



**MEETING DATE:** September 17, 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 – Events on Conway, being All of Lots 1 & 1-A through 1-k, Re-subdivision of Lots 1 and 1L, Conway Plaza Subdivision, in a (C-3) General Commercial District, located at 2002 N. Conway Avenue, Suite E. Applicant: Christopher Rosales – Cervantes

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**NATURE OF REQUEST:**

Project Timeline:

- August 29, 2025 – Application for a Conditional Use Permit (“CUP”) submitted to the City.
- September 4, 2025 – Following State and local law, notice of the required public hearings mailed to all property owners within 200 feet of the subject tract.
- September 17, 2025 - Public hearing and consideration of the requested Conditional Use Permit by the Planning and Zoning Commission (P&Z)
- October 14, 2025 – Public hearing and consideration of the requested Conditional Use Permit by the City Council.

Summary:

- The site is located 260 feet North of East 20<sup>th</sup>. 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 Events Center requires the approval of a conditional use permit by the City Council.
- The applicant proposes to apply for a conditional use permit for the Event Center.
- The hours of operation are as follows: Sunday through Saturday from 10:00 a.m. to 12:00 am.
- Staff: 2 employees
- The applicant is proposing that alcoholic beverages be consumed at the establishment, but no alcoholic beverages are proposed to be sold at the venue. The applicant’s background check for the proposed BYOB (bring your own beer) will be required.
- 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:**

- Approval for 1 years re-evaluation subject to;
- Hours of operation are Sunday through Saturday from 10:00 a.m. to 12:00 a.m.
- Maximum occupancy being 42
- Must comply with the noise ordinance
- CUP is not transferable to others.

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**RECORD OF VOTE:**                      **APPROVED:** \_\_\_\_\_

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

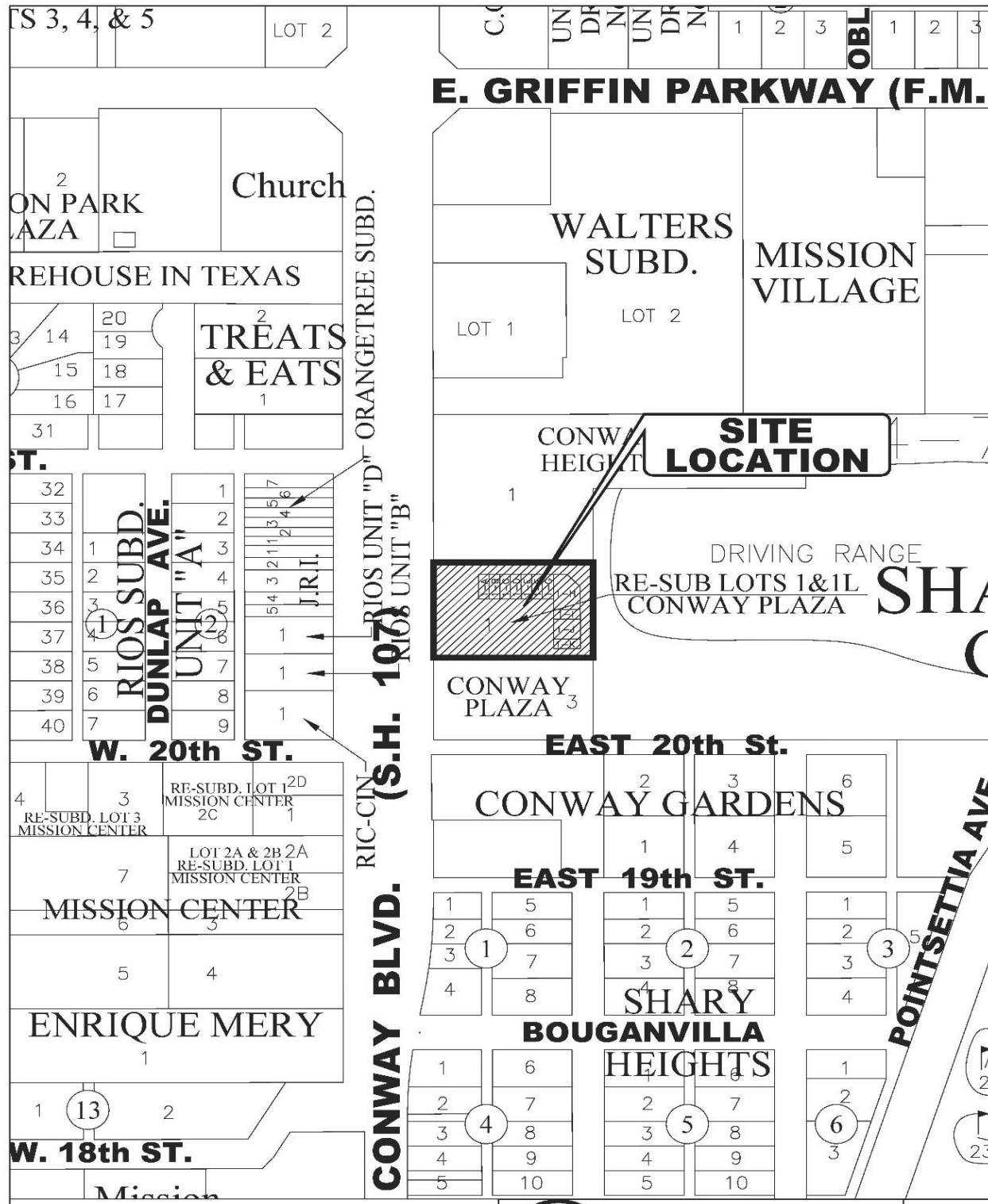
**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

