



City of Laredo Planning Department
**Del Mar Boulevard
Overlay Zoning District**

September 2023

DRAFT

Prepared by:
Able City LLC
901 Victoria, Suite A,
Laredo TX 78040

DRAFT

ACKNOWLEDGMENTS



CITY OF LAREDO

CITY OF LAREDO CITY COUNCIL

Ruben Gutierrez, Council Member District 5

Vanessa Perez, Council Member District 7

CITY OF LAREDO PLANNING DEPARTMENT

Orlando Navarro, Planning Director

Vanessa Guerra, Assistant Director



ARCHITECTURE. URBANISM. CITY MAKING

CONSULTANT TEAM

ABLE CITY

Mario Peña, Partner and Principal

Carlos Gallinar, Planning Director and Principal

Paola Sofía Fernández, Project Manager and Community Engagement Lead

Luis Escalante, Planner



DRAFT

TABLE OF CONTENTS

01 Executive Summary

03 Chapter 1 Existing Conditions

- 04 Introduction
- 05 Demographics
- 06 Existing Plans
- 08 Site Analysis

11 Chapter 2 Community Engagement

- 12 Community Engagement Timeline
- 13 Community Engagement Round 1
- 15 Community Engagement Round 2

17 Chapter 3 Del Mar Boulevard Overlay Zoning District

- 18 Land Use and Zoning
- 20 ROW and Landscaping
- 22 Future Parking Demands
- 23 Future Traffic Analysis
- 24 Transitional Requirements
- 25 Economic Impact Analysis

26 Chapter 4 Recommendations

- 27 Del Mar Zoning District Recommendations

28 Appendix A

- 30 A Procedures, Supplemental Use, & Development

35 Appendix B

- 36 Community Engagement Feedback



EXECUTIVE SUMMARY

The Del Mar Boulevard Overlay Zoning District report presents an assessment and recommendations for the incremental redevelopment of a portion of Del Mar Boulevard between Candlewood Road and Fenwick Drive. The report aims to study the existing conditions of the Del Mar Overlay study area to inform the overlay ordinance.

Chapter 1 Del Mar Boulevard Existing Conditions, analyzes the existing conditions of Del Mar Boulevard and its surrounding area. It includes a demographics study comparing the Del Mar Boulevard Overlay Boundary to the city of Laredo, highlighting notable differences in income, homeownership, education levels, and transportation habits. The site analysis reveals a high-traffic residential corridor with limited pedestrian amenities and identifies key community amenities and potential safety concerns. It also reviews existing plans, codes, and regulations, such as the Viva Laredo Comprehensive Plan, Future Thoroughfare Plan, and the Del Mar Corridor Study, discussing proposed changes and recommendations.

Chapter 2 outlines the stakeholder meetings and public engagement process conducted by Able City. It summarizes the feedback received from stakeholders and residents of the Del Mar area, including concerns about traffic congestion, preservation of neighborhood character, preferred business types, and the impact of development on traffic. The chapter emphasizes the importance of maintaining residential character, minimizing noise and congestion, and addressing traffic concerns raised by the community.

The last chapter focuses on the proposed Del Mar Overlay Zoning District and its design standards. It identifies current land uses and zoning in the study area and recommends acceptable new land uses and zoning. This chapter also discusses the economic benefits of the proposed

changes, including a comparative analysis of property values under current and proposed land uses. It addresses future parking demands and recommends parking standards and access management recommendations. Additionally, the chapter provides insights into future traffic analysis, including projected traffic conditions and potential roadway improvements. The report suggests transitional requirements for lots adjacent to the corridor to ensure a smooth transition from residential to commercial uses. However, it emphasizes that immediate transitional standards are not necessary but should be considered in the long-term planning. The report recommends employing urban design standards, such as wider sidewalks, street trees, and pedestrian-friendly amenities, to create a sense of place and a walkable environment. The report assesses the existing right-of-way (ROW) dimensions and pedestrian facilities along Del Mar Boulevard. It provides street section standards for ROW elements, including sidewalks, buffers, landscaping, and crosswalks. The report highlights the varying width of the street within the overlay boundary and recommends specific pedestrian facilities and planter buffers for different segments.

The report concludes with seven recommendations. The first recommendation primarily encourages residential uses and secondarily, low-impact commercial. The second recommendation is to implement an approval process for new development within the overlay district, requiring the submittal of a detailed site plan application. The third recommendation considers keeping and maintaining existing parking, so as to not overcrowd the Del Mar Boulevard. The fourth recommendation does the same, as the third recommendation, for sidewalks and driveways. The fifth recommendation targets signage for low-impact businesses along the boulevard. We recommend small, non-obtrusive signs, with indirect lighting. The sixth recommendation is to preserve existing landscaping, and to not remove



landscaping for parking accommodations. The final, seventh, recommendation promotes transitional requirements for future growth of the Del Mar Boulevard. This recommendation focuses on placing parking behind buildings, utilizing landscape buffers between pedestrians and vehicles, street-oriented buildings, and widening sidewalks.



DRAFT

1 Existing Conditions



DRAFT

INTRODUCTION

Able City was commissioned by the City of Laredo to provide an assessment and recommendations to guide the incremental redevelopment of the portion of Del Mar Boulevard between Candlewood Road and Fenwick Road. This constitutes a need to assess the current conditions and public desirability of adding uses to the area. Research of existing conditions will be used to spur discussion with community members and residents about the uses and strategies that would allow for a more desirable and predictable transformation of the Del Mar Boulevard study area.

An overlay zoning district established by ordinance superimpose certain additional requirements upon a basics use zoning district without disturbing

the requirements of the basic base use district. Permitted uses in the underlying zoning district shall continue subject to the compliance with the regulation of the overlay zone or district.

The work documented in this report will outline overlay zoning district guidelines for the area as well as the research and feedback to support it. The report will include a review of the existing conditions and planning documents; documentation of outreach, feedback sessions, and comment integration; economic benefits analysis; and analysis and recommendations of district guidelines.



Legend

-  Project Study Area
-  Landmarks



DEMOGRAPHICS

The team conducted a demographics study comparing Del Mar Boulevard Overlay study area to Laredo. Laredo is a south Texas border city with a population of 258,654 people and a daytime population of 259,0481 while the Del Mar Blvd Overlay Boundary is home to about 112 people. There are notable differences between the demographics of Laredo and the Del Mar Boulevard Overlay study area. For instance, the median household income for Laredo is \$58,554, while for the study area is \$104,417. About 80.8% of people in the study area own their homes compared to about 60.6% of people in Laredo. The population over 65 years of age in the study area represents 18.8% of its population, whereas, for the population of Laredo, it is 9.9%.

In the study area, 32.6% of people in the Del Mar area reported that they carpooled, compared to 11.2% in Laredo, Texas. Only 1% of people in Laredo reported that they use public transportation, while none were reported for the Del Mar area. About 57% of people who live in this neighborhood have a Bachelor's Degree, compared to about 22% for Laredo. It is clear that the demographics of the Del Mar Blvd area neighborhood are not proportional to the averages for the city as a whole.

About 34.1% of the housing in the Del Mar area was built in the 1970s and another 34.1% was built in the 1980s. About 24.9% of housing in Laredo was built in the 2000s, and another 20.9% was built in the 1990s.

DEMOGRAPHICS

Laredo	Del Mar Study Area
POPULATION	
258,654	112
MEDIAN INCOME	
\$58,554	\$104,417
HOME OWNERSHIP	
60.6%	80.8%
AVERAGE HOUSEHOLD SIZE	
3.3	2.4
MEDIAN AGE	
29.9	41.4
POPULATION OVER 65 YEARS OF AGE	
9.9%	18.8%

TRANSPORTATION

Laredo	Del Mar Study Area
USE PUBLIC TRANSPORTATION	
1%	0%
CARPOOL	
32.6%	11.2%

BUSINESS

Laredo	Del Mar Study Area
TOTAL BUSINESS	
8,264	3
TOTAL EMPLOYEES	
95,717	29



EXISTING PLANS

VIVA LAREDO COMPREHENSIVE PLAN

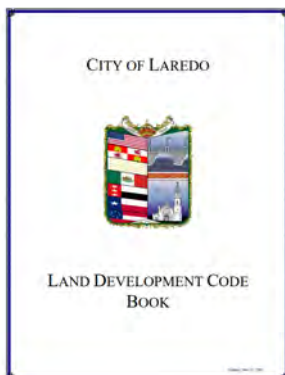


The Laredo City Council unanimously adopted the Viva Laredo Comprehensive Plan in September, 2017. The Plan included community concerns where stakeholders noted that rush hour traffic congestion near school

zones such as United Middle School on Del Mar Boulevard needed to be alleviated. Viva Laredo noted that although Laredo has an average Walk Score of 40 out of 100, Del Mar Boulevard is one of the least walkable neighborhoods at 21 out of 100.

The Viva Laredo Comprehensive Plan also included proposed steps to change the area of Del Mar Boulevard from IH-35 to Springfield Ave. into a tree-lined street where multi-story, denser mixed-use buildings into a tree-lined street with multi-story and denser mixed-use buildings. The idea is for this area to transform from one that caters to automobile travel to one that accommodates all modes of travel, including bicycle, pedestrian, and transit riders. Other proposed changes to the area include an interconnected network of streets, non-front-loaded parking, public space and a wide sidewalk. With these changes it is noted that a sense of place and character can create a major destination in Laredo.

LAND DEVELOPMENT CODE



The Laredo Land Development Code (LLDC) plays a critical role in shaping the physical and economic landscape of the city. The LLDC includes provisions for zoning, land use, building design

standards, and development requirements such as site planning, parking, and landscaping.

Fencing requirements in the existing LLDC require that non-residential uses that are adjacent to residential property or zoning must provide an opaque fence of at least seven feet height along the perimeter of the side and rear property. This is the same for Outdoor Operations and Storage adjacent to more restrictive zoning districts. These requirements are proposed to be updated in the Unified Development Code (UDC) to nine feet in height. The UDC also proposes the Equivalent Planting Units (EPU) as a metric for landscape buffering between residential and non-residential uses. Other proposed requirements in the UDC for activity between these two uses include limitations on yard storage, parking of trucks, and exterior lighting.

As this tract of Del Mar was annexed by the City in 1984, this may explain why there is in-consistent sidewalk development in the Del Mar Study area because the LLDC shows that side-walk width requirements for most subdivisions weren't required for those platted before July 1, 1995.

The boundary of the Del Mar Overlay Study is part of the Del Mar Conservation District Tract III, (2,235.95 Acres) and was annexed in 1984, as recorded in 84-O-016.4

LAREDO CONGESTION AND DELAY STUDY

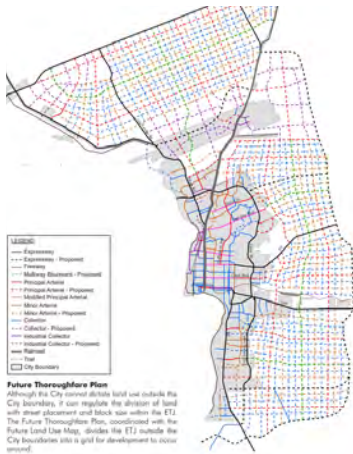


The 2015 Congestion and Delay Study evaluates the transportation system as well as identifies congestion trends and travel time to pinpoint problems and improvements. Of the 20 most congested segments in Laredo,



two are located on Del Mar Boulevard: One near the intersection of San Dario Ave. and the other at McPherson Rd. The westbound segment of Del Mar Boulevard, between the intersection of McPherson Rd. and Lindenwood Drive is the 12th most congested roadway segment in the city. The study identified mornings as the peak period, with the probable cause being the lower speeds for the school zone.

FUTURE THOROUGHFARE PLAN



The Future Thoroughfare Plan (FTP) identifies arterials and collectors; those designations are based on the intended network function. The proposed Zoning Overlay District boundary covers Del Mar Boulevard from Candlewood Road to Fenwick Drive. This section of Del Mar Boulevard is identified on the FTP as a Modified Principal Arterial. "Principal arterials" will provide for longer trips on relatively straight paths.

2011 DEL MAR CORRIDOR STUDY



The Del Mar Boulevard Corridor Study outlines the proposed extension of Del Mar Boulevard to connect two major thoroughfares, I-35 and Loop 20. The report provided recommendations that aimed to improve traffic flow, relieve congestion on other roads, and promote economic development in the area.

The report highlights the potential benefits of the project, such as reducing travel times and improving accessibility to businesses and residences in the area. It also addresses potential environmental

concerns and outlines measures to minimize the project's impact on the surrounding natural areas.

The report identified the high number of access points along the corridor, this resulting in a large number of conflicting movements that require highly vigilant drivers, which add to the perception of an unsafe environment. The report recommends consolidating, establishing, and consolidating access management of Del Mar Blvd for new development.

Additional recommendations include:

CANDLEWOOD TO BROADCREST

Short term recommendation

- Construct 10-ft. multi-use path on south side of Del Mar for bikes and pedestrians, school access.
- Install traffic signal at Del Mar and Broadcrest.

Long term recommendation

- Widen 2-lane and 3-lane sections of Del Mar to 5 lane section, consider raised median (confirm ROW as part of improvement).

BROADCREST TO LINDENWOOD

Short term recommendation

- Construct 10-ft. multi-use path on south side of Del Mar for bikes and pedestrians, school access Short.
- Work with Saint Patrick Catholic Church to remove nose-in parking on church property Short.
- Increase southbound left turn bay to 225 ft. at Lindenwood (restriping).

Long term recommendation

- Widen 2-lane and 3-lane sections of Del Mar to 5 lane section, consider raised median (confirm ROW as part of improvement) Long.
- Consider a boulevard section to consolidate residential access as part of 4-A Long.



SITE ANALYSIS

PEDESTRIAN AMENITIES

The study area provides very few pedestrian amenities besides crosswalks and curb cuts. Most sidewalks are approximately four feet in width, and landscaping obstructions are common. This impedes pedestrians with accessibility limitations. There is no landscaping between the sidewalk and the street on Del Mar between Springfield and McPherson Dr. which can be a deterrent for pedestrians as they would have to walk directly adjacent to car traffic.



Photo 1. Del Mar Blvd. and Candlewood Rd.



Photo 2. Del Mar Blvd. and Candlewood Rd.

AMENITIES

Del Mar Boulevard is the home of education facilities and community amenities, including Nye Elementary School, United Middle School, Mary Help Christian School, Central Fire Station 8, St Patrick Catholic Church, and Andrew Trautman Park. Trautmann Park can be accessed through the street gate entrance as there is no pedestrian access through the fence.

SITE ANALYSIS - IMAGE MAP





Photo 3. Del Mar Blvd. and Bennington Dr.



Photo 4. Del Mar Blvd. and Bennington Dr.



Photo 5. Del Mar Blvd. and Bedford Ave.



Photo 6. Del Mar Blvd. and McPherson Dr.



Photo 7. Del Mar Blvd. and McPherson Dr.



Photo 8. Del Mar Blvd. and Broadcrest Dr.



Photo 9. Del Mar Blvd. and Broadcrest Dr.

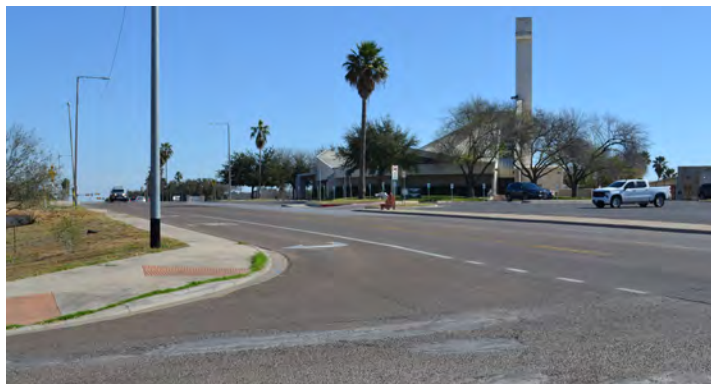


Photo 10. Del Mar Blvd. and Fenwick



SPEED LIMITS

Although there are speed limit signs near the Mary Help of Christian School, NYE Elementary School, and United Middle School, school areas there is no additional signage or speed controls for school children crossing from the residential area to the public and private schools. Additionally, speed controls and speed limits were also noted by residents as not effective in preventing traffic accidents at Del Mar Blvd and Broadcrest. The crash data table below show all crashes reported within the Del Mar Boulevard Zoning Overlay District study area. concerns have been raised regarding the lack of additional signage or speed controls for school children crossing between the residential area and nearby schools, as well as the effectiveness of speed limits in preventing accidents at certain intersections

TRANSIT

El Metro Transit operates 4 routes along Del Mar Boulevard with bus stops on both the north and south ends of Del Mar. Transit shelters are found along Candlewood Rd., on either side east of Springfield Ave., and on either side of McPherson Dr.

WALKABILITY

The Del Mar study area, characterized by high traffic and residential corridors, offers limited pedestrian amenities apart from crosswalks and curb cuts. With narrow sidewalks and frequent landscaping obstructions, pedestrians with accessibility limitations face challenges. Moreover, the absence of landscaping between the sidewalk and street on a specific stretch of Del Mar poses a potential deterrent for pedestrians due to the need to walk alongside car traffic.

CRASH DATA

STREET NAMES	2019	2020	2021	2022	2023	TOTAL
Intersection Del Mar Blvd and Candlewood Rd	0	2	0	2	0	4
Del Mar from Candlewood Rd to Benington Dr	2	1	0	3	1	7
Intersection Del Mar Blvd and Bennington Dr	2	2	0	2	3	9
Del Mar from Benington Dr to Bedford Dr	0	1	1	2	2	6
Intersection Del Mar Blvd and Bedford Dr	1	0	1	1	1	4
Del Mar from Bedford to Park	0	0	0	1	0	12
Intersection Del Mar and Park	1	1	1	1	1	5
Del Mar from Park to McPherson	5	1	1	4	1	12
Intersection Del Mar and McPherson	12	11	9	7	5	44
Del Mar from McPherson to Broadcrest	2	2	3	4	0	11
Intersection Del Mar and Broadcrest	3	4	2	3	5	17
Del Mar from Broadcrest to Amhurst	0	0	0	0	0	0
Intersection Del Mar and Amhurst	0	0	0	0	1	1
Del Mar from Amhurst to Fenwick	2	1	0	2	1	6
Intersection Del Mar and Fenwick	3	3	1	3	0	10
TOTAL	31	26	19	30	20	126

Source: TXDOT Crash Records Information System



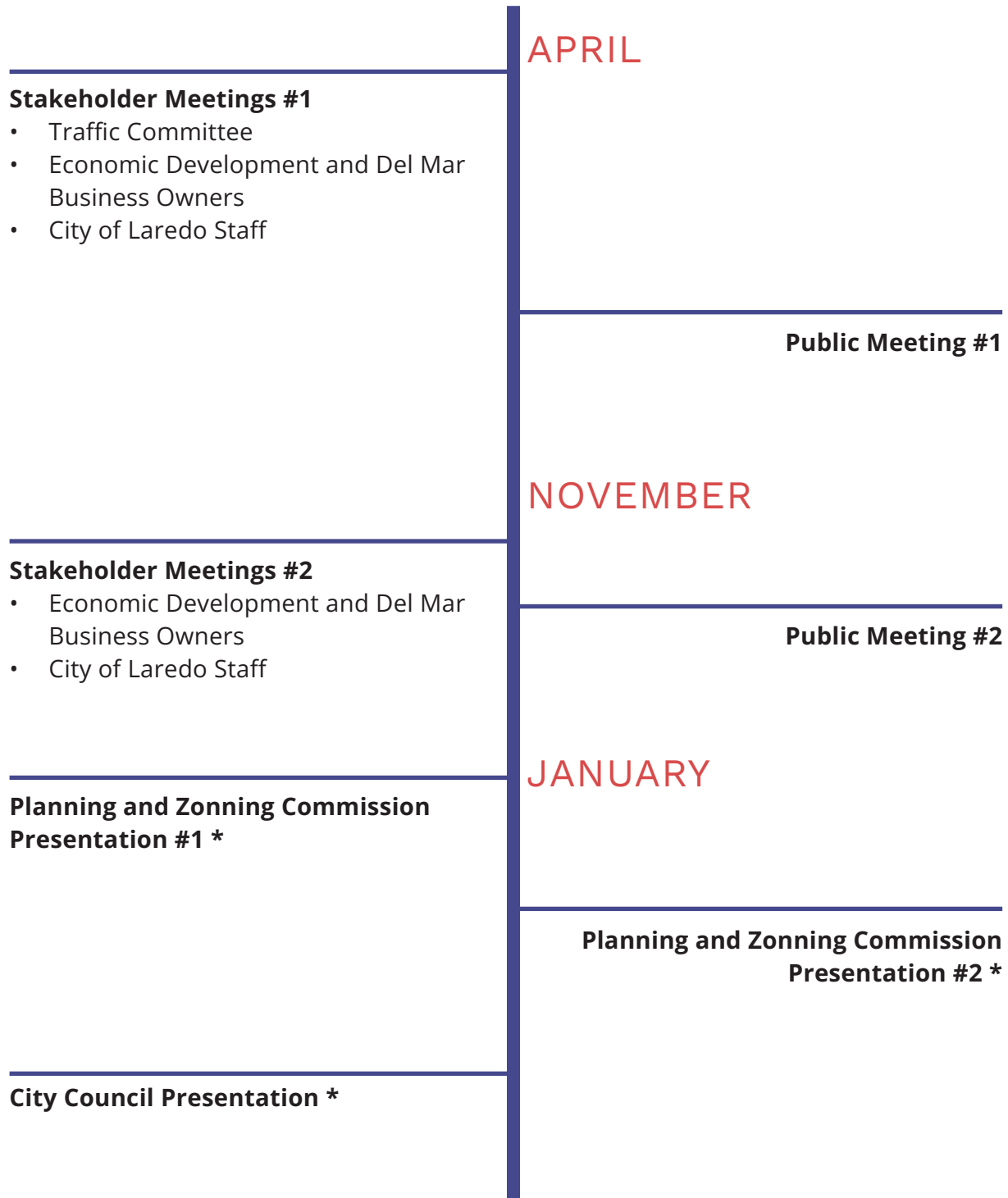
DRAFT

2 Community Engagement

Public Meeting #1

DRAFT

COMMUNITY ENGAGEMENT TIMELINE



* TIMELINE WILL BE UPDATED ONCE DATES ARE FINALIZED



COMMUNITY ENGAGEMENT ROUND 1

STAKEHOLDER MEETINGS

A series of stakeholder meetings were conducted with the following identified stakeholders: Traffic, Economic Development and Business Owners, Schools, and City Departments. The meetings were held at the Joe Guerra Library on April 13th and April 14th. The meetings began with an introduction and overview of the project, followed by a presentation of the scope of work, an allowed for plenty of time for questions and feedback from the stakeholders.

WHAT WAS HEARD:

- Del Mar Boulevard has seen a continuous increase in traffic and congestion.
- The City of Laredo Traffic Department installed a traffic light on Del Mar Boulevard and Bennington. In addition, the traffic signals have been synchronized to increase traffic flow. These improvements are recommendations listed in the Del Mar Boulevard Corridor Study as short-term recommendations for improvement.
- Most congestion is caused by Del Mar Boulevard turning from a four-lane corridor to a two-lane corridor, creating a bottleneck at the intersection of Del Mar Boulevard and Broadcast Drive.
- Concerns about existing structures being demolished arise. If new development occurs within the boundary, it should resemble the character of the neighborhood, reassuring that the neighborhood's character will not change.
- Del Mar Boulevard is surrounded by residential areas, an increase in development will connect more people to jobs near their homes.
- Stakeholders recommended the types of business that they feel appropriate for this area are coffee shops, professional offices, and medical offices. Businesses that might have high movement of people coming in and out throughout the day might not be applicable, they are concerned about traffic caused by busy business. They feel that Del Mar Boulevard is not wide enough to manage more traffic.

- There is a concern that if density and development increase, the traffic and congestion will increase. Additionally, there is a concern that Del Mar Boulevard would have to expand the street.
- Focus groups signaled that peak traffic time along Del Mar Boulevard is during school drop off and pick up and during St. Patrick's church hours.
- As far as utilities, city staff mentioned that if the future use types remain, then there is no need to upgrade utilities. The only foreseeable upgrade might be to improve the drainage system in the lower-grade portion of Del Mar Boulevard.

PUBLIC MEETING

The public was invited to a public meeting on April 13th 2023 at the Laredo Central Fire Station 8, just outside the Del Mar Boulevard Overlay Boundary. Residents and property owners that live within the overlay boundary were invited via mailer. Additionally, the team invited residents that live around and near the Del Mar Boulevard Overlay boundary via social media, the City's website, and media.

The public meeting had an attendance of close to 100 attendees; of those in attendance, 40% were residents that live within the boundary. The team also asked attendees to raise their hands when asked if they use Del Mar Boulevard on a daily



Public Meeting #1



basis, and all of the attendees raised their hands. All attendees live, work, or commute within the Del Mar Boulevard Zoning Overlay District project boundary.

The goal of this meeting was to share with residents the scope of work, define what an overlay is, and the benefits of an overlay. The zoning overlay district project meeting began with a brief presentation sharing the scope of the study and the goal. The council members Ruben Gutierrez District 5 and Vanessa Perez District 7 addressed their constituents during the meeting. The team finalized the presentation, sharing with attendees the next steps, drafting the ordinance and report, presenting to staff, then to the public for final comment before presenting to the Zoning Commission and finally to Council.

