



MEETING DATE: June 17, 2026

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

AGENDA ITEM: Conduct a public hearing and consideration of a rezoning request from Single-Family Residential District ("R-1") to Neighborhood Commercial District ("C-2"), being Lots 5 & 6, Block 90, Original Townsite of Mission Subdivision, located at 504 Doherty Avenue. Applicant, Raul A. Cardea - Cervantes

NATURE OF REQUEST:

Project Timeline:

- May 26, 2026 – Application for rezoning submitted for processing.
- June 3, 2026 – In accordance with State and local law notice of the required public hearings was mailed to all the property owners within a 200' radius of the subject tract and notice of hearings was published in the Progress Times.
- June 17, 2026 – Public hearing and consideration of the requested rezoning by the Planning and Zoning Commission.
- July 14, 2026 – Public hearing and consideration of the requested rezoning ordinance by the City Council.

Summary:

- The applicant is requesting to rezone the subject property from Single-family Residential District ("R-1") to Neighborhood Commercial District ("C-2") to establish his proposed business (barber shop and spa) at the site.
- The code of ordinances states that the main purpose of the neighborhood commercial zoning is to provide space and off-street parking in appropriate locations in proximity to residential areas, for commercial development catering to the convenience shopping and service needs of the occupants of nearby residences.
- The property is located at the Northeast corner of Doherty Avenue and E. Rafael Ramirez (5th) Street. The property measures 100 feet along Doherty Avenue and 150 feet along E. Rafael Ramirez Street for a total area of 0.344 acres.
- The surrounding zones are Neighborhood Commercial District (C-2) to the North, Single-family Residential District (R-1) to the East and South, General Business District (C-3) and Single-family Residential District (R-1) to the West.
- The property has a house that the applicant desires to convert to the businesses. The surrounding land uses include the MTZ Salon and the Historic Rio Theater businesses to the North, Single-family homes to the East and South and a single-family home and a business warehouse to the West.
- The property is within the Central Business District Overlay Zone. As a result, off-street parking will be optional if the existing buildings are demolished to make room for new commercial buildings.

- The Future Land Use Map shows the property designated for Low-Density Residential Uses.
- The requested rezoning is not in line with the comprehensive plan designation, but there are other businesses along the East side of Doherty Avenue between 5th and 6th Streets. The West side of Block 90 appears to be in transition to commercial uses.
- Notices were mailed to twenty-five (25) surrounding property owners. Planning staff has received one phone call with concerns from the notice.

STAFF RECOMMENDATION:

Staff recommends approval of the C-2 zoning.

RECORD OF VOTE:

APPROVED: _____

DISAPPROVED: _____

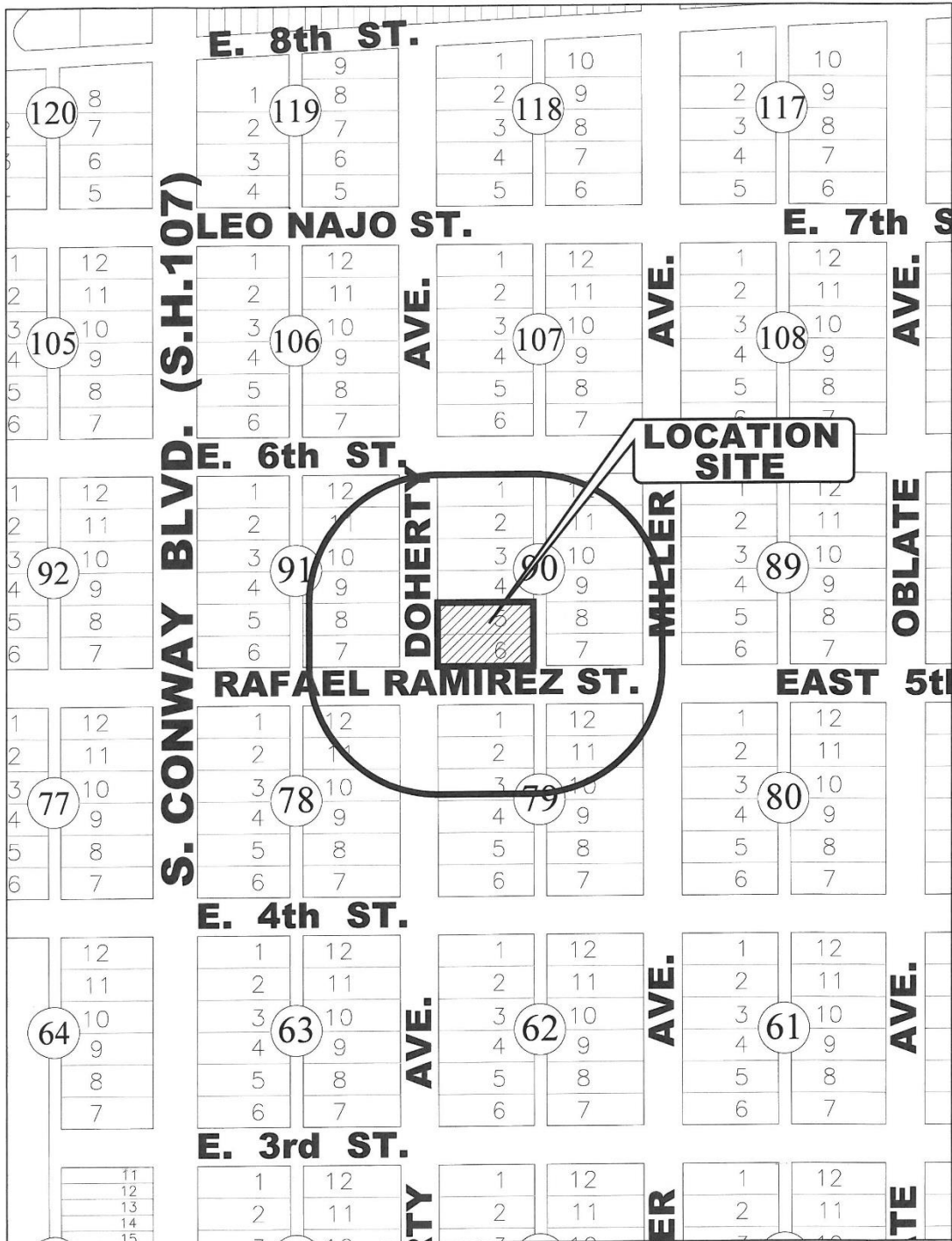
TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____

