

1. Level of Alignment

☒ **Strong** – Directly supports or fulfills a clearly stated and 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 predominantly designated **Neighborhood Mixed-Use** on the Future Land Use Map. Rezoning to **B-3 (Community Business District)** to allow a restaurant (drive-thru) is consistent with the Plan’s intent to accommodate neighborhood- and community-serving commercial uses within mixed-use areas.

Land Use Policy – Arterial-Oriented Commercial Development

“Encourage mixed-use development patterns that locate neighborhood-serving commercial uses along arterial and collector streets while protecting adjacent residential areas.”

Page 1.6

Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The site is located along **Ejido Avenue (Principal Arterial)** and **Cielito Lindo Boulevard (Major Arterial)**. The proposed B-3 zoning and restaurant use aligns with the Plan’s policy direction to place higher-intensity commercial uses on arterial roadways while maintaining compatibility with nearby residential neighborhoods.

Economic Development Goal

“Support economic development by promoting appropriately scaled commercial development that provides goods, services, and employment opportunities for local residents.”

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Source: *Viva Laredo City of Laredo Comprehensive Plan*

Relevance:

The proposed restaurant use contributes to local economic activity, provides services to surrounding neighborhoods, and supports employment opportunities consistent with the Plan’s economic development objectives.

3. Summary of Alignment

Agenda Item ZC-004-2026 demonstrates **Strong alignment** with the Viva Laredo Comprehensive Plan. The proposed rezoning to B-3 is consistent with the **Neighborhood Mixed-Use** Future Land Use designation and supports the Plan’s guidance for locating commercial uses along major and principal arterial streets. The restaurant (drive-thru) use provides neighborhood-serving amenities while remaining compatible with surrounding land uses, including nearby commercial development and institutional uses.

This zoning action advances broader planning themes of **economic development, mobility efficiency**, and **complete neighborhoods**, while maintaining land use compatibility and adherence to the adopted Future Land Use Map.

4. Additional Requirements

All goals and policies cited above are quoted directly from the *Viva Laredo City of Laredo Comprehensive Plan*. Applicable goals and policies supporting the proposed zoning action were clearly identified.

Conclusion:

The proposed rezoning action is **Strongly aligned** with the Viva Laredo Comprehensive Plan and directly implements its land use and economic development objectives.