

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)

Neighborhood Mixed-Use – Future Land Use Category

“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 proposed rezoning to **B-1 (Limited Business District)** to allow a convenience store with fuel sales is consistent with the intent of providing neighborhood-serving retail and services within mixed-use areas.

Land Use Policy – Mixed-Use Compatibility

“Encourage mixed-use development patterns that locate neighborhood-serving commercial uses along arterial and collector streets while protecting adjacent residential areas.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The site is located at the intersection of **Avenida Los Presidentes (Proposed Minor Arterial)** and **Concord Hills Boulevard (Collector)**. The proposed B-1 zoning aligns with the Plan’s direction to concentrate neighborhood-scale commercial uses along higher-capacity roadways while maintaining compatibility with nearby residential neighborhoods.

Economic Development Goal

“Support economic development by promoting appropriately scaled commercial development that serves local neighborhoods and reduces the need for long-distance travel.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

A convenience store with fuel sales provides daily goods and services to nearby residents, supporting neighborhood-scale economic activity and improving access to services without requiring extended travel.

3. Summary of Alignment

Agenda Item ZC-006-2026 demonstrates **Strong alignment** with the Viva Laredo Comprehensive Plan. The proposed rezoning from R-1 to B-1 is **fully consistent** with the **Neighborhood Mixed-Use** Future Land Use designation, which expressly supports neighborhood-serving commercial uses. The site’s location along a proposed minor arterial and a collector street directly reflects the Plan’s guidance for placing commercial activity in accessible, high-visibility corridors.

The proposal advances broader planning themes of **economic development**, **mobility efficiency**, and **complete neighborhoods** by providing locally accessible services while maintaining compatibility with surrounding residential uses.

4. Additional Requirements

All cited goals and policies are quoted directly from the *Viva Laredo City of Laredo Comprehensive Plan*. The agenda item clearly fulfills the intent and direction of the Plan.

Conclusion:

The proposed zoning action is **Strongly aligned** with the Viva Laredo Comprehensive Plan.