



MEETING DATE: October 21, 2026

PRESENTED BY: Xavier Cervantes, AICP, CPM, Director of Planning

AGENDA ITEM: Conduct a Public hearing and consideration of a Conditional Use Permit Renewal for an Event Center – Events on Conway in a (C-3) General Business District, being all of Lots 1 & 1-A through 1-K, Resubdivision of Lots 1 and 1L, Conway Plaza Subdivision, located at 2002 N. Conway Avenue, Suite E, Applicant: Christopher Rosales – Cervantes

NATURE OF REQUEST:

Project Timeline:

- September 28, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- October 5, 2026 – In accordance with State and local law, notice of the required public hearings mailed to all property owners within 200 feet of subject tract.
- October 21, 2026 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z).
- November 10, 2026 – Public hearing and consideration of the requested conditional use permit by the City Council.

Summary:

- The site is located 260 feet North of East 20th Street along the East side of N. Conway Avenue.
- 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 proposing the renewal of his conditional use permit for the Event Center.
- The venue features several types of events and private gatherings.
- The proposed hours of operation are as follows: Sunday through Saturday from 10:00 a.m. to 12:00 a.m.
- Staff will be 2 employees
- Parking: Due to the total of 40 seating spaces, which requires 13 parking spaces (40 seats/1 space for every 3 seats = 13 parking spaces. It is noted that the parking area is held in common (57 existing parking spaces) and shared with other businesses.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (21) 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 two (2) years,
- Must continue to comply with all City Codes (Building, Fire, Health, etc.),
- Hours of operation are Sunday through Saturday from 10:00 a.m. to 12:00 a.m.
- Must comply with the noise ordinance
- CUP is not transferable to others

- Maximum occupancy is 42 people

RECORD OF VOTE:

APPROVED:

DISAPPROVED:

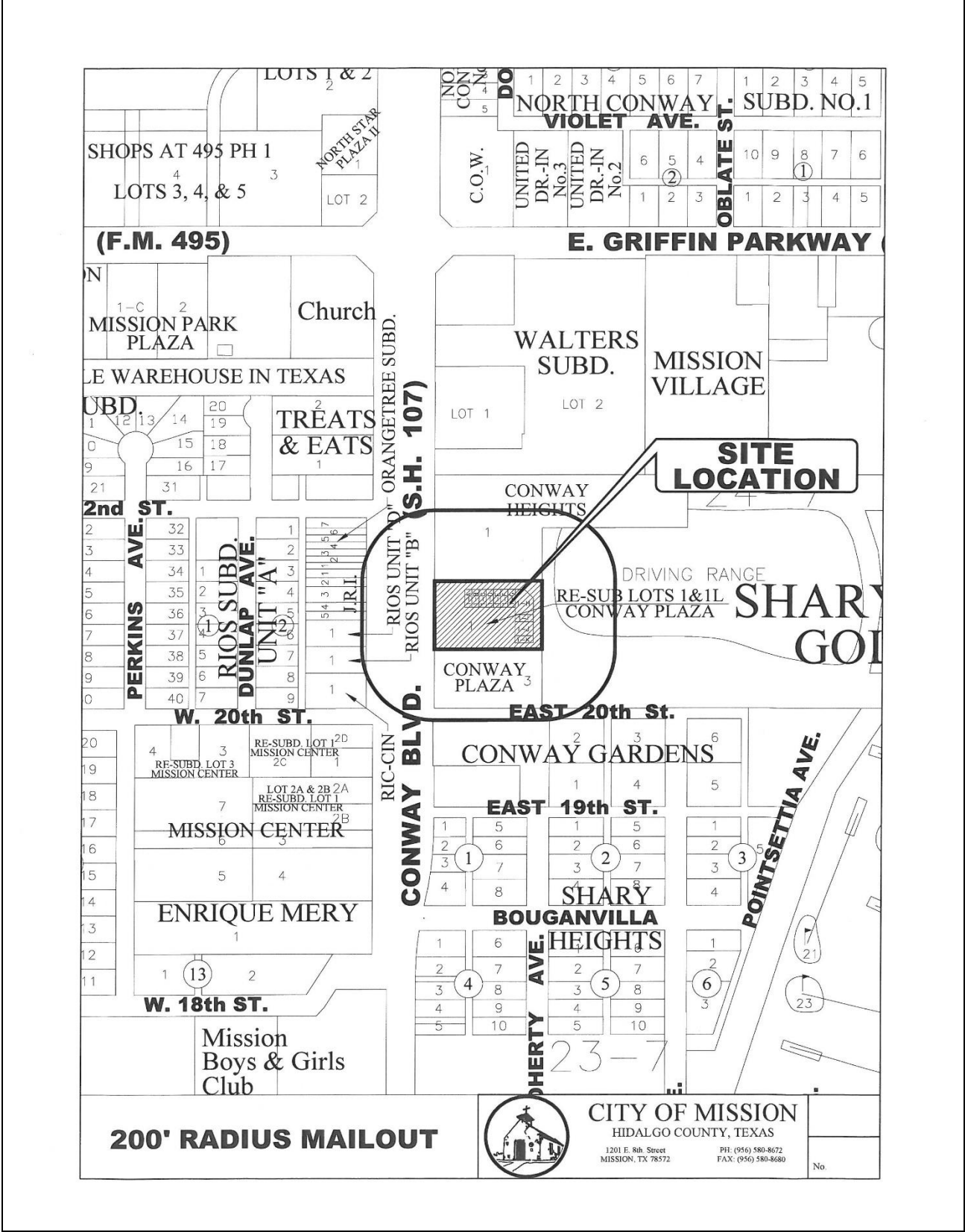
TABLED:

