



## BARRY J. LONG, JR., AIA, LEED AP

### *President and CEO*

#### **Professional Responsibilities**

As President and 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.

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, Pattern Book, and Architecture 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).

#### **Professional Affiliations and Service**

Barry is a member of the Urban Land Institute, the Pennsylvania Society of Architects, and the Congress for the New Urbanism. He is past Chairman of the Mt. Lebanon Planning Board and a past member of the Mt. Lebanon Economic Development Committee. Barry also serves on a number of ad hoc committees including the Port Authority Air Rights Study Committee, and the Neighborhood Traffic Calming Committee.

#### **Education**

Barry earned Bachelor and Master of Architecture degrees from Montana State University.

#### **Mixed-Use Urban Infill**

- » Northshore, Pittsburgh, PA
- » South Lake Union, Seattle, WA
- » Historic Mills, Minneapolis, MN
- » UCSB Housing, Santa Barbra, CA
- » Civic Center Master Plan, Alameda, CA
- » Webster Street, Alameda, CA
- » Main Street/Civic Center, Salinas, CA
- » Encinal Terminals, Alameda, CA
- » Bridge Street, Nashua, NH
- » Depot Square, Bristol, CT

#### **Urban Neighborhoods**

- » West park, Tulsa, OK,
- » Legends Park, Memphis, TN
- » Crawford Square, Pittsburgh, PA
- » Bedford Dwellings, Pittsburgh, PA
- » Bedford Dwellings, Pittsburgh, PA
- » Fairfax, Cleveland, OH
- » Mechanicsville Commons, Knoxville, TN

#### **UDA Pattern Books® and Form-Based Codes**

- » Rancho Cañada, Monterey County, CA
- » East Garrison, Monterey County, CA
- » Daybreak, South Jordan, UT
- » Daybreak Town Center, South Jordan, UT
- » Laurel, Yuma, AZ

#### **New Towns and Villages**

- » Laurel, Yuma, AZ
- » Yellowstone Preserve, Livingston, MT
- » Ellis, Tracy, CA,
- » Rancho Cañada, Monterey County, CA
- » East Garrison, Monterey County, CA
- » Mills Ranch, King City, CA
- » Spring Park, Charlotte, NC