



MEETING DATE: December 3, 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 Complimentary Offering of Alcoholic Beverages for Social and/or Cultural Events in a property zoned (R-2) Duplex-Fourplex Residential District, being Lot 1, Mission Library Subdivision, located at 921 E. 12th Street, Applicant: Upper Valley Art League, c/o Robert Codina – Cervantes

NATURE OF REQUEST:

Project Timeline:

- November 6, 2025 – Application for Conditional Use Permit submitted to the City for processing.
- November 21, 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, and notice of public hearings was published in the Progress Times.
- December 3, 2025 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- January 13, 2026 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located at the Northeast corner of Kika De La Garza and 12th Street. Access to the site is via two 30' driveways off East 12th Street.
- Ordinance #3436, adopted on January 26, 2009, permits charitable or civic organizations to request such conditional use permits from city-owned buildings where complimentary alcoholic beverages will be offered (not sold) during a social/cultural events.
- The UVAL operates as an all-volunteer organization. They provide the community with an opportunity to create art in multiple media.
- The UVAL has art exhibits 11 months of the year in which they have a wine bar. The wine bar includes finger foods, other non-alcoholic beverages, and it operates on the evening of opening exhibits.
- Exhibits open on the first Saturday of the month with a reception from 7-9 pm. A UVAL member handles the wine bar to prevent minors from having access to alcohol and to monitor adult individuals' intake of alcohol. The wine is only offered during the opening night, and not throughout the month.
- During the month of August, they close for maintenance, and in December, they have a holiday market.
- Days & Hours of Operation for the Gallery: Wednesday – Friday from 10:00 am to 6:00 pm, and Saturday from 10:00 am to 2:00 pm; Events are scheduled on Saturdays from 7:00 pm to 9:00 pm

- Parking: It is noted that the parking is held in common. There is a total of 138 existing parking spaces, shared with the Mission Speer Memorial Library.
- Staff notes that the UVAL has been applying for this type of permit since November of 2009. The last conditional use permit considered for the complimentary offering of alcoholic beverages for on-site consumption for Social and/or cultural events at this location was on March 9, 2020 for a period of 4 years.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (43) 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:

Since events have occurred with no incidents, and the Upper Valley Art League firmly attests that they are very watchful of how much the patrons are responsibly served, and intend to have continued vigilance at their social exhibit events, staff recommends approval of the request, subject to compliance with the following conditions:

1. Life of the use with the understanding that the permit can be revoked due to non-compliance.
2. Continued compliance with all City Codes (Building, Fire, Health, etc.).
3. CUP is not transferable to others
4. Hours of operation of the gallery to be as follows: Wednesday – Friday from 10:00 am to 6:00 pm, and Saturdays from 10:00 am to 2:00 pm; Exhibit events Saturday from 7:00 pm to 9:00 pm
5. Must comply with the Noise Ordinance.

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



ATTACHMENTS



ATTACHMENTS



ATTACHMENTS

Exhibitions

UVAL exhibitions change monthly. Opening receptions for the exhibitions are held on the first Saturday of the month from 7 to 9 PM in our gallery.

- All Member (All Mediums)
- Watercolor
- Photography
- Fiber Arts
- Themed
- Figurative
- 3-Dimensional Art
- Art Fairs

Membership

UVAL yearly membership renews each January. We are an organization of artists, all volunteers who contribute to the operation of UVAL. Members make UVAL, and being a member has many benefits.

- Collaborate with fellow artists
- Exhibit and sell your work
- Utilize the UVAL work space studio
- Workshops and art classes
- Library, tools and resources

\$25 Students (Must have current valid ID)
\$40 Adult
\$60 Family



Art Groups

Quilting
Fiber Arts
Clay/Ceramics
Watercolor
Paper Crafters
Life Drawing
Photography
Airbrush
Stained Glass
Painting
Mixed Media
Woodworking
Writing

Gift Shop

From original paintings, jewelry, ceramics, prints and more, the UVAL Gift Shop has a unique selection of art-inspired items created by our members. Display and sell your work in our gift shop. All art for sale is changed quarterly.

Who We Are

Originally affiliated with the Rio Grande Valley Federation of Women's Clubs, organized in McAllen, Texas, in 1935; in 1972, incorporated and chartered as a non-profit organization. In 2006, the Upper Valley Art League relocated to the to its current location at the Kika de la Garza facility provided by the City of Mission.