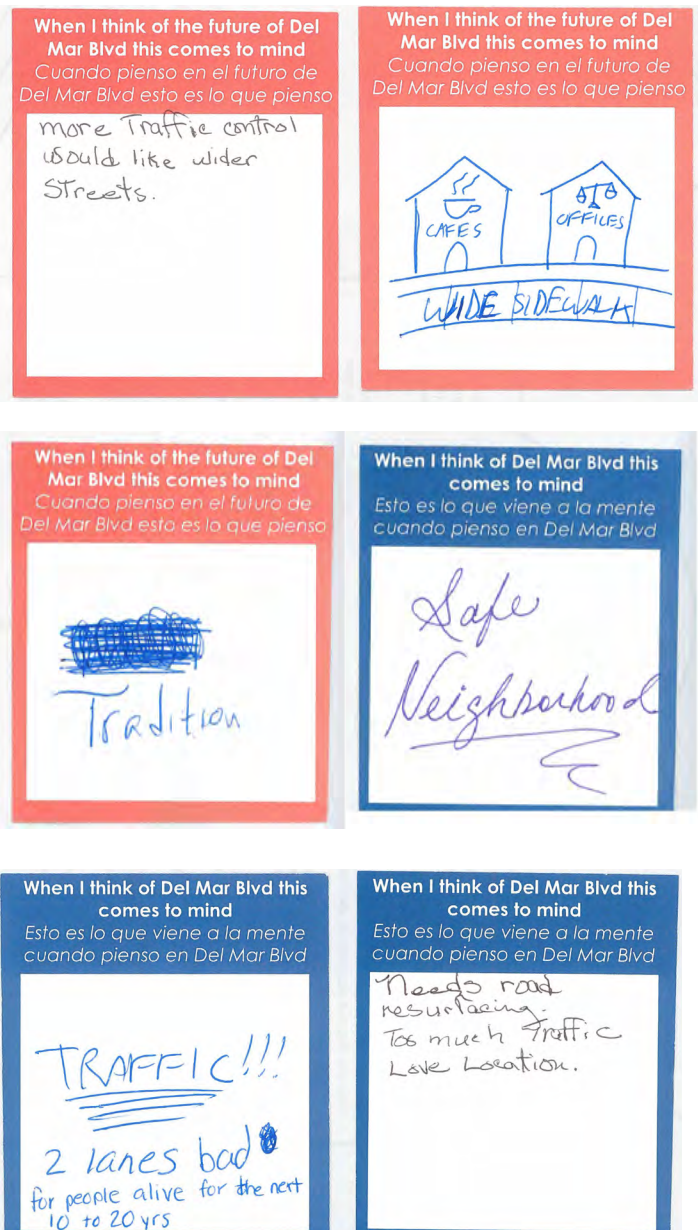
Following the presentation, the floor was open for questions from attendees. The initial questions were regarding the expansion of Del Mar Boulevard and concerns about congestion. The team clarified that although the scope of this project does not include expanding the road, the team understands that the overlay might cause the City to revise past efforts to expand the road (Del Mar Road expansion was proposed 12 years ago and failed to pass by Council).

WHAT WAS HEARD:

- Demolition should be avoided, and the preservation of structures and the character of the neighborhood should be a priority.
- Signage should be small, and avoid large LED signs
- Residents raised concerns about uses that would encourage noise, residents would prefer use types that did not encourage noise to maintain the quiet residential feel.
- The main concern from residents was regarding traffic. Residents are concerned that development within the boundary might

increase traffic.

- Residents expressed they would not like to see restaurants or bars with outside music. Residents expressed they would not want their neighborhood to change.
- Residents shared that an increase in development would require parking and asked the consultant team what parking would look like if the transition from residential to commercial occurred.



Comment Cards Filled by attendees of Public Meeting



COMMUNITY ENGAGEMENT ROUND 2

STAKEHOLDER MEETING #2

November 14th
Joe Guerra Library

The stakeholder meeting #2 updated staker on the study and the proposed ordinance. Stakeholders were invited to give their feedback and concerns on the Del Mar Overlay Ordinance. Stakeholders were in general consensus of the ordinance, and agreed the ordinance maintained the character of the neighborhood. Stakeholders mentioned that the residents of the study area should have the final say and approval.

WHAT WAS HEARD:

- Notably, traffic management took center stage, discussing the coordination of traffic lights, focused attention on school hours, and the acknowledged need for traffic officers during school drop-offs.
- Positive community-friendly decisions were recognized, including the prohibition of billboards and the intentional avoidance of incentivizing commercial development.
- Agreement was reached on the exclusion of specific business types, aligning with the vision of a locale devoid of retail, commercial, and food and beverage establishments.
- The strategic reclamation of dedicated right-of-way in areas with reduced turn lanes and the anticipated positive impact of the forthcoming Springfield Road were highlighted as essential for traffic alleviation.
- The commitment to abstain from projects incentivizing development received emphasis, along with addressing concerns regarding residential proximity.
- Moreover, the meeting underscored the importance of ongoing maintenance, enforcement, and the thoughtful placement of parking access in the rear, reflecting a meticulous and comprehensive approach to project planning and execution.

PUBLIC MEETING #2

November 14th
Central Fire Station 8

The second public meeting for the Del Mar Overlay District held on 14 November 2023 was well attended by 30 members of the public. The presentation given by the Able City team, detailed the Del Mar Boulevard – Zoning Overlay District Planning Project and presented Able City's overlay ordinance proposal to the public for their consideration and feedback.

The overlay ordinance proposal addresses six design components that the neighborhood is currently dealing with: permitted uses, existing structures, signage, parking, sidewalks, and landscaping. The overlay ordinance proposal presents Del Mar Boulevard residents with a layer of protection of their neighborhood from becoming a commercialized area as allowable under current zoning. The overlay ordinance proposal strictly adheres to maintaining the neighborhood characteristics and look, but additionally allowing some low-impact uses outside of single-family uses.

Attendees of this second public meeting were given the opportunity to express their feedback through oral discussion, placemats, and table discussion. The oratory component of the public meeting allowed residents to give broader feedback to Able City and included everyone in the room. The placemats (see appendix) allowed residents to thoroughly write out their comments on the six design components, and to mark if they agree or disagree with the overlay ordinance proposal. Table discussions allowed us to speak more intimately about the overlay proposal with residents.

WHAT WAS HEARD:

- After the presentation of the proposed overlay district, residents spoke out their rejection



COMMUNITY ENGAGEMENT ROUND 2

of the proposal. A common point of concern was whether an overlay ordinance provides actual protection versus no overlay for their neighborhood. The placemat results were similar to the open oral discussion. In one table discussion, residents at that table provided insight as to why they did not agree with the proposed overlay district.

- This table noted that the list of new permitted uses were too many and would ultimately change their neighborhood. They wanted to keep their neighborhood a neighborhood and not turn into small offices or medical clinics.
- Able City provided an open space and opportunity for residents to give their input on the proposed overlay district. Ultimately, residents did not agree with the proposed overlay district. Citing that the district was not protective at all given the proposed permitted uses. Largely, residents firmly want to keep their section of the Del Mar Boulevard neighborhood

strictly all single-family. Able City does recognize that a small portion of residents during table discussions shared their agreement with other low-impact uses at the same time. At the end of the public meeting, many residents wanted to review a copy of the proposed overlay district ordinance draft.

At the end of the meeting Able City received 21 placemats from residents. Of these placemats here are the responses:

- 66% of responses disagreed with the proposed overlay district
- 19% of responses did not respond, but did leave comments
- .04% of responses agreed with the proposed overlay district
- .04% of responses both agree and disagree to the proposed overlay district



DRAFT

3 Del Mar Boulevard Overlay Zoning District

DRAFT

LAND USE AND ZONING

Land use in the study area consists of primarily residential single-family use and two with commercial use. The study area is surrounded by single-family residential land use with a few parcels designated as commercial. There are condominium and multi-family use buildings in the surrounding area.

The study area is primarily R-S Residential Suburban, R-1 Single Family zoning, and R-2 Residential Multi-Family District. (See map below)

R-1 SINGLE FAMILY RESIDENTIAL DISTRICT

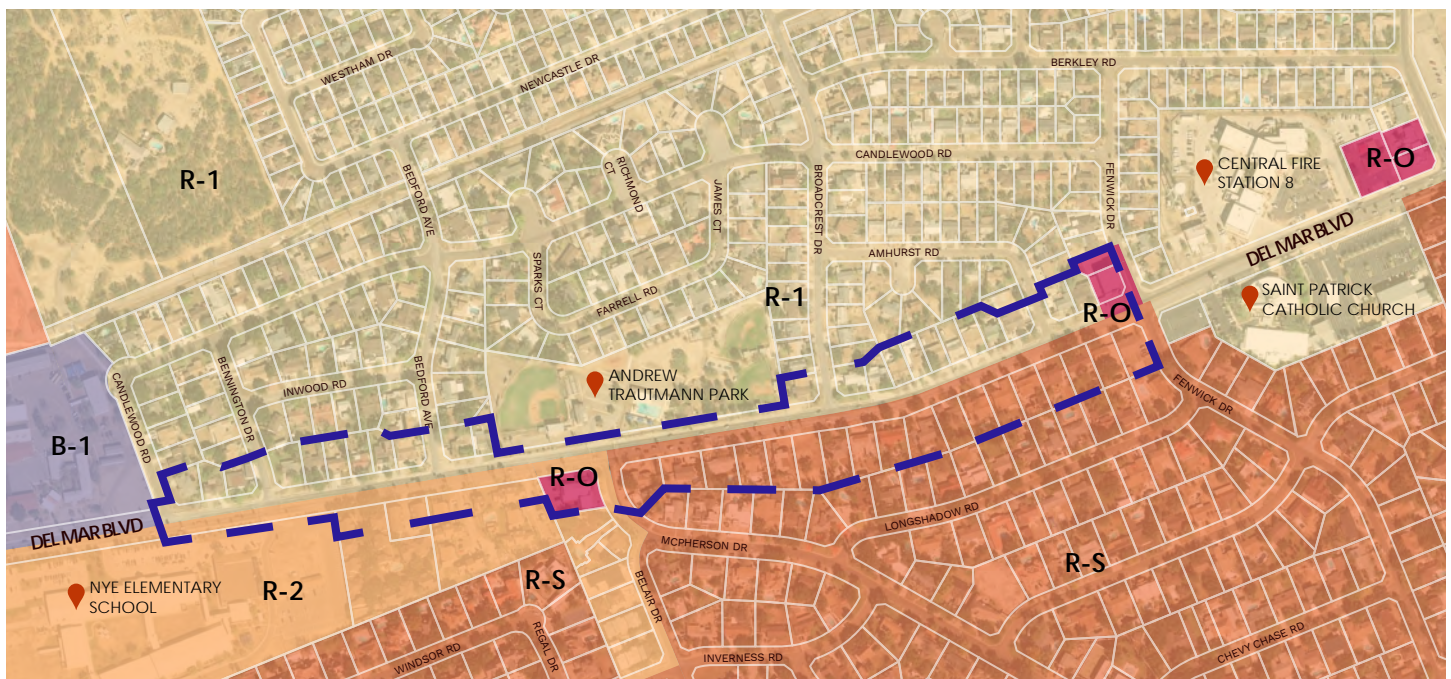
Per the existing Land Development Code (LDC) Section 24.63 the permitted uses are single-family detached, single-family zero lot line, townhouse, garage conversion, accessory building, home occupation, child care home, and domestic quarters.

R-2 MULTI-FAMILY DISTRICT

Per the existing Land Development Code (LDC), Section 24.63 permits the uses of single-family detached, single-family zero lot line, townhouse, duplex, triplex, quadruplex, multifamily, condominiums, garage conversion, accessory structures, home occupation "a," home occupation "b," child care home, domestic quarters, orphanage, community center, civic club, philanthropic organization, church/sanctuary, rectory/parsonage, monastery/convent, library, museum, art gallery, recreational club (members only), swimming pool (public), park and playground (public and private). Additionally, it permits temporary insurance agency offices.

R-S RESIDENTIAL SUBURBAN

Zoning allows single-family detached, single-family zero lot line, and single-family townhouses,



Zoning

Legend

R-1 Single Family	R-S Residential Suburban	B-2 Single Family	Project Study Area
R-2 Multi Family	R-O Residential Office	B-3 General Business District	Landmarks
R-3 Mixed Residential District	B-1 Limited Business		



domestic quarters, recreational club (members only), swimming pool (public), park and playground (public and private).

For both R-1 and R-S, the only uses similar to office and/or commercial uses are temporary permitted insurance agency offices. This means that under the current zoning and land use regulations, there is no path to having commercial use in these two residential zoning districts. Rezoning is the one way to have commercial use in the area.

