



AIA Phoenix Metro

A LOCAL CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

2011 City of Phoenix Mayoral Questionnaire

1. What are some great cities and what makes them great?

Phoenix is a great city but it can be the greatest city in America. I am a big proponent of planning and I think that Phoenix has not been aggressive about planning. Chicago is a great city because of planning. The Plan of Chicago was one of the great works of urban planning and the implementation of Burnham's plan created a city that remains vibrant more than 100 years later. New York is a great city because of constant renewal and a commitment to diversity that has led to great, vibrant neighborhoods. The past two Mayors of New York have made reform a priority. Phoenix must follow this model of government reform to ensure that we have an efficient government that continues to provide important services like public safety. Minneapolis is a great city because of a dedication to detail. It is an efficiently administered city that young, smart, talented employees are attracted to, and want to stay and raise their families. Austin is becoming a great city because of its acceptance of an entrepreneurial spirit and a unique weirdness.

2. What criteria will you use to evaluate and encourage downtown development?

Downtown Phoenix has become a much more vibrant center of our community. We need to stay focused on downtown development by taking advantage of the infrastructure in which we have already invested. Phoenix needs to reform the way we provide tax incentives for development. We need to standardize our process so that the city is not in the business of picking winners and losers. The city should be willing to provide incentives based on the real return on investment and not just hope for success. Downtown development has been a top priority but my goal is to create a variety of vibrancy throughout our city.

3. Is it more important to focus on several short-term development goals, (i.e., return on investment, tax revenues, incentive programs), or a few long-term aspirations, (i.e., comprehensive public transportation system, urban infill, sustainable communities)?

As soon as I am elected, if not before, I will begin developing a strategic economic plan for Phoenix that will include both short term and long term goals. By developing a strategic economic plan we will be able to focus on the short term objectives of reforming the government, cutting red tape for small business, lowering and eliminating permit and regulatory fees, and reducing the cost of government while reaching our long term goals of financial sustainability, effectively utilizing the infrastructure investments we have already made (i.e. light rail, ASU Downtown, Phoenix Convention Center) and developing a variety of vibrancy throughout the city.

4. How do you envision City Hall's relationship with Arizona State University? With the professional design community?

I believe that the best way to succeed in an environment of scarce resources is through strategic partnerships. Maintaining and enhancing the partnerships that have been established with both ASU and the University of Arizona are critical to the continued success of downtown. We also must partner with the professional design community to challenge the status quo. Phoenix has boundless potential but we can only realize that potential if we challenge the status quo with bold new ideas. The city can maximize its part of the partnership by freeing the creativity of our design community to look for new ways of doing business. I firmly believe that we need new leadership that is not dependent on the same old way of doing business.