

City Council Agenda Item ZC-047-2026, authorizing the issuance of a Conditional Use Permit for a convenience store and gas station (serving alcohol with on-premise consumption) at 8612 McPherson Road

1. Level of Alignment

☐ Strong

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

☐ Weak/None

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 Conditional Use Permit expands the services offered by an existing convenience store and gas station by allowing on-premise consumption of margarita beverages. While the principal use remains unchanged, the proposal adds a complementary commercial amenity that contributes to the diversity of retail and service offerings.

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 property is located within a **Neighborhood Mixed-Use** area and is surrounded primarily by commercial uses, with residential development located to the west. The staff report concludes that the principal use will remain a convenience store and gas station and that, subject to operational conditions, the request **"is not anticipated to negatively impact the surrounding area."**

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 proposal intensifies an existing commercial operation without expanding the building or modifying the site. The staff report states that **"No building expansions or site modifications are proposed in conjunction with this request,"** reflecting efficient utilization of an existing commercial property.

Policy 3.2.1

“Direct higher-intensity commercial uses to major corridors and arterial roadways where infrastructure can adequately support such development.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The property is located at the intersection of **McPherson Road (Principal Arterial)** and **International Boulevard (Minor Arterial)**, making it an appropriate location for community-serving commercial uses with regional accessibility.

3. Summary of Alignment

The proposed Conditional Use Permit demonstrates **moderate alignment** with the *Viva Laredo Comprehensive Plan*. The request supports the continued operation of an existing commercial establishment while modestly expanding the services available to the public. It advances **Goal 8.1** by contributing to a broader mix of commercial amenities and aligns with **Goal 1.1** by utilizing an existing developed site without requiring additional land consumption or building expansion.

The proposal is generally consistent with **Policy 6.1.1**, as the property is located within a **Neighborhood Mixed-Use** designation and surrounded predominantly by commercial development. Additionally, the numerous conditions imposed through the Conditional Use Permit—including restrictions limiting alcohol sales to margarita beverages, prohibiting operation as a bar or nightclub, restricting outdoor consumption, limiting entertainment, and

requiring buffering and operational controls—are specifically intended to maintain compatibility with nearby residential properties.

Because the proposal authorizes only an accessory use within an existing convenience store rather than a stand-alone drinking establishment, and because the Comprehensive Plan does not specifically address on-premise alcohol sales at convenience stores, the request indirectly supports the Plan's broader objectives rather than directly implementing a specific policy. Consequently, **Moderate** alignment is the most appropriate classification.

The proposal intersects with broader planning themes including **economic development, commercial reinvestment, efficient land use, mobility, and land use compatibility.**
