



**MEETING DATE:** May 21, 2025

**PRESENTED BY:** Xavier Cervantes, Director of Planning

**AGENDA ITEM:** Conduct a public hearing and consideration of a Conditional Use Permit for an Event Center – Florence Events, being Lot 5, Northtown Unit No. 1 Subdivision in a C-3 zone General Business District, located at 2722 N. Conway Avenue. Applicant: Erica Veronica Perez – Cervantes

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**NATURE OF REQUEST:**

Project Timeline:

- April 21, 2025 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- May 08, 2025 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- May 21, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- May 27, 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. 28<sup>th</sup> 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, 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 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:**

- Staff recommends Approval for 2 years subject to:
- 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
- Acquisition of a business license prior to occupancy,
- CUP is not transferable to others

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**RECORD OF VOTE:**

**APPROVED:** \_\_\_\_\_

**DISAPPROVED:** \_\_\_\_\_

**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

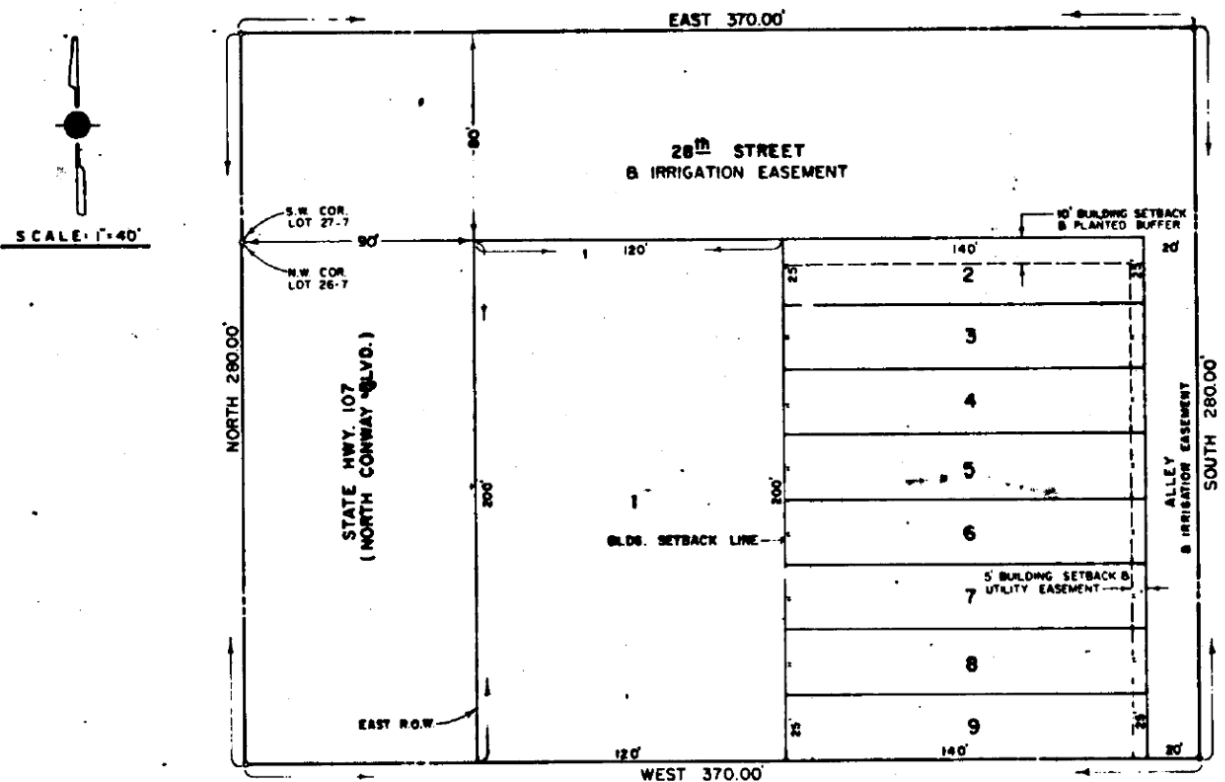
\_\_\_\_\_ NAYS

\_\_\_\_\_ DISSENTING \_\_\_\_\_