_____ AYES

_____ NAYS

_____ DISSENTING _____

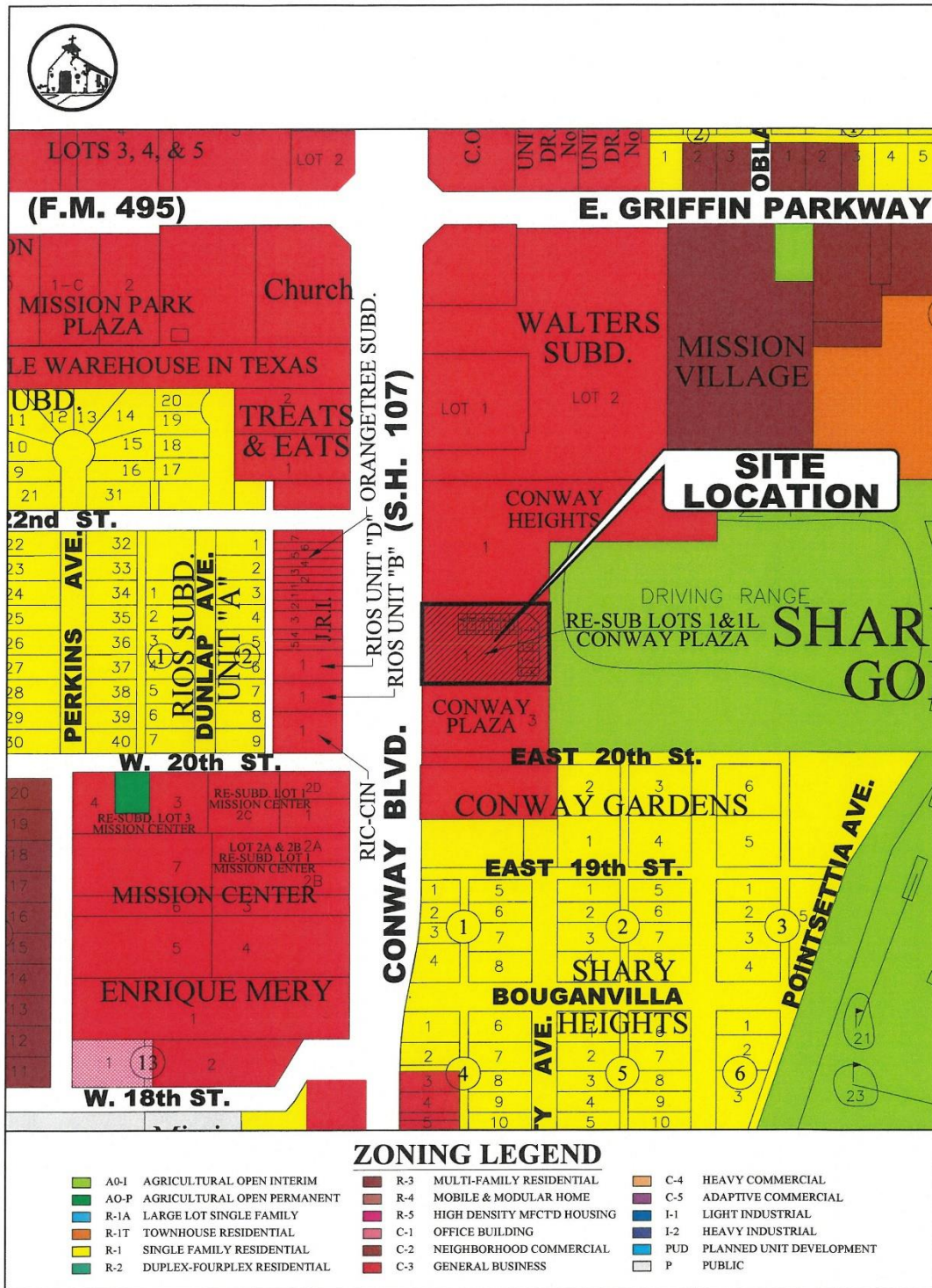
LEGAL NOTICE MAP



AERIAL PHOTO



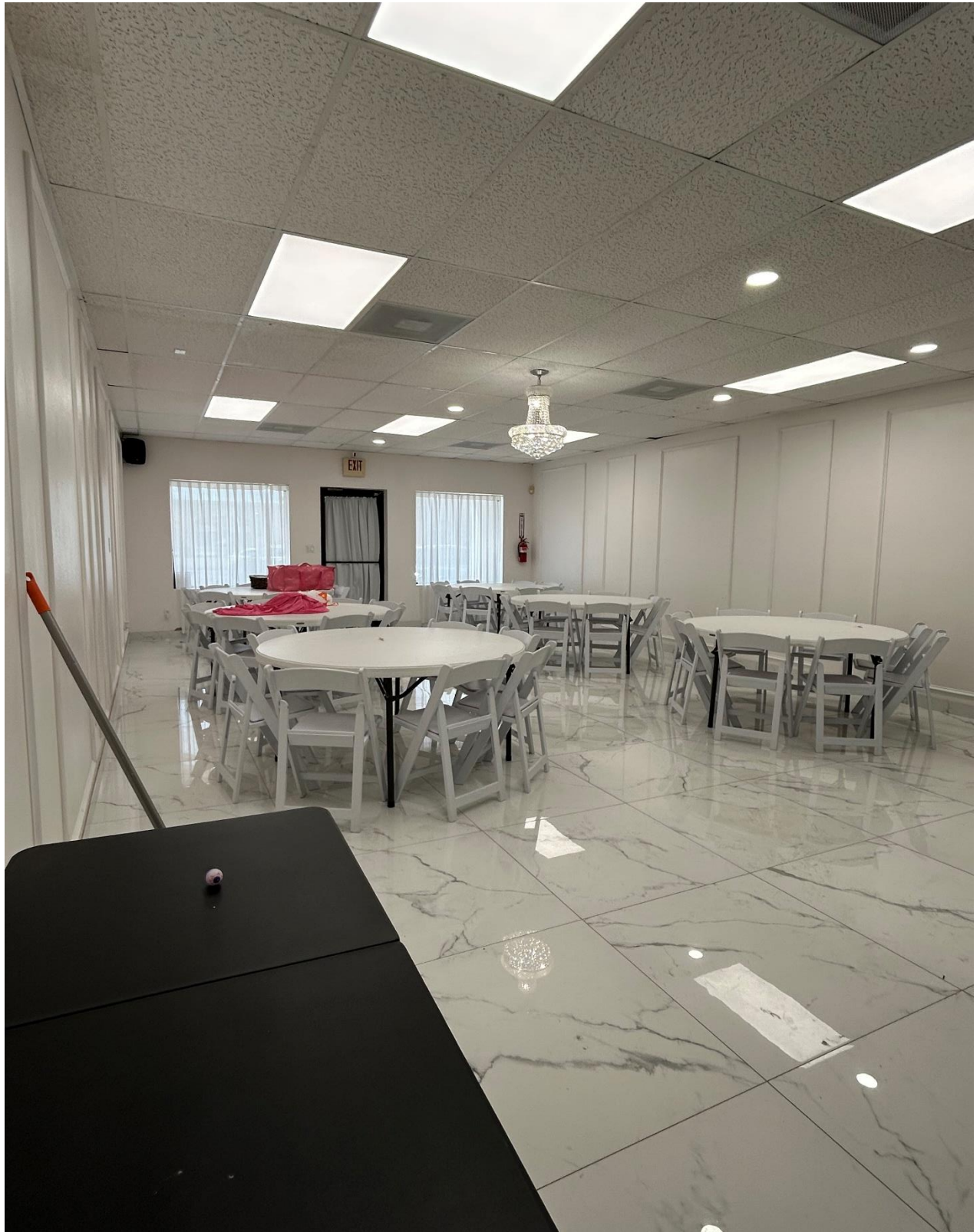
ZONING MAP



EXTERIOR PHOTO



INTERIOR PHOTO



INTERIOR PHOTO



MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
316864	LILA-TESS INVESTMENTS LTD	2321 ORANGE ST	MISSION	TX	78574-2425
153938	ENRIQUEZ GUADALUPE Jr	2101 S 29 1/2 ST	MCALLEN	TX	78503-8027
533964	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533967	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533968	