The Upper Valley Art League (UVAL) provides access to the visual arts for our community and its visitors. At the heart of our organization is the belief that visual arts play a pivotal role in enriching our cultural tapestry. UVAL is located next to Speer Memorial Library and is dedicated to serving the art community of the Rio Grande Valley in deep South Texas.

We are passionate about the power of creativity. Explore who we are and what we do; then consider becoming part of this vibrant non-profit organization. We welcome you to stop by and tour our facilities.

Mission Statement

Our mission is to foster a vibrant and inclusive artistic community, providing a platform for artists of all backgrounds to create, connect, and collaborate.

Core Values

We strive to inspire creativity, promote artistic expression, and enrich the cultural landscape through diverse programs, exhibitions, and educational opportunities.

learn. create. evolve.

experience. connect. collaborate.



ATTACHMENTS

Workshops

We provide opportunities for people to learn about art, themselves and each other. Learning permeates all of our art programs.

- UVAL members receive discounted workshop pricing
- Membership is not required to attend
- Visit our website at uppervalleyartleague.org to stay informed of upcoming events and workshops

July: Summer Youth Art Workshops

UVAL members and guest artists present demonstrations and teach workshops in our studios. Student participants will have an exhibition of the work they created during the classes. Please contact us or stop by for more information.

Butterfly Sculptures

Purchase a butterfly sculpture for your business, home, school or park. Choose from several designs, colors and patterns.

We will install your butterfly on a concrete slab (locally). Call UVAL at 956.591.0282 for additional information.



GALLERY HOURS

Sunday - Tuesday: CLOSED
Wednesday - Friday: 10 AM - 6 PM
Saturday: 10 AM - 2 PM
(subject to change)

STUDIO HOURS

Monday - Saturday
(subject to change)
Please check with gallery for details.



956.591.0282



uval.texas@gmail.com



uppervalleyartleague.org



921 E. 12th Street • Mission, TX 78572



facebook.com/uval.us



instagram.com/uval.texas

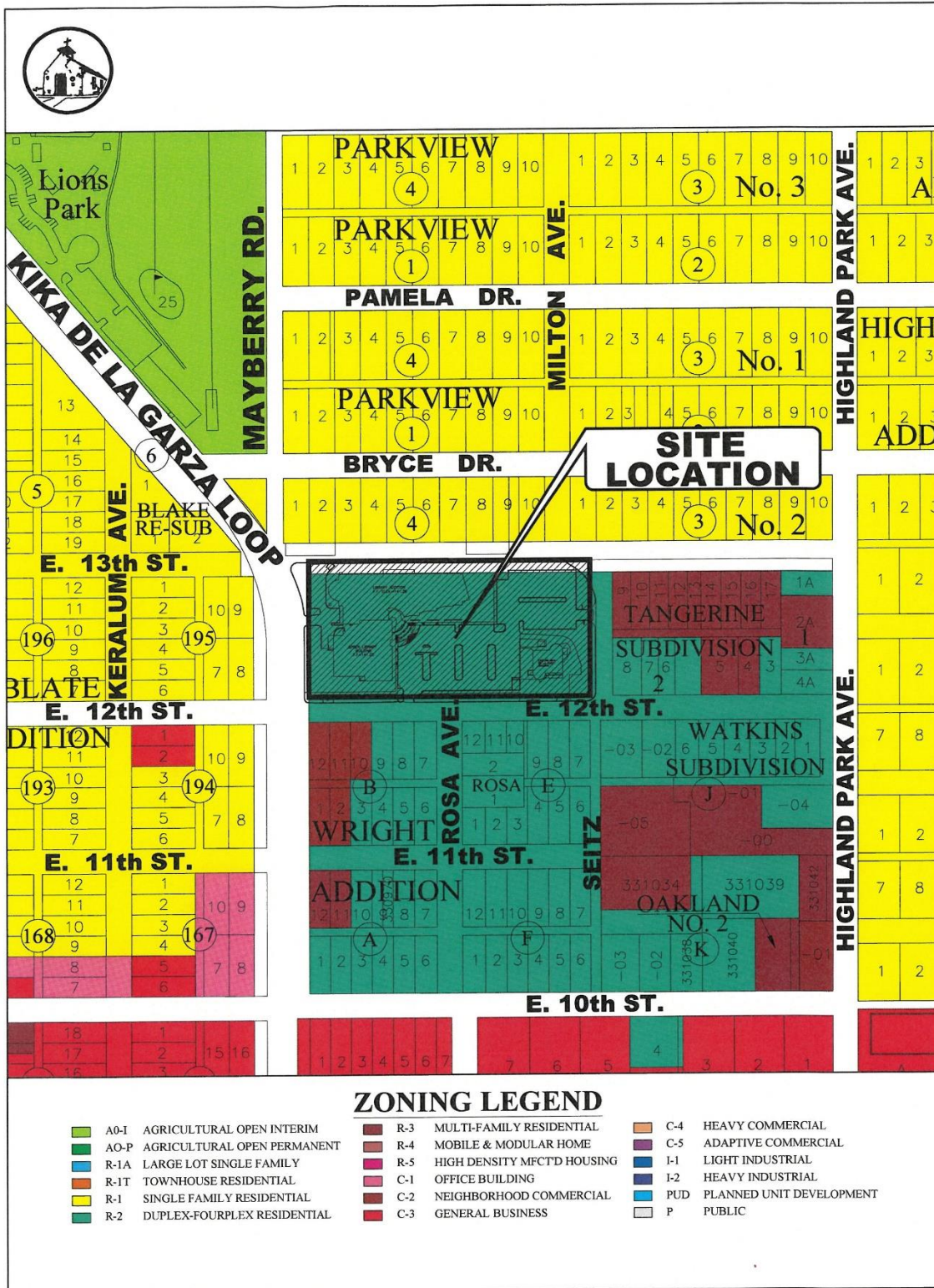
UPPER VALLEY
**ART
LEAGUE**
Inspiring artists, enriching lives.



