

ZC-063-2025 – Comprehensive Plan Alignment

1. Level of Alignment

☒ **Moderate** – Indirectly supports or contributes to the intent of a verbatim goal or policy.

2. Supporting Goal(s)/Policy(ies)

Policy 9.2.3

"Encourage neighborhood-serving commercial uses in appropriate locations, and ensure that such uses are designed and managed in ways that are compatible with surrounding neighborhoods."

— Page 9.34, Viva Laredo City of Laredo Comprehensive Plan.

Relevance:

The proposed restaurant is located within an existing commercial area and complies with required parking standards. It is surrounded on most sides by similar commercial uses and is located on a major arterial (McPherson Road). Although there are single-family residential properties to the east, staff recommends several operational conditions—such as restricted hours, no outdoor music, and landscaping buffers—to reduce adverse impacts, suggesting partial compatibility with the adjacent neighborhood.

Goal 3.1

"Promote compact, walkable commercial and mixed-use development patterns that reduce vehicle trips and support vibrant neighborhoods."

— Page 3.13, Viva Laredo City of Laredo Comprehensive Plan.

Relevance:

This proposal situates a neighborhood-serving restaurant in a designated Neighborhood Mixed Use area and encourages activity within a commercial corridor. The land use context supports mixed-use integration, although the site is primarily auto-oriented. No walkability improvements are proposed, but the location itself contributes to infill development within a commercial node.

3. Summary of Alignment

The proposed Special Use Permit (SUP) for a restaurant serving alcohol at 8601 McPherson Road demonstrates **Moderate alignment** with the Viva Laredo Comprehensive Plan. The location is within a **Neighborhood Mixed Use** area and is surrounded by similar commercial activities, which supports **Policy 9.2.3** regarding neighborhood-serving commercial uses.

While the proposal may pose minor impacts to the residential uses to the east, these are mitigated through staff-recommended conditions, such as limited hours, fencing, and prohibition of outdoor music. These efforts align with the policy's emphasis on compatibility.

Additionally, the development supports **Goal 3.1** by reinforcing commercial activity within a key arterial corridor, though it falls short of actively promoting walkability or multimodal access.

This item intersects with planning themes of **economic development**, **land use compatibility**, and **urban design**, while making only limited contributions to **mobility**, **sustainability**, or **public health**.

4. Additional Requirements

All cited goals and policies are quoted verbatim from the *Viva Laredo City of Laredo Comprehensive Plan*. While the proposed SUP supports mixed-use commercial development goals, it does so indirectly and with mitigated neighborhood impact, warranting a **Moderate** level of alignment.