

Comprehensive Alignment

ZC-052-2026

1. Level of Alignment

Moderate – Indirectly supports or contributes to the intent of a verbatim goal or policy.

The proposed rezoning from B-1 (Limited Business District) to B-3 (Community Business District) for a proposed car lot at 5602 State Highway 359 generally aligns with the Comprehensive Plan’s mixed-use and corridor-based commercial development framework. However, the proposal also presents potential compatibility concerns due to its direct adjacency to residential uses.

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

Goal 7.3 – Encourage physical activity through the design of the built environment.

“Policy 7.3.1: Study existing neighborhoods for deficiencies.

a. Determine if residents can easily walk to retail, especially a grocer, where they may obtain daily necessities.

c. Work with communities to increase density, connectivity, and completeness (mixture of uses).”

— Viva Laredo City of Laredo Comprehensive Plan, p. 7.24

Relevance:

The subject property is designated as “Neighborhood Mixed Use” on the Future Land Use Map, and the rezoning would expand commercial opportunities within an existing corridor. The addition of commercial activity contributes to the Plan’s stated objective of increasing “mixture of uses” and neighborhood completeness.

Policy 7.3.2

“Adjust land development regulations and zoning policies in order to make neighborhoods more complete, walkable and connected.”

— Viva Laredo City of Laredo Comprehensive Plan, p. 7.24

Relevance:

The requested zoning amendment modifies the zoning framework to accommodate a broader commercial use within an area identified for mixed-use development. This supports the Plan’s direction to adjust zoning policies in support of more complete development patterns.

Policy 7.3.4

“Design new neighborhoods to be amenity-rich, mixed-use, interconnected, dense, and compact. Neighborhoods should be able to supply most of life’s daily necessities on foot or on bike, with easy access to transit service.”

— Viva Laredo City of Laredo Comprehensive Plan, p. 7.24

Relevance:

The proposed rezoning supports the continuation of commercial development along State Highway 359 within an established mixed-use corridor. The Plan encourages mixed-use environments where services and employment opportunities are integrated into the surrounding urban fabric.

Neighborhood Mixed-Use Designation

“Neighborhood Mixed-Use — ALL EXCEPT M-1, M-2, B-4, AH, AN, FH, OG, FiH.”

— Viva Laredo City of Laredo Comprehensive Plan, p. 1.14

Relevance:

The Comprehensive Plan explicitly identifies Neighborhood Mixed-Use areas as compatible with B-3 zoning districts. Staff similarly noted that the proposed rezoning conforms with the Comprehensive Plan designation.

“Placement of Place-Types”

“This spacing also corresponds with the need to space out commercial uses so that they are convenient to all without having to travel too far, while also having a large enough population base to support the type of commercial envisioned.”

— Viva Laredo City of Laredo Comprehensive Plan, p. 1.23

Relevance:

The proposed rezoning expands commercial opportunities along a major transportation corridor already characterized by commercial activity. The proposal is consistent with the Plan’s concept of appropriately distributed commercial uses within mixed-use neighborhoods and transportation corridors.

Transportation & Land Use

“Like many American cities, Laredo’s regulatory practice of separating land uses by function (e.g. commercial, residential, industrial, etc.) has directed commercial and employment districts to locate along busy streets, away from residential neighborhoods.”

— Viva Laredo City of Laredo Comprehensive Plan, p. 4.28

Relevance:

The subject property fronts State Highway 359, which is identified as an Expressway in the Thoroughfare Plan. The proposed B-3 zoning follows the Plan’s recognition that commercial and employment uses are commonly concentrated along major transportation corridors.

3. Summary of Alignment

The proposed rezoning from B-1 to B-3 demonstrates a moderate level of alignment with the Viva Laredo Comprehensive Plan. The proposal supports the Plan’s broader goals related to mixed-use development, commercial corridor activation, and the integration of commercial services within established neighborhoods and transportation corridors.

The subject site is designated as “Neighborhood Mixed Use” under the Future Land Use Map, and the Comprehensive Plan specifically identifies Neighborhood Mixed-Use areas as compatible with B-3 zoning classifications. Additionally, the site fronts State Highway 359, an identified expressway corridor, and is adjacent to

existing commercial and automotive-oriented businesses, supporting the corridor-based commercial development pattern envisioned by the Plan.

However, the alignment is best characterized as moderate rather than strong because the proposal involves an automobile-oriented commercial use directly adjacent to residential zoning districts. The staff report acknowledges that the rezoning “may negatively impact the surrounding area, as the site directly abuts residential zoning districts.” While the Comprehensive Plan supports mixed-use and commercial activity, it also emphasizes walkability, neighborhood compatibility, connectivity, and complete neighborhood design principles.

Broader planning themes implicated by this agenda item include:

- Economic development and commercial corridor activation;
- Land use compatibility;
- Mixed-use neighborhood planning;
- Mobility and transportation corridor planning; and
- Neighborhood connectivity and completeness.

Overall, the proposal generally advances the intent of the Comprehensive Plan’s mixed-use framework but does not fully satisfy the Plan’s broader walkability and neighborhood compatibility objectives due to the intensity and automobile-oriented nature of the proposed use adjacent to residential properties.