LEGAL NOTICE MAP



200' RADIUS MAILOUT



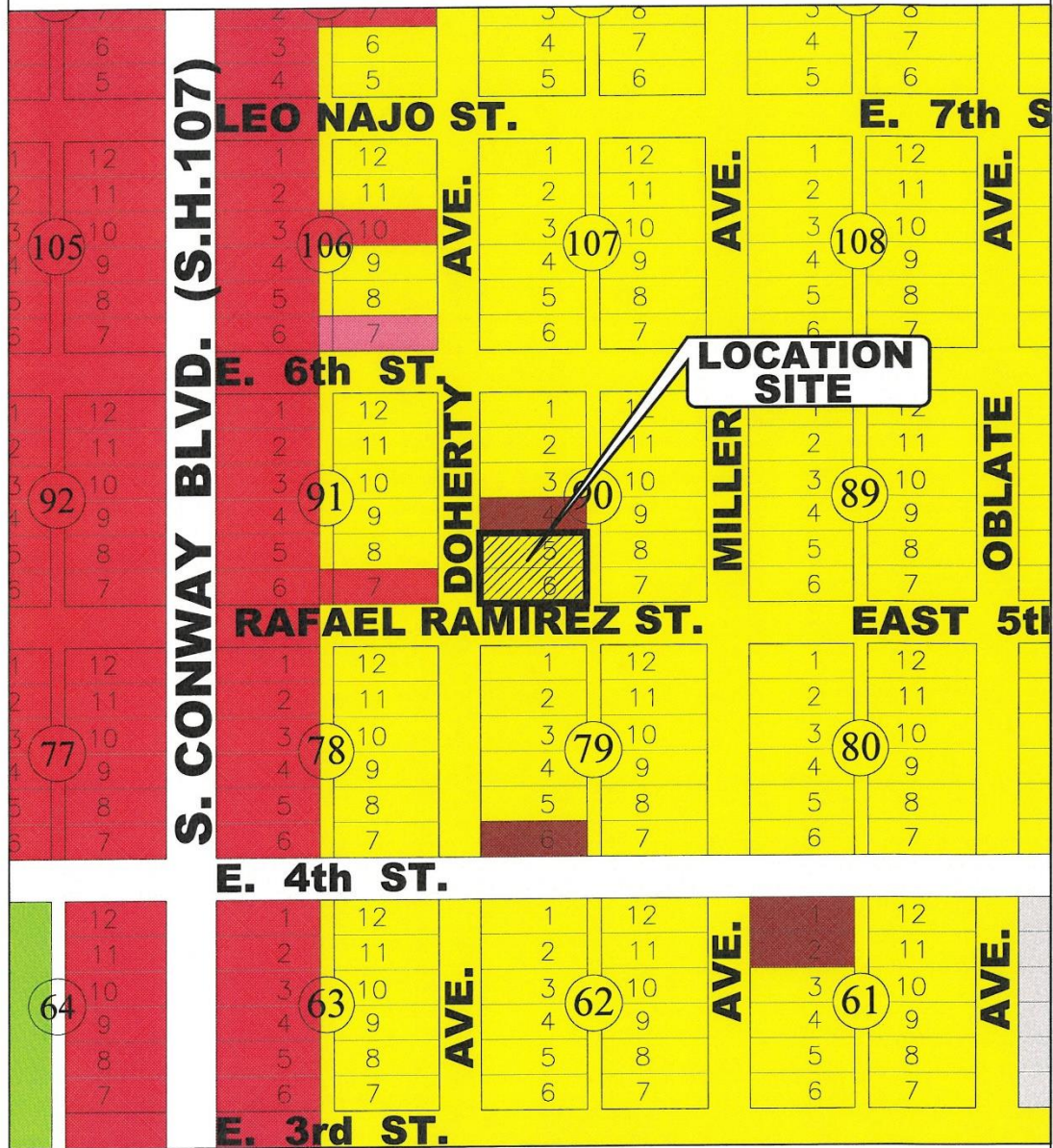
CITY OF MISSION
HIDALGO COUNTY, TEXAS

1201 E. 8th Street
MISSION, TX 78572

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

No.

