

ZC-064-2026 – Comprehensive Plan Alignment

1. Level of Alignment

☒ **Moderate** – Indirectly supports or contributes to the intent of a 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.”

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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 Conditional Use Permit for an **indoor bar** is consistent with the commercial and service-oriented uses envisioned within a mixed-use commercial corridor. However, the proposed **outdoor on-premise alcohol consumption area** introduces operational characteristics that may not be compatible with the adjacent residential uses located to the north, east, and south of the site.

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 Comprehensive Plan emphasizes compatibility between adjacent land uses. Staff concluded that the **indoor bar** minimizes impacts by confining alcohol sales and consumption within a wholly enclosed building, while the proposed **outdoor beer garden** has the potential to generate outdoor patron activity, music, and noise that could negatively affect nearby residential

properties. For this reason, staff supports only the indoor component of the request and does not support outdoor on-premise alcohol consumption.

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:

The proposed Conditional Use Permit would allow the adaptive use of an existing tenant space within an established commercial plaza, promoting continued commercial investment and economic activity. The request supports reinvestment in an existing commercial center while utilizing existing infrastructure.

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 **McPherson Road**, which the Long-Range Thoroughfare Plan identifies as a **Principal Arterial**. This location is appropriate for commercial uses that benefit from regional accessibility; however, transportation suitability alone does not resolve compatibility concerns associated with outdoor alcohol consumption adjacent to residential neighborhoods.

3. Summary of Alignment

Agenda Item **ZC-064-2026** demonstrates **Moderate alignment** with the *Viva Laredo Comprehensive Plan*. The proposal supports the continued commercial use of an existing commercial plaza within a designated **Neighborhood Mixed-Use** area and advances the Plan's objectives related to **commercial reinvestment, economic development**, and the concentration of commercial activity along major arterial corridors.

However, the proposal includes an **outdoor on-premise alcohol consumption area** adjacent to residential development. Staff determined that the outdoor component could create compatibility issues due to outdoor patron activity, music, and associated noise, which conflicts with the

Comprehensive Plan's objective of minimizing land use conflicts between commercial and residential uses. Conversely, the proposed **indoor bar** is consistent with the mixed-use commercial character of the area because alcohol sales and consumption would occur within a wholly enclosed building, thereby reducing potential nuisance impacts.

Accordingly, the request **indirectly supports** the goals of the Comprehensive Plan. While the indoor portion of the proposal aligns with commercial development objectives, the outdoor component limits the overall consistency because of its potential impacts on adjacent residential neighborhoods.

The agenda item intersects with broader planning themes including **economic development, land use compatibility, neighborhood protection, public safety, and mobility coordination.**

4. Additional Requirements

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

Conclusion:

The proposed Conditional Use Permit under **Agenda Item ZC-064-2026** demonstrates **Moderate alignment** with the *Viva Laredo Comprehensive Plan*. While the proposed **indoor bar** supports the Plan's commercial development objectives, the proposed **outdoor on-premise alcohol consumption area** raises compatibility concerns with adjacent residential uses, consistent with the staff recommendation to support only the indoor portion of the request.