

# Taking Back Our City

## *The UW Greens campaign against gentrification*



*The Madison skyline 20 years from now?? We hope not!*

### Making State St. A Street Truly For Everyone

Many projects are seeking to change the look and feel of State Street and surrounding neighborhoods. Plans like the Overture Project/Cultural Arts District and the State Street Strategic Plan are threatening to alter the downtown without accommodating the needs of everyone, especially downtown residents. The UW Greens have been working to improve public input on these important projects and to promote plans which truly make State Street a better place for all Madisonians.

We seek to protect and expand public greenspace in the downtown, as much of the city center is "underparked." Less than 3 acres in the State St. area is public parkland, and the little park we have is threatened by plans to put a carousel in that space! We want an urban environment that meets the needs of locals, not just tourists. We want streets that are open to everyone for a wide range of activities, from shopping to skateboarding, to even just hanging out. And most important, we want everybody to have a real say in what happens to our downtown.



*Starbucks, GAP, Blockbuster... soon downtown Madison will look like another suburban mall, unless WE put a stop to it!*

### Protecting Downtown Residents From Destructive Development

Often downtown development projects are sadly out of touch with the needs of local residents, resulting in a trend known as "gentrification." Gentrification is the process by which the residents of a neighborhood are displaced by a rising cost of living, often as a result of poorly planned development. Many student and low-income oriented neighborhoods are under pressure from projects which are creating inflated land values and an influx of wealthier residents. Not many UW students can afford to live in the \$100,000 condominiums being put up where student apartments once were!

We seek to expand affordable housing in the downtown, and make sure that development fits the needs of existing residents. But housing is just one part of the equation... we also want business and cultural development in the downtown to match the needs of residents first, and we want developments to be at a scale that's appropriate to our city.



*State Street is YOUR street... you should have a say in what happens to it.*

### Keeping Our Downtown Unique And Diverse

Downtown is threatened by an influx of chain stores which work to destroy the vibrant and diverse businesses of our city. The UW Greens aren't against new business in the downtown, but we want to see a healthier environment for locally owned businesses which truly cater to the needs of residents.

Rather than contribute to the health of local business, national chains provide unfair competition which harms locally owned business, and their profits are rarely if ever reinvested in the community. Their products are the same no matter where you go... do you want State Street to look like every other mall in the country? Even with such consequences, many plans for downtown "improvements" focus on attracting more chain stores. Rather than making way for more Starbucks locations, we want our city government to support and assist local businesses.