

ZC-055-2026 – Comprehensive Plan Alignment

1. Level of Alignment

☒ **Moderate** – Indirectly supports or contributes to the intent of a verbatim goal or policy from the Viva Laredo Comprehensive Plan.

2. Supporting Goal(s)/Policy(ies)

Future Land Use – Neighborhood Mixed-Use

“Neighborhood Mixed-Use areas provide a mix of residential, office, retail, service, and civic uses that serve the surrounding neighborhood and are designed to be walkable and integrated into nearby residential areas.”

Page 1.9

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The subject property is designated **Neighborhood Mixed-Use** on the Future Land Use Map. The continued operation and expansion of a restaurant serving alcohol within an established commercial center is generally consistent with the mixed-use commercial and service-oriented character envisioned by the Comprehensive Plan.

Economic Development and Commercial Activity

“Promote commercial development that strengthens the local economy and expands employment opportunities.”

Page 6.4

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The request supports the continued operation and expansion of an existing commercial business within a developed corridor along McPherson Road. The amendment facilitates ongoing commercial activity and investment within an established retail and service area.

Land Use Compatibility Policy

“Encourage land use patterns that promote compatibility between adjacent uses and minimize conflicts.”

Page 1.6

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

Although the surrounding area contains significant commercial development, townhomes and single-family residential uses exist west of the site. The proposed amendment includes operational conditions intended to mitigate impacts on nearby residential properties, including restrictions on outdoor amplified sound, lighting controls, and fencing requirements.

Transportation and Land Use Coordination

“Coordinate land use and transportation planning by locating higher intensity uses along arterial and collector streets.”

Page 1.6

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The site fronts **McPherson Road**, identified in the Long Range Thoroughfare Plan as a **Major Arterial**, making the location appropriate for commercial and mixed-use activity with regional accessibility.

3. Summary of Alignment

Agenda Item ZC-055-2026 demonstrates **Moderate alignment** with the Viva Laredo Comprehensive Plan. The proposed Special Use Permit amendment supports continued commercial activity within a designated **Neighborhood Mixed-Use** area and reinforces the established retail and restaurant corridor along McPherson Road. The request also advances broader planning objectives related to **economic development, commercial reinvestment, and corridor activity**.

However, the amendment includes the expansion of a restaurant serving alcohol adjacent to nearby residential uses, creating potential compatibility concerns related to noise and operational impacts. The proposed conditions addressing outdoor amplified sound, lighting, fencing, and operational compliance help mitigate these concerns, but the adjacency to residential neighborhoods limits the degree of direct alignment.

The agenda item intersects with broader planning themes including **economic vitality, mixed-use development, mobility coordination, and neighborhood compatibility**.

4. Additional Requirements

All cited goals and policies are quoted directly from the *Viva Laredo City of Laredo Comprehensive Plan*. Relevant verbatim policies supporting the proposed Special Use Permit amendment were identified and applied.

Conclusion:

The proposed Special Use Permit amendment under Agenda Item ZC-055-2026 demonstrates **Moderate alignment** with the Viva Laredo Comprehensive Plan.