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533970	2025 INVESTMENTS LLC	2025 N CONWAY AVE	MISSION	TX	78572-2965
559994	TOMELGLO LLC	1207 E 29TH ST	MISSION	TX	78574-3745
533966	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
520493	GARCIA JULIO CESAR	25 CALLE ANACUA	BROWNSVILLE	TX	78520-7303
539586	MISSION QUICK LUBE INC	2001 N CONWAY AVE	MISSION	TX	78572-2965
548154	BANK OF SOUTH TEXAS	840 N CAGE BLVD	PHARR	TX	78577-3106
559991	SALINAS RICARDO LEE	2011 N CONWAY AVE	MISSION	TX	78572-2965
559993	CHAPA NOE & JAYNIE	1617 DEBBY LN	MISSION	TX	78572-7717
559990	ZAMORA SANDRA	1812 ALEX DR	MISSION	TX	78572-8565
559992	MACIAS-ZAMORA CYNTHIA	722 WINDSOR GLEN DR	MISSION	TX	78572
559989	CEPEDA LIZZETH ALEXANDRA	4001 WARE DEL NORTE	MCALLEN	TX	78504
533621	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
627049	SCURLOCK LEASING LLC	902 BIG HORN DR	EDINBURG	TX	78542-0744
316922	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
153943	SANBRO INVESTMENTS LP	2200 N CONWAY AVE	MISSION	TX	78572-2968
1067324	VIRGIL WILSON MORTUARY	2200 N CONWAY AVE	MISSION	TX	78572-2968