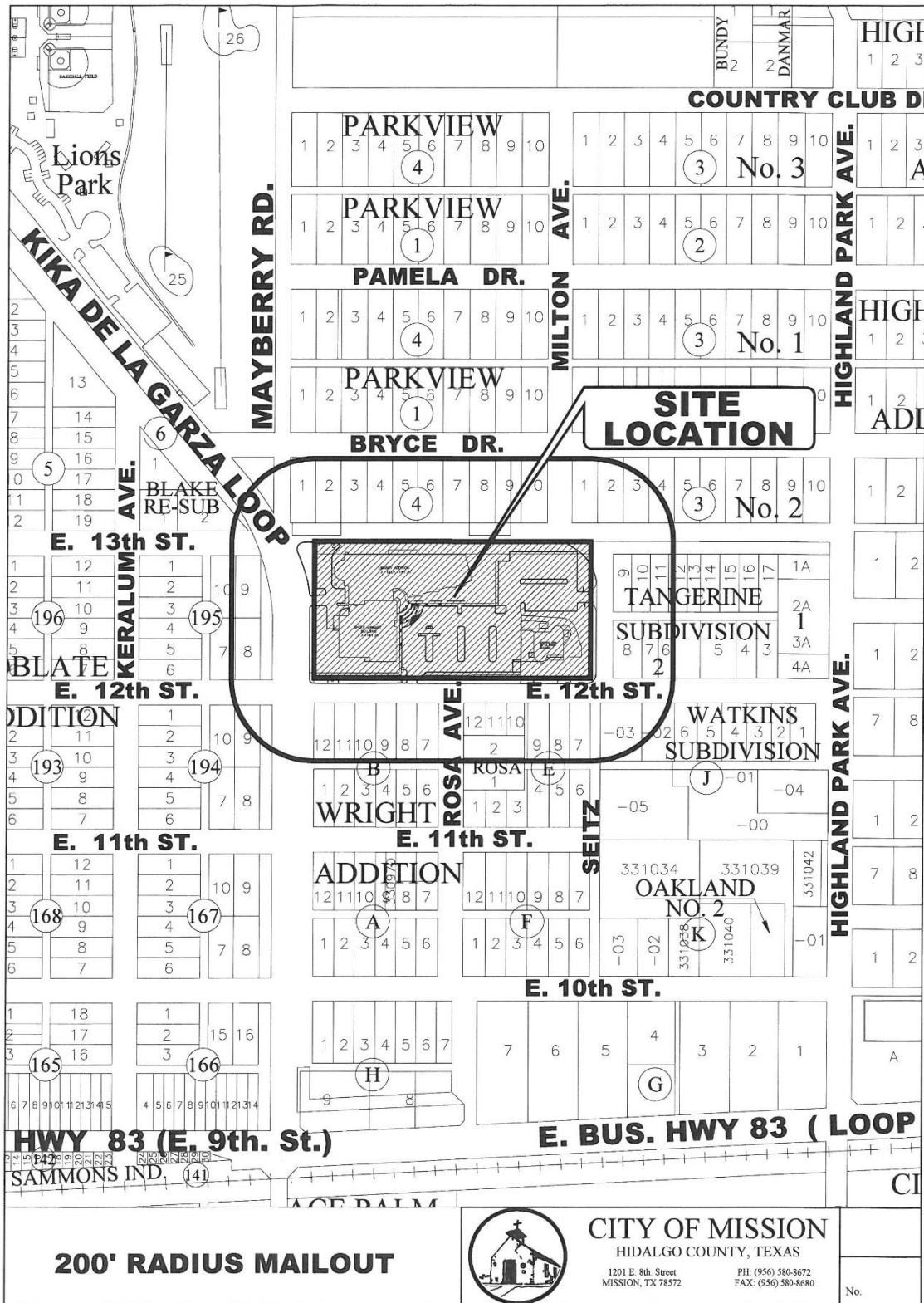
"Art should be something that liberates your soul."
-Keith Haring

