

MINUTES
PLANNING & ZONING COMMISSION
City Commissioner's Room
118 S. Cage Blvd. October 9, 2025 - 4:00 p.m.

A meeting of the Planning & Zoning Commission of the City of Pharr was held on Monday, October 9, 2025, and following is the record of attendance.

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

MEMBERS ABSENT: Rafael Munguia
Andy Castro

STAFF PRESENT: Ricardo Rodriguez III, City Attorney
Kimberly Mendoza, Director of Development Services
Joe Garza, Asst. Director of Development Services
Eddie Martinez, Planner III
Diego Perez, Planner I
Nancy Hernandez, Administrative Assistant
Karina Gonazlez, 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 Charlie Ramirez 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 SEPTEMBER 18, 2025 - REGULAR CALLED MEETING

Danny Wylie, Chairman, introduced the item.

Board Member Romeo Cantu moved to approve. Board Member Charlie Ramirez seconded the motion and when put to a vote, it carried unanimously.

ITEM D. PUBLIC HEARING:

- 1) **JENNIFER SMITH, REPRESENTING BROOKHAVEN EVENTS LLC., OWNER, DBA BROOKHAVEN EVENT CENTER, HAS FILED WITH PLANNING AND ZONING COMMISSION A REQUEST FOR A CONDITIONAL USE OF PERMIT AND LATE HOUR PERMIT TO ALLOW THE SALE OF ALCOHOL BEVERAGES FOR ON-PREMISE CONSUMPTION IN A GENERAL BUSINESS DISTRICT (C). THE PROPERTY IS LEGALLY DESCRIBED AS BEING 0.33 ACRES, MORE OR LESS, OUT OF LOT 2, MATT'S CASH AND CARRY SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 404 EAST INTERSTATE HIGHWAY 2, BUILDING C. CUP#250811**

Joe Garza, Assistant Director, introduced the item and stated applicant was requesting 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). He went over the property's legal description and physical address and stated the current zoning was General Business District (C). Mr. Garza stated the properties to the north, east and west were zoned Residential Multi-Family High Density District (R-MFHD). He stated the area was generally designated for a commercial in the Land Use Plan.

Joe Garza, Assistant Director, briefly stated all inspections had been conducted from all respective departments for the recommendation of approval of the Conditional Use Permit and reported, Ten (10) surrounding property owners within a three hundred (300) foot radius were notified of the request by letter on September 26, 2025, and further stated a legal notice was published in The Advance News Journal on September 24, 2025. He stated staff received no response to the letters or legal notice.

Joe Garza, Assistant Director, stated staff recommended 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 shall comply with all City Ordinances and City Department requirements.

Joe Garza, Assistant Director, reported there was representation in the audience.

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

- 2) **OSCAR R. ROMO AND PRISCILLA ROMO, DBA CIGAR SOCIETY, HAVE 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 BEING ALL OF LOTS 21, 22, 23 AND 24, BLOCK 29, ORIGINAL TOWNSITE OF PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 116 WEST STATE AVENUE. CUP#250912**

Joe Garza, Assistant Director, introduced the item and stated the applicants were requesting 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-2) and General Business District (C). He further stated the area was generally designated for commercial use in the Land Use Plan.

Joe Garza, Assistant Director, briefly stated all inspections had been conducted from all respective departments for the recommendation of approval of the Conditional Use Permit. Thirty (30) surrounding property owners within a three hundred (300) foot radius were notified of the request by letter on September 26, 2025, and further stated a legal notice was published in The Advance News Journal on September 24, 2024. He stated staff received no response to the letters or legal notice.

Joe Garza, Assistant Director, stated staff recommended **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-2) subject to the applicant and site shall comply with all City Ordinances and City Department requirements.

Joe Garza, Assistant Director, reported there was representation in the audience. Mr. Ismael Morin, representing the owners, stated that the business is primarily for food and not for alcoholic beverages and that the hours of operations were not in place. He stated that Friday & Saturday would be open late. Charlie Ramirez, Board Member, asked if the business would be a bar and grill. Mr. Morin replied that they would mainly be selling food.

