

MINUTES
PLANNING & ZONING COMMISSION
City Commissioner's Room
118 S. Cage Blvd. March 10, 2025 - 4:00 p.m.

A meeting of the Planning & Zoning Commission of the City of Pharr was held on Monday, March 10, 2025, and following was the record of attendance.

MEMBERS PRESENT: Danny Wylie
Rafael Munguia
Charlie Ramirez
Ruben Luna
Romeo Cantu Jr.
Mercedes Guillen
Roberto Carrillo Jr.

MEMBERS ABSENT: Andy Castro
Javier Gutierrez

STAFF PRESENT: David Friedlein, Assistant City Manager
Ricardo Rodriguez III, City Attorney
Kimberly Mendoza, Director of Development Services
Joe Garza, Assistant Director of Development Services
Eddie Martinez, Planner III
Laura Fonseca, Planner II
Joanna Villarreal, Planner I
Tania Goo, Secretary

ITEM A. CALL TO ORDER

1) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER

Danny Wylie, Chairman, called the meeting to order at 4:00 p.m. Roll call established a quorum.

Board Member Rafael Mungia moved to excuse the absent members. Board Member, Ruben Luna, seconded the motion and when put to a vote it carried unanimously.

ITEM B. PUBLIC TESTIMONY

There were no comments from the public.

ITEM C. APPROVAL OF MINUTES

1) MINUTES FOR FEBRUARY 24, 2025 - REGULAR MEETING

Danny Wylie, Chairman, introduced the item.

Board Member Romeo Cantu Jr. **moved** to approve. Board Member Ruben Luna second the motion and when put to a vote, it carried unanimously.

ITEM D. PUBLIC HEARING:

1) JAVIER HINOJOSA, REPRESENTING SENDERO ESTATES, LLC., OWNER, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CHANGE OF ZONE FROM AGRICULTURAL AND/OR OPEN SPACE DISTRICT (A-O) TO TOWNHOUSE RESIDENTIAL DISTRICT (R-TH). THE PROPERTY IS LEGALLY DESCRIBED AS BEING 22.94 ACRES, MORE OR LESS, OUT OF LOT 255, KELLY-PHARR SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS LOCATED WITHIN THE 1000 BLOCK OF EAST JAVELINA DRIVE. COZ#250201

Laura Fonseca, Planner II, introduced the item and stated the applicant requested a Change of Zone from Agricultural and/or Open Space District (A-O) to Townhouse Residential District (R-TH) in order to develop and construct townhomes. She went over the property's legal description and physical address and stated the property had frontage along East Javelina Drive, a 70 ft. minor collector street which runs east and west with a posted speed limit of 30 miles per hour or less as identified in the City of Pharr's Thoroughfare Plan. She further stated the property was legally described as being 22.94 acres, more or less, out of Lot 255, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas.

Laura Fonseca, Planner II, stated the property was zoned Agricultural and/or Open Space District upon annexation on January 21, 2025 and stated the properties to the south and west were rezoned from Agricultural and/or Open Space District (A-O) to General Business District (C) on February 15, 2016. Ms. Fonseca stated the property to the north was rezoned from Agricultural and/or Open Space District (A-O) to Planned Unit Development District (PUD) on March 17, 1992, and stated city limits lie to the east. She further stated there have been no other zoning requests within the vicinity of the subject property since that time. And the property was generally designated for Public/Semi Public use in the Land Use Plan.

Laura Fonseca, Planner II, stated the Residential Townhouse District (R-TH) was established to provide adequate space and site diversification for medium-density residential development that was single-family, on separate lots, and typically owner occupied. She stated Townhouse development was a low to medium-density use and before zoning to townhouse usage, the increased requirements for street, water and fire

protection, wastewater, drainage, and adequate open space must be met. She further stated Townhouse developments must be properly buffered from non-residential uses and protected from high volumes of non-single-family traffic, or from pollution and/or environmental hazards.

Laura Fonseca, Planner II, further stated twenty-two (22) letters were mailed out to the surrounding property owners within a two hundred (200) foot radius on February 21, 2025, and a legal notice was published in the Advance News Journal on February 19, 2025. Ms. Fonseca stated staff received no response to the letters or the legal notice.

Laura Fonseca, Planner II, stated Development Services was recommending approval of the rezoning request from Agricultural and/or Open Space District (A-O) to Townhouse Residential District (R-TH) as the property met area requirements and had adequate ingress and egress. She stated, if approved, the owner would need to comply with all City Ordinances and City Department requirements and stated the item would be placed on the City Commission agenda scheduled for March 17, 2025, at 4:00 p.m. and Lastly, Ms. Fonseca stated there was no representation in the audience.

