

**MINUTES
PLANNING & ZONING COMMISSION
REGULAR CALLED MEETING
THURSDAY, MAY 7, 2026
118 SOUTH CAGE 2nd FLOOR**

A meeting of the Planning & Zoning Commission of the City of Pharr was held on Thursday, May 7, 2026, and following is the record of attendance.

MEMBERS PRESENT: Danny Wylie
Andy Castro
Ruben Luna
Romeo Cantu
Mercedes Guillen
Charlie Ramirez
Roberto Carrillo, Jr.

MEMBERS ABSENT: Rafael Munguia
Javier Gutierrez

STAFF PRESENT: Andres Guerra, City Attorney
Roland Gomez, Director of Development Services
Joe Garza, Assistant Director of Development Services
Eddie Martinez, Planner III
Diego Perez, Planner I
Joanna Villarreal, Planner I
Brianna Perez, Planner I
Nancy Hernandez, Administrative Assistant
Karina Gonzalez, 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.

Charlie Ramirez moved to excuse the absent members. Ruben Luna, seconded the motion and when put to a vote it carried unanimously.

ITEM B. PUBLIC TESTIMONY

None

ITEM C. APPROVAL OF MINUTES

1) MINUTES OF APRIL 16, 2026, REGULAR CALLED MEETING

Danny Wylie, Chairman, introduced the item.

There being no discussion, Ruben Luna, moved to **approve** the minutes of April 16, 2026. The motion was seconded by Charlie Ramirez and, upon a vote, carried unanimously.

ITEM D. PUBLIC HEARING

1) LEBIRAM, LLC., REPRESENTING PIN HIGH GOLF STUDIO, LLC., OWNER, 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 IN A LIMITED INDUSTRIAL DISTRICT (L-I). THE PROPERTY IS LEGALLY DESCRIBED AS BEING 0.08 ACRES, MORE OR LESS, OUT OF LOT 2, PRINCE SAMEER SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 5101 NORTH CAGE BOULEVARD, UNIT 100. CUP#260303

Joanna Villarreal, Planner I, introduced the item and presented the property's legal description and physical address. She stated the subject property was currently zoned Limited Industrial District (L-I). Mrs. Villarreal further stated the adjacent properties to the north, east, south and west were zoned Limited Industrial District (L-I). She lastly stated the area was generally designated for industrial use in the Land Use Plan.

Joanna Villarreal, Planner I, reported that all required inspections had been conducted by the respective departments. She also stated that three (3) surrounding property owners were notified of the request by letter on April 24, 2026, and that a legal notice was published in the Advance News Journal on April 22, 2026. Staff received no response to the letters or the legal notice.

Joanna Villarreal, Planner I, stated that Development Services recommended approval of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Limited Industrial District (L-I), subject to the applicant and site complying with all City ordinances and departmental requirements.

Mrs. Villarreal stated there was representation in the audience.

Ail Moya, owner, introduced a new indoor golf concept that had been successfully introduced from northern Texas and was now being brought to the area. Mr. Moya, stated the business was designed to create a unique entertainment and social experience by combining indoor golf, organized leagues, food and beverage service. He stated the vision for the business extends beyond a traditional entertainment venue.

Mr. Moya, stated the long-term goal was to establish the facility as an exclusive members-only club that offers a premium experience for its members while fostering a strong sense of community and networking opportunities. He stated the business had 67 active members and planned to cap membership at 120 members in order to maintain exclusivity and ensure a high-quality experience for all participants. The facility would operate daily from 10:00 AM to 10:00 PM for guests and public access during staffed hours. However, active members would enjoy exclusive 24/7 access to the club, allowing them the flexibility to utilize the facility outside of regular operating hours.

Danny Wylie, Chairman, asked about the total square footage of the facility. Mr. Moya responded the space consisted of approximately 3,500 square feet.

Charlie Ramirez, Board Member, inquired about the building's occupancy capacity and later asked how many golf simulators would be installed. Mr. Moya replied that the facility will include four golf simulators, each measuring approximately 17 feet, providing comfortable space for groups of five to six players.

Danny Wylie, Chairman, also asked questions regarding the service of alcoholic beverages and alcohol ordinances for Sunday. Joe Garza, Assistant Director of Development Services, explained that the regulations were governed by state law, which was the reason the applicant was requesting a Conditional Use Permit for alcoholic beverages for on premises consumption.

Ruben Luna, Board Member, asked about businesses and the availability of parking. Mr. Moya responded that the only current neighboring business was a gym, but he anticipated the surrounding area would continue to develop due to increasing interest and inquiries.

There being no further discussion, Romeo Cantu, moved to **approve** the request. The motion was seconded by Ruben Luna and, upon a vote, carried unanimously.

2) BEN SMITH, OWNER, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CHANGE OF ZONE FROM SINGLE-FAMILY RESIDENTIAL DISTRICT (R-1) TO HEAVY COMMERCIAL DISTRICT (H-C). THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 0.398 ACRE TRACT OF LAND, MORE OR LESS, OUT OF LOT 163, KELLY-PHARR SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE SUBJECT SITE IS LOCATED WITHIN THE 500 BLOCK OF EAST POLK AVENUE. COZ#260408

Joanna Villarreal, Planner I, introduced the item and presented the zoning history of the subject property. She stated the property was currently zoned Single-Family Residential District (R-1). Mrs. Villarreal explained that portions of the property to the east and west were originally zoned Single-Family Residential District (R-1) when the property was annexed on November 1, 1994. She further stated the other portion of the property to the south was zoned Residential Multi-Family High Density District R-MFHD and the property to the north was zoned Heavy Commercial District (H-C). Lastly she stated there

have been no other zoning requests within the vicinity of the subject property since that time. She stated the property was generally designated for commercial use in the Land Use Plan.

Joanna Villarreal, Planner I, explained that the Heavy Commercial District (H-C) was created to accommodate high-impact commercial uses that could be disruptive to other commercial or residential areas. She stated these uses included heavy truck traffic, outdoor storage and operations, excessive noise, late-night activity, and other potentially blighting influences. Mrs. Villarreal reported although commercial in nature, the district shared characteristics with industrial uses and required adequate buffering to reduce negative impacts on surrounding properties.

Joanna Villarreal, Planner I, reported that eleven (11) notices were mailed to surrounding property owners within a 200-foot radius on April 24, 2026, and that a legal notice was published in the Advance News Journal on April 22, 2026. Staff received no response to the letters or the legal notice.

Joanna Villarreal, Planner I, stated that staff recommended approval of the request to rezone from Single-Family Residential District (R-1) to Heavy Commercial District (H-C) as the property met area requirements, complied with the Land Use Plan, and had adequate ingress and egress. She further stated the proposed rezoning aligned well with the existing development trends in the general area. She reported if approved, the owner must comply with all City Ordinances and City Department requirements.

Mrs. Villarreal stated there was no representation in the audience.

Danny Wylie, Chairman, opened the public hearing and asked if anyone had signed up to speak.

There being no one in the affected area who signed up, the public hearing was closed.

Danny Wylie, Chairman, asked if this item was for the Matts Cash and Carry employees.

Mrs. Villarreal stated the item was for the future expansion of Matt's.

Mr. Wylie opened the items for discussion.

There being no further discussion, Charlie Ramirez, moved to **approve** the rezoning request from Single-Family Residential District (R-1) to Heavy Commercial District (H-C). The motion was seconded by Mercedes Guillen and, upon a vote, carried unanimously.

3) VIVIANA GARZA, HAS FILED WITH THE PLANNING AND ZONING COMMISSION A REQUEST FOR A CONDITIONAL USE PERMIT TO ALLOW A HOME OCCUPATION (PSYCHOTHERAPY) IN A SINGLE-FAMILY RESIDENTIAL DISTRICT

(R-1). THE PROPERTY IS LEGALLY DESCRIBED AS LOT 9, BLOCK 2, J.L. KING'S RESUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 610 W. KELLY AVE. CUP#260301 (TABLED)

Brianna Perez, Planner I, requested the Item D3 to be untabled. Andy Castro, moved to untable the item. The motion was seconded by Ruben Luna, and upon a vote, carried unanimously.

Brianna Perez, Planner I, introduced the item and presented the property's legal description. She stated the subject property was currently zoned Single-Family Residential District (R-1). Mrs. Perez further stated the surrounding areas were zoned Single-Family Residential District (R-1) to the north, south, east and west. She lastly stated the area was generally designated for single-family residential use in the Land Use Plan.

Brianna Perez, Planner I, reported that forty-two (42) notices were mailed to surrounding property owners within a 300-foot radius on April 2, 2026, and that a legal notice was published in the Advance News Journal on April 1, 2026. Staff received 2 responses in opposition to the letters.

