABLED: _____

_____ AYES

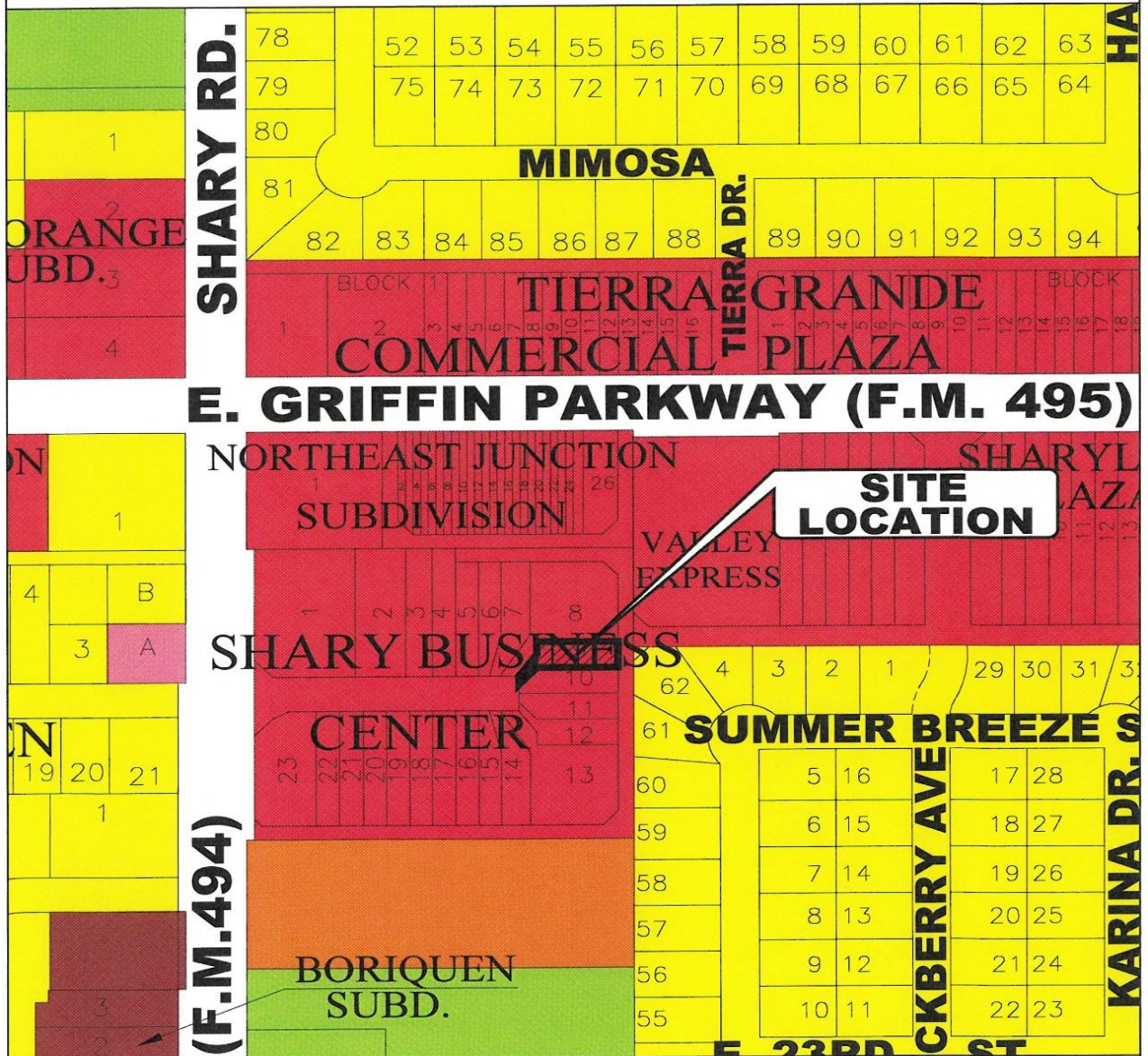
_____ NAYS

_____ DISSENTING _____

LEGAL NOTICE MAP



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 MFCT'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

AERIAL PHOTO



PHOTOS



PHOTO



MAILOUT LIST

PROP_ID	geolD	name	addrDelive	addrCity	addrState	addrZip
247480	N4750-00-000-0016-00	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
624486	S2741-00-000-0010-00	SAN INVESTMENTS LLC	321 S MAIN ST	MCALLEN	TX	78501-4806
624487	S2741-00-000-0011-00	INTERNATIONAL BUILDERS GROUP LLC	2401 DURANGO DR	MISSION	TX	78573-8449
624488	S2741-00-000-0012-00	SAN INVESTMENTS LLC	321 S MAIN ST	MCALLEN	TX	78501-4806
624489	S2741-00-000-0013-00	GARCIA ALBERTO JR & MARA CASTELLANOS	2602 FRESNO AVE	HIDALGO	TX	78557-3824
624494	S2741-00-000-0018-00	KIDZ CRUSADE ACADEMY LLC	2407 BROCK ST STE 18	MISSION	TX	78572-2314
624495	S2741-00-000-0019-00	KIDZ CRUSADE ACADEMY LLC	2407 BROCK ST STE 18	MISSION	TX	78572-2314
624490	S2741-00-000-0014-00	MMR AAVY INVESTMENTS LLC	2314 WOODLANDS DR	MISSION	TX	78574-2390
624491	S2741-00-000-0015-00	TREVINO FELIX JR & MARIA GLORIA TREVINO	800 MONTECRUZ ST	MISSION	TX	78574-7708
624498	S2741-00-000-0022-00	PREMIER MULTIFAMILY LLC	8749 THE ESPLANADE	ORLANDO	FL	32836
624496	S2741-00-000-0020-00	SAN INVESTMENTS LLC	321 S MAIN ST	MCALLEN	TX	78501-4806
624497	S2741-00-000-0021-00	PREMIER MULTIFAMILY LLC	8749 THE ESPLANADE	ORLANDO	FL	32836
624499	S2741-00-000-0023-00	REY Y REYNA COMMERCIAL PROPERTIES LLC	1804 LAUREN LN	MISSION	TX	78572-3157
624492	S2741-00-000-0016-00	TREVINO FELIX JR & MARIA GLORIA	800 MONTE CRUZ	MISSION	TX	78574-7708
624493	S2741-00-000-0017-00	IGLESIA CRISTOCENTRO INC	2307 E 27TH ST	MISSION	TX	78574-1916
624483	S2741-00-000-0007-00	SAN INVESTMENTS LLC	321 S MAIN ST	MCALLEN	TX	78501-4806
624485	S2741-00-000-0009-00	SAN INVESTMENTS LLC	321 S MAIN ST	MCALLEN	TX	78501-4806
689789	H0520-00-000-0004-00	GARZA BRENDA	2415 SUMMER BREEZE AVE	MISSION	TX	78572-3473
701126	H0520-00-000-0060-00	SANCHEZ ELUID & NICHOLE	2221 GRAPEFRUIT	MISSION	TX	78572-4611
701128	H0520-00-000-0061-00	FRANKLIN RODRIGO A MELHEM & PRISCILLA PATRICIA	2223 GRAPEFRUIT	MISSION	TX	78572-4611
701129	H0520-00-000-0062-00	MORENO MARIO & LORENA	2413 SUMMER BREEZE RD	MISSION	TX	78572-3473
689788	H0520-00-000-0003-00	QUIROGA AMALIA	2417 SUMMER BREEZE RD	MISSION	TX	78572-3473
682968	V1060-00-000-0001-00	SBL PRB LLC	4311 W LOVERS LN	DALLAS	TX	75209
568332	S2740-00-000-0001-00	TEXAS STATE BANK	300 FIFTH AVENUE 21ST FLOOR, ATTN: PNC CORPORATE TAX	PITTSBURGH	PA	15222
622872	S3007-00-000-0001-00	RODRIGUEZ OSCAR WBALDO AGUILERA	1917 46TH ST	MCALLEN	TX	78503-8144
247480	N4750-00-000-0016-00	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
247479	N4750-00-000-0015-00	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301
247466	N4750-00-000-0002-00	SPARKS FAMILY MANAGEMENT TRUST	2405 E GRIFFIN PKWY STE A	MISSION	TX	78572-3301