

City Council-Regular Meeting

Date: 06/01/2026

Initiated By: Ramon Chavez, Assistant City Manager

Initiated By: TXINV Family Limited Partnership, Owner; Raul Cantu, Applicant

Staff Source: Vanessa Guerra, MPA, AICP, Planning Director

SUBJECT

Public Hearing and Introductory Ordinance Amending the Zoning Ordinance (Map) of the City of Laredo by rezoning Lot 1, Block 1, Kimberly Plaza Subdivision, located at 4800 McPherson Road, from B-3 (Community Business District) to B-4 (Highway Commercial District).

The Planning and Zoning Commission recommended denial of the proposed zone change, and staff does not support the application.

ZC-036-2026

District IV

PREVIOUS COUNCIL ACTION

On April 1, 2019, City Council made a motion to approve a special use permit for a restaurant serving alcohol. (Ordinance No. 2019-O-049).

BACKGROUND

Council District: IV – Cm. Ricardo Garza

Proposed use: The proposed use is Groceries/Related Products (Wholesale).

- The applicant was advised about applying for a conditional use permit (CUP), and decided to attempt the zone change instead of applying for the CUP.
- The applicant has been advised of the reapplication waiting periods under Section 24-92.2(b)(1) of the Laredo Land Development Code if the zone change is denied by City Council.
 - 6 months – Reapplication for the same or a more intensive zoning classification.
 - 3 months – Reapplication for a less intensive zoning classification, Special Use Permit (SUP), or Conditional Use Permit (CUP).

Site: The site is currently a commercial structure occupied by Suarez Restaurant and Mr. Corn, with a former tenant space (previously Obregon's Restaurant) now vacant. The zone change request is being pursued in order to accommodate a proposed use within this vacant suite.

Surrounding land uses: To the north of the site is a commercial plaza, which includes, Saludos Brewing and Print x Press, and single-family residential uses. To the east of the site is McPherson Road, and Multi-Family Residential uses. To the south of the site is Broadacres Apartments. To the west of the site is Broadacres Apartments and single-family residential uses.

Comprehensive Plan: The Future Land Use Map recognizes this area as Neighborhood Mixed-Use.

<https://www.cityoflaredo.com/LaredoPlanning/wp-content/uploads/2021/03/viva-laredo-city-of-laredo-comprehensive-plan.pdf#page=39>

Transportation Plan: The Long Range Thoroughfare Plan identifies McPherson Road as a major arterial.

www.laredompo.org/wp-content/uploads/2021/05/2021-Future-Thoroughfare-Plan_2021.02.11.pdf

Letters sent to surrounding property owners: 21

Inside 200' Radius: In Favor: 0 Opposed: 0

Outside 200' Radius: In Favor: 0 Opposed: 0

COMMITTEE RECOMMENDATION

The Planning & Zoning Commission in a 5 to 0 vote recommended denial of the proposed zone change.

STAFF RECOMMENDATION

Staff **does not support** the proposed zone change for the following reasons:

1. The proposed zone change is not in conformance with the Comprehensive Plan's designation as Neighborhood Mixed-Use (All Except, M-1, M-2, B-4, AH, FH, OG, FiH), which does not include B-4 zoning districts. The future land use designation of Neighborhood Mixed-Use is intended to support a balanced mix of low to moderate intensity residential and commercial uses that serve the immediate neighborhood, while promoting compatibility and appropriate transitions between uses.
2. The subject property is directly adjacent to established residential uses, including multi-family and single-family developments located to the south and west. B-3 zoning would allow for commercial uses that could complement, such as restaurants, retail, and service-oriented businesses. B-4 zoning may create land use conflicts, like commercial industrial uses that may adversely affect the livability and stability of the surrounding neighborhood. These conflicts may include increased noise, traffic, lighting, and operational impacts.
3. The applicant was advised of the option to pursue a Conditional Use Permit (CUP) for uses exceeding those permitted under B-3 zoning but chose to proceed with a zone change instead. A CUP would allow for site-specific review and the imposition of conditions to mitigate potential impacts on adjacent residential properties. In contrast, rezoning to B-4 would allow a wide range of high intensity uses by right without the same level of oversight. A CUP is the more appropriate planning tool at this location to balance development with neighborhood protection; however, approval of a CUP is not guaranteed.
4. The subject property has maintained a B-3 zoning designation since the adoption of the City's zoning ordinance in the 1980s, reflecting a long-standing and established land use pattern in the area. The surrounding area is predominantly residential, with existing development characterized by lower intensity uses that are compatible with nearby neighborhoods.

5. Although the property is located along McPherson Road, a designated major arterial, the site's location makes it less appropriate for higher-intensity commercial uses, particularly within an area that is primarily residential. Increased traffic generation associated with B-4 uses may result in congestion and queuing along the arterial. Additionally, the subject site and the adjacent commercial property to the north, which includes Saludos Brewing, currently share access points and already experience high parking demand. Intensifying the zoning at this location is likely to exacerbate existing parking shortages and circulation issues, leading to spillover parking and further impacting surrounding properties.
6. The current B-3 zoning district is more suitable for this location, as it allows for a range of community oriented commercial uses that are compatible with the surrounding residential area. Retaining B-3 zoning provides reasonable use of the property while maintaining consistency with the Comprehensive Plan and minimizing potential adverse impacts proposed. More intensive uses could be accommodated with a Conditional Use Permit and thereby ensure compatibility and mitigation for adverse impacts.

Notice to the owner/applicant:

1. The approval of the zone change does not guarantee the issuance of a building permit and requires full compliance with all applicable municipal codes and regulations.

Staff **does not support** the application.

B-4. The purpose of the B-4 District (Highway Commercial District) is to provide for those businesses and services serving a regional area which are to be located primarily along principal (major) arterial streets or the freeway, as classified in the Transportation Plan of the City of Laredo. It is intended for this zoning classification to exist primarily along principal arterial streets or the freeway and to impose site development regulations to ensure adequate access of all uses within this classification.

Is this change contrary to the established land use pattern?

Yes. The surrounding land uses include residential uses, such as single-family residences, apartments and town-homes. The surrounding land uses also include commercial uses, such as a commercial plaza.

Would this change create an isolated zoning district unrelated to surrounding districts?

The property is surrounded by residential zoning districts (R-1 and R-2 zoning).

Will change adversely influence living conditions in the neighborhood?

Yes. The proposed zone change is anticipated to have a negative impact with the surrounding area or neighborhoods, as it may introduce uses that are dissimilar to the area.

Are there substantial reasons why the property cannot be used in accordance with existing zoning?

The existing zone does not allow for a Groceries/Related Products (Wholesale) as intended by the applicant.

Attachments

Maps

Zone Change Signage

Comp Plan Alignment

Draft Ordinance
