

ZC-081-2025

1. Level of Alignment

☑ **Strong** – The proposed special use permit directly supports several verbatim goals and policies within the Viva Laredo Comprehensive Plan related to **Neighborhood Mixed Use, Economic Development, and Land Use Patterns**. It contributes to a cohesive and compatible mix of commercial activities within established commercial corridors while maintaining appropriate zoning controls and buffering standards.

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 City of Laredo Comprehensive Plan, p. 1.27*

Relevance:

The proposed restaurant with alcohol service contributes to a balanced commercial environment within the **Neighborhood Mixed Use** designation. It supports a mix of compatible commercial uses and provides accessible dining options within an existing business cluster, minimizing unnecessary travel and supporting local economic activity.

Policy 1.2.3 – Encourage infill development and redevelopment within existing urbanized areas.

“Promote infill development and reuse of underutilized parcels before extending infrastructure and services to undeveloped areas.”

▣ *Viva Laredo Comprehensive Plan, p. 1.28*

Relevance:

The project utilizes an existing suite within a developed commercial center, aligning with the City’s infill and reuse strategies. It maximizes existing infrastructure capacity along Bob Bullock Loop without requiring outward expansion or new infrastructure investment.

Goal 9.1 – Promote a diversified and resilient local economy.

“Support business development that contributes to the City’s economic base and provides local employment opportunities.”

▣ *Viva Laredo Comprehensive Plan, p. 9.34*

Relevance:

The proposed restaurant operation strengthens local business diversity and contributes to Laredo’s economic vitality. Restaurants are identified as key small business employers that enhance consumer choice and strengthen the city’s commercial base.

Policy 3.2.1 – Ensure that development and design are context-sensitive.

“Encourage site design that respects adjacent uses and mitigates potential nuisances such as lighting, noise, and traffic.”

▣ *Viva Laredo Comprehensive Plan, p. 3.42*

Relevance:

The applicant’s compliance with conditions for screening, landscaping, noise mitigation, and lighting demonstrates alignment with context-sensitive development principles. These measures help preserve compatibility with surrounding commercial and residential uses.

3. Summary of Alignment

This agenda item **strongly aligns** with the Viva Laredo Comprehensive Plan’s direction for promoting **mixed-use commercial environments, infill development, and economic growth** within existing service corridors. By locating a restaurant with alcohol service in a fully developed retail center, the request supports efficient land use, encourages reuse of existing commercial space, and contributes to a diversified economic base.

Conditions such as screening, landscaping, and operational limits ensure consistency with urban design and neighborhood compatibility objectives, reinforcing alignment with **Policies 1.2.3 and 3.2.1**. Overall, this case exemplifies how context-sensitive infill and reuse can further the City’s long-term goals for **balanced growth, livability, and economic sustainability**.

Citation: Viva Laredo City of Laredo Comprehensive Plan, 2017.