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

**SITE LOCATION**



**CITY OF MISSION**

HIDALGO COUNTY, TEXAS

1201 E. 8th Street  
MISSION, TX 78572

PH: (956) 580-8672  
FAX: (956) 580-8680

No.

**AERIAL MAP**

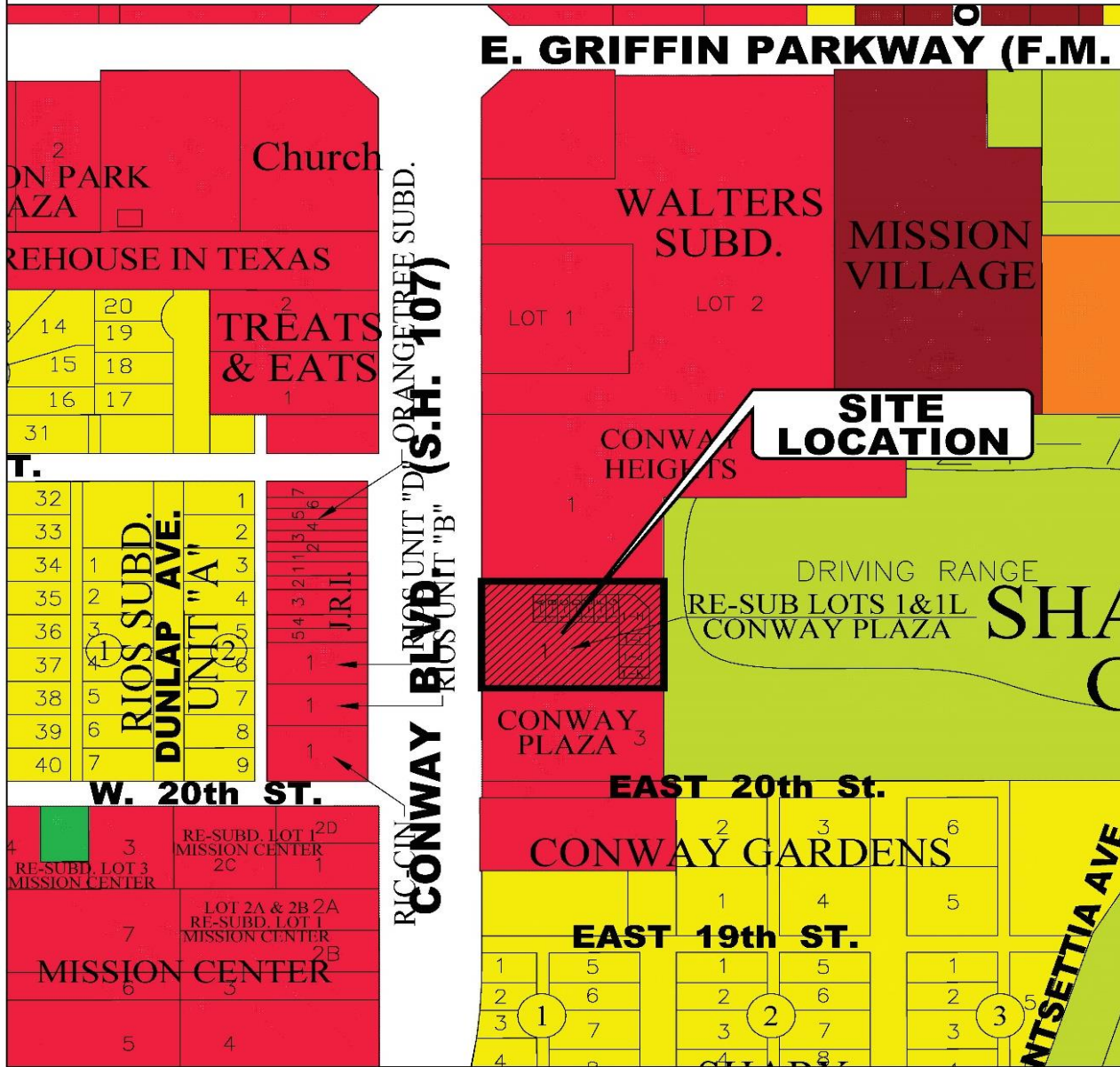


**LOCATION SITE**

**N. CONWAY AVE.**



# ZONING MAP



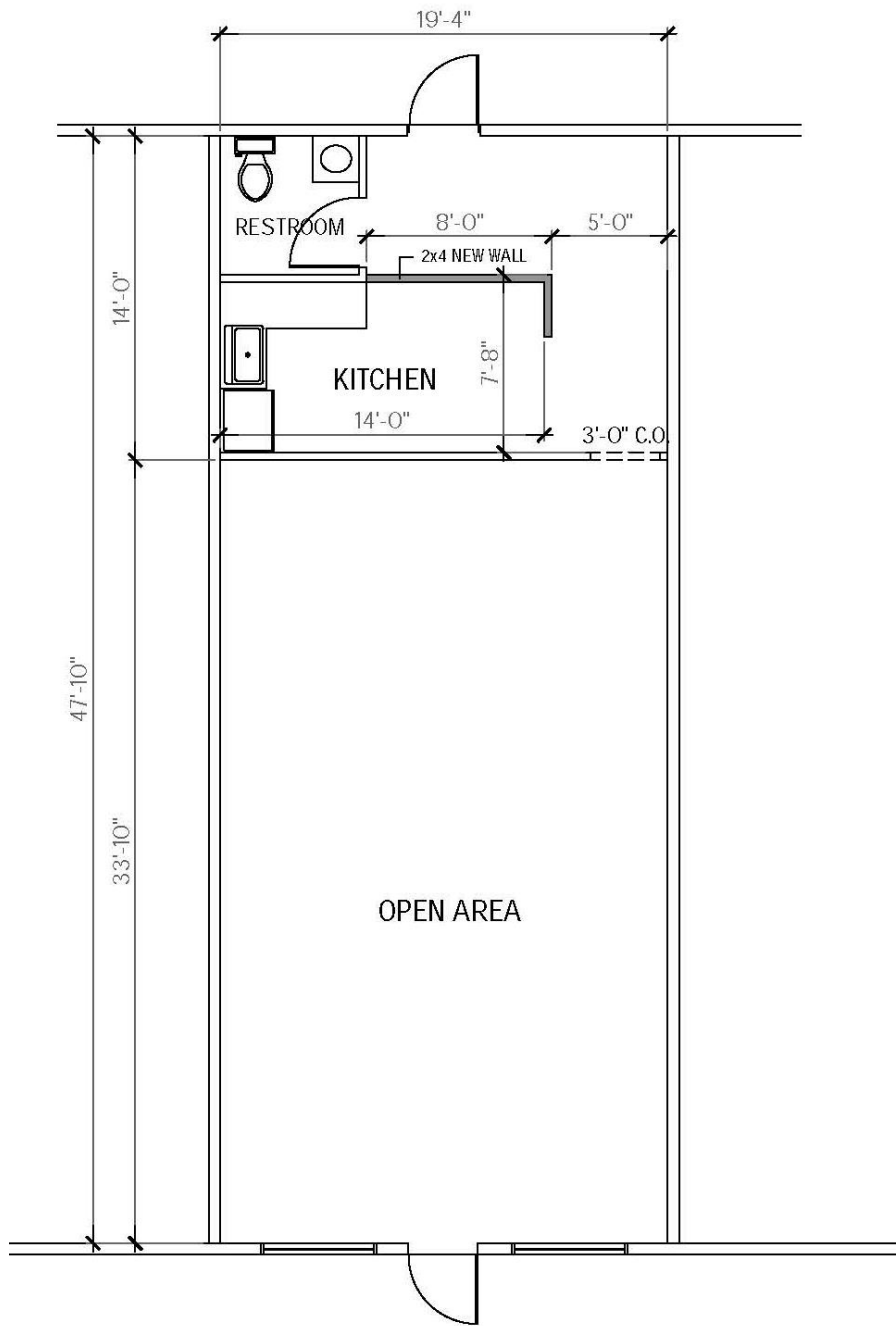
## ZONING LEGEND

	A0-I AGRICULTURAL OPEN INTERIM		R-3 MULTI-FAMILY RESIDENTIAL		C-4 HEAVY COMMERCIAL
	A0-P AGRICULTURAL OPEN PERMANENT		R-4 MOBILE & MODULAR HOME		C-5 ADAPTIVE COMMERCIAL
	R-1A LARGE LOT SINGLE FAMILY		R-5 HIGH DENSITY ME'CT'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

PICTURES



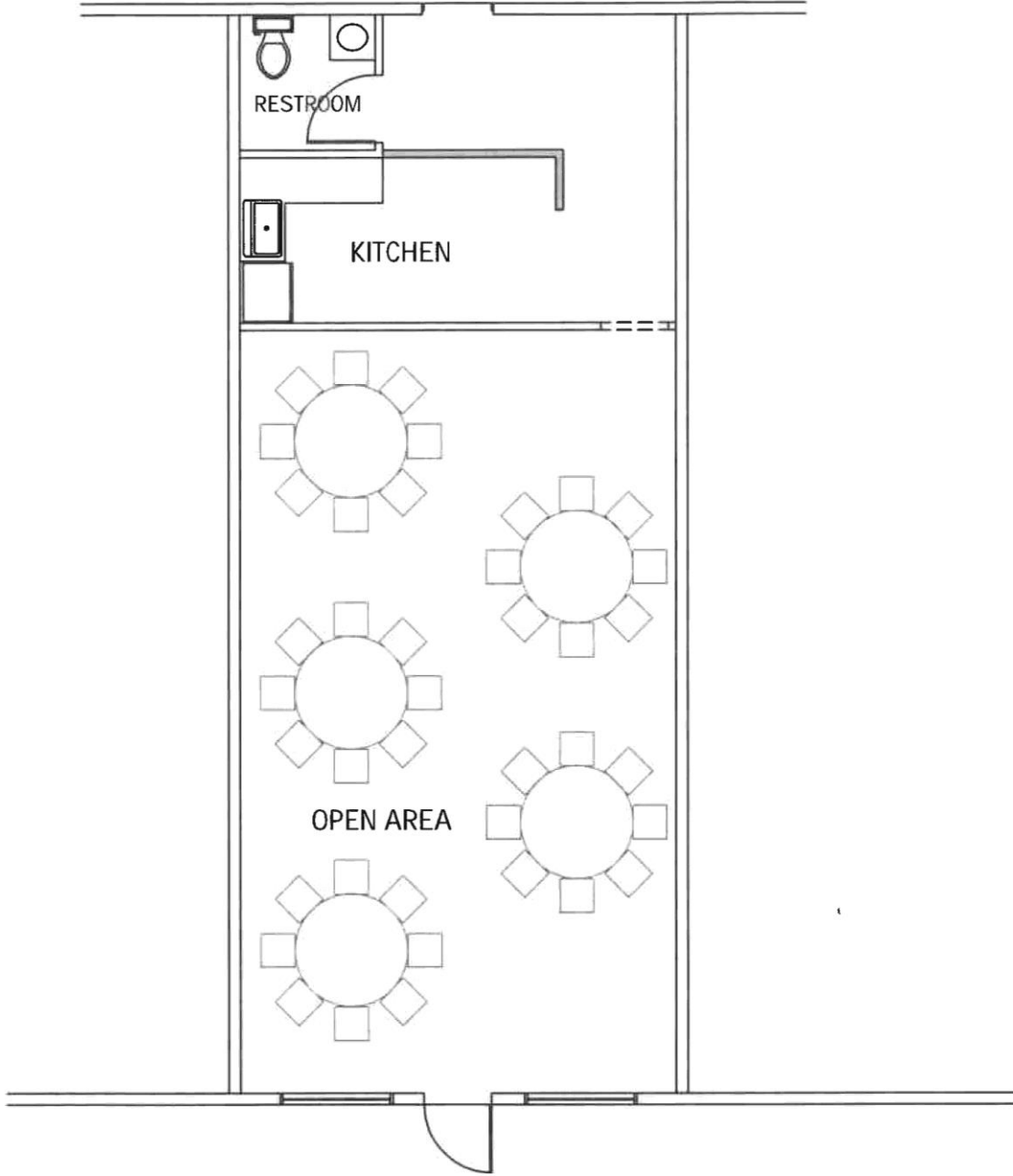
# FLOOR PLAN



## PRELIMINARY FLOOR PLAN

SCALE: 1/8"=1'-0"

**SEATING AREA**



**TABLES AND CHAIRS LAYOUT PLAN**

SCALE: 1/8"=1'-0"



**200 FOOT RADIUS**



**200' RADIUS MAILOUT**



**CITY OF MISSION**  
HIDALGO COUNTY, TEXAS

1201 E. 8th Street  
MISSION, TX 78572

PH: (956) 580-8672  
FAX: (956) 580-8680

No.

## MAILOUT LIST

PROP_ID	geolD	name	addrDelive	addrCity	addrState	addrZip
316864	W0100-00-023-0007-02	LILA-TESS INVESTMENTS LTD	2321 ORANGE ST	MISSION	TX	78574-2425
153938	C7950-00-000-0002-00	ENRIQUEZ GUADALUPE Jr	2101 S 29 1/2 ST	MCALLEN	TX	78503-8027
533964	O5900-00-000-0001-00	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533967	O5900-00-000-0003-00	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533968	O5900-00-000-0004-00	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
533970	O5900-00-000-0005-00	2025 INVESTMENTS LLC	2025 N CONWAY AVE	MISSION	TX	78572-2965
559994	R3251-0D-000-0001-00	TOMELGLO LLC	1207 E 29TH ST	MISSION	TX	78574-3745
533966	O5900-00-000-0002-00	DAVIS L MICHAEL	504 LAS BRISAS	MISSION	TX	78574-2367
