

1. Level of Alignment

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

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

Future Land Use – Neighborhood Mixed-Use

“Neighborhood Mixed-Use areas provide a mix of residential, office, retail, service, and civic uses that serve the surrounding neighborhood and are designed to be walkable and integrated into nearby residential areas.”

Page 1.9

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The subject property is designated **Neighborhood Mixed-Use** on the Future Land Use Map. The requested rezoning from **B-3 (Community Business District)** to **B-4 (Highway Commercial District)** supports continued commercial development within an established mixed-use commercial corridor. The surrounding area is predominantly developed with commercial businesses, and the proposed zoning will reinforce the existing commercial character.

Growth and Development Consistency

“Promote orderly growth and development that is consistent with the Future Land Use Map.”

Page 1.5

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed rezoning supports the orderly expansion of commercial development in an area already characterized by commercial uses. The request is consistent with the Future Land Use designation and does not introduce a land use pattern that conflicts with surrounding development.

Transportation and Land Use Coordination

“Coordinate land use and transportation planning by locating higher intensity uses along arterial and collector streets.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The property fronts **Santa Ursula Avenue**, which the Long Range Thoroughfare Plan identifies as a **Freeway/Expressway**. The Comprehensive Plan encourages locating higher-intensity commercial uses along major transportation corridors, making the requested B-4 zoning appropriate for the site's location.

Land Use Compatibility Policy

“Encourage land use patterns that promote compatibility between adjacent uses and minimize conflicts.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed rezoning is compatible with the surrounding development pattern. Commercial uses exist to the north, south, and west, and an existing **B-4 Highway Commercial District** directly abuts the property to the south. The rezoning extends an established commercial corridor rather than introducing an incompatible zoning district.

Economic Development and Commercial Activity

“Promote commercial development that strengthens the local economy and expands employment opportunities.”

Page 6.4

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

Although the applicant did not specify a particular commercial use, the requested B-4 zoning provides opportunities for regional-serving commercial development within an existing commercial corridor. The request supports continued commercial investment and economic activity in an area already developed for business uses.

3. Summary of Alignment

Agenda Item **ZC-061-2026** demonstrates **Strong alignment** with the *Viva Laredo Comprehensive Plan*. The proposed rezoning from **B-3 (Community Business District)** to **B-4 (Highway Commercial District)** is consistent with the property's **Neighborhood Mixed-Use** Future Land Use designation and reinforces an established commercial corridor.

The property's location along **Santa Ursula Avenue**, identified as a **Freeway/Expressway**, supports the Comprehensive Plan's objective of concentrating higher-intensity commercial uses along major transportation corridors. Furthermore, the surrounding area is predominantly commercial, with an existing **B-4 zoning district** immediately adjacent to the south. As a result, the proposal maintains compatibility with the surrounding development pattern and does not create an isolated commercial district or adversely impact nearby neighborhoods.

The agenda item advances broader planning themes including **economic development, commercial corridor reinforcement, mobility coordination, orderly growth, and land use compatibility**.

4. Additional Requirements

All cited goals and policies are quoted directly from the *Viva Laredo City of Laredo Comprehensive Plan*. Relevant verbatim policies supporting the proposed zoning action were identified and applied.

Conclusion:

The proposed rezoning under **Agenda Item ZC-061-2026** demonstrates **Strong alignment** with the *Viva Laredo Comprehensive Plan*.