



## BARRY LONG, RA | *Chief Executive Officer*

As CEO, Barry oversees the finance, operations, marketing and personnel functions of the firm. Under his leadership, UDA has fine tuned its organizational structure, enhancing the quality and delivery of its full spectrum of services while, at the same time, expanding its staff and office space, including opening its new office in Charlottesville, Virginia.

In his dual capacity as Managing Principal, Barry's expertise enables UDA's design teams to respond quickly and effectively to the most complex political and physical challenges of Master Plan and Pattern Book projects. An effective listener and an artful facilitator, Barry has assisted numerous clients to negotiate the challenges of competing stakeholder aspirations to arrive at Master Plans that successfully garner broad-based community support. He is also adept at managing the development of specialized, multi-faceted proposed project documentation that goes beyond the scope of typical master plans when circumstances require that (e.g., for clients who must submit comprehensive, highly detailed Specific Plans in order to receive approval and permitting for development projects).

Barry's current emphasis is on new neighborhood, town, and village development. Recent projects include Ellis (Tracy, CA), Rancho Cañada and East Garrison (both in Monterey County, CA), Mills Ranch (King City, CA), Felton Affordable Housing Site (Santa Cruz County, CA) and Erie Station (Rochester, NY). While Barry's focus over the past several years has been largely on projects of that type, he has, throughout his career, led the design teams for an impressive roster of other projects, ranging in size from large-scale regional initiatives to localized neighborhood revitalization efforts. These projects include an array of project types including mixed-use infill, mixed-income urban neighborhood development, downtown and waterfront revitalization, campus and special district design, transit-oriented development and Pattern Books.

Barry is a member of the Urban Land Institute, the Pennsylvania Society of Architects, and the Congress for the New Urbanism. He is Vice Chairman of the Mt. Lebanon Planning Board. He has worked closely with the YMCA on the design of the first national Special Olympics Training Center. Barry also serves on a number of ad hoc committees including the Main Street Design Review, the Port Authority Air Rights Study Committee, and the Neighborhood Traffic Calming Committee. Barry earned a Bachelor of Architecture degree from Montana State University.