REZONING

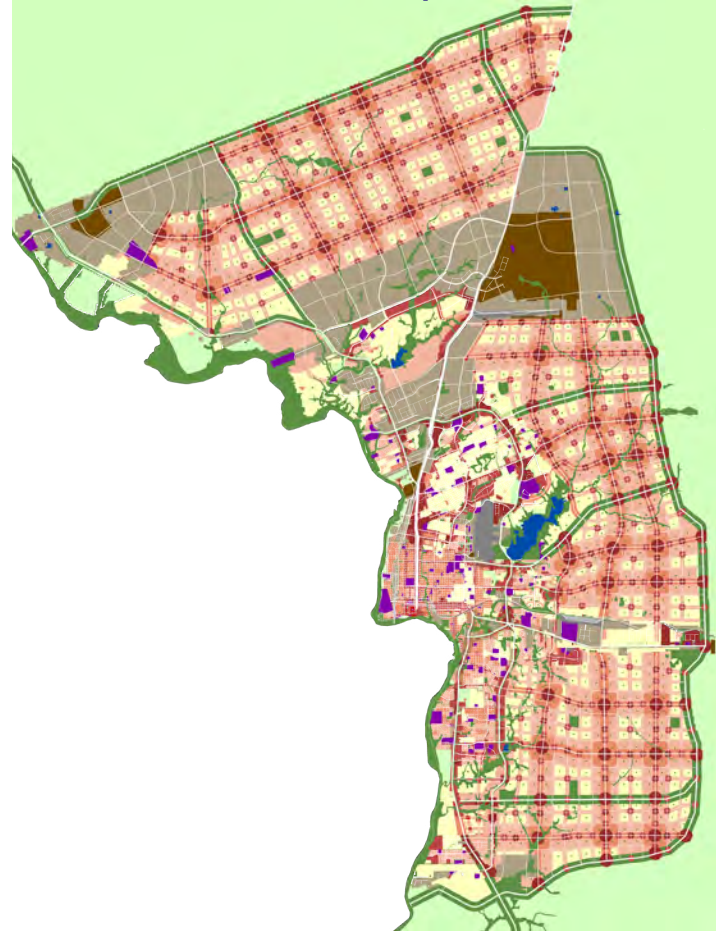
Non-residential use in the Del Mar Study area has very few occurrences. The only recent rezoning request (11/2019-02/2022) in the study area is for the property at 311 E. Del Mar Boulevard in January 2020 in which the applicant requested a zoning change from Residential Suburban (R-S) to Residential/Office (R-O). This request was recommended as a denial by the Planning Staff and tabled by the applicant as of August 10th, 2020.

As mentioned, currently the only way to allow commercial use within the boundary is rezoning to R-O. If Council approves of the rezoning, the uses change to the following:

R-O RESIDENTIAL - OFFICE DISTRICT

Per the existing Laredo Land Development Code (LDC) the uses permitted within this designation are medical or dental outpatient offices, not including emergency clinics, professional and business offices (including medical and dental offices, pharmaceutical and optical centers associated with medical or dental offices, artist studios, private attorneys and legal services offices including court reporters, planner, engineer, architect, accountant, real estate sales offices, and insurance agents, provided, however, that retail and wholesale sales prohibited except as specifically authorized.)

Laredo Future Land Use Map



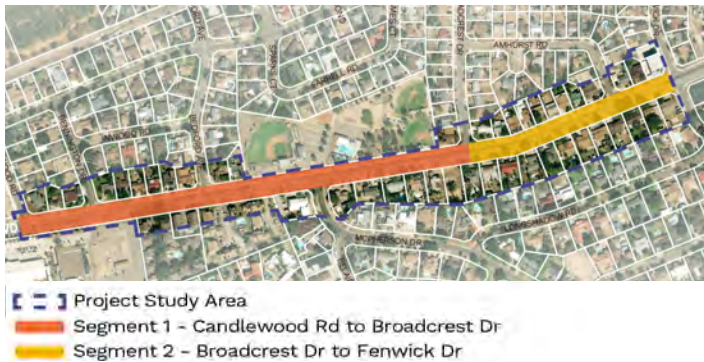
Laredo Future Land Use Map

Legend

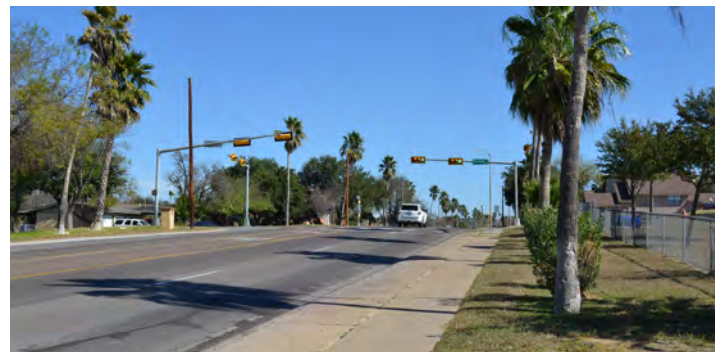
NEW LAND USE TYPES	CURRENT ZONING GROUPS
AGRICULTURAL / RURAL	AG
LOW DENSITY RESIDENTIAL	R1, R1MH, R1-A, R1-B, RS, B1-R, and RO with exceptions *
MEDIUM DENSITY RESIDENTIAL	R1, RO, R2, B1-R, R1-B, Small format market
HIGH DENSITY RESIDENTIAL	R3, R2, B1-R, B1, RO
NEIGHBORHOOD MIXED-USE	ALL EXCEPT M1, M2, B4, AH, AN, FH, OG, FIH,
MIXED-USE CENTER	ALL EXCEPT M1, M2, AH, AN, FH, OG. B4 uses allowed only as defined
DOWNTOWN MIXED-USE	CBD, R-1, R2, R3, R1-B, R1-A, RO, AE
INSTITUTIONAL	CF, MF
LIGHT INDUSTRIAL	M1, B4, B3
HEAVY INDUSTRIAL	M1, M2, B4, B3, FIH
TRANSPORTATION	AH, AN
PARKS	

ROW & LANDSCAPING STANDARDS

Del Mar Boulevard's physical dimensions, such as lane width, pedestrian facilities, and right-of-way (ROW) were assessed. As the team studied the street, it was identified that the width of the street within the overlay boundary varies. The team separated and identified these into two segments which are described below.



Segment 1: North curb



Segment 1: South curb

SEGMENT 1

CANDLEWOOD RD. TO BROADCAST DR.

- ROW Width – 100 feet

Lane Widths

- Candlewood to West of McPherson: Four 10' Thru Lanes with 10' Two-Way Left Turn Lane
- West of McPherson Drive to Broadcrest Drive: Three 10' Thru-Lanes (One Eastbound and Two Westbound) with Striped Median

Pedestrian Facilities

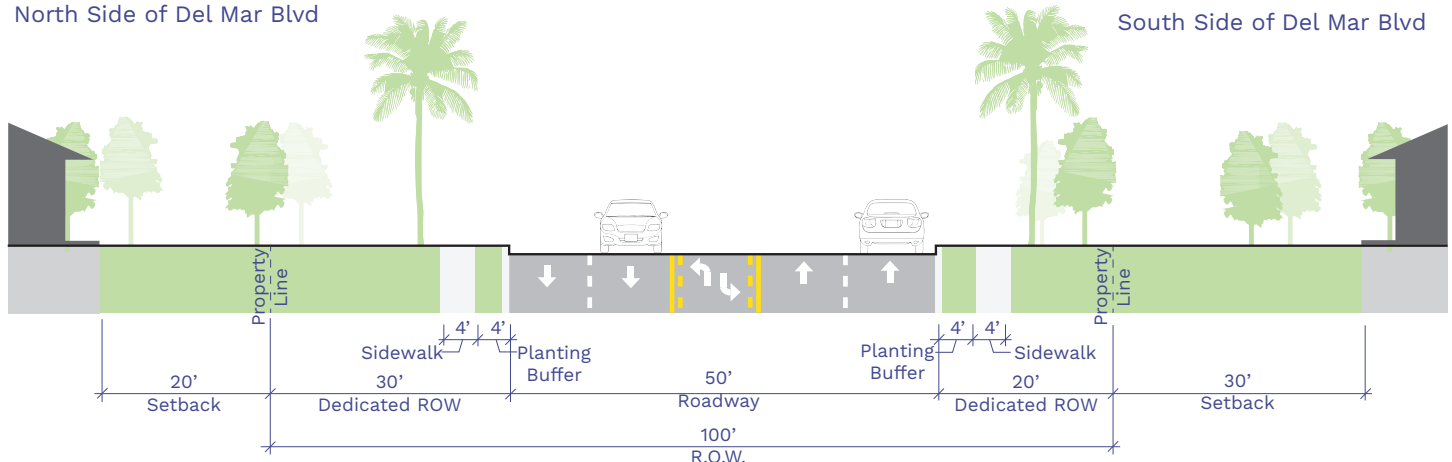
- Sidewalk Along North Curb – Entire Segment
- Sidewalk Along South Curb – Between Candlewood Road and McPherson Drive
- Planter Buffer along both north and south curb

DEL MAR BOULEVARD SEGMENT 1

Candlewood Rd to Broadcrest Dr

North Side of Del Mar Blvd

South Side of Del Mar Blvd



SEGMENT 2

BROADCREST DR TO LINDENWOOD DR

- ROW Width - 100 feet observed

Lane Widths

- Broadcrest to Fenwick: Two appx. 16' Thru-Lanes, One 10' Left turn lane eastbound at the intersection of Fenwick

Pedestrian Facilities

- Sidewalk Along North Curb – Entire Segment
- Sidewalk Along South Curb – Between Fenwick Drive and Lindenwood Drive
- Planter Buffer along the north curb



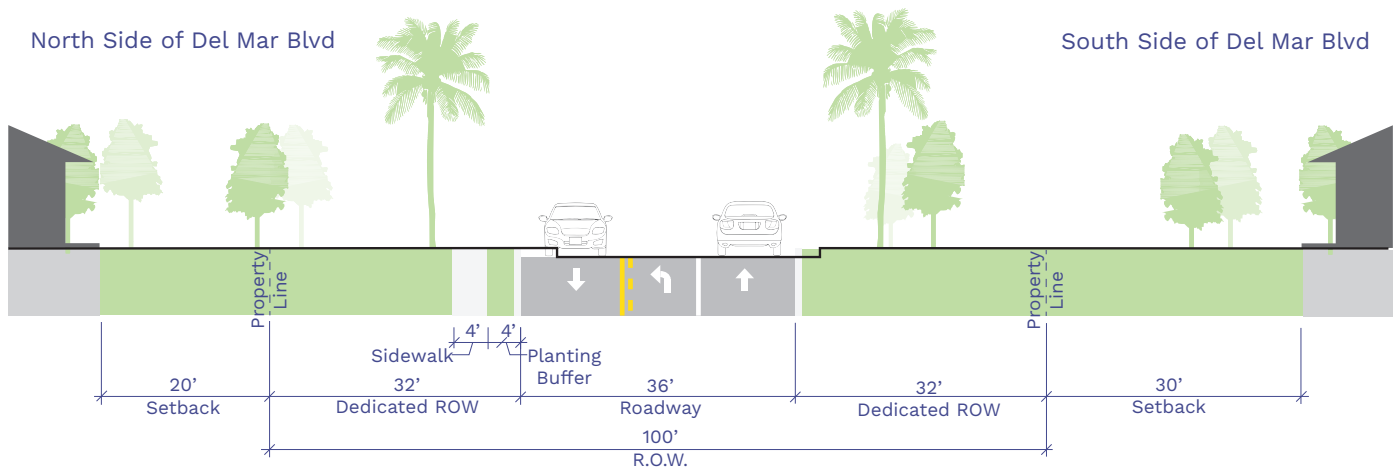
Segment 2: North curb



Segment 2: South curb

DEL MAR BOULEVARD SEGMENT 2

Broadcrest Dr to Fenwick Dr



FUTURE PARKING DEMANDS

PARKING ANALYSIS

A parking assessment was conducted as part of the study. The city's current parking regulations and requirements based on land use were reviewed. The following section provides a comparative analysis of the current parking requirements based on the single-family residential land use—which is the makeup of the study area—and the proposed parking standards based on proposed land uses within the overlay district.



CURRENT CONDITIONS

The zoning district composition of the majority of the Del Mar Overlay District study area is for Single Family residential. The city's current standard for Single Family land use is two (2) parking spaces per dwelling unit. Most homes along the overlay boundary have circular driveways and can easily accommodate the two-car requirement.



The proposed zoning overlay district proposed the inclusion of several additional proposed land uses. The following table outlines these proposed new allowable uses and the city's current parking requirements:

PROPOSED USE IN OVERLAY	REQUIRED PARKING	SPACES REQUIRED*
SINGLE FAMILY RESIDENTIAL	2 PER DWELLING UNIT	2
HOSPICE	No Information Available	No Information Available
MEDICAL & DENTAL CLINICS	1 PER 200 SQ. FT.	12.5
OFFICE (BROKERAGE SERVICES)	1 PER 250 SQ. FT.	10
INSURANCE AGENCY	1 PER 250 SQ. FT.	10
REAL ESTATE OFFICES	1 PER 250 SQ. FT.	10
OFFICES (PROFESSIONAL)	1 PER 250 SQ. FT.	10
FINANCIAL SERVICES	1 PER 250 SQ. FT.	10
TAILOR SHOP	1 PER 200 SQ. FT.	12.5
TRAVEL AGENCY	1 PER 250 SQ. FT.	10
PHOTO STUDIO	1 PER 200 SQ. FT.	12.5
ARTIST STUDIO	1 PER 200 SQ. FT.	12.5
ANTIQUE SHOP	1 PER 200 SQ. FT.	12.5
FLORIST	1 PER 200 SQ. FT.	12.5

*BASED ON AVERAGE HOME SIZE OF 2,500 SQ. FT.

