

1. Level of Alignment

- Strong
 Moderate
 Weak/None – Lacks identifiable alignment or conflicts with existing verbatim goals or policies.
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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.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The Future Land Use Map designates the subject site as **Neighborhood Mixed-Use**, which explicitly excludes B-4 zoning districts. The proposed rezoning to B-4 directly conflicts with this designation and undermines the Plan’s directive for consistency between zoning and adopted land use policies.

Policy 6.1.2

“Promote compatibility between land uses and ensure appropriate transitions between differing land use intensities.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed B-4 zoning allows for higher-intensity, regional-scale commercial uses. The site is surrounded by residential uses (single-family and multi-family), and the introduction of more intensive highway commercial uses would not provide an appropriate transition, thereby conflicting with this policy.

Policy 6.1.3

“Encourage mixed-use development in appropriate locations to reduce the need for driving, improve walkability, and increase neighborhood vibrancy.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

Neighborhood Mixed-Use areas are intended to support walkable, neighborhood-serving uses. The proposed B-4 zoning promotes auto-oriented, regional commercial uses, which contradict the intent of creating pedestrian-friendly, integrated mixed-use environments.

3. Summary of Alignment

The proposed rezoning from B-3 to B-4 demonstrates **Weak/None** alignment with the *Viva Laredo Comprehensive Plan*. The Future Land Use Map designates the area as **Neighborhood Mixed-Use**, and **Goal 1.3** clearly requires that zoning decisions remain consistent with this designation. The introduction of B-4 zoning, which allows for more intensive, regional-scale commercial uses, directly conflicts with this framework.

Furthermore, the proposal does not satisfy **Policy 6.1.2**, as it fails to provide appropriate land use transitions between commercial and adjacent residential properties. The increase in intensity permitted under B-4 zoning raises concerns regarding **compatibility, traffic, noise, and neighborhood character**.

The proposal also contradicts **Policy 6.1.3**, which promotes walkable, mixed-use environments. B-4 zoning encourages auto-oriented development patterns that are inconsistent with the pedestrian-friendly and neighborhood-scale vision of the Comprehensive Plan.

Overall, the request introduces a higher-intensity zoning classification that is incompatible with both the Future Land Use Map and surrounding land uses, intersecting negatively with broader planning themes of **mobility, land use compatibility, and neighborhood livability**.