520493	R3250-0B-000-0001-00	GARCIA JULIO CESAR	25 CALLE ANACUA	BROWNSVILLE	TX	78520-7303
539586	R2435-00-000-0001-00	MISSION QUICK LUBE INC	2001 N CONWAY AVE	MISSION	TX	78572-2965
548154	C7980-00-000-0003-00	BANK OF SOUTH TEXAS	840 N CAGE BLVD	PHARR	TX	78577-3106
559991	J1837-00-000-0003-00	SALINAS RICARDO LEE	2011 N CONWAY AVE	MISSION	TX	78572-2965
559993	J1837-00-000-0005-00	CHAPA NOE & JAYNIE	1617 DEBBY LN	MISSION	TX	78572-7717
559990	J1837-00-000-0002-00	ZAMORA SANDRA	1812 ALEX DR	MISSION	TX	78572-8565
559992	J1837-00-000-0004-00	MACIAS-ZAMORA CYNTHIA	722 WINDSOR GLEN DR	MISSION	TX	78572
559989	J1837-00-000-0001-00	CEPEDA LIZZETH ALEXANDRA	4001 WARE DEL NORTE	MCALLEN	TX	78504
533621	W0100-00-024-0007-17	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
627049	C7980-00-000-001A-00	SCURLOCK LEASING LLC	902 BIG HORN DR	EDINBURG	TX	78542-0744
316922	W0100-00-024-0007-01	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
153943	C7960-00-000-0001-00	SANBRO INVESTMENTS LP	2200 N CONWAY AVE	MISSION	TX	78572-2968
1067324	C7960-00-000-0001-05	VIRGIL WILSON MORTUARY	2200 N CONWAY AVE	MISSION	TX	78572-2968