Also as noted in the ROW section of this report, this cross-section of Del Mar Boulevard has a total pavement width of 50' and includes two lanes, one in each direction. We believe this is not sufficient capacity to add any additional parking requirements to uses within the overlay district.

The recommendation is that no additional parking spaces be added when utilizing the overlay. The most efficient way to manage parking within the use of the overlay is to allow property owners to maintain their current parking without modifying driveways or constructing additional parking spaces.

PROPOSED PARKING STANDARDS

The city's parking standards were last modified on June 21st of 2021. The City is currently reviewing future parking standards through the ReCode Laredo process, which is updating Laredo's Land Development Code.



FUTURE TRAFFIC ANALYSIS

Annual Average Daily Traffic (AADT) counts is a primary measure used in transportation planning to determine traffic volume in a given area. The equation uses axle and seasonal factors to calculate the number of vehicles from count stations into AADT. The table titled 'Annual Average Daily Traffic By Street', shows major highways in Laredo that have the highest AADT. Several principal, modified, and minor arterials experience AADT counts above 10,000.

The count station at Del Mar and Broadcrest had an AADT count of 22,549 in 2021, which is higher than the average for all stations in Laredo, but a decrease of 25% compared to 2018. The team conducted a review of existing traffic patterns, AADT data, and potential changes to the roadway network based on City of Laredo past plans. The potential impacts of commercial development on parking demand, pedestrian and bicycle activity, and transit access were also considered.

Annual Average Daily Traffic Comparisons

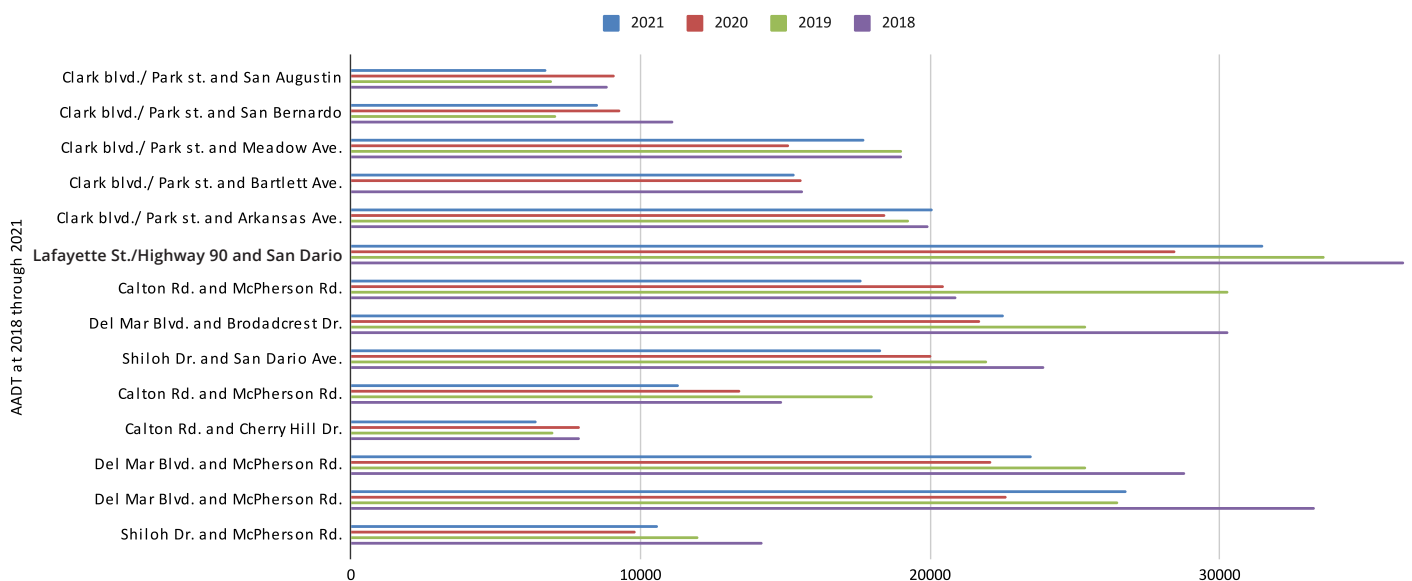
Annual Average Daily Traffic (AADT) Annuals	2021	2020	2019	2018
Del Mar and Broadcrest Station	22549	21738	25376	30310
Average AADT Laredo	10918	9070	9472	10712
Median AADT Laredo	5609	3960	3923	5124

Soure: USDOT Traffic Monitoring Guide

Based on the analysis findings, Able City recommends minimizing the impact of traffic flow from commercial development by maintaining existing access points and denying modifications to current driveways to ensure smooth traffic movement and enhance the overall quality of life in the community. However, if a significant number of properties transition from residential to commercial, it may necessitate a reevaluation of expanding Del Mar Boulevard to accommodate the increased traffic.

Annual Average Daily Traffic By Street

Intersections along Modified Principal Arterials



Soure: USDOT Traffic Monitoring Guide



TRANSITIONAL REQUIREMENTS

TRANSITIONAL STANDARDS

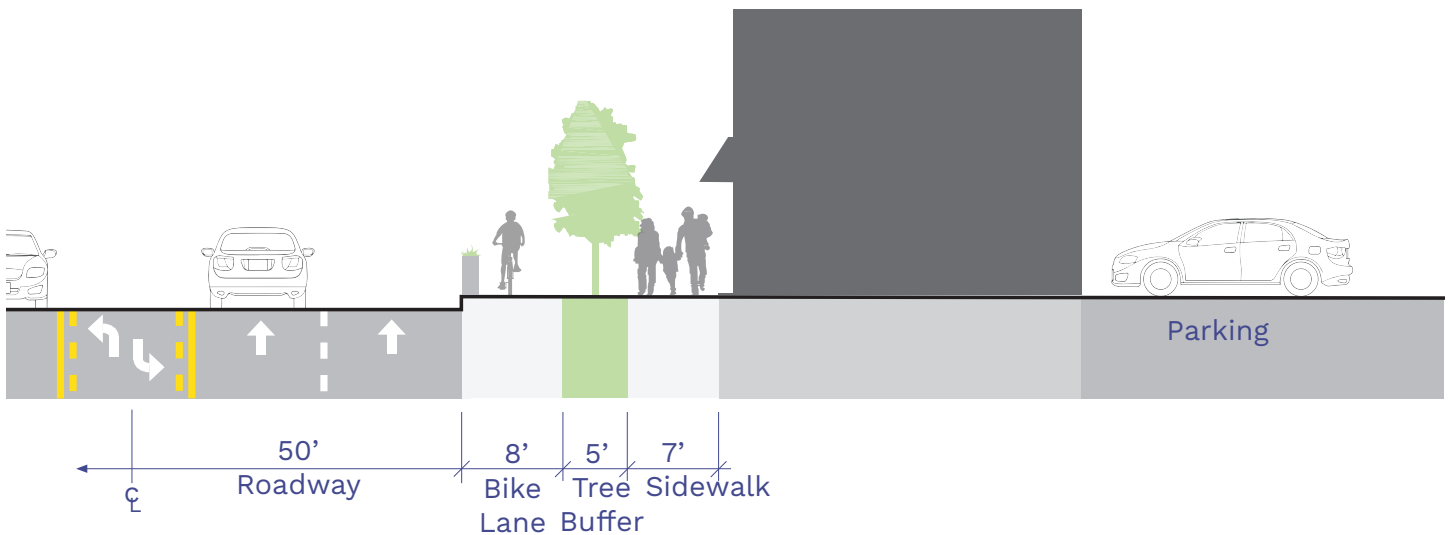
This study focuses on the current conditions of this small section of Del Mar Boulevard and addresses the impact that an overlay district can have on the existing homes and properties. The recommendations for using the overlay ensure that existing homes and structures remain intact, that there are no alterations to driveways or parking standards, and that the pavement width remain as is. In the immediate term, there will be no need for transitional standards or requirements.

However, we recognize that like other sections of Del Mar, this area might also—in the long run—transition from single family homes to higher density land uses and structures, similarly to what is found in other parts of Del Mar. Those other areas include single use and low-density districts

with large parking lots such as strip malls, fast food restaurants, and large retail spaces. And as has been noted by residents, there will be a need for the city to study the potential of widening this section of the boulevard.

As part of the long-term planning, the city and residents may consider utilizing a “Main Street” design for this area of Del Mar Boulevard. This would require that the city employ urban design standards such as street-oriented buildings, wider sidewalks, street trees, parking lots behind structures, and other pedestrian-friendly amenities.

The image below illustrates what a cross-section employing this design concept would look like.



ECONOMIC IMPACT ANALYSIS

A comparative analysis of property values under current land uses and under proposed land uses was conducted. The assessment examined the potential benefits of property owners renting their properties for commercial purposes instead of residential use.

To conduct the case study assessment, the team compared properties with similar square footage, location, and proximity to similar arterial designations to the properties within the study area. The table below shows the sample data the team collected to inform the assessment. According to the data, the average rental rate for residential properties is approximately \$0.83 per square foot and \$2 per square foot for commercial spaces. This substantial difference in rates denotes the economic implications of property owners transitioning from residential to commercial rentals.

KEY FINDINGS

- **Increased Rental Revenues** By shifting their properties from residential to commercial use, property owners can significantly increase their rental revenues. This increased revenue stream can positively impact property owners' financial positions, leading to improved profitability and potential for reinvestment.
- **Enhanced Property Values:** The transition to commercial rentals can potentially enhance property values on Del Mar Boulevard. Commercial properties often yield higher valuations compared to residential properties due to their income-generating potential. As more properties shift to commercial use, the overall property values in the area are likely to increase, benefiting property owners and attracting further investments.
- **Business Growth and Economic Activity:** Commercial properties have the potential

RESIDENTIAL RENT DATA	
Street	Rent per SQFT
Dos Reales Loop	\$0.82
Knoll Street	\$0.82
Belaire Street	\$0.68
Eden Lane	\$1.10
Hagen Loop	\$0.73
Windrock Street	\$0.78
Sandhill Drive	\$0.83
Average \$0.82	

COMMERCIAL RENT DATA	
Street	Rent per SQFT
107 Calle Del Norte	\$2.54
6703 McPherson Rd	\$2.14
6820 Springfield Ave	\$1.85
9802 McPhearson	\$1.98
408 Shiloh Dr	\$2.00
8917 Molly Dr	\$1.50
5401 McPherson Rd	\$2.00
Average \$2.00	

Soure: Laredo Real Estate Magazine

to stimulate business growth and increase economic activity along Del Mar Boulevard. By providing more commercial spaces, the area becomes more attractive to entrepreneurs and businesses looking to establish or expand their operations. This can lead to the creation of job opportunities, increased foot traffic and walkability.

Based on the economic impact analysis conducted, transitioning properties from residential to commercial rentals on Del Mar Boulevard, can yield substantial benefits for property owners. The potential increase in rental revenues, enhanced property values, business growth, diversification, and increased tax revenues demonstrate the economic impact in the study area.



DRAFT

4 Recommendations



DRAFT

Del Mar Overlay Zoning District Recommendations

RECOMMENDATION 1: USES

1.1 Encourage residential uses and low impact commercial uses on Del Mar Boulevard. A specified use list includes, but is not limited to, medical and dental clinics, artist studios, antique shops, and professional offices. These business types do not bring lots of traffic into the neighborhood and allow for the neighborhood characteristics to remain the same.

RECOMMENDATION 2: APPROVAL PROCESS

2.1 An owner may use Del Mar Overlay District by right but shall submit an application to the City's Planning and Zoning Department for Detailed Site Plan approval, as outlined in recommendation 2.2. Note: uses that are allowed by right do not typically submit to the Planning Department, they go directly to Building for permits.

2.2 Develop a required Detail Site Plan application process. A detailed site plan must include a survey of the property (required if the property is unplatted), surrounding land uses, street cross-sections, landscaping plans, proposed use, and a possible traffic impact analysis determined by the scope issued by the Traffic Department Director. By developing this application process, it requires property owners to specify how their proposed development fits within the district overlay

RECOMMENDATION 3: PARKING REQUIREMENTS

3.1 Retain and maintain existing parking. To keep impact low and not overcrowd Del Mar Boulevard, it is recommended that parking be kept to the existing parking available. There shall be no increase in parking for any of the proposed uses' accommodation.

RECOMMENDATION 4: SIDEWALKS AND DRIVEWAYS

4.1 Retain and maintain existing sidewalks and driveways. This is to not alter or modify the ingress

or egress of the built neighborhood to a degree that does not fit with the existing character of the community. If no sidewalk or driveway exists, the owner must construct one conforming to city standards.

RECOMMENDATION 5: SIGNAGE

5.1 Signage shall be small (no larger than 24" x 36")

5.2 Sight Triangle: Signage shall not provide the driver of a vehicle approaching an intersection an unobstructed view of any conflicting vehicles or pedestrians

5.3 Illumination: Promote indirect and stationary lighting sources. Internal illumination should not be used.

5.4 Location: Orient signs toward the sidewalk to preserve the pedestrian feel of the neighborhood. Do not erect signs where they will conceal neighborhood homes or loom over the neighborhood.