Board member Rafael Mungia inquired about the density for townhomes per acre.

Joe Garza, Assistant Director of Development Services, stated the minimum lot area for townhomes was 2,500 square feet.

There being no further discussion, Board Member Rafael Mungia **moved** to approve. Board Member Charlie Ramirez seconded the motion and when put to vote, it carried unanimously.

2) MDG INVESTMENT GROUP DBA MONARCH HOMES, REPRESENTING JASSO EXPRESS RGV, LLC., OWNER, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CHANGE OF ZONE FROM SINGLE-FAMILY RESIDENTIAL DISTRICT (R-1) TO RESIDENTIAL MULTI-FAMILY HIGH DENSITY DISTRICT (R-MFHD). THE PROPERTY IS LEGALLY DESCRIBED AS LOT 15, BEAMSLEY SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 1200 WEST KENNEDY STREET. COZ#250202

Laura Fonseca, Planner II, introduced the item and stated the applicant requested a Change of Zone from Single-Family Residential District (R-1) to Residential Multi-Family High Density District (R-MFHD) in order to develop and construct 13 apartment units. She went over the property's legal description and physical address and stated the property had frontage along West Kennedy Street, a 50-ft – 60-ft local street which runs east and west with a posted speed limit of 20 to 30 miles per hour as identified in the City of Pharr's Thoroughfare Plan. Ms. Fonseca further stated the property was legally described as Lot 15, Beamsley Subdivision, Pharr, Hidalgo County, Texas.

Laura Fonseca, Planner II, stated the properties to the east and west, were zoned Single-Family Residential District (R-1), when the city was annexed in 1989 and the property to the north was rezoned from Single-Family Residential District (R-1) to General Business District (C) on March 21, 2016. She stated the property to the south was rezoned from Residential Townhouse District (R-TH) to Medium Density Multi-Family Residential District (R-3) on June 20, 2016 and there were no other zoning requests within the general vicinity of the subject property since that time. Ms. Fonseca stated the property was generally designated for commercial use in the Land Use Plan.

Laura Fonseca, Planner II, stated the Residential Multi-Family High Density District (R-MFHD) was established to provide adequate space and site diversification for medium to high density areas and stated this may be a zone for transitional areas developed for single-family usage, due to the need for rehabilitation, or changes in the character of the neighborhood which were now deemed suitable for some multifamily development. Ms. Fonseca stated this zone allowed medium to high density developments, and should be located where additional requirements for streets, water and fire protection, wastewater, drainage and adequate open space shall be met. She further stated R-MFHD uses should not run traffic over long distances of single-family residential-sized streets or neighborhoods and should be located close to arterials or collectors capable of carrying additional traffic. Ms. Fonseca stated Multi-family developments were not a buffer between single-family and commercial uses and should be properly buffered from non-residential land uses and traffic, or from pollution and environmental hazards.

Laura Fonseca, Planner II, further stated thirteen (13) letters were mailed out to the surrounding property owners within a two hundred (200) foot radius on February 21, 2025, and a legal notice was published in the Advance News Journal on February 19, 2025. She stated staff received no response to the letters or the legal notice.

Laura Fonseca, Planner II, stated Development Services was recommending approval of the rezoning request from Single-Family Residential District (R-1) to Residential Multi-Family High Density District (R-MFHD) as the property met area requirements and had adequate ingress and egress. She further stated the proposed rezoning aligned well with the existing development trends and land use patterns in the general area and, if approved, the owner would need to comply with all City Ordinances and City Department requirements.

Laura Fonseca, Planner II, stated there was representation in the audience.

Marco Garcia, representing MDG Investment Group DBA Monarch Homes stated they were proposing 13 apartment units on the property and would comply with all City Ordinances and City Department requirements.

There being no further discussion, Board Member Charlie Ramirez moved to approve. Board Member Ruben Luna seconded the motion and when put to vote, it carried unanimously.

- 3) RED TAPE II, INC., D/B/A STILETTOS CABARET, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A SEXUALLY ORIENTED BUSINESS LICENSE. THE PROPERTY IS LEGALLY DESCRIBED AS ALL OF LOT 2, ALBRAD SUBDIVISION UNIT #3, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 1050 NORTH SUGAR ROAD. SOB#001254**

Joanna Villarreal, Planner I, introduced the item and stated Red Tape II, Inc., d/b/a Stilettos Cabaret, had filed with the Planning and Zoning Commission a request for a Sexually Oriented Business License in a General Business District (C). She went over the property's legal description and physical address and stated the property was physically located at 1050 North Sugar Road. She stated the property was legally described as all of Lot 2, Albrad Subdivision Unit #3, Pharr, Hidalgo County, Texas.

Joanna Villarreal, Planner I, stated the property was zoned General Business District (C) and the surrounding area to the north, south, east and west were zoned General Business District (C). She stated the area was generally designated for commercial use in the Land Use Plan.

Joanna Villarreal, Planner I, further stated thirty-four (34) surrounding property owners were notified of the request by letter on February 26, 2025, and a legal notice was published in the Advance News Journal on February 26, 2025. She stated staff received one call for information and one objection letter.

Joanna Villarreal, Planner I, stated Development Services was recommending approval of the Sexually Oriented Business License in a General Business District (C) subject to the applicant and site being in compliance with all City Ordinances and City Department requirements. She stated the item would be placed on the City Commission agenda for March 17, 2025, at 4:00 p.m. and stated there was representation in the audience.

There being no further discussion, Board Member Rafael Mungia moved to approve. Board Member Charlie Ramirez seconded the motion and when put to vote, it carried unanimously.

- 4) RED TAPE II, INC., D/B/A STILETTOS CABARET, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CONDITIONAL USE PERMIT AND LATE HOURS PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION. THE PROPERTY IS LEGALLY DESCRIBED AS ALL OF LOT 2, ALBRAD SUBDIVISION UNIT #3, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 1050 NORTH SUGAR ROAD. CUP#120418**

Joanna Villarreal, Planner I, introduced the item and stated Red Tape II, Inc., d/b/a Stilettos Cabaret, had filed with the Planning and Zoning Commission a request for a

Conditional Use Permit and Late Hours Permit to allow the sale of alcoholic beverages for on-premise consumption in a General Business District (C). She stated the property was zoned General Business District (C) and the surrounding area to the north, south, east and west was zoned General Business District (C). Ms. Villarreal stated the area was generally designated for commercial use in the Land Use Plan.

Joanna Villarreal, Planner I, further stated nine (9) surrounding property owners were notified of the request by letter on February 26, 2025, and a legal notice was published in the Advance News Journal on February 26, 2025. She stated staff received no response to the letters or the legal notice.

Joanna Villarreal, Planner I, stated Development Services was recommending approval of the Conditional Use Permit and Late Hours Permit to allow the sale of alcoholic beverages for on-premise consumption in a General Business District (C) subject to the applicant and site being in compliance with all City Ordinances and City Department requirements. She stated the item would be placed on the City Commission agenda scheduled for March 17, 2025, at 4:00 p.m. and stated there was representation in the audience.

There being no further discussion, Board Member Rafael Mungia moved to approve. Board Member Charlie Ramirez seconded the motion and when put to vote, it carried unanimously.

5) 7-ELEVEN INC., HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CONDITIONAL USE PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING LOT 1, STRIPES PHARR SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 3501 SOUTH CAGE BOULEVARD. CUP#250202

Joanna Villarreal, Planner I, introduced the item and stated 7-Eleven INC., had filed with the Planning and Zoning Commission a request for a Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Heavy Commercial District (H-C).

Joanna Villarreal, Planner I, stated the property was zoned Heavy Commercial District (H-C) and the properties to the east were zoned Residential Multi-Family District (R-MF) and Agricultural and/or Open District (A-O). She further stated the properties to the north and south were zoned Agricultural and/or Open Space District (A-O) and the properties to the west were zoned General Business District (C) and Agricultural and/or Open Space District (A-O). She stated the area was generally designated for commercial in the Land Use Plan.

Joanna Villarreal, Planner I, further stated twelve (12) surrounding property owners were notified of the request by letter on February 21, 2025, and a legal notice was

published in the Advance News Journal on February 19, 2025. She stated staff received no response to the letters or the legal notice.

Joanna Villarreal, Planner I, stated Development Services was recommending approval of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Heavy Commercial District (H-C) subject to the applicant and site being in compliance with all City Ordinances and City Department requirements. She stated the item would be placed on the City Commission agenda for March 17, 2025, at 4:00 p.m. and stated there was no representation in the audience.

There being no further discussion, Board Member Romeo Cantu Jr. **moved** to approve. Board Member Mercedes Guillen seconded the motion and when put to vote, it carried unanimously.

