

City Council Agenda Item ZC-032-2026, proposing an amendment to a Special Use Permit to allow **on-premise alcohol consumption** within a Smoking Establishment (Cigar Lounge)

1. Level of Alignment

- ☐ Strong
☒ **Moderate** – Indirectly supports or contributes to the intent of a verbatim goal or policy.
☐ Weak/None
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2. Supporting Goal(s)/Policy(ies)

Goal 8.1

“Promote a diverse mix of retail, entertainment, and dining options that serve residents and attract visitors.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed amendment enhances the functionality of an existing cigar lounge by allowing alcohol consumption, which expands the range of entertainment and leisure offerings. This aligns with the goal of promoting diverse commercial and entertainment uses within the city.

Policy 6.1.1

“Encourage development that is compatible with surrounding land uses and contributes to a cohesive urban form.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The site is located within an established commercial corridor (B-4 zoning) and designated as a **Mixed-Use Center** on the Future Land Use Map. The proposed amendment maintains the existing commercial use and does not introduce a new land use category, suggesting general compatibility with surrounding commercial development. However, proximity to residential areas and code compliance issues (distance and parking deficiencies) temper full alignment.

Goal 1.1

“Encourage the efficient use of land and resources in Laredo through appropriate infill, redevelopment, and coordinated growth patterns.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The amendment represents an intensification of an existing commercial space within a developed corridor, supporting efficient land use and reinvestment rather than expansion into undeveloped areas.

3. Summary of Alignment

The proposed amendment to allow on-premise alcohol consumption within an existing smoking establishment demonstrates **moderate alignment** with the *Viva Laredo Comprehensive Plan*. The proposal supports **Goal 8.1** by enhancing entertainment and commercial offerings within a designated **Mixed-Use Center**, contributing to economic activity and local vibrancy.

Additionally, the reuse and intensification of an existing tenant space aligns with **Goal 1.1**, promoting efficient land use and reinvestment in established corridors. The proposal generally meets the intent of **Policy 6.1.1**, as it maintains a commercial use within a commercial zoning district.

However, the alignment is moderated by site-specific concerns identified in the staff report, including **non-compliance with separation distance requirements** and **parking deficiencies**, which raise questions regarding full compatibility and operational impacts.

The proposal intersects with broader planning themes such as **economic development**, **entertainment diversity**, and **urban reinvestment**, but also introduces considerations related to **land use compatibility** and **regulatory compliance**.
