

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.”

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 existing convenience store and gas station are consistent with the commercial and service-oriented character envisioned for Neighborhood Mixed-Use areas. The requested Conditional Use Permit authorizes the accessory sale and on-premise consumption of margarita beverages while maintaining the existing principal use 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 staff report emphasizes that the principal use will remain a convenience store and gas station and includes numerous conditions to minimize impacts on nearby residential properties. These include prohibiting outdoor alcohol consumption, amplified music, live entertainment, loitering, and requiring lighting controls, fencing, landscaping, and nuisance mitigation measures. These conditions promote compatibility with adjacent residential neighborhoods.

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 is located at the intersection of **East Del Mar Boulevard**, a **Modified Principal Arterial**, and **North Bartlett Avenue**, a **Collector**. This location is appropriate for neighborhood-serving commercial uses that benefit from high accessibility and visibility.

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 Conditional Use Permit allows an existing commercial establishment to expand its services without altering the principal use or requiring building expansions. The request supports continued investment and economic activity within an established commercial corridor.

3. Summary of Alignment

Agenda Item **ZC-046-2026** demonstrates **Moderate alignment** with the Viva Laredo Comprehensive Plan. The proposed Conditional Use Permit supports continued commercial activity within a designated **Neighborhood Mixed-Use** area and maintains the site's primary function as a convenience store and gas station. The property's location along a **Modified Principal Arterial** and **Collector** is consistent with the Comprehensive Plan's objective of concentrating commercial activity along major transportation corridors.

The request does not substantially alter the existing land use pattern, as the sale and on-premise consumption of margarita beverages will remain **accessory and incidental** to the principal commercial use. Furthermore, the extensive operational conditions recommended by staff—including restrictions on outdoor alcohol consumption, entertainment, noise, open containers, and nuisance-related activities—advance the Comprehensive Plan's objective of maintaining compatibility with adjacent residential neighborhoods.

Because the request authorizes a specific accessory use through a Conditional Use Permit rather than implementing a broader land use policy or zoning change envisioned by the Future Land

Use Map, the proposal indirectly supports the Plan's objectives rather than directly fulfilling them.

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

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 Conditional Use Permit were identified and applied.

Conclusion:

The proposed Conditional Use Permit under **Agenda Item ZC-046-2026** demonstrates **Moderate alignment** with the *Viva Laredo Comprehensive Plan*.