



MEETING DATE: April 28, 2026

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

AGENDA ITEM: Conduct a public hearing and consideration of a Conditional Use Permit to allow an Event Center with proposed On-Site Consumption of Alcoholic Beverages – Rodeo Bull Event Center in a property zoned (C-3) General Business District, being Lot 9, Northtown Unit No. 1 Subdivision, located at 2714 N. Conway Avenue, Applicant: Jessica & Esteban Barrera, Adoption of Ordinance # _____ - Cervantes

NATURE OF REQUEST:

Project Timeline:

- February 27, 2026 – Application for Conditional Use Permit submitted to the City for processing.
- March 19, 2026 – 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.
- April 1, 2026 – Public hearing and consideration of a Conditional Use Permit by the Planning and Zoning Commission.
- April 28, 2026 – Public hearing and consideration of a Conditional Use Permit by the City Council.

Summary:

- The subject site is located within a commercial plaza located at the Southeast corner of Conway Avenue and E. 28th Street.
- Per Code of Ordinance, an event center and the on-site consumption of alcoholic beverages (BYOB) require the approval of a Conditional Use Permit by the City Council.
- The applicant would like to take over an existing event center and would like to include bring your own beverage (BYOB) for her customers. She plans to host small-scale events such as weddings, quinceañeras, graduations, baby showers, meetings, posadas, and indoor markets.
- Since she is a new owner, a new conditional use permit is required due to the change of ownership.
- **Days/Hours of Operation:** Monday – Sunday from 8:00 a.m. to 1:00 a.m.
- **Staff:** 2 employees
- In reviewing the floor plan, staff noticed that the applicant is proposing a total of 88 seating spaces (11 tables with 8 chairs each) for this establishment, which would require 29 parking spaces. The parking spaces are calculated based on the number of seats, 1 parking space for every 3 seats. (88 seats/3=29.33 parking spaces). It is noted that the parking area is held in common for this commercial plaza (72 existing parking spaces).
- Alcoholic Beverages – This request is compliant with Sec. 6-4, which requires that no alcoholic beverages be sold within 300' of a church, public or private school, or public hospital.
- The Planning staff has not received any objections to the request from the surrounding property owners. Staff mailed out (21) 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:

Staff recommends approval of the request subject to compliance with the following conditions:

1. Permit for one (1) year to continue to assess this new business.
2. Continued compliance with all City Codes (Building, Fire, Health, Sign codes, etc.)
3. Continued compliance with TABC requirements.
4. CUP is not transferable to others.
5. Must have security cameras inside and outside with a minimum 30-day retention.
6. Must comply with the noise ordinance.
7. Hours of operation to be as follows: Monday – Sunday from 8:00 a.m. to 1:00 a.m.
8. Must have a minimum of two (2) Level II licensed security officers from 8:00 p.m. to 1:00 a.m.
9. Maximum occupancy is 115 people.
10. BYOB establishments must not exceed three calls for emergency within any 90-day period categorized as major disturbance.
11. Place “No alcohol beyond this point” signs at every exit and in parking lot.
12. The applicant or representative of the applicant must be present during all events.
13. Must acquire a business license.

Departmental Approval: N/A

Advisory Board Recommendation: Approval

City Manager’s Recommendation: Approval *JP7*

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING
