

Matthew Petty is a selective practitioner driven to make an impact. He specializes in contemporary municipal best practices and his passion is helping cities make it easier to build good housing.

Matthew has facilitated or consulted for municipalities and civic organizations in more than two dozen communities, including Overland Park, Memphis, South Bend, Orlando, Salt Lake City, Houston, and others. He was elected four times and served for almost 13 years as a Councilmember in Fayetteville, Arkansas where

he sponsored new data-based processes and placemaking frameworks in transportation and tourism budgets.

Matthew's planning and design proposals have won grants from National Endowment for the Arts four times, the Knight Foundation, the Walton Family Foundation, and others. Congress for the New Urbanism awarded national honors to his work pioneering pre-approved building programs.

## Career Highlights

**Pattern zones.** Program design and facilitation for novel regulatory regime using pre-approved plans. First prototypes in 2017 and 2020 using custom-design portfolios. Next-gen programs launching in 2025: Fayetteville, AR; Overland Park, KS; and Lebanon, NH.

**Incremental Development Alliance.** Designed the process for stress testing codes and facilitated stress tests in South Bend, Kalamazoo, and Overland Park. Pitched pre-approved building programs in final reports. Delivered small-scale developer workshops to more than 20 communities. Primary author of ground-up curriculum revisions still in use today. Board member 2023-2024.

**495 West Prairie Street.** A mixed-use walkup building in downtown Fayetteville, Arkansas. Managed from concept through construction including capital syndication, team assembly, and leasing. Nine apartments, two offices, a smoothie bar, and a taproom.

**Feasibility workshops for Bentonville Artspace housing.** Designed and facilitated all-hands sprints over two days. Work product included conceptual designs, revisions, and cost estimates. Participants included out-of-state and local architects, engineers, estimators, investors, a foundation partner, and an artist housing developer.

**Mayors' Institute on City Design.** Designed, assembled, produced, hosted, and reported a 2.5-day closed-door session with eight mayors and eight resource experts. Recruited all participants.

**Walmart HQ.** First draft of planned zoning district.

**Fayetteville City Council.** Elected four times. Wrote and stewarded land use and health legislation including food trucks, pocket neighborhoods, accessory dwelling units, new zoning designations, traffic calming, and COVID response, including budget allocations.

## Affiliations

Congress for the New Urbanism  
American Planning Association  
Urban Land Institute  
Strong Towns

## Location

Fayetteville, Arkansas

## Education

Mathematics and Political Science  
B.Sc. University of Arkansas

