



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?

Great cities start with great people, a diverse population, and a shared vision and a positive outlook for the future. While Phoenix is still a relatively young city compared to most of the other big cities in America, we are fortunate to have some of the greatest people that live in our 500+ square miles. Most of these people come from other places throughout America, and as a result, we are a "melting pot" like our country is known for.

While we are diverse in backgrounds, opinion and perspectives, I have found that we do have a shared vision for Phoenix – a vision for a robust economy, a good quality of life and a government that acts transparently. And I have learned of this shared vision by meeting with literally thousands of people during the last year and asking them about the "Phoenix We Want."

A key component in what makes a city great is its built environment. This starts with a solid master plan for the entire city, which includes an integrated mix of land uses while allowing for smart growth. The City of Phoenix has some key landmark developments which demonstrate its commitment to design and sustainability. As the Councilwoman for District 2, I oversaw the development of the Reach 11 sports complex. As Mayor, I would continue this level of commitment to the built environment to help make Phoenix a leader in first class development and sustainability.

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

Over the last decade, Downtown Phoenix has really begun to blossom, and those blossoms are starting to yield fruit that will benefit all of Phoenix. It is becoming a vibrant place to live, work and play and I have been honored to serve on the Council that worked hard to help Downtown achieve these milestones.

Now is the time for private investment to build on what has been done by Phoenix. We have begun to see the private sector invest and engage in Downtown like never before. My focus as Mayor would be to continue to bring jobs to Downtown and other employment centers across the city.

In addition, as a member of the Greater Phoenix Convention Center and Visitors Bureau Board, I understand how Downtown Phoenix fits into the overall efforts to promote tourism and attract visitors to our city. As mayor, I would understand that a strong Downtown is an important destination and the centerpiece in our promotion of Phoenix as a tourism attraction rich in recreation amenities like entertainment, professional sports, arts, golf, hiking, biking, parks, soccer, world-class resorts, and breathtaking open space.

I recognize that the success of the urban core is a critical element in any major metropolitan area. The urban core is then supported by the business nodes throughout the City. For a City to be successful, it is important to find that right balance of support between these nodes and the core. If I am elected Mayor, I will continue to work to improve Downtown Phoenix to continue to cultivate the vision and hard work of my predecessors. While Downtown Phoenix is vitally important, so are all sections of Phoenix. While we allocated a lion's share of the last Phoenix Bond Election to Downtown, many residents have started to feel like maybe their areas of the City have been underserved. It is important that ALL of Phoenix feel that their interests are being addressed. As Mayor, I will fight for Downtown - and Arcadia - and Ahwatukee - and Maryvale - and Deer Valley - and every other neighborhood and community. If we want Phoenixians across the city to continue to support a vibrant downtown then we must make sure we continue to support THEIR community parks, libraries, streets as well.

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)?

The key is finding the balance of both.

In the short term, my first goal as Mayor would be Jobs. We must encourage smart development that brings high wage jobs and opportunity to Phoenix – not just growth for growth's sake. All development tools in the toolbox should be dedicated toward this goal. I am no stranger to attracting businesses to Phoenix. During my time on the city council, I was a strong leader in job creation, attracting regional and national headquarters to Phoenix including companies such as Republic Services, Mayo Clinic Hospital, W.L. Gore and Associates, American Express, Axway, APL, Ryan Companies, and Penske Automotive Group/Chauncey Ranch Auto Boutique. These businesses have created thousands of jobs in Phoenix.

We must also consider our long term vision. Just as the village concept serves our diverse planning needs, we must create a similar approach for business development that clearly outlines the businesses and opportunities we agree would best fit each area of the city. While I was the Chair of Transportation Subcommittee, I fought hard for a balanced transportation system that included comprehensive transit and light rail, but keeping in mind that the majority of Phoenix residents still uses vehicles. Transit oriented development is another way we have been able to explore ways to encourage infill. These plans have been in the works for years. Now, its time to implement them.

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

I have always been a consensus builder – and not just one that tells people what they want to hear. I like to bring people together to find a solution that works for everyone.

When it comes to ASU, education is a cornerstone of our quality of life. As a mother, my first priority was to ensure a quality education for my daughters. That is why I became actively involved in the United Parents Council. We can't afford to keep a hands-off approach to education and expect things to change. If we are to attract business and investment to Phoenix, we must offer quality K-12 education for their families and university education that produces highly trained and skilled workforce to fill their needs. If I am elected Mayor, I will continue to work closely with ASU, as they are a major stakeholder.

I have always been a strong advocate for the professional design community. I worked with the AIA Phoenix Metro and others during the code adoption process to ensure Phoenix had a workable code that allowed us to be competitive in attracting development and design opportunities. When I served on the City Council, I represented District 2 in Northeast Phoenix, a growth district, and I pride myself as a person who strives for quality design and development. From the Musical Instrument Museum to the Reach 11 soccer complex, I have been proud to be a part of some of the greatest examples of quality design in all of Phoenix.