

11-C-1605

A COMMUNICATION FROM FLOR VELARDE, ATLANTA DEVELOPMENT AUTHORITY, TO MUNICIPAL CLERK RHONDA DAUPHIN JOHNSON:

TRANSMITTING THE NAME AND RESUME OF MR. MATT CHERRY, NPU-X REPRESENTATIVE, FOR REAPPOINTMENT TO THE METROPOLITAN PARKWAY TAX ALLOCATION DISTRICT (TAD) ADVISORY COMMITTEE, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

JAN 0 3 2012

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
- PERSONAL PAPER REFER

Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_

First Reading

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

CERTIFIED

CERTIFIED  
 JAN 0 3 2012  
 ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED  
 JAN 0 3 2012  
 Rhonda Dauphin Johnson  
 MUNICIPAL CLERK

MAYOR'S ACTION

Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____	Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____	Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____
Refer To _____	Refer To _____	Refer To _____

**Payne, Theresa**

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**From:** Hall, Anita on behalf of Clerk, Municipal  
**Sent:** Thursday, November 03, 2011 8:42 AM  
**To:** maria@mariabalais.com; Payne, Theresa  
**Subject:** FW: Metropolitan Tax Allocation District: Nomination to extend terms for 2 existing members of the Advisory Committee  
**Attachments:** Metropolitan TAD Matt Cherry Resume.pdf; Metropolitan Parkway TAD Paul McMurray Resume.pdf  
**Importance:** High

11- C -1605

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**From:** Flor Velarde [<mailto:fvelarde@atlantada.com>]  
**Sent:** Wednesday, November 02, 2011 5:41 PM  
**To:** Johnson, Rhonda Dauphin; Clerk, Municipal  
**Cc:** Sheperd, Joyce; Williams, Lauren  
**Subject:** FW: Metropolitan Tax Allocation District: Nomination to extend terms for 2 existing members of the Advisory Committee  
**Importance:** High

Ms. Johnson

I am sending the names and resumes of the representatives for Neighborhood Planning Units (NPU) X and Y that have been serving on the Metropolitan Parkway Advisory Committee and will continue to serve for another term

Representative	Name	Term
NPU X Representative	Mat Cherry	1 year
NPU Y Chair	Paul C. Murray	1 year

Thank you in advance and feel free to contact me if you need additional information

Flor

**Flor Velarde, AICP**  
Commercial Tax Allocation Districts  
Atlanta Development Authority  
404-614-8334  
[fvelarde@atlantada.com](mailto:fvelarde@atlantada.com)

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**From:** Johnson, Rhonda Dauphin [<mailto:RJohnson@AtlantaGa.Gov>]  
**Sent:** Monday, September 12, 2011 6:15 PM  
**To:** Flor Velarde  
**Subject:** RE: Metropolitan Tax Allocation District: Nomination to fill Business Representative Position

Thanks. Please send us an original memo in this regard on ADA letterhead. Call me if we need to discuss.

## BACKGROUND

Matt Cherry is an Associate at Urban Collage, Inc. with a background in urban design, landscape architecture and graphic design. His professional work and experience ranges from urban revitalization studies and transit-oriented developments to detailed site plans and streetscape designs. Having managed many planning efforts throughout Metro Atlanta, he focuses on the application of smart growth and sustainable design principles across a broad range of urban and rural settings. Matt also lives in the Capitol View neighborhood in southwest Atlanta and is the chairperson of the NPU-X Land Use Committee.

## RELEVANT PROJECT EXPERIENCE

**BeltLine Feasibility Study**, Atlanta, GA, Planner: Assisting in surveying, documenting, and identifying development opportunities along one of the most innovative intown transit and open space systems in the country.

**English Avenue Community Redevelopment Plan Update**, Atlanta, GA, Project Manager: Worked with many neighborhood and city leaders to update and expand upon a 1998 redevelopment plan for the English Avenue neighborhood which sits immediately adjacent to Downtown Atlanta. Helped facilitate steering committee meetings and community workshops throughout the project. With the help of community stakeholders, identified (10) "catalytic development projects" throughout the neighborhood. Created conceptual plans for each catalytic project to help generate momentum for new investment and lead to an improved quality of life for community residents and business owners.

**Imagine Downtown**, Atlanta, GA, Planner: Assisted on a comprehensive Downtown Atlanta visioning and urban design plan to evaluate development and transportation projects. Prepared drawings and diagrams to help communicate a comprehensive vision for future development in and around Downtown.

**Tara Boulevard & Buford Highway Corridor Studies**, Atlanta, GA, Assistant Project Manager: Worked with a transportation planning team to help guide future land use, development and public transit improvements along a 12-mile stretch of the Buford Highway (SR-13) portion of the study.

**Palmetto LCI**, Palmetto, GA, Project Manager: Directed the creation of a master plan for the City of Palmetto, a charming small town with lush vegetation, a wide array of historic homes and a small Main Street with tons of potential. Working with the Atlanta Regional Commission, The City of Palmetto and the citizens of Palmetto set a precedent for smart-growth policies and historic preservation initiatives in the face of growth pressures common to much of Metro Atlanta.

**Midtown Public Spaces Program**, Atlanta, GA, Project Manager: Assists with project oversight and management for over \$40 million in design and construction of streetscape and open space projects.

**Peachtree Corridor Vision Plan**, Atlanta, GA, Planner: Initiated by Mayor Shirley Franklin, this study aimed to develop a comprehensive vision of Peachtree Street, including investigating the feasibility of instituting a streetcar from Fort McPherson to Buckhead. Mr. Cherry worked on the planning team to document the existing conditions of and generate potential land use strategies for Peachtree Street as a dynamic, high-density "linear city" that could support such a streetcar system.

## MATT CHERRY

### EDUCATION

Master of Urban Design  
University of Michigan, 2004

Bachelor of Landscape Architecture  
University of Georgia, 2000

### HONORS/AFFILIATIONS

Atlanta Neighborhood Planning Unit X, Land Use Committee Chair

Georgia Chapter Sierra Club, Volunteer

2006 GPA Outstanding Plan Award,  
Blueprint Midtown Implementation Plan

### PROFESSIONAL WORK EXPERIENCE

Urban Collage, Inc.  
(Atlanta, GA), 2004-Present

Tunnell-Spangler-Walsh & Associates  
(Atlanta, GA), 2000-2001

Givens Associates Design / Metro Land Group  
(Atlanta, GA), 1998-1999

University of Georgia Business Outreach  
Services (Athens, GA), 1997-1999

### CONTACT INFO:

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Atlanta, GA 30310  
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mcherry@urbancollage.com

RCS# 1654  
1/03/12  
2:38 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE

11-C-1164, 11-C-1605, 11-C-1792,  
11-C-1794 AND 11-C-1795  
CONFIRM

YEAS: 13  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 3  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	NV Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	NV Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE