



ROB ROBINSON, AIA | *Chairman*

Professional Responsibilities

As chairman for the firm, Rob Robinson is deeply committed to developing planning processes that result in both a shared vision for the future and practical strategies for implementation. Rob’s process, orientation, and commitment to building common ground among project constituencies helps evoke the essential, special qualities of a place, its image and character. By understanding the essential qualities of a place and the aspirations of its stakeholders, Rob produces master plans and designs that have broad-based support and that build upon the unique character of a region, city or town. Rob is also adept at translating the vision which emerges from the urban design process into implementable concepts and practical tools – such as UDA Pattern Books®. In addition to the urban design efforts in cities, towns and neighborhoods, Rob also leads UDA’s work in several “shared vision and strategy” initiatives for regions and counties. Current projects under his leadership include:

Downtowns and Waterfronts

- » Outlook 2000, Roanoke, VA
- » Greater Grand District, St. Louis, MO
- » Downtown Gilroy, CA

Mixed-Income Urban Neighborhoods

- » First Ward, Charlotte, NC
- » Westbury, Portsmouth, VA
- » Church Hill, Richmond, VA
- » Fairview, Charlotte, NC

Vision Plans

- » Bluegrass Region of Lexington, KY
- » Spotsylvania County, VA

Neighborhoods, Towns, and Villages

- » Baxter, Fort Mill, SC (project includes a UDA Pattern Book)
- » The Ledges, Huntsville, AL (project includes a UDA Pattern Book and custom house designs)
- » Oak Park, Charlotte, NC
- » Glenwood, Atlanta, GA
- » Roseland, Chesterfield, VA
- » East Garrison, Monterey County, CA (project includes a UDA Pattern Book)
- » Mason Run, Monroe, MI
- » Sterling Forest, Tuxedo, NY

UDA Pattern Books®

- » Celebration Pattern Book, Celebration, FL
- » Liberty Pattern Book, CA
- » A Pattern Book for Norfolk Neighborhoods, Norfolk, VA
- » Wakefield Pattern Book, Yorkshire, England
- » Callaway Gardens Pattern Book, Pine Mountain, GA
- » Festival Ranch, Phoenix, AZ
- » A Pattern Book for Gulf Coast Neighborhoods, Mississippi Region
- » The Louisiana Speaks: Pattern Book, South Louisiana
- » The Louisiana Speaks: Planning Toolkit, Louisiana

Professional Affiliations and Service

Rob is a member of the American Institute of Architects and the Congress for the New Urbanism. He serves as an advisor with Interworks, a disaster recovery and management group that assists communities and agencies worldwide with rebuilding. Rob is the author of numerous papers and publications on shelter issues and approaches to housing and housing assistance.

Education and Previous Experience

Rob earned a degree in Architecture and Urban Planning from Virginia Polytechnic Institute and State University. