Viva Laredo Comprehensive Plan Alignment Review

Agenda Item: ZC-082-2026 – Conditional Use Permit Amendment
Location: 9110 McPherson Road, Suite 1
Council District: VI

1. Level of Alignment

☐ Strong
☒ Moderate
☐ Weak/None

The proposed amendment has an identifiable relationship to the Plan's land-use framework because the site is designated Neighborhood Mixed-Use and the Plan describes this designation as accommodating commercial, office, and residential uses. However, the agenda item is limited to changing the individual to whom the existing Conditional Use Permit (CUP) will be issued. It does not change the zoning district, the approved use, or the existing CUP conditions. The Plan does not specifically address this type of CUP amendment.

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

A. Goal 1.7 – Application of Viva Laredo

"Goal 1.7: The City of Laredo will use the principles set forth in Viva Laredo as tools to shape future development, to protect natural resources, to direct capital improvements, and to guide public policy in a coordinated manner for the mutual benefit of Laredo's residents and landowners."

Page: 1.30
Source: Viva Laredo City of Laredo Comprehensive Plan.

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Relevance: This goal establishes that the Comprehensive Plan is intended to guide public policy and future development. The CUP amendment is a land-use decision involving the continued operation of an existing commercial use. The Plan's principles therefore provide relevant context for evaluating the amendment.

B. Policy 1.7.1 – Application of Viva Laredo

"Policy 1.7.1: Viva Laredo provides the basis for amendments to the City of Laredo's zoning and subdivision regulations. The adoption of Viva Laredo does not change the zoning districts on any property, nor does it interfere with or extend vested rights. Staff recommendations to discretionary bodies such as planning and zoning commission or the council shall be determined based the action's concordance with plan Viva Laredo."

Page: 1.30
Source: Viva Laredo City of Laredo Comprehensive Plan.

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Relevance: This policy is relevant because the proposed CUP amendment is being considered by the Planning and Zoning Commission and City Council. It directs staff recommendations to discretionary bodies to be based on the action's consistency with the Comprehensive Plan. The amendment should therefore be considered in the context of the site's Neighborhood Mixed-Use designation and the existing conditions governing the use.

C. Neighborhood Mixed-Use – Land Use Description

"Neighborhood Mixed-Use describes a neighborhood-serving mixed-use district that includes multistory, mixed-use buildings with commercial, office and residential uses. Multi-family residential buildings are also appropriate as a transition between main street shopping areas and primarily residential neighborhoods."

Page: 1.15
Source: Viva Laredo City of Laredo Comprehensive Plan.

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Relevance: The staff report identifies the subject property as being within an area designated Neighborhood Mixed-Use on the Future Land Use Map. The Plan's description recognizes commercial uses as part of this land-use designation. The proposed amusement redemption machine establishment is a commercial use; however, the Plan does not specifically identify or endorse this particular type of establishment.

Additional consideration – Policy 1.7.2

Policy 1.7.2 addresses decisions on rezoning requests. Because this agenda item does not propose a change to the property's zoning district, that policy is not directly applicable to the requested CUP amendment.

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3. Summary of Alignment

The proposed CUP amendment has a Moderate level of alignment with the Viva Laredo Comprehensive Plan. The subject property is located within an area designated Neighborhood Mixed-Use, which the Plan describes as accommodating commercial, office, and residential uses. This provides a general land-use connection to the existing commercial establishment.

The amendment itself is limited to replacing the individuals to whom the existing CUP is issued. The current B-3 zoning district, approved amusement redemption machine establishment, and

existing CUP conditions will remain unchanged. These conditions include restrictions on operating hours, parking, landscaping, screening, lighting, noise, and litter, as well as compliance with applicable Building, Fire, and Life Safety Code regulations.

The Plan provides general direction for evaluating land-use decisions but does not specifically address amusement redemption machine establishments or changes to the individuals named on an existing CUP. Accordingly, the agenda item is not a direct implementation of a specific Comprehensive Plan policy. Its relationship to the Plan is primarily through the existing commercial land-use context and the continued application of conditions intended to address impacts on surrounding properties.

Relevant planning themes include land-use compatibility, neighborhood protection, and the relationship between commercial activity and nearby residential uses. The staff report identifies both commercial and residential uses in the surrounding area, making the continuation of the existing CUP conditions relevant to the consideration of potential neighborhood impacts.

4. Additional Requirements

No specific goal or policy in the Viva Laredo Comprehensive Plan was identified that directly addresses changing the individual to whom an existing Conditional Use Permit is issued for an amusement redemption machine establishment.

Overall finding: Moderate alignment, based on the site’s Neighborhood Mixed-Use designation and the Plan’s general direction for land-use decisions.