RECOMMENDATION 6: LANDSCAPING

6.1 Del Mar Boulevard's built environment is known for its front lawns, trees and landscaping and serves as a buffer between the main dwelling and the street. Existing landscaping shall not be removed to accommodate parking.

RECOMMENDATION 7: TRANSITIONAL REQUIREMENTS

7.1 Promote a 'Main Street' design for long-term planning for Del Mar Boulevard. Main Street design is characterized by placing parking behind structures, street-oriented buildings, wider sidewalks, and pedestrian safety.

7.2 Place additional parking in the back of a building or structure to enhance pedestrian use in the front of the buildings. This hides parking from the public right-of-way, access to this parking can be made through secondary streets.

7.3 Promote safety by placing a buffer between



DRAFT

A Appendix Procedures, Supplemental Use & Development Regulations

DRAFT

DRAFT



DRAFT

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF LAREDO, TEXAS, AMENDING CHAPTER 24., LAND DEVELOPMENT CODE, ARTICLE IV. ZONING, AND ADDING A NEW SECTION, 24.75. DEL MAR OVERLAY DISTRICT TO ESTABLISH A NEW ZONING OVERLAY IN ACCORDANCE WITH TEXAS LOCAL GOVERNMENT CODE CHAPTER 211; AND DECLARING AN EFFECTIVE DATE.

WHEREAS, the City of Laredo is a Home Rule City acting under its Charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9, of the Local Government Code; and

WHEREAS, the City Council seeks to establish a new Zoning Overlay to provide additional uses while adding land use protections to residents; and

WHEREAS, the Del Mar Overlay District pertains to specific boundaries within Del Mar Boulevard and not all of Del Mar Boulevard; and

WHEREAS, consultants and the city staff have conducted community meetings to inform the residents of Laredo about the overlay districts; and

WHEREAS, on _____, the staff presented the Del Mar Zoning Overlay District regulations; and

WHEREAS, the City Council finds it necessary and desirable to adopt the amendments of the Code of Ordinances and the Land Development Code as set forth in this Ordinance.

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LAREDO, TEXAS, THAT:

Section 1. The City of Laredo Code of Ordinances, Chapter 24, Article IV, Section 24.75 is hereby added as follows:

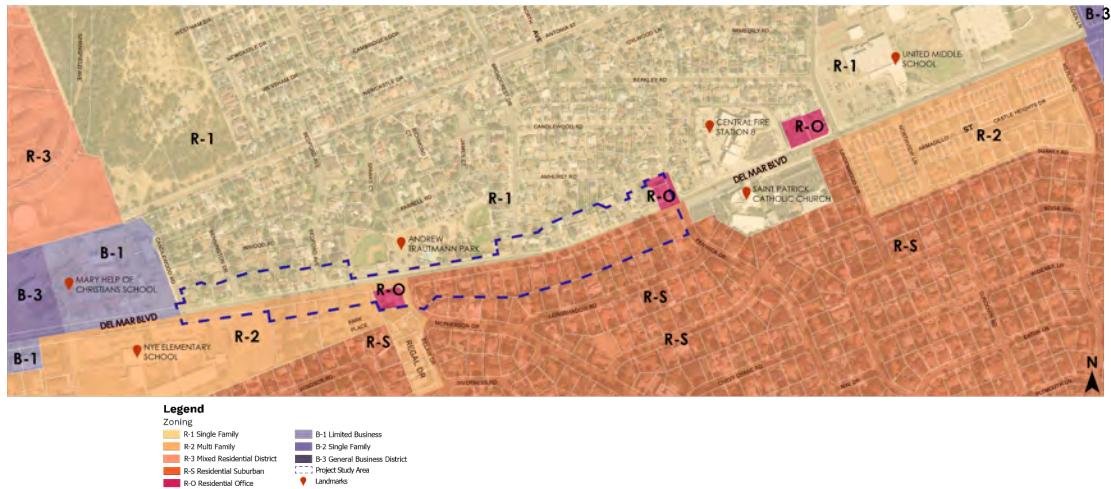
Section 24.75.1 Del Mar Overlay District Purpose.

The purpose of the Del Mar Overlay District is to allow certain low impact commercial or office uses on Del Mar Boulevard as defined by district boundaries in Section 24.75.2. The Del Mar Overlay District is established to protect the existing residential structures while providing flexibility in the conversion of land uses.

Section 24.75.2 District Boundaries.

The overlay boundaries include the section of Del Mar bounded by Fenwick Drive on the east and Candlewood Drive on the west. The overlay district pertains only to the parcels directly abutting Del Mar Boulevard on both sides of the street and excluding Nye School.





Section 24.75.3 Approval Process.

A property owner seeking to utilize the Del Mar Overlay shall be allowed by right within the overlay boundary but shall submit to the City's Building Official the Del Mar Overlay District application for Detailed Site Plan approval as per Section 24.75.4.

Section 24.75.4 Detail Site Plan Required.

The owner shall submit a site plan as part of the application process. The site plan shall be prepared by an architect, landscape architect, engineer or planning consultant, and shall include the following information:

- Survey of the property, showing existing features of the property, including contours, buildings, structures, trees over 4 inches in trunk diameter, streets, utility easements, right-of-way and land use.
- Site plan showing building locations and land use areas.
- Streets rights-of-way, parking, layout, and pedestrian walks.
- Landscaping plans including site grading and/or landscape design.
- Proposed use from the approved list on Section 24.75.7.
- Traffic impact analysis may be required; scope to be determined by the Traffic Department director.
- The site plan shall be drawn to a scale which best fits a 24"x36" sheet and ensures that all required elements are legible.

Detailed Site Plan approval shall be granted by staff.

Section 24.75.5 Fee.

The fee for submitting an application and site plan to the Planning & Zoning Department shall be the same fee for a rezone change request.

Section 24.75.6 Existing Structures

- Under no circumstances shall an existing structure within the overlay boundaries be demolished, altered, or modified for the purpose of utilizing the overlay.
- A property owner shall be allowed the uses under Section 24.75.7 but shall not be allowed to demolish their existing structure.
- All properties shall conform to the dimensional standards found in Section 24-77.
- Residential uses are allowed to continue simultaneously with the use of the overlay.



Section 24.75.7 Uses.

The following uses shall be allowed by right with approval of a Detailed Site Plan within the overlay boundary:

8051 Hospice
6200 Office (Brokerage Services)
6400 Insurance Agency Offices
6500 Real Estate Offices
8000 Offices (Professional)
6282 Financial Services (Advice / Invest)
7219 Tailor Shop
4724 Travel Agency
7221 Photo Studio
8999 Artist Studio
5932 Antique Shop
xxxx Florist

Section 24.75.8 Signage.

- (1). Signage shall be limited to the following size and style: Yard sign on post. Sign shall be no larger than 24" x 36" and may be placed vertically or horizontally and can be double-sided.
- (2). Sign must hang from a pole made out of wood or metal.
- (3). Sign materials can be wood, metal, iron, or some other durable material.
- (4). Only one sign per premise and shall not interfere with the sight triangle.
- (5). Sign shall be securely grounded.
- (6). In no instance shall signs have flashing lights, scrolling text, external or internal illumination.
- (7). Wall signs, signs on windows, roof signs, monument signs, or other signs not conforming to this ordinance shall be prohibited.
- (8). Sign must be maintained and in good condition at all times.
- (9). Height of sign shall be no taller than 42' from ground level to the top of the sign face.

Section 24.75.8 Parking Requirements.

Existing parking shall be maintained. No additional parking spaces shall be created to accommodate proposed use(s) within the overlay district.

Section 24.75.9. Fencing & Screening.

Fencing and screening requirements shall conform to the regulations found in Section 24-79.

Section 24.75.10 Landscaping.

Existing landscaping within the premises shall be maintained and shall be shown on the Detailed Site Plan application. Additional landscaping may be required by staff to enhance and create a harmonious environment with the existing surroundings. Existing landscaping shall not be removed to accommodate parking.

Section 24.75.11 Sidewalks and Driveways

- (1). Existing sidewalks shall be maintained and shall not be demolished, altered, or modified. In instances where there is no sidewalk, the property owner shall be required to construct a sidewalk to conform with city standards.



(2). Existing driveways shall be maintained and shall not be demolished, altered, or modified. In instances where there is no driveway, the property owner shall be required to construct a driveway to conform to city standards. No additional driveways or curb cuts shall be allowed to be constructed as part of the use of the overlay district.

Section 24.75.12. Variances.

The Board of Adjustment of Planning and Zoning Commission shall have no authority to grant variances to the requirements of 24.75.

Section 24.75.12 Appeals

Any Applicant whose application for use of the overlay district by the Planning & Zoning staff is denied, may appeal the decision to the City Council by filing a written appeal with the City Manager, specifying the reasons thereof, within fifteen (15) days of the time the decision is issued and the City Council shall hear the matter within sixty (60) days from the time of filing the appeal.

Section 24.75.13 Enforcement.

Any property, parcel, or structure, used, erected, constructed, built, reconstructed, altered or maintained in violation of regulations, the owner, other responsible party, property owner, lessee, management and/or tenant shall be served with a written notice that states the violation and requires compliance with this article not more than ten (10) days from service. The notice may be served in person or by depositing the same as certified in the United States Postal Service addressed to the property owner at the owner's address (i.e., as shown on the most current tax roll of the city), or the tenant (i.e., as shown on the utility billing records of the city). If the municipality mails the notice to the property owner and the U.S. Postal Office returns it as "refused" or "unclaimed," the validity of the notice is not affected, and the notice is considered delivered.

Section 24.75.14 Citations.

All city code enforcement officers/zoning enforcement officers/inspectors have independent authority to issue citations for violations of this chapter.

For each violation, the citation shall state the alleged violation, the date of the violation, and the section of the code violated. Each day or any portion thereof during which any violation of this chapter occurs or continues shall be deemed a separate offense and upon conviction thereof shall be punishable as herein provided. The municipal court shall have exclusive original jurisdiction over all such citations. (Ord.

No. [2017-O-044](#), § 1, 10-3-17)

Section 24.75.15 Abatement of Violation.

The imposition of the penalties herein prescribed shall not preclude the city attorney from instituting action to:

1. Prevent unlawful construction
2. Correct or abate a violation
3. Prevent illegal usage of structure or premises
4. Stop and illegal act

Section 24.75.15 Penalties.

Any person, firm, or corporation violating any provision of Land Development shall be guilty of a Class C Misdemeanor. After all provisions of [Code of Ordinances Sec. 28-55](#) have been followed and the violation has not been rectified, any person, firm or corporation who violates, disobeys, omits, neglects or refuses to comply with or who resists the enforcement of any of the provisions of this ordinance shall be fined not more than two thousand dollars (\$2,000.00) for each offense involving zoning, fire safety, or public health and sanitation, and shall be fined five hundred dollars (\$500.00) for all other violations of this ordinance.



Each day or any portion thereof during which any violation of this chapter occurs, or continues, shall be deemed a separate offense and upon conviction thereof shall be punishable as herein provided.

Section 2. It is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses, and phrases of this Ordinance are severable and, if any phrase, clause, sentence, paragraph or section of this Ordinance should be declared invalid by the final judgment or decree of any court of competent jurisdiction, such invalidity shall not affect any of the remaining phrases, clauses, sentences, paragraphs, and sections of this Ordinance.

Section 3. The provisions of this Ordinance shall be cumulative of all other ordinances or parts of ordinances governing or regulating the same subject matter as that covered herein; provided, however, that all prior ordinances or parts of ordinances inconsistent or in with conflict with any of the provisions of this Ordinance are hereby expressly repealed to the extent that such inconsistency is apparent.

Section 4. The City Secretary of the City of Laredo is hereby directed to publish the proposed Ordinance as required by Section 2.09 of the Charter of the City of Laredo.

Section 5. This Ordinance shall become effective immediately upon passage.

PASSED BY THE CITY COUNCIL AND APPROVED BY THE MAYOR ON THE _____ DAY OF _____ 2024.

Dr. VICTOR D. TREVIÑO
MAYOR

ATTESTED:

CITY SECRETARY

APPROVED AS TO FORM:

CITY ATTORNEY



DRAFT

B Community Engagement Feedback

DRAFT



ARCHITECTURE. URBANISM. CITY MAKING

Stakeholder Meeting Notes

April 13th - 14th

Joe Guerra Library

Traffic Focus Group

- Demolition: Discussions about limitations for the structure and how the overlay can protect the demolition process.
- Increasing Capacity: Exploring options to increase the capacity of the area while ensuring compatibility with the neighborhood.
- Viva Laredo Vision: Urgency to align with the Viva Laredo vision.
- Traffic Department will provide: Traffic counts, level of service, and classification provided by the Traffic Department.
- Peak traffic times are when school and church are active
- New Traffic Light:
 - Positive impact on safety, safer turns into Del Mar Boulevard.
 - Improvements in traffic flow due to synchronization of lights.
- Del Mar Blvd Bottleneck: The congestion on delmart is a result from the transition from 4 lanes to 2 lanes.

Economic Development and Business Owners

- RO rezoned about 3-5 years ago
- The overlay to protect demolitions
- Areas of opportunities as areas of growth and development in the city one of the biggest challenges
 - Funding for infrastructure project
 - Funding for pedestrian sidewalks
 - Economic development that follows
- Suggested uses by the the group:
 - Small professional office
 - Small retail
- Overlay to offer an ingress and egress site plan, to avoid congestion
- Recognizing the potential for job creation and business opportunities with proper alignment of infrastructure and guidelines.
- Concern about traffic and congestion of Del Mar Boulevard
- Reassurance that the overlay can protect the character of the community

ARCHITECTURE. URBANISM. CITY MAKING

Able City, LLC | 110 Broadway St. Ste. 250 San Antonio, TX 78205 | 210-912-5929





ARCHITECTURE. URBANISM. CITY MAKING

School Representatives

- Schools would see an advantage if Del Mar Boulevard were to widen.
- If properties along Del Mar change to office or commercial it reduces the amount of students they pick up along Del Mar Boulevard
- UISD police helps mitigate the traffic on campus
- 30% of students enrolled at UISD enrolled ride the bus
- United Middle School students walk to commercial business near the school when they are out
- Pick up and drop off hours
 - 7:30 and 3:30 elementary
 - 8:00 and 4:00 middle school

City Staff

- The city does not have plans to expand Del Mar Boulevard. But if the overlay is approved then the city might have to put the expansion on the CIP list and start generating equity. Opportunity to start acquiring the right of way
- Parking: Increasing the use might cause more egress and ingress
- Suggested Uses by staff
 - Professional office
 - Coffee shop
- Del Mar Boulevard is a collector from all the subdivisions Del Mar A, Del Mar B, and Del Mar C
- Utilities: Since Del Mar Boulevard area is light use, there might not be a need for utility improvements. In the lower areas there might be a need to improve drainage
- Fire: No fire concern, there is enough space, and type of uses that would apply to the overlay are all low hazard

ARCHITECTURE. URBANISM. CITY MAKING

Able City, LLC | 110 Broadway St. Ste. 250 San Antonio, TX 78205 | 210-912-5929

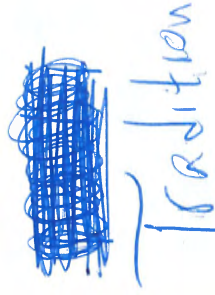


[illegible]

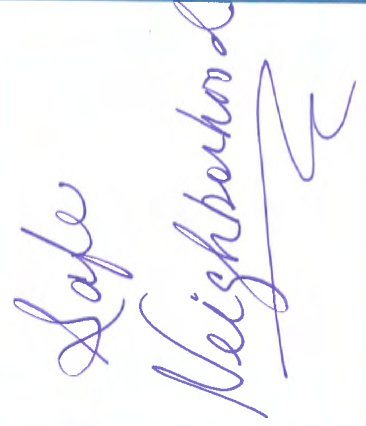
NAME	ORGANIZATION
RIZAL MIA	COL
ARTURO GARCIA JR.	CO.L-UTILITIES
VANESSA GUERRA	PLANNING
Roben Domingue Jr.	FIRE
John Orla	DPW
Eduardo Truccas	R.O.W

DRAFT

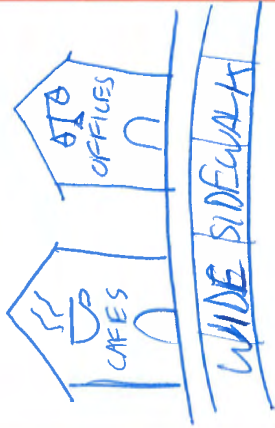
When I think of the future of Del Mar Blvd this comes to mind
Cuando pienso en el futuro de Del Mar Blvd esto es lo que pienso



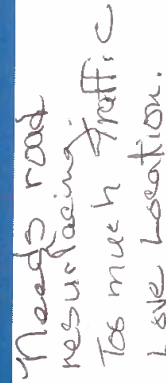
When I think of Del Mar Blvd this comes to mind
Esto es lo que viene a la mente cuando pienso en Del Mar Blvd



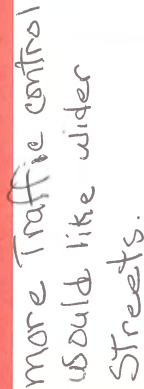
When I think of the future of Del Mar Blvd this comes to mind
Cuando pienso en el futuro de Del Mar Blvd esto es lo que pienso



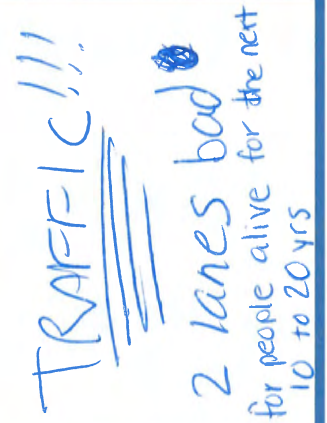
When I think of Del Mar Blvd this comes to mind
Esto es lo que viene a la mente cuando pienso en Del Mar Blvd



When I think of the future of Del Mar Blvd this comes to mind
Cuando pienso en el futuro de Del Mar Blvd esto es lo que pienso



When I think of Del Mar Blvd this comes to mind
Esto es lo que viene a la mente cuando pienso en Del Mar Blvd



DRAFT

DRAFT

Date: APRIL 13TH 2023
Time: _____
Meeting: _____
Location: PUBLIC MEETING

SIGN IN SHEET			
NAME	Address	EMAIL	PHONE
<u>Fidel Lizama</u>			
<u>Betty Flores</u>			
<u>ARACIO SANTOS</u>			
<u>Joel Garcia</u>			
<u>Gabriel Garcia Can</u>			
<u>Nephthel Gonzalez</u>			
<u>Gabriel Garcia</u>			
<u>John A. Solis</u>			
<u>Rosive Silin</u>			
<u>LUIS FLORES</u>			
<u>Esmaralda Mtz</u>			
<u>Nadia Zaboron</u>			
<u>Arthur Nolen</u>			
<u>Ruby Luna</u>			
<u>Valerie Fitzgerald</u>			
<u>Rosa E Varela</u>			
<u>Cynthia L. Ruiz</u>			
<u>LISA A. RUZ</u>			

Date: April 13th
Time: _____
Meeting: _____
Location: Public Meeting

SIGN IN SHEET			
NAME	Address	EMAIL	PHONE
<u>Dinorah Wickstrom</u>			
<u>Camilo & Maria Jose</u>			
<u>Jul B. Diaz</u>			
<u>Dalia G Treviño</u>			
<u>Raul Treviño</u>			
<u>Amy Herrera</u>			
<u>Rebecca Treviño</u>			
<u>Juan Garcia</u>			
<u>Bob Roszkowski</u>			
<u>Jose + Rosario Lopez</u>			
<u>Jose L. Garcia</u>			
<u>Mario Martinez</u>			
<u>Lourdes Vazquez</u>			
<u>Lyle Jimenez</u>			
<u>Aileen Ramos</u>			
<u>MARCO CRUZ</u>			
<u>Henry Salinas</u>			
<u>Rene Gonzalez</u>			



DRAFT

DRAFT

Date: April 13th
Time: _____
Meeting: _____
Location: Public Meeting

SIGN IN SHEET			
NAME	Address	EMAIL	PHONE
JAVIER TREVIÑO			
Algin Anderson			
Sosa Garza			
Jose Garza			
Olivia Varela			
Mireya Cruz			
DAW Romo			
Elmer Chan			
Carolina Garbay			
Michael Lopez			
Ruben Martinez			
Jackie Ramos			
Fernando Ramos			
Adolph E. Mc Jr			
Edoardo J. J. J.			
Celestino M.			
George Jimenez			
Lec Jimenez			

Date: APRIL 13TH 2023
Time: _____
Meeting: _____
Location: Public Meeting

SIGN IN SHEET			
NAME	Address	EMAIL	PHONE
Luisa Adame			
Reynaldo Adame			
MARIA A. Ramirez			
Jesse Gonzalez			
Maria Perez			
Aurora Nolas			
Kana V. Pez Anuñez			
Irena D Ayala			
JESUS Y HERMELINDA ALARCON			
Araceli Lopez			
Mindy CASSO			
Juan Manuel & Margarita			
MARCO WEST			
Maria G. Coss			
Leticia I. Garcia			
Rene & Veronica Omes			
Sergio Treviño			
JACK PAIS			



DRAFT

Stakeholder Meeting #2 Notes

November 14th

Joe Guerra Library

The stakeholder meeting #2 delved into crucial aspects of the project, exploring topics such as the potential adaptability of parking regulations in the R1 zone prior to overlay rezoning. Comprehensive discussions considered contingency plans in case of insufficient support for the project. Notably, traffic management took center stage, discussing the coordination of traffic lights, focused attention on school hours, and the acknowledged need for traffic officers during school drop-offs.

Positive community-friendly decisions were recognized, including the prohibition of billboards and the intentional avoidance of incentivizing commercial development. Agreement was reached on the exclusion of specific business types, aligning with the vision of a locale devoid of retail, commercial, and food and beverage establishments. The strategic reclamation of dedicated right-of-way in areas with reduced turn lanes and the anticipated positive impact of the forthcoming Springfield Road were highlighted as essential for traffic alleviation.

The commitment to abstain from projects incentivizing development received emphasis, along with addressing concerns regarding residential proximity. Moreover, the meeting underscored the importance of ongoing maintenance, enforcement, and the thoughtful placement of parking access in the rear, reflecting a meticulous and comprehensive approach to project planning and execution.

ARCHITECTURE. URBANISM. CITY MAKING.



DRAFT

11/14/23
30-2:30.
CITY STAFF / DEL MAR OBSERV.

SIGN IN SHEET

PHONE

NAME _____

JEFFREY GONZALEZ

Juan C. Villarreal

Andres Jimenez Jr.

DRAFT

11/4/23
1:40-2:40
CITY STAFF / DEL MARZ OVERLAY

NAME	PHONE	EMAIL	ADDRESS
Robert Dominguez Jr.			

DRAFT

Date: 1/14/23
Time: 3:00-4:00
Meeting: BUSINESS MEETING / E.A.

NAME	PHONE	SIGN IN SHEET	EMAIL	ADDRESS
Fernando Bernal				
Alonso Lozano				
Hector Ramirez				
Camel Lindgren				
Jim DeKorcan				

DRAFT

Public Meeting #2 Notes

November 14th

Central Fire Station 8

The second public meeting for the Del Mar Overlay District held on 14 November 2023 was well attended by 30 members of the public. The presentation given by Paola, detailed the Del Mar Boulevard – Zoning Overlay District Planning Project and presented Able City's overlay ordinance proposal to the public for their consideration and feedback.

The overlay ordinance proposal addresses six design components that the neighborhood is currently dealing with: permitted uses, existing structures, signage, parking, sidewalks, and landscaping. The overlay ordinance proposal presents Del Mar Boulevard residents with a layer of protection of their neighborhood from becoming a commercialized area as allowable under current zoning. The overlay ordinance proposal strictly adheres to maintaining the neighborhood characteristics and look, but additionally allowing some low-impact uses outside of single-family uses.

Attendees of this second public meeting were given the opportunity to express their feedback through oral discussion, placemats, and table discussion. The oratory component of the public meeting allowed residents to give broader feedback to Able City and included everyone in the room. The placemats allowed residents to thoroughly write out their comments on the six design components, and to mark if they agree or disagree with the overlay ordinance proposal. Table discussions allowed us to speak more intimately about the overlay proposal with residents.

After the presentation of the proposed overlay district, residents spoke out their rejection of the proposal. A common point of concern was whether an overlay ordinance provides actual protection versus no overlay for their neighborhood. The placemat results were similar to the open oral discussion. In one table discussion, residents at that table provided insight as to why they did not agree with the proposed overlay district. This table noted that the list of new permitted uses were too many and

ARCHITECTURE. URBANISM. CITY MAKING.

would ultimately change their neighborhood. They wanted to keep their neighborhood a neighborhood and not turn into small offices or medical clinics.

Able City provided an open space and opportunity for residents to give their input on the proposed overlay district. Ultimately, residents did not agree with the proposed overlay district. Citing that the district was not protective at all given the proposed permitted uses. Largely, residents firmly want to keep their section of the Del Mar Boulevard neighborhood strictly all single-family. Able City does recognize that a small portion of residents during table discussions shared their agreement with other low-impact uses at the same time. At the end of the public meeting, many residents wanted to review a copy of the proposed overlay district ordinance draft.

At the end of the meeting Able City received 21 placemats from residents. Of these placemats here are the responses:

- 66% of responses disagreed with the proposed overlay district
- 19% of responses did not respond, but did leave comments
- .04% of responses agreed with the proposed overlay district
- .04% of responses both agree and disagree to the proposed overlay district

DRAFT

11/14/23
6:30-7
PUBLIC MEETING # 2.

NAME	PHONE	EMAIL	ADDRESS
Michaela Marie Ramirez			
Juan Garcia			
Lucila Reynaldo Adams			
Phillip's Dinorah Wicks			
Jessie de la Rosa			
DAVID & REBECCA FLEWIS			
Valerie Fitzgerald			
Ruth Moreno			
Carla Lopez			
John Veronica Solis			
John & Margie			
Edgardo Miranda			
Paul Saenz			
Ruby Luna			

DRAFT

[illegible]



Del Mar
Overlay District



I approve of the recommendations

Yes _____ No _____
See my comments below

Comments

R-S. Residential Single Lot?

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



Del Mar

Overlay District



I approve of the recommendations

Yes ☐ No ☒

See my comments below

Comments

Not in Agreement

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



This aerial view shows a residential property with a house and a driveway. Callouts a-f identify specific features: a (driveway), b (mailbox), c (car), d (hedge), e (planting), and f (tree).

Comments

This image shows a single sheet of white paper with horizontal blue lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

f. Demolition / Existing Structures

[illegible]



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



Del Mar

Overlay District



I approve of the recommendations

Yes ☒ No ☒

See my comments below

Comments

I agree w/ some proposed changes but not all.

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

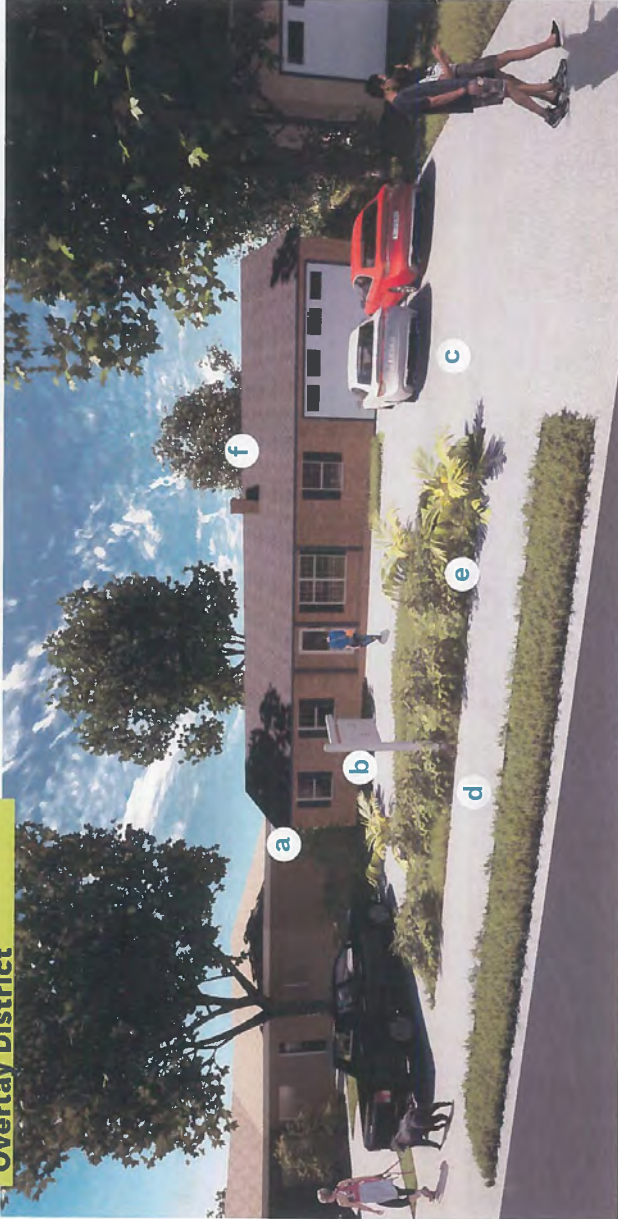
f. Demolition/ Existing Structures

I agree w/ the signage.
I don't agree w/ some of the businesses (those w/ traffic beyond normal bus. hrs.)



Del Mar

Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

Slender Petro?

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



District

Sobreimpuesto De Del Mar



Apruebo de las recomendaciones

Si ☐ No ☒

Puede encontrar mis comentarios aquí

Comentarios

RO @ Residencial y Oficina
Si quiero hacer la casa
diferente
Por favor, no me voy a
mover a Pomeroy

a. Tipos de usos

c. Estacionamiento

e. Patios frontales y paisajismo

b. Letreros y anuncios

d. Banqueta

f. demolición de estructuras existentes



Del Mar

Overlay District



I approve of the recommendations

Yes ☒ No ☐

See my comments below

Comments

I like the idea to protect the community.

a. Uses

c. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

For compensating
when all the needs
that I need was
spend money on this
when he past time
we all did not approved!

Worried about how this
one be overlay

e. Landscaping

Why asking us since it
seems or looks like you
already decided on it!

f. Demolition/ Existing Structures

a. Uses

Fill up the empty commercial spaces
instead of making more.

b. Signage

How much is going
our taxes are going to increase!

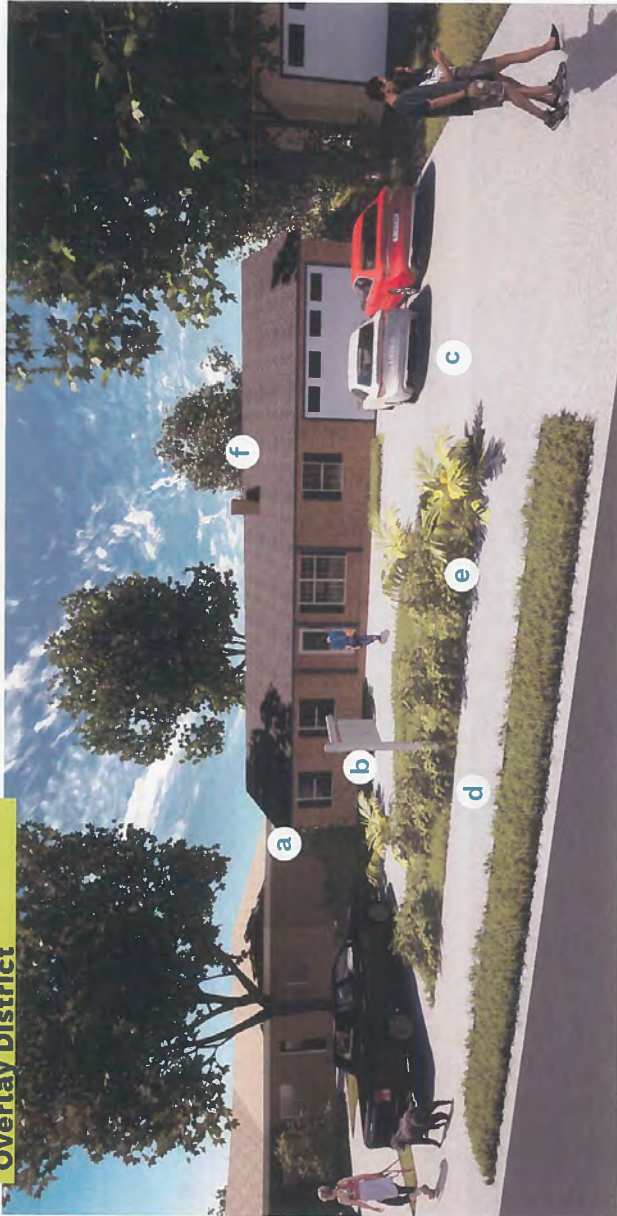
c. Parking

d. Sidewalk

to cost
to increase!



Del Mar
Overlay District



a. Uses

c. Parking

b. Signage

d. Sidewalk

e. Landscaping

f. Demolition/ Existing Structures

I approve of the recommendations

Yes _____ No _____
See my comments below

Comments

My concern is I live in a condo complex (Park Place), and there are a lot of unanswered questions regarding development of that complex. Can several units be converted into businesses? Will the whole complex be turned into an office complex? And currently there are individual AirBnB businesses in units.

Valerie Fitzgerald
(Park Place) 201 E. Del Mar Blvd, unit 114
956-740-8787



Del Mar
Overlay District



I approve of the recommendations

Yes _____ No _____
See my comments below

Comments

THAT K-1 (INCREASE ZONE)
DISTANCE

a. Uses

REPAIR USES (MEDIUM/PROFESSOR)

b. Signage

NO SIGNAGE

c. Parking

d. Sidewalk

e. Landscaping

f. Demolition/ Existing Structures

• DOES THIS APPLY TO RESIDENTIAL
• DEMO EXISTING STRUCTURES



f. Demolition / Existing Structures



DRAFT

Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒

See my comments below

Comments

a. Uses

No commercial

c. Parking

b. Signage

24 X 36"

d. Sidewalk

yes

e. Landscaping

f. Demolition/ Existing Structures

No
ADD 8' WALL IN THE BACK

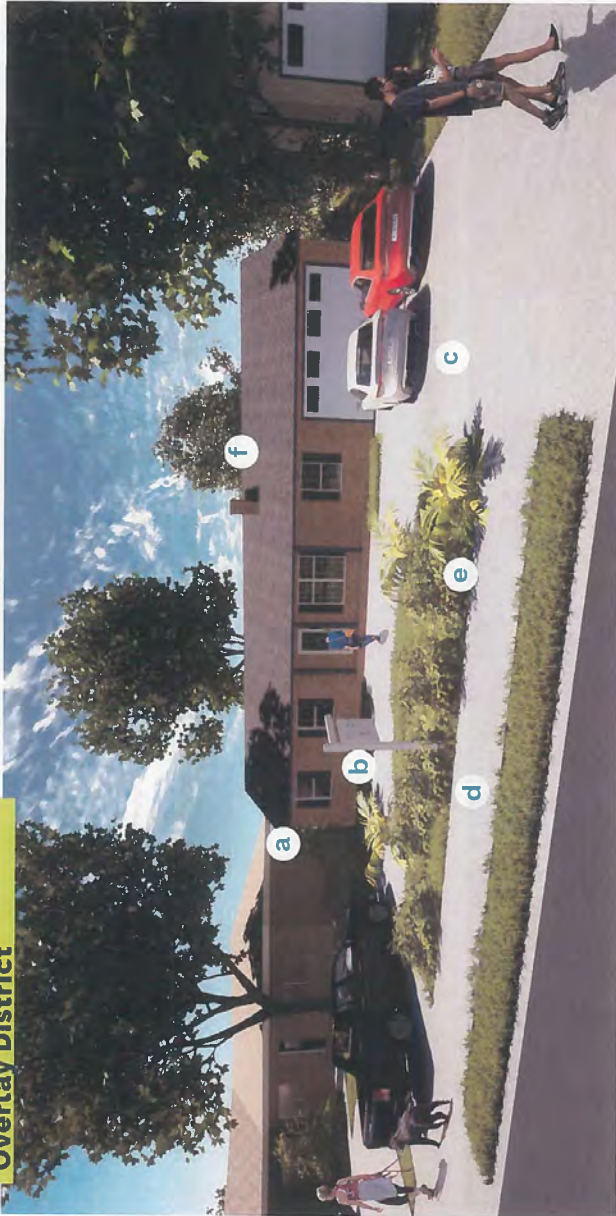


DRAFT

DRAFT

Del Mar

Overlay District



I approve of the recommendations

Yes _____ No _____

See my comments below

**Keep it residential*

Comments

*PA more remains to new
business / businesses / houses to prevent
to changing anything that
is already the way it
should be.*

a. Uses

**Keep it residential / No more projects.
* No commercial*

c. Parking

** No parking add it / no businesses*

e. Landscaping

** Keep it residential
* Not commercial at all*

b. Signage

** No more signage / Keep it
residential / enough we
have with the new light.*

d. Sidewalk

** Add sidewalks to keep it
protected for pedestrians*

f. Demolition / Existing Structures

** Keep it residential*



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

a. Uses

no commercial

b. Signage

No

c. Parking

no commercial

d. Sidewalk

e. Landscaping

f. Demolition/ Existing Structures



f. Demolition / Existing Structures



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

e. Landscaping

ND

f. Demolition/ Existing Structures

ND

c. Parking

ND

d. Sidewalk

ND

a. Uses

ND

b. Signage

ND



Del Mar
Overlay District



I approve of the recommendations

Yes ☐ No ☒
See my comments below

Comments

Let's keep it
Residential

a. Uses

NO

c. Parking

NO

e. Landscaping

NO

b. Signage

NO

d. Sidewalk

NO

f. Demolition/ Existing Structures

NO



Overlay District

Yes _____ **No** _____

See my comments below

C. Parking

e. Landscaping

b. Signage

d. Sidewalk

f. Demolition/ Existing Structures



Del Mar

Overlay District



I approve of the recommendations

Yes _____ No X
See my comments below

Comments

a. Uses

Only Residential

b. Signage

No signs

c. Parking

d. Sidewalk

Easement still not developed
for proper infrastructure

e. Landscaping

Without easement being turned into
infrastructure can't determine
landscaping

f. Demolition/ Existing Structures

No demolitions
Less than 500 sq. ft. can be
allowed of business usage