956.591.0282
uppervalleyartleague.org

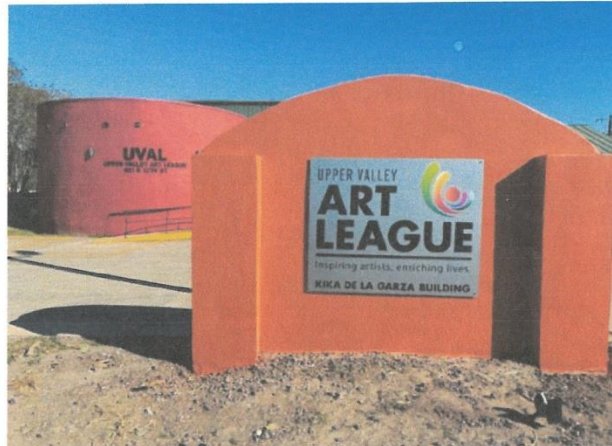
ZONING MAP



LEGAL NOTICE



ATTACHMENTS



2026 EXHIBIT SCHEDULE RECEPTIONS 7-9PM

JAN 3-31 ALL MEMBER

Reception- Saturday, January 3rd

FEB 7-28 WATERCOLOR

Reception- Saturday, February 7th

MAR 7-28 PHOTOGRAPHY

Reception- Saturday, March 7th

APR 4-25 FIBER ARTS

Reception- Saturday, April 4th

MAY 2-30 BLACK & WHITE

Reception- Saturday, May 2nd

JUNE 6-27 STC GRADS, ALUMNI, TEACHERS

Reception- Saturday, June 6th

JULY 4-25 SPIRIT OF TEXAS

Reception- Saturday, July 4th

AUGUST CLOSED

Maintenance & Cleaning

SEPT 5-26 ALL MEMBER

Reception- Saturday, September 5th

OCT 3-31 PATTERNS, SHAPES & SHADOWS

Reception- Saturday, October 3rd

NOV 7-28 ABSTRACT

Reception- Saturday, November 7th

DEC 5-12 HOLIDAY MARKET

Reception- Saturday, December 5th

Upper Valley Art League: New Logo and Sign (top)

Left top: parking in front

Left bottom: parking behind

Right top: parking on west side

Right bottom: wine bar in back corner

Center: schedule of events for 2026 with opening dates for receptions.

Each year, the calendar maintains a similar schedule with exhibits opening the first Saturday of the month and ending on the last Saturday of the month. Not listed is the children's summer program held in July, followed by a brief exhibit with children's work. No wine is served during that exhibit.