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

ITEM E. PLATS:

- 1) SALINAS ENGINEERING & ASSOCIATES, REPRESENTING ISMAEL RODRIGUEZ, OWNER, IS REQUESTING PERLIMINARY PLAT APPROVAL OF THE PROPOSED RODRIGUEZ FAMILY SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 0.25 ACRE TRACT OF LAND OUT OF THE WEST 101.18 FEET OF LOT 14, LAS MILPAS SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PRPOERTY IS LOCATED WITHIN THE 200 BLOCK OF WEST RUISENOR AVENUE. SUB#250412**

Eddie Martinez, Planner III, introduced the item and went over the property's legal description. He stated the property was located within the 200 Block of West Ruisenor Avenue and stated the property was currently zoned Residential Multi-Family District (R-MF). He stated the adjacent zones were Residential Multi-Family District (R-MF) to the north, south, east and west, He further stated the property was designated for single family residential use in the Land Use Plan.

Eddie Martinez, Planner III, stated staff recommended preliminary plat approval of the proposed Rodriguez Family Subdivision subject to the listed conditions.

There being no further discussion, Board Member Charlie Ramirez moved to approve the request for final plat approval of the proposed Rodriguez Family Subdivision. Board Member Roberto Carrilo Jr. seconded the motion and when put to a vote, it carried unanimously.

2) WEAVER CONSULTANTS GROUP, REPRESENTING CHRIS IIEKIS, MEMBER FOR 801 S. CAGE LLC., OWNER, IS REQUESTING PRELIMINARY PLAT APPROVAL OF THE PROPOSED D. PEARSON SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 1.738 ACRE TRACT OF LAND, MORE OR LESS, OUT OF LOTS 1 THROUGH 8, LOTS 11 THROUGH 13, AND A STRIP OF LAND OF 20 FEET WIDE LYING EAST AND ADJACENT TO AND ALONG THE FULL LENGTH OF LOT 11, ORANGE GROVE ADDITION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 801 SOUTH CAGE BOULEVARD. SUB#250930

Eddie Martinez, Planner III, introduced the item and went over the property's legal description as being a 1.738 acres tract of Land, More or Less, out of Lots 1 through 8, Lots 11 through 13, and a strip of Land of 20 feet wide lying east and adjacent to and along the full length of Lot 11, Orange Grove Addition. He stated the property was currently zoned General Business District (C) to the north and west, Residential Multi-Family District (R-MF) and Single-Family Residential District (R-1) to the east and Office Professional District (O-P) and Single-Family Residential District (R-1) to the south. He stated the property was designated for commercial and single-family residential use in the Land Use Plan.

Eddie Martinez, Planner III, stated staff recommended preliminary plat approval of the proposed D. Pearson Subdivision subject to the listed conditions.

There being no further discussion, Board Member Charlie Ramirez moved to approve the request for final plat approval of the proposed D. Pearson Subdivision. Board Member Ruben Luna seconded the motion and when put to a vote, it carried unanimously.

ITEM F. ANNOUNCEMENTS:

None

ITEM G. CLOSED SESSION:

None

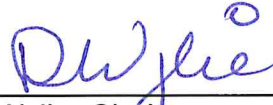
ITEM H. RECONVENE:

None

ITEM I. ADJOURMENT:

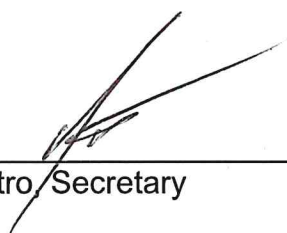
There being no further business, Board Member Ruben Luna moved to adjourn. Board Member Charlie Ramirez seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 4:12 p.m.

PLANNING & ZONING COMMISSION



Danny Wylie, Chairman

ATTEST:



Andy Castro, Secretary

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR**

ON THIS 9th DAY OF OCTOBER 2025, the Planning and Zoning Commission of the City of Pharr, Texas convened in a **REGULAR CALLED MEETING** at the Commissioner's Room located at 118 S. Cage, 2nd Floor, Pharr, Texas. The meeting being open to the public and notice of said meeting, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, Texas Government Code (Open Meetings Act) and there being present a quorum, I, **KARINA GONZALEZ, SECRETARY**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

ATTEST:



KARINA GONZALEZ, SECRETARY

APPROVED: 11/6/25