ZONING MAP



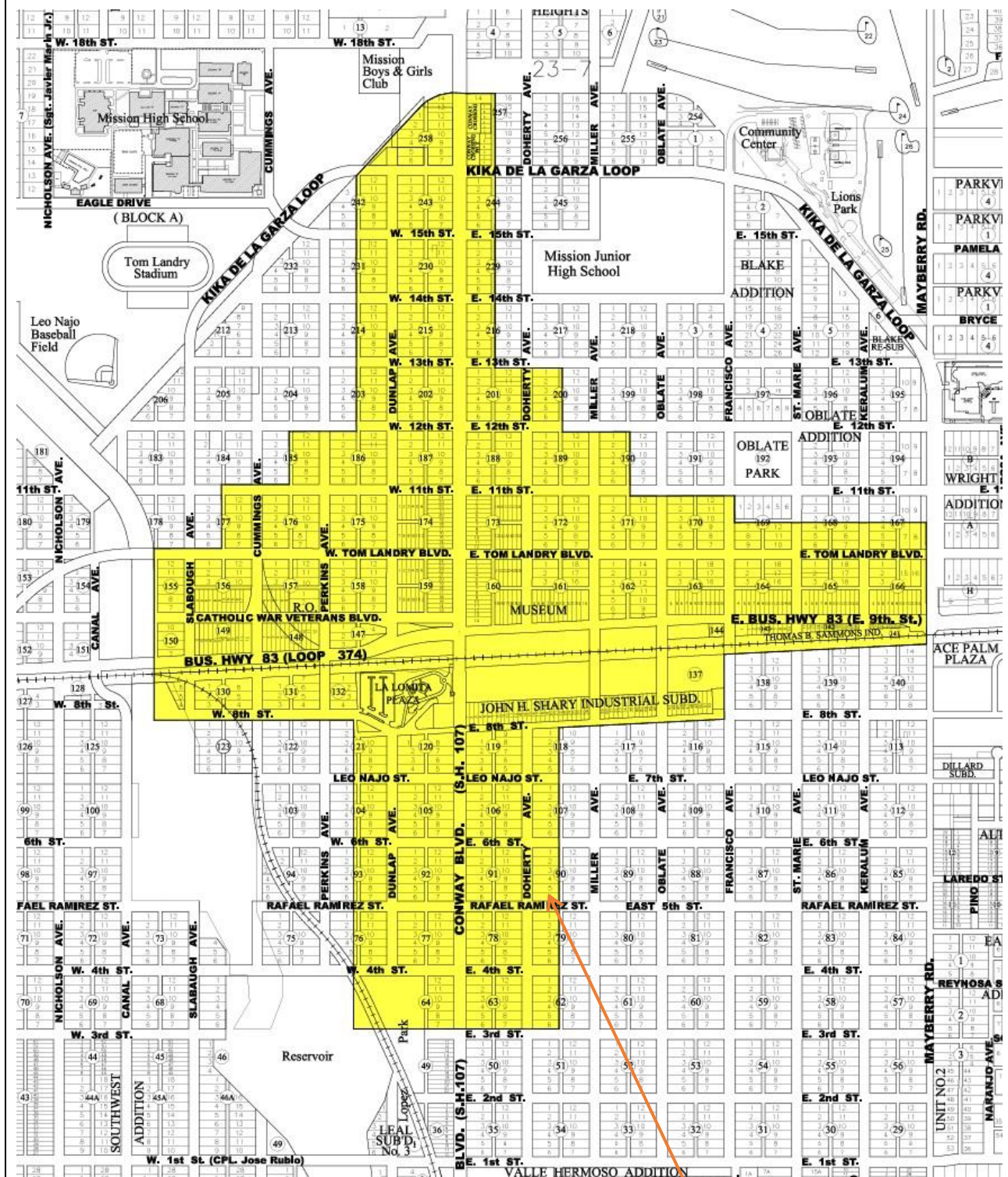
ZONING LEGEND

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

AERIAL



CENTRAL BUSINESS DISTRICT MAP



SUBJECT PROPERTY

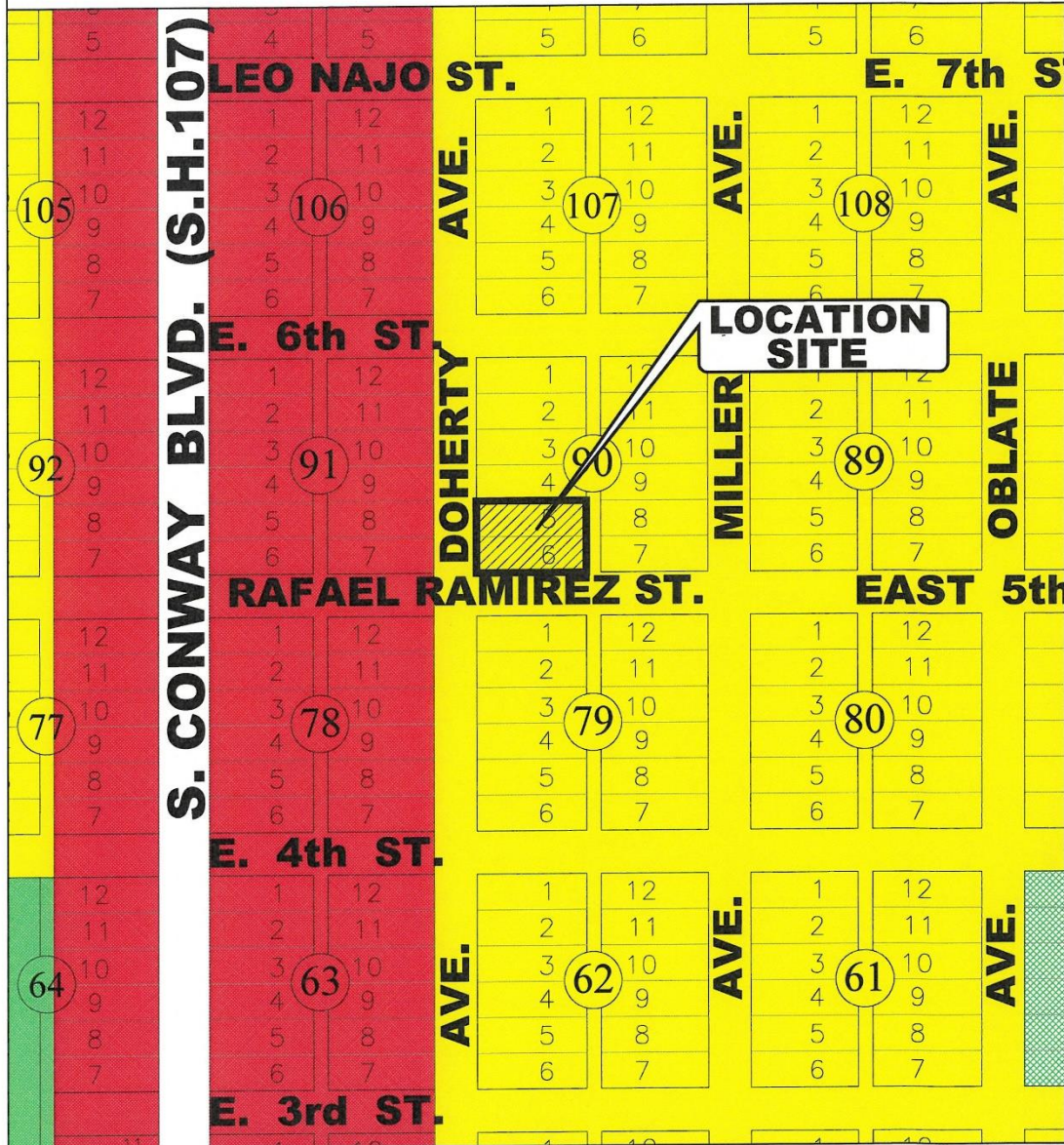
PHOTO OF THE PROPERTY FROM DOHERTY AVENUE



PHOTO OF THE PROPERTY FROM E. RAFAEL RAMIREZ STREET



FUTURE LAND USE MAP



FUTURE LAND USE MAP

- | | |
|---|---|
| - LD - Low Density Res. | - GC - General Commercial |
| - LDA - Lower Density Res. | - HC - Heavy Commercial |
| - MD - Moderate Density Res. | - I - Industrial |
| - HD - High Density Res. | - P - Public |
| - Neighborhood Commercial | - PUD - Planned Unit Development |

PERMITTED USES FOR THE C-2 DISTRICT

NEIGHBORHOOD COMMERCIAL DISTRICT ("C-2")

PERMITTED USES

- Generally recognized retail businesses which supply commodities on the premises for persons residing in adjacent residential areas such as groceries, meats, dairy products, baked goods, clothing or hardware and similar uses
- Personal services establishments which perform services on the premises such as: Repair shops, tailor shops, beauty parlors or barber shops, photographic studios and self-service laundries but not automotive repair services
- Dry cleaning establishments or pick up stations dealing directly with the consumer
- Personal services including the following: Outpatient medical clinics, offices of doctors, dentists and similar professions
- Business establishments such as banks, mortgage companies, insurance, and real estate offices
- Accessory uses related to a principal use above
- On-premise signs
- Daycare services
- Changeable copy signs not along the expressway corridor
- In the Original Townsite R-3 uses are permitted.

