



January 24, 2022

RE: Proposed Development at SW Corner of 36th Street and La Cholla Boulevard

Dear Mayor Romero and Councilmembers:

The Board of the Barrio Neighborhood Coalition (BNC) is writing to urge you to vote AGAINST the proposed change of condition for the southwest corner of 36th Street and La Cholla Boulevard.

As many of you know, our organization focuses on gentrification and displacement. We have spent the last few years studying and observing the negative impacts that development in the downtown area have had on the surrounding Barrios and neighborhoods. Displacement tends to follow a predictable pattern.

First, new buildings and/or improvements increase the value of properties. As those increases in value get reflected in the assessed value, they cause the value of the surrounding properties to increase. Each time the value increases, the property taxes increase as well. Eventually, long-term residents are no longer able to hold onto their homes and are forced to sell. Even renters are not immune, as landlords increase the rents to cover the rising property value or use this as an opportunity to make more money off of their rental units.

The area around 36th and La Cholla is home to a diverse population of residents. Modest home prices have made it possible for these residents to live in an affordable, stable neighborhood. All of this will change if the city removes the annexation promises that currently help to preserve the natural environment. Hundreds of new homes selling for \$350,000 and higher will quickly drive up the value of the surrounding properties, and the insidious displacement process will impact yet another segment of our population.

There are many other good reasons to reject the developer's request for upzoning this property, ranging from environmental to flooding to traffic to affordability issues. All of these issues are governed by an overarching concern – who do our elected representatives really represent? From preserving trees and habitat to water shortages to affordable housing, to displacement, this proposed development undercuts and devalues any efforts that are made to address these critical issues. We urge you to act in a manner that demonstrates that the voices of your citizens are more important than the campaign contributions of developers and their attorneys.

Please vote NO on upzoning the property at 36th Street and La Cholla.

Sincerely,

The Board of the Barrio Neighborhood Coalition