



65 and 66  
Planning  
Department

People Organized in Defense of Earth and her Resources

TO: Mayor Kirk Watson and Austin City Council Members

From: PODER – Susana Almanza, Director

Date: May 11th, 2023

Subject: Opposition to Borden Tract’s Racial Capitalism – NPA-2022-0016.02

The Borden Tract is located at the intersection of Strandman Cove & E. Cesar Chavez Street. The Borden Tract Development is racial capitalism. Under this system, wealthy people, who are overwhelmingly white, gain profit and power from the exploitation and oppression of the poor, working poor and people of color. Housing is the infrastructure of American racial capitalism. From redlining to block-busting to exclusionary zoning, housing policies and lending practices have created and maintained racialized hierarchies.

Will the Austin City Council continue to treat housing like a speculative commodity? The construction of the mega-development on the Borden Tract will further impact low-income and communities of color with gentrification, the process of economic and cultural change in a neighborhood, often the direct result of policies and practices that benefit white, wealthy individuals. The impacts of gentrification include the displacement of long-time residents, which can lead to the erasure of cultural and social networks, as well as the loss of housing and access to essential resources like healthcare and education.

Displacement and exploitation have become rampant expressions of racial capitalism, often driven by the interests of developers and investors, and at a disproportionate cost to people of color communities.

PODER opposes Endeavor’s development project of the Borden Tract!

Endeavor proposes to redevelop the 21-acre site with 411,500 square feet of office, 106,000 square feet of retail, a 220-room hotel, and 1,400 multifamily units:

- Impervious cover as high as 95%—almost doubled from 50%
- Buildings as tall as 120’—double the current limit and the nearby bridges
- Traffic is estimated to increase from 467 trips a day to 21,875 trips.

**Deny the continuation of racial capitalism. Deny the Neighborhood Plan Amendment (NPA).**