# SITE LOCATION



PLAT OF LOT 5, NORTHTOWN UNIT NO.1 SUBDIVISION

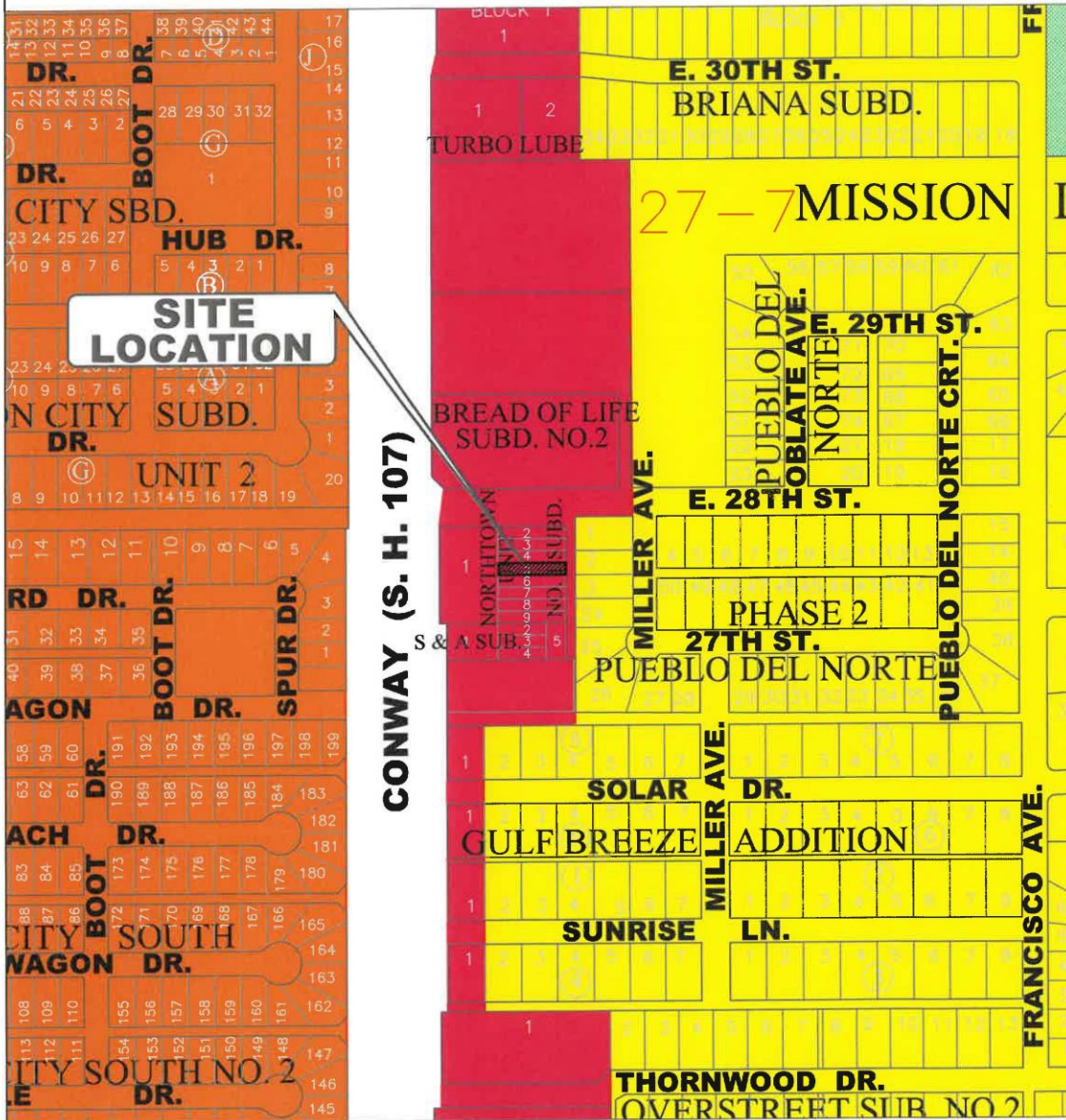


## AERIAL MAP





# ZONING MAP

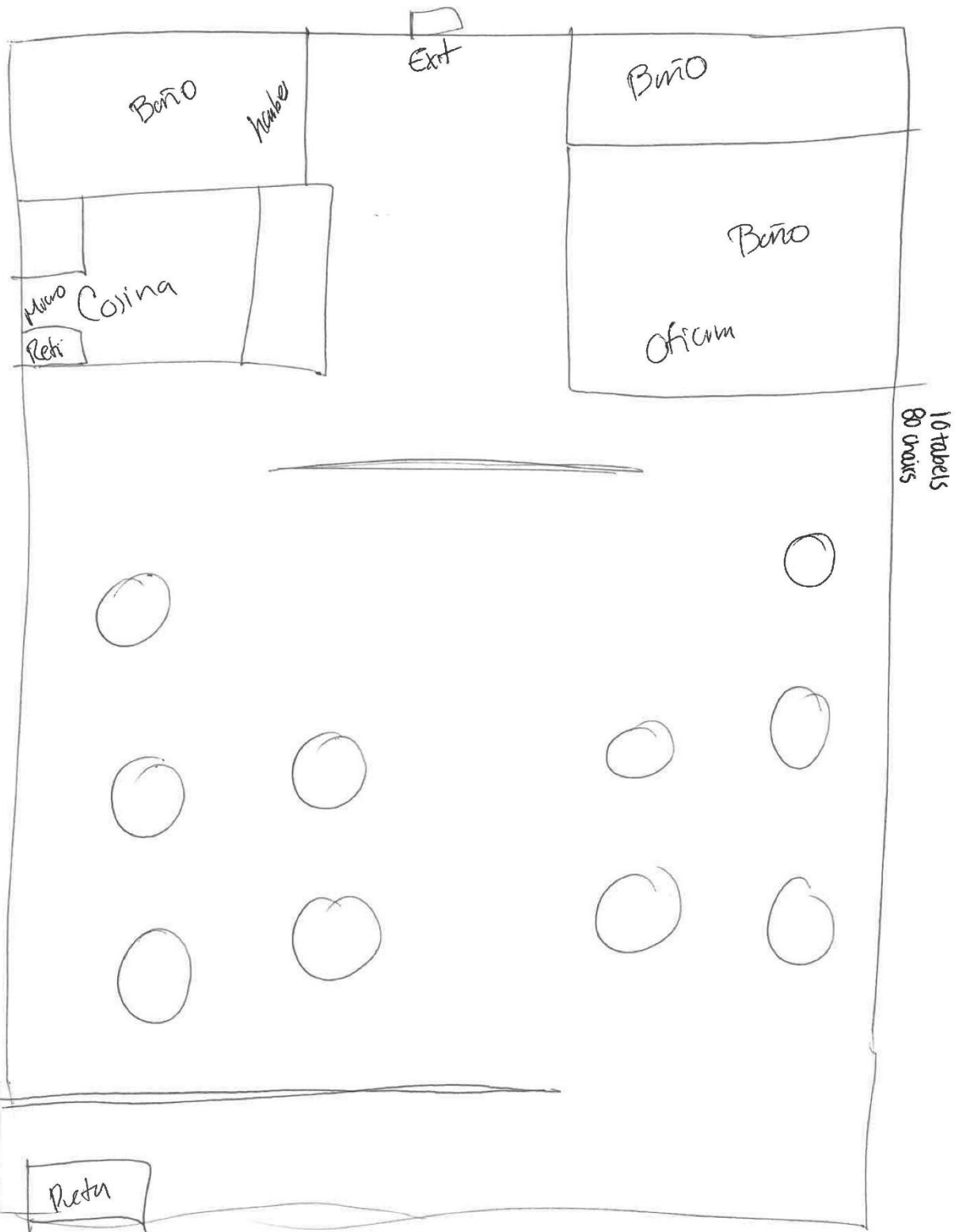


## FUTURE LAND USE MAP

- |                               |                                  |
|-------------------------------|----------------------------------|
| - LD - Low Density Res.       | - GC - General Commercial        |
| - LDA - Lower Density Res.    | - HC - Heavy Commercial          |
| - MD - Moderate Density Res.  | - I - Industrial                 |
| - HD - High Density Res.      | - P - Public                     |
| - ● - Neighborhood Commercial | - PUD - Planned Unit Development |

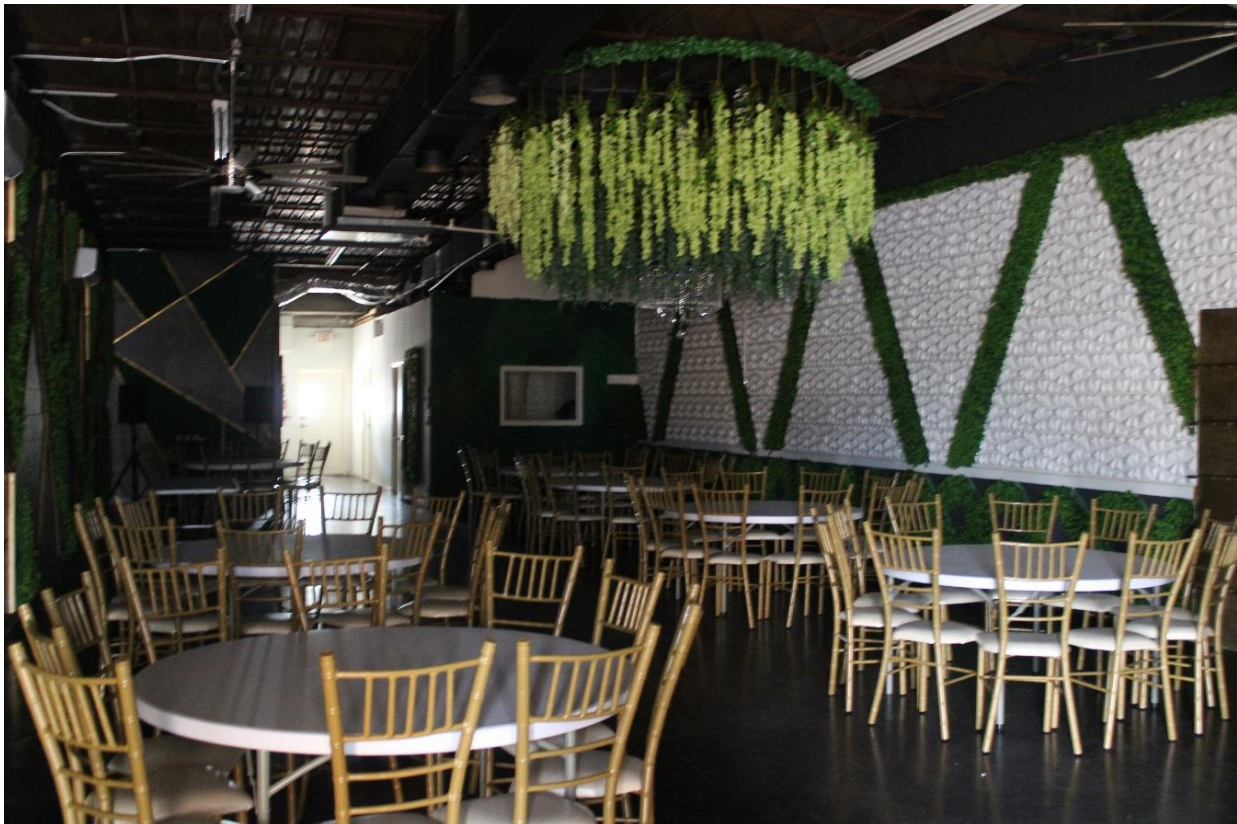


# SITE PLAN





## PHOTOS





## PHOTOS



## MAILOUT LIST

PROP_ID	file_as_na	addrDeliveryLine	addrCity	addrState	addrZip
127319	BREAD OF LIFE CHURCH	2820 N CONWAY AVE	MISSION	TX	78574-2114
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
527134	BREAD OF LIFE CHURCH	2820 N CONWAY AVE	MISSION	TX	78574-2114
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
513245	URESTI-CORTEZ INVESTMENTS LLC	1604 THORNWOOD DR	MISSION	TX	78574-4038
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