



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 for an Event Center – Aurella Event Center in a (C-3) General Business District, being Lot 12, Sparks & Townsend Plaza Subdivision, located at 2704 E. Griffin Parkway, Ste. G, Applicant: Guadalupe Rocha – Cervantes

NATURE OF REQUEST:

Project Timeline:

- September 28, 2026 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- October 10, 2026 – In accordance with State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the 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 approximately 310 feet West of N. Taylor Road along the South side of E. Griffin Parkway (F.M. 495).
- 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 for an Event Center that will be named “Aurella Event Center”.
- Proposed activities: The venue features several types of events and private gatherings.
- The proposed hours of operation are as follows: Monday through Sunday from 10:00 am to 2:00 am.
- Staff: 2 employees
- The applicant is proposing that no alcoholic beverages are to be sold at the venue, and no BYOB (bring your own beverage) will be allowed at this time.
- Parking: Due to the total of 80 proposed chairs, a total of 27 parking spaces are needed. The plaza has 103 parking spaces available.
- The Planning Staff has not received any objections to the request from the surrounding property owners. Staff mailed out (38) 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 1 year, subject to:
- Must comply with all City Codes (Building, Fire, Health, etc.)
- Hours of operation are Monday through Sunday from 10:00 am to 2:00 am

- Must comply with the noise ordinance
- Acquisition of a business license prior to occupancy
- Maximum capacity is 80 people
- CUP not be transferable to others

RECORD OF VOTE:

APPROVED:

DISAPPROVED:

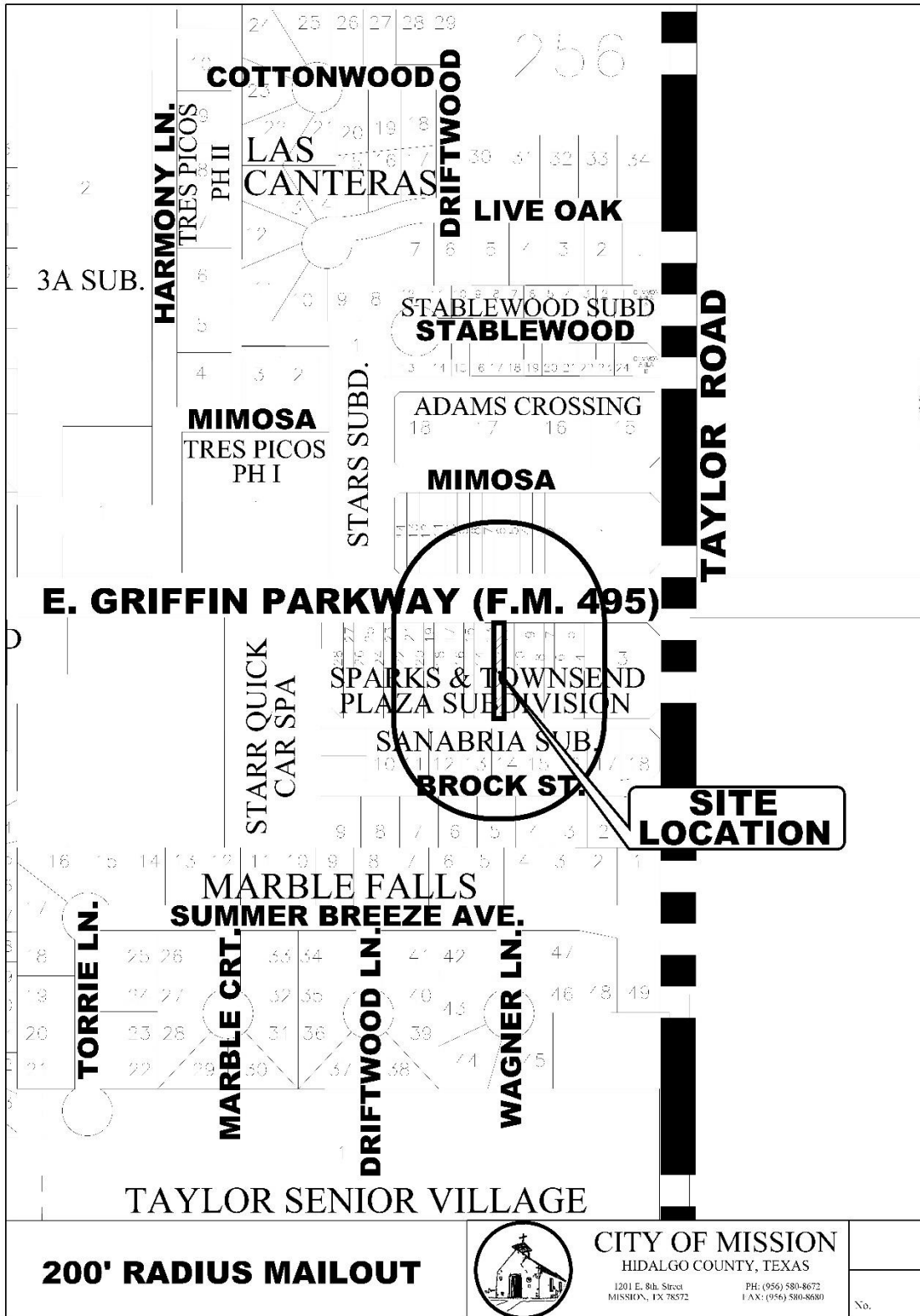
TABLED:

_____ AYES

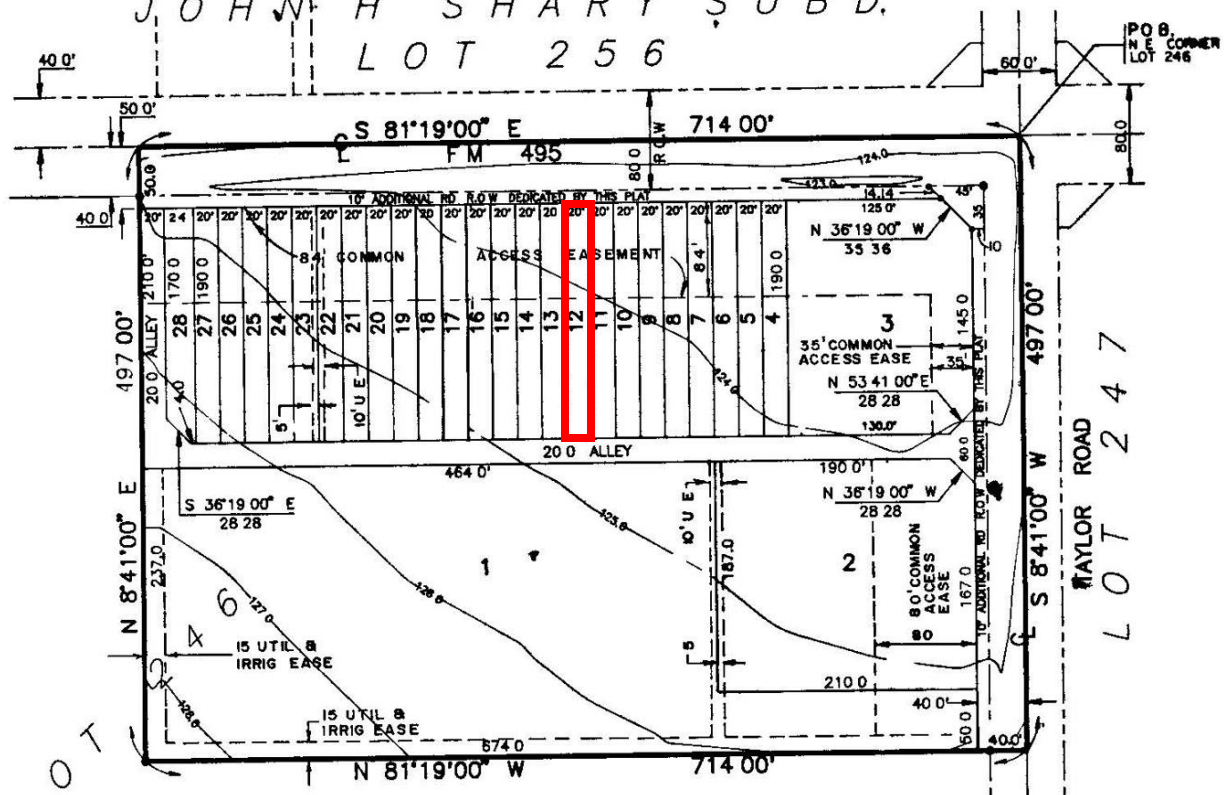
_____ NAYS

_____ DISSENTING _____

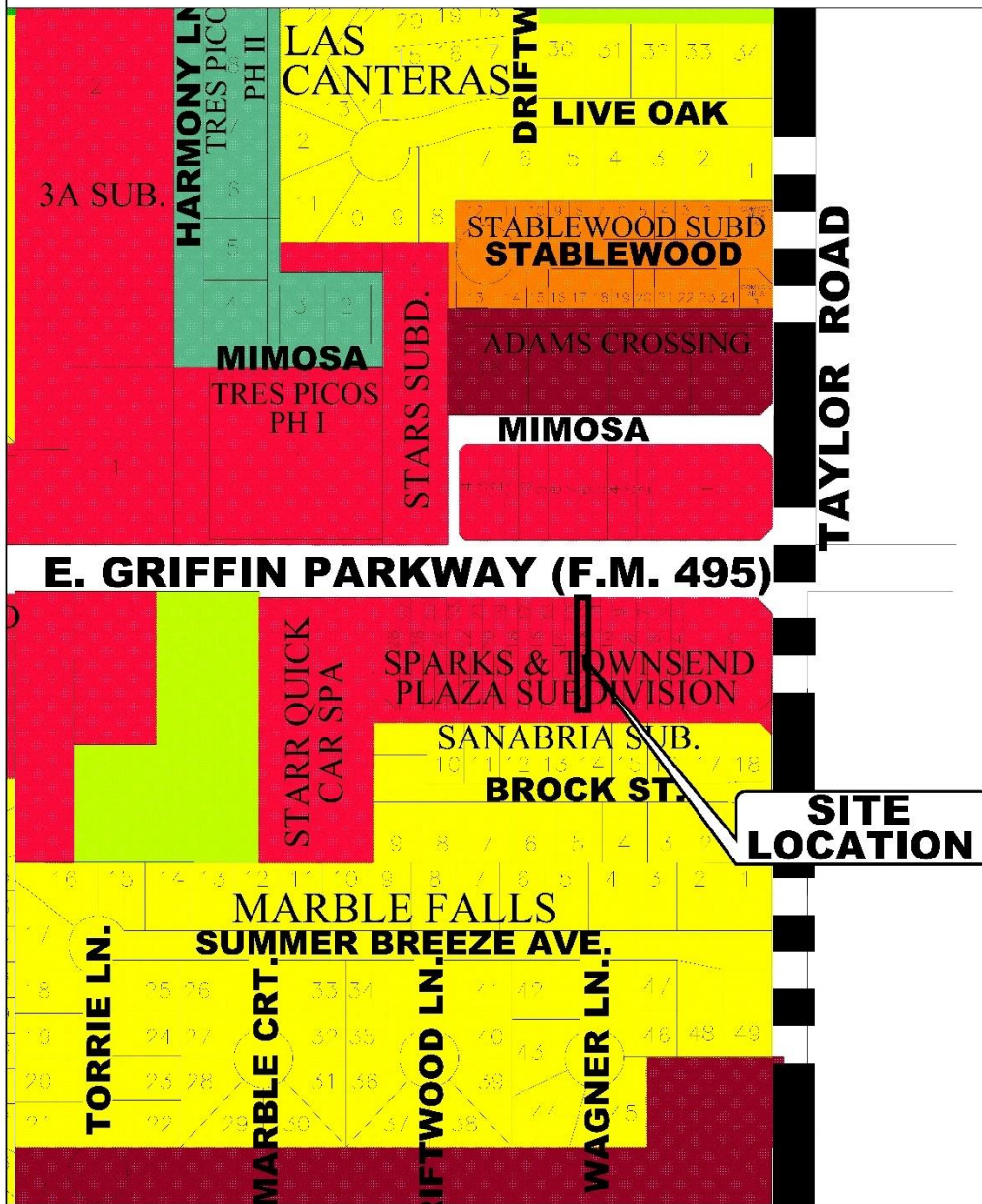
MAILOUT VICINITY MAP



