

ZC-082-2025

1. Level of Alignment

☑ **Moderate** – The proposed zoning change aligns **partially** with the intent of the Viva Laredo Comprehensive Plan. While the **Future Land Use Map (Neighborhood Mixed Use)** does **not explicitly support B-4**, the proposal is contextually compatible with surrounding B-4 zoned properties and reflects the Plan’s goals for corridor-oriented commercial activity and context-sensitive development along major arterials.

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

Goal 1.1 – Create a balanced and efficient land use pattern.

“Encourage development that provides a compatible mix of uses in close proximity to one another to support daily needs and reduce the need for long automobile trips.”

▣ *Viva Laredo Comprehensive Plan, p. 1.27*

Relevance:

Although B-4 zoning typically allows highway-oriented uses, the subject site is located within a corridor already characterized by similar commercial activity. The proposed change maintains a compatible pattern of commercial use, consistent with the intent to cluster related businesses and services along arterial corridors.

Policy 1.1.4 – Ensure land use transitions are compatible with adjacent uses.

“Zoning and land use designations should ensure smooth transitions between different development intensities.”

▣ *Viva Laredo Comprehensive Plan, p. 1.28*

Relevance:

The request represents a logical transition along San Dario Avenue, where B-4 zoning already exists to the north and south. The continuity of zoning supports a cohesive corridor pattern, avoiding zoning fragmentation or “spot zoning” inconsistencies.

Goal 4.2 – Promote context-sensitive commercial corridor development.

“Encourage redevelopment and infill along existing corridors with uses that serve surrounding neighborhoods and regional traffic.”

▣ *Viva Laredo Comprehensive Plan, p. 4.21*

Relevance:

San Dario Avenue is designated as a **Freeway** under the Thoroughfare Plan. The B-4 district’s intent—serving regional traffic along principal arterials—aligns with this corridor’s function. This change supports the goal of focusing higher-intensity commercial uses in appropriate transportation contexts.

Policy 9.1.2 – Support commercial development that strengthens the City’s economic base.

“Encourage commercial and employment activities that utilize existing infrastructure and strengthen the local tax base.”

▣ *Viva Laredo Comprehensive Plan, p. 9.34*

Relevance:

The rezoning allows for continued and expanded commercial operations along an already developed arterial, promoting economic vitality without extending infrastructure or creating new service demands.

3. Summary of Alignment

The request demonstrates **moderate alignment** with the Viva Laredo Comprehensive Plan. While the **Neighborhood Mixed Use** designation excludes B-4 by definition, the **contextual location**—adjacent to existing B-4 districts and fronting a freeway corridor—supports corridor-oriented development principles embedded throughout the Plan.

The proposal upholds **land use compatibility, corridor continuity, and economic development** objectives by leveraging existing infrastructure and avoiding land use isolation. However, the request diverges from the **Future Land Use Map’s technical designation**, limiting it to a **Moderate** rather than **Strong** alignment.

This case also supports broader planning themes related to:

- **Economic Development:** Encourages investment and job creation along established corridors.
 - **Mobility & Land Use Integration:** Reinforces major commercial activity along high-capacity corridors.
 - **Sustainability:** Promotes infill and reuse of existing developed parcels.
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Citation: Viva Laredo City of Laredo Comprehensive Plan (2017).