CONDITIONAL USES

- R-3 uses except for mobile homes
- Gasoline service stations
- Restaurants
- Planned neighborhood convenience centers
- Accessory structures and uses incidental to the permitted uses above
- Portable buildings
- Household goods, warehousing or storage by individuals in rented storage units
- Veterinary hospitals or clinics all in an enclosed building with no noise or odor outside
- Telephone, radio or tv communication towers
- Limousine rental services
- Mobile food units
- Storage unit facilities

PROHIBITED USES

- Any use not listed above
- Off-premise signs

PERMITTED USES FOR THE C-1 DISTRICT

OFFICE BUILDING DISTRICT ("C-1")

PERMITTED USES

- Office building for professional occupations including: executive, administrative, legal accounting, writing, clerical, drafting and real estate
- Medical offices, including clinics, where all activities are conducted within an enclosed building
- An accessory use related to a principal use above
- Parking lots
- On-premise signs
- Additions to existing residences including accessory buildings
- Photographic studies including incidental sale of related merchandise
- In the Original Townsite R-3 uses are permitted.

CONDITIONAL USES

- All R-3 uses except for mobile homes
- Funeral homes
- Banks, credit unions, and savings and loans associations
- Household goods, warehousing or storage in individually rented storage units
- Telephone, radio or tv communication towers
- Hair salon service
- Detached pharmacy buildings
- Antique shop
- Tutoring and/or kindergarten services
- Mobile food units
- Storage unit facilities

PROHIBITED USES

- Any use not listed above
- Off-premise signs

MAILOUT LIST

PROP_ID	name	addrDelive	addrCity	addrState	addrZip
239301	GONZALEZ CARLOS & EULALIA	519 MILLER AVE	MISSION	TX	78572-5339
239300	DE LEON EUGENIA GIL	1408 DORA JEANNE DR	MISSION	TX	78572
239298	GARZA JOSE D	503 MILLER AVE	MISSION	TX	78572-5339
239293	MUNOZ JOSE EDUARDO	514 DOHERTY AVE	MISSION	TX	78572-5334
239292	CITY OF MISSION	1201 E 8TH ST	MISSION	TX	78572-5812
239296	MARTINEZ THELMA EDITH	510 DOHERTY AVE	MISSION	TX	78572-5334
239297	LAND GRABBER LLC	550 W 3 MILE LINE	PALMHURST	TX	78573
239161	TAMEZ SAN JUAN HERRERA	PO BOX 2252	MISSION	TX	78573
239303	GONZALEZ CARLOS & EULALIA	519 MILLER AVE	MISSION	TX	78572-5339
239316	GARCIA RICARDO H	1101 ASH DR	MISSION	TX	78572-4437
239160	ALANIZ MINERVA	415 DOHERTY AVE	MISSION	TX	78572-5439
239164	CASTILLO FRANCISCO & EVELIA	420 DOHERTY AVE	MISSION	TX	78572-5440
239176	RODRIGUEZ ISRAEL	423 MILLER AVE	MISSION	TX	78572-5447
239165	RAMIREZ LAURA YVA	412 RIO GRANDE CIR	ALAMO	TX	78516-6852
239163	RAMIREZ ROGELIO EMILIO II	200 E 5TH ST	MISSION	TX	78572-5304
239174	COTTER CRISTO & CYNTHIA PEREZ	419 MILLER	MISSION	TX	78572-5447
239162	LUCIO JOSE M III	112 E RAFAEL RAMIREZ ST	MISSION	TX	78572
239313	OLIVAREZ ALVARO E ETAL	1013 N 23RD ST	MCALLEN	TX	78501-7451
239312	SILVA EUSEBIO (DECEASED)	503 DOHERTY AVE	MISSION	TX	78572-5333
239311	BDSO LLC	500 N CONWAY AVE	MISSION	TX	78572-5356
239314	GARCIA RICARDO HOMERO	1101 ASH DR	MISSION	TX	78572-4437
239315	GARCIA OLGA	517 DOHERTY AVE	MISSION	TX	78572-5333
239294	MUNOZ JOSE EDUARDO	514 DOHERTY AVE	MISSION	TX	78572-5334
239295	MUNOZ JOSE EDUARDO	514 DOHERTY AVE	MISSION	TX	78572-5334
344592	MUNOZ JOSE EDUARDO	514 DOHERTY AVE	MISSION	TX	78572-5334