JOHN H SHARY SUBD.
LOT 256



ZONING MAP

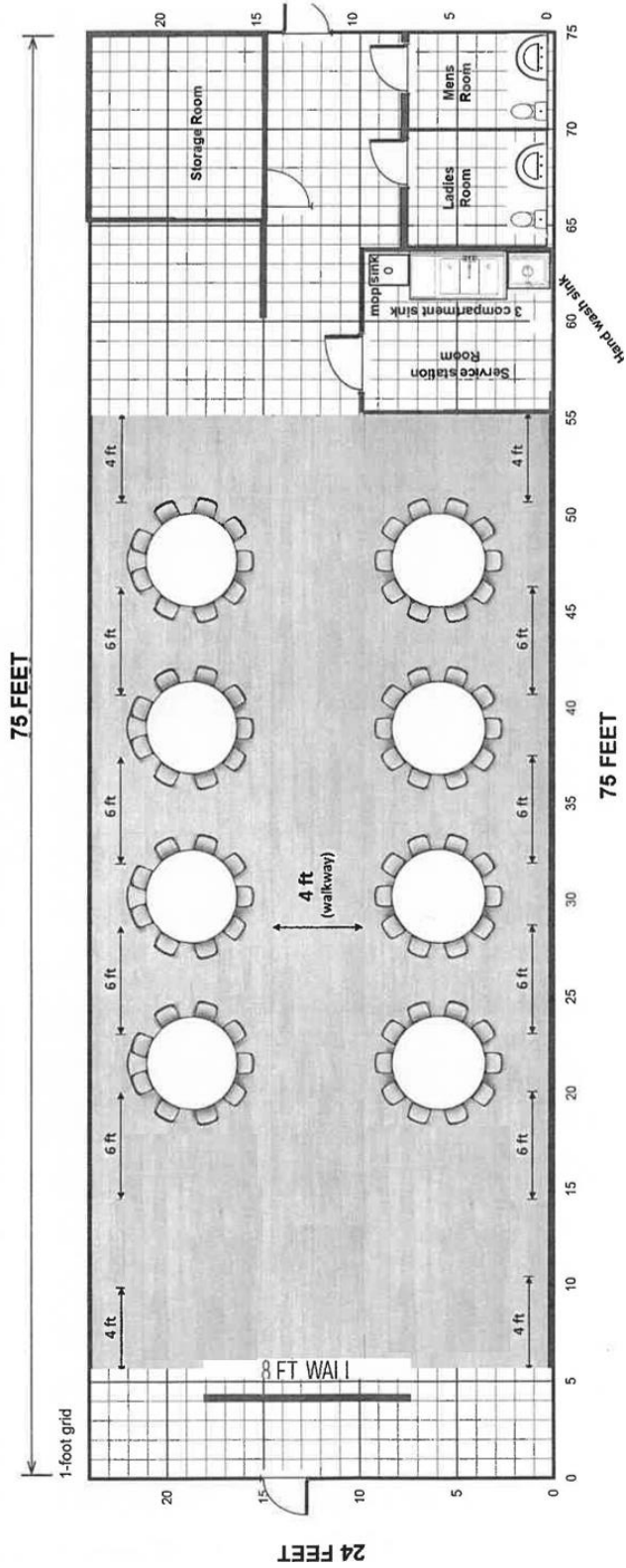


ZONING LEGEND

	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

FLOOR PLAN

Aurella Event Center 2704 E. Griffin Parkway Suite E Mission, Texas. 78572



PICTURE



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