MAILOUT LIST

PROP_ID	geolD	name	addrDelive	addrCity	addrState	addrZip
257059	P4200-02-004-0006-00	GONZALEZ ANDRES ALBERTO	810 BRYCE DR	MISSION	TX	78572-4304
330980	W8100-00-00B-0010-00	JANNY INVESTMENT LLC	2608 ARROYO AVE	MCALLEN	TX	78504-6364
257056	P4200-02-004-0001-00	DE LA GARZA MARIA NATALIA & RICARDO	802 BRYCE DR	MISSION	TX	78572-4304
330997	W8100-00-00E-0010-00	RODRIGUEZ JOSE	1201 W KIKA DE LA GARZA ST	MISSION	TX	78572-3734
330996	W8100-00-00E-0007-00	VAJHAJ INVESTMENTS INC	1405 MELINDA DR	MISSION	TX	78572-4346
257049	P4200-02-003-0004-00	BELL SUZANN SUMMERS	906 BRYCE DR	MISSION	TX	78572-4306
330998	W8100-00-00E-0012-00	RODRIGUEZ JOSE	1201 W KIKA DE LA GARZA ST	MISSION	TX	78572-3734
330977	W8100-00-00B-0007-00	CUELLAR LINDA	4708 MULBERRY AVE APT 4	MCALLEN	TX	78501-0135
240007	M5200-00-194-0009-00	CELLAR EDWARD	714 E 12TH ST	MISSION	TX	78572-4224
240008	M5200-00-194-0010-00	ALANIZ PRISCILLA & THOMAS JOSEPH TUCKER JR	712 E 12TH ST	MISSION	TX	78572-4224
574099	M5200-00-195-0007-00	BARRERA ANGEL & ASHLEY MARIE NIETO-BARRERA	715 E 12TH ST	MISSION	TX	78572-4223
268865	R1770-00-000-0001-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
257048	P4200-02-003-0002-00	GUERRA RAMIRO & MARIA DEL CARMEN	3824 N SCHUERBACH RD	MISSION	TX	78574-5762
257047	P4200-02-003-0001-00	GUERRA RAMIRO & MARY D	3824 N SCHUERBACH RD	MISSION	TX	78574-5762
257058	P4200-02-004-0004-00	GUTIERREZ RUBEN JR & YVONNE GARZA	808 BRYCE DR	MISSION	TX	78572-4304
257057	P4200-02-004-0003-00	MARTINEZ ARTEMIO C & ERNESTINA	806 BRYCE DR	MISSION	TX	78572-4304
257061	P4200-02-004-0009-00	SAENZ MARINA M, SANDRA & SEVERO E	818 BRYCE DR	MISSION	TX	78572-4304
257060	P4200-02-004-0008-00	VILLAGOMEZ ELIAS A & GLORIA R	812 BRYCE DR	MISSION	TX	78572-4304
586755	B3251-00-000-0002-00	BALLESTEROS GILBERTO & ERNESTO	711 EAST 13TH ST	MISSION	TX	78572-4229
268866	R1770-00-000-0002-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268867	R1770-00-000-0003-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268868	R1770-00-000-0004-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268869	R1770-00-000-0005-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268870	R1770-00-000-0006-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268871	R1770-00-000-0007-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
268872	R1770-00-000-0008-00	QUEPOS FAMILY LTD PARTNERSHIP	911 MILLER AVE	MISSION	TX	78572-4137
331030	W8100-00-00J-0000-03	SANDOVAL DIANA	313 CATHOLIC WAR VETERANS BLVD	MISSION	TX	78572-3971
331029	W8100-00-00J-0000-02	FEDERAL NATIONAL MORTGAGE ASSOCIATION	1 CORPORATE DR	LAKE ZURIC IL		60047
686604	M5060-00-000-0001-00	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
293888	T0700-00-000-0010-00	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340
293889	T0700-00-000-0011-00	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340
293887	T0700-00-000-0009-00	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340
293886	T0700-00-000-0008-00	MARQUEZ MARIO & PILAR DELGADO	1001 E 12TH ST	MISSION	TX	78572-4420
293885	T0700-00-000-0007-00	MARTINEZ ARELI & REYNALDO ANDRADE JR	1005 E 12TH ST	MISSION	TX	78572
130460	C1050-00-000-0000-07	GONZALEZ ANDRES ALBERTO	810 BRYCE DR	MISSION	TX	78572-4304
330978	W8100-00-00B-0008-00	TY SAENZ COMPANY LLC	6205 N 17TH ST	MCALLEN	TX	78504
330979	W8100-00-00B-0009-00	GONZALEZ ARTURO & MA ELVIA	814 E 12TH ST	MISSION	TX	78572-4417
1371362	R3880-00-000-0001-00	GUERRA MANUEL RAMIREZ & MARIA ISABEL	1104 ROSA ST	MISSION	TX	78572-4427
1371363	R3880-00-000-0002-00	CANALES SILVIA	1108 ROSA AVE	MISSION	TX	78572-4427
293891	T0700-00-000-0012-08	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340
1465108	T0700-00-000-0000-00	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340
1187321	T0700-00-000-0007-01	PETERS EDWARD & MARIA	NULL	NULL	NULL	NULL
1178121	C1050-00-000-0000-45	D A D VELA INVESTMENTS LLC	1107 PAMELA DR STE B	MISSION	TX	78572-4340