

1. Level of Alignment

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

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

Policy 1.3.2

"Support appropriate transitions between commercial, mixed-use, and residential areas."

Page 1.28

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance: The proposed zone change from R-1A (Single Family Reduced Area) to B-1 (Limited Business District) introduces neighborhood-scale commercial uses adjacent to residential areas. This policy is relevant as it promotes compatibility between land uses, aligning with the zone change's role as a buffer between existing single-family neighborhoods and more intense commercial uses.

Goal 9.1

"Encourage neighborhood-oriented retail and services that support daily needs and strengthen community character."

Page 9.34

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance: Rezoning to B-1 is consistent with the goal of providing localized commercial services within walking or short driving distance. These uses can contribute to the vibrancy and convenience of the surrounding residential area.

Policy 9.1.1

"Support the development of small-scale commercial uses that serve neighborhood needs in new and existing neighborhoods."

Page 9.34

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance: The B-1 designation allows for limited commercial development, which aligns with the plan’s emphasis on neighborhood-serving uses. This policy supports the idea of embedding commercial opportunities within or near residential areas to meet local needs.

3. Summary of Alignment

The agenda item proposes rezoning a 4.3-acre site from R-1A to B-1 to enable neighborhood commercial development along Ejido Avenue and near Cielito Lindo Boulevard. This area is identified in the Comprehensive Plan's Future Land Use Map as both “Medium Density Residential” and “Neighborhood Mixed Use.” While the proposal conflicts with the “Medium Density Residential” designation (which does not include B-1 zoning), it aligns with the “Neighborhood Mixed Use” component, which explicitly supports B-1 uses.

The zone change reflects the intent of multiple Viva Laredo policies by supporting neighborhood-scale retail, providing land use transitions, and enhancing access to amenities. However, because the Future Land Use Map is partially inconsistent with the proposed change and the area is still developing, the alignment is best characterized as **Moderate** rather than Strong.

This rezoning also intersects with broader themes of **economic development, land use compatibility, and neighborhood-serving infrastructure.**

4. Additional Requirements

All cited goals and policies are quoted directly from the *Viva Laredo City of Laredo Comprehensive Plan*.