Brianna Perez, Planner I, stated that Development Services recommended approval of the Conditional Use Permit to allow a home occupation (Psychotherapy) in a Single-Family Residential District (R-1) subject to the following conditions.

Brianna Perez, Planner I, stated there was representation in the audience.

Dr. Viviana Garza, provided an overview of her professional credentials and experience as a psychotherapist and school psychologist. She explained that her practice primarily offers virtual and online services. She stated in-person services were also available upon request through the Pharr-San Juan-Alamo Independent School District area. Mrs. Garza stated that her services were provided by appointment only, with operating hours from 9:00 AM to 4:00 PM.

Chairman, Danny Wylie, opened the public hearing and asked if anyone had signed up to speak.

Nicolas Sanchez a surrounding property owner, expressed concerns regarding the proposed home occupation business. Mr. Sanchez stated that he was concerned the new business could potentially increase nearby property taxes, as well as create additional traffic and parking issues within the neighborhood.

Ruben Luna, Board Member, asked whether the concerns raised by Nicolas Sanchez regarding parking were valid considerations for the proposed home occupation business.

Roland Gomez, Director of Development Services, responded that the concerns would not create an issue under the City's home occupation regulations. He explained that home occupation businesses were required to operate within the existing conditions of the single-family residence and must utilize the parking and driveway space. Mr. Gomez further stated that clients would be required to park within the residence driveway and no additional parking spaces would be provided. Mr. Gomez lastly stated that the operating hours of 9:00 AM to 4:00 PM were acceptable to the city and stated that the business would operate by appointment only, serving one client at a time.

There being no further discussion, Roberto Carrillo, Jr. moved to **approve** the Conditional Use Permit to allow a home occupation (Psychotherapy) in a Single-Family Residential District (R-1). The motion was seconded by Romeo Cantu and, upon a vote, carried unanimously.

ITEM E. PLATS

1) HALFF, REPRESENTING GUY D. WALKER, PRESIDENT FOR BLUE BEACON, INC., IS REQUESTING FINAL PLAT APPROVAL OF THE PROPOSED LOT 1, BLUE BEACON SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 3.40 ACRES OUT OF LOT 93, KELLY-PHARR SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS LOCATED WITHIN THE 5000 BLOCK OF NORTH IH 69C. SUB #250102

Diego Perez, Planner I, introduced the item and presented the property's legal description. He stated the subject property was currently zoned Limited Industrial District (L-I), with adjacent zoning were Limited Industrial District (L-I) to the north, east, south and west. Mr. Perez stated the property was designated for industrial use in the Land Use Plan.

Diego Perez, Planner I, stated the proposed use of the property was for a truck wash. He further stated Development Services recommends approval of the final plat approval of the proposed Lot 1, Blue Beacon Subdivision, subject to conditions.

There being no further discussion, Roberto Carrillo, Jr. moved to **approve** the final plat approval of the proposed Lot 1, Blue Beacon Subdivision. The motion was seconded by Romeo Cantu and, upon a vote, carried unanimously.

ITEM F. ANNOUNCEMENTS

None

ITEM G. CLOSED SESSION

None

ITEM H. RECONVENE

None

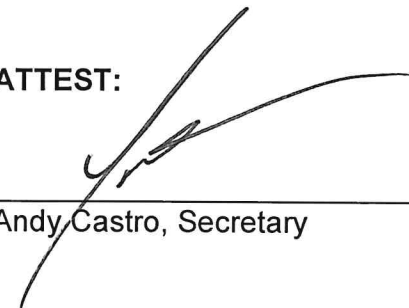
ITEM I. ADJOURNMENT

There being no further business, Andy Castro, moved to adjourn. Ruben Luna, seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 4:22 p.m.

PLANNING & ZONING COMMISSION



Danny Wylie, Chairman

ATTEST:


Andy Castro, Secretary

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

ON THIS 7th DAY OF MAY 2026, the Planning and Zoning Commission of the City of Pharr, Texas, convened in a **REGULAR CALLED MEETING** at the Commissioners' Room located at 118 S. Cage Blvd., 2nd Floor, Pharr, Texas. The meeting being open to the public and notice of said meeting, giving the date, place, subject, here of, having been posted in accordance with Chapter 551, of the 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: 5/8/2026