

## 1. Level of Alignment

☒ **Strong** – Directly supports or fulfills a clearly stated and verbatim goal or policy from the *Viva Laredo Comprehensive Plan*.

☐ Moderate

☐ Weak/None

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

### Goal 1.3

*“Ensure the Future Land Use Map and zoning ordinance are aligned and consistently applied.”*

**Page 60**

**Source:** *Viva Laredo City of Laredo Comprehensive Plan*

#### **Relevance:**

The staff report states that the proposed rezoning is **"in conformance with the Comprehensive Plan's designation as Neighborhood Mixed-Use... which includes B-3 zoning districts."** The requested B-3 zoning is therefore consistent with the Future Land Use Map designation and fulfills the Plan's objective of maintaining consistency between land use and zoning.

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### Policy 6.1.1

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

**Page 285**

**Source:** *Viva Laredo City of Laredo Comprehensive Plan*

#### **Relevance:**

The proposed bank branch is compatible with the surrounding commercial development. The staff report concludes that the request **"will not create an isolated zoning district"** and **"is not anticipated to have a negative impact with the surrounding area or neighborhoods."** Existing B-3 zoning districts are located adjacent to the site, supporting compatibility.

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### Policy 3.2.1

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

**Page 93**

**Source:** *Viva Laredo City of Laredo Comprehensive Plan*

#### **Relevance:**

The property fronts **Lomas del Sur Boulevard**, which the staff report identifies as **a minor arterial roadway designed to accommodate high traffic volumes and provide access to commercial uses**. This location is consistent with the Comprehensive Plan's guidance directing community commercial development to arterial roadways.

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### Goal 9.1

*“Support and expand existing businesses while attracting new industry and employers to strengthen and diversify the local economy.”*

**Page 365**

**Source:** *Viva Laredo City of Laredo Comprehensive Plan*

#### **Relevance:**

The proposed bank branch expands access to financial services while contributing to commercial investment and economic activity within the growing Lomas del Sur area. Financial institutions provide essential services that support residents, businesses, and continued economic development.

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## 3. Summary of Alignment

The proposed rezoning from B-1 to B-3 demonstrates **strong alignment** with the *Viva Laredo Comprehensive Plan*. The request is consistent with the **Neighborhood Mixed-Use** designation identified on the Future Land Use Map, directly fulfilling **Goal 1.3**, which requires consistency between zoning decisions and adopted land use policy.

The proposal also supports **Policy 3.2.1**, as the property fronts **Lomas del Sur Boulevard**, a designated minor arterial capable of accommodating community commercial uses. Furthermore, the request satisfies **Policy 6.1.1** because it is compatible with surrounding commercial development, will not create an isolated zoning district, and is not anticipated to adversely affect nearby neighborhoods. Finally, the addition of a bank branch advances **Goal 9.1** by providing financial services that support economic growth and serve both existing and future residents and businesses.

The proposal supports broader Comprehensive Plan themes including **economic development, orderly commercial growth, efficient land use, mobility, and access to community services.**

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