ITEM E. PLATS:

- 1) WINDROSE LAND SURVEYING AND PLATTING, REPRESENTING MARCELLA B. ROCHA, ASSISTANT SECRETARY OF CIRCLE K STORES, INC., IS REQUESTING PRELIMINARY PLAT APPROVAL OF THE PROPOSED CIRCLE-K #2709238 SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 1.987 ACRE TRACT OF LAND OUT OF THE JUAN JOSE HINOJOSA SURVEY AND BEING A PORTION OUT OF LOT 340, KELLY-PHARR SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS LOCATED WITHIN THE 8000 BLOCK OF SOUTH CAGE BOULEVARD. SUB#241236**

Eddie Martinez, Planner III, introduced the item and went over the property's legal description. He stated the property was located within the 8000 Block of South Cage Blvd and stated the property was zoned General Business District (C). He stated the adjacent zones were Single Family Residential District (R-1) to the north and south, General Business District (C) to the east and west. Mr. Martinez stated the property was designated for commercial use in the Land Use Plan.

Eddie Martinez, Planner III, stated Development Services recommended preliminary plat approval of the proposed Circle-K #2709238 Subdivision subject to the following conditions noted in the packet. He stated there was no representation in the audience.

There being no further discussion, Board Member Ruben Luna **moved** to approve the request for preliminary plat approval of the proposed Circle-K #2709238 Subdivision. Board Member Romeo Cantu Jr. seconded the motion and when put to a vote, it carried unanimously.

- 2) PABLO SOTO JR., P.E., REPRESENTING JOSE ANGEL TREVINO, OWNER, IS REQUESTING PRELIMINARY PLAT APPROVAL OF THE PROPOSED T-JAM SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A**

2.498 ACRE TRACT OF LAND, OUT OF LOT 167, KELLY-PHARR SUBDIVISION, HIDALGO COUNTY, TEXAS. THE PROPERTY IS LOCATED WITHIN THE 700 BLOCK OF WEST INTERSTATE 2. SUB#220721

Eddie Martinez, Planner III, introduced the item and went over the property's legal description. He stated the property was located within the 700 Blk. of W. Interstate 2 and stated the property was zoned Heavy Commercial District (H-C). He stated the adjacent zones were General Business District (C) and Heavy Commercial District (H-C) to the north, Heavy Commercial District (H-C) to the east, Agricultural and/or Open Space District (A-O) and General Business District (C) to the south and General Business District (C) to the west. Mr. Martinez stated the property was designated commercial use in the Land Use Plan.

Eddie Martinez, Planner III, stated Development Services recommended preliminary approval of the proposed T-Jam Subdivision subject to the following conditions noted in the packet. He stated there was representation in the audience.

There being no further discussion, Board Member, Rafael Mungia, moved to approve the request for preliminary plat approval of the proposed T-Jam Subdivision. Board Member Ruben Luna seconded the motion and when put to a vote, it carried unanimously.

ITEM F. ANNOUNCEMENTS:

Kimberly Mendoza, Director of Development Services, welcomed the newest board member of the Planning and Zoning Commission, Roberto Carrillo Jr.

Following the introduction, Mrs. Mendoza also welcomed the consultants who worked on updating the city's Comprehensive Plan. She further explained the Comprehensive Plan served as a master plan outlining the city's growth and development over the next ten years. She stated the consulting team included Fred Lopez from LOI Engineers, along with representatives from Freese and Nichols and TXP.

Fred Lopez introduced the consultants and provided an overview of the Comprehensive Plan, emphasizing its significance for the community. He highlighted key areas of focus, including transportation, economic development, and infrastructure.

Lastly, Mr. Lopez informed the board members about the ongoing progress of the plan.

ITEM G. CLOSED SESSION:

None

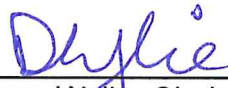
ITEM H. RECONVENE:

None

ITEM I. ADJOURNMENT:

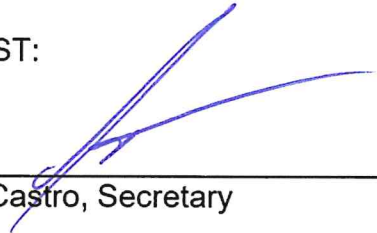
There being no further business, Board Member Ruben Luna **moved** to adjourn. Board Member Charlie Ramirez seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 4:26 p.m.

PLANNING & ZONING COMMISSION



Danny Wylie, Chairman

ATTEST:



Andy Castro, Secretary

APPROVED: _____

