

1. Level of Alignment

- ☐ Strong
☒ **Moderate** – Indirectly supports or contributes to the intent of a verbatim goal or policy.
☐ Weak/None
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2. Supporting Goal(s)/Policy(ies)

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 heavy machinery sales/display and truck/trailer rental operation supports economic activity tied to the logistics and transportation sectors, which are integral to Laredo’s economy.

The proposal contributes to commercial and employment opportunities associated with the freight corridor along FM 1472.

Policy 9.1.1

“Support a diversified industrial base that includes logistics, manufacturing, and value-added processing and distribution.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed use directly relates to transportation and logistics-support services. The site’s location along FM 1472, a major trucking corridor, supports the Comprehensive Plan’s economic development strategy centered around freight and logistics infrastructure.

Policy 3.2.1

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

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The subject property fronts FM 1472 (Mines Road), identified in the Long Range Thoroughfare Plan as an **Expressway**. This corridor is appropriate for transportation-oriented commercial activity that requires direct access to high-capacity roadways.

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:

Although the surrounding area contains similar trucking and commercial uses, residential neighborhoods exist to the south of the site. The Conditional Use Permit includes operational restrictions, landscaping, buffering, access limitations, fencing, lighting controls, and drainage protections intended to mitigate impacts and improve compatibility with nearby residential properties.

3. Summary of Alignment

The proposed Conditional Use Permit for Heavy Machinery Sales/Display and Truck/Trailer Rental demonstrates **moderate alignment** with the *Viva Laredo Comprehensive Plan*. The proposal supports economic development and logistics-related commercial activity consistent with **Goal 9.1** and **Policy 9.1.1**, particularly given the site’s location along FM 1472, a major freight and transportation corridor.

The request also aligns with **Policy 3.2.1**, which encourages higher-intensity commercial uses along arterial corridors with adequate roadway capacity. The location on FM 1472 makes the site appropriate for transportation-oriented commercial uses requiring expressway access.

However, the Future Land Use Map designates the area as **Neighborhood Mixed-Use**, which typically emphasizes more integrated and neighborhood-compatible development patterns. Additionally, the presence of residential uses to the south introduces compatibility concerns acknowledged in the staff report. While the CUP conditions provide significant mitigation

measures—including restricted access, buffering, operational limitations, and prohibitions on repair activities—these concerns prevent the request from achieving strong alignment.

The proposal intersects with broader planning themes related to **economic development, freight mobility, corridor-based commercial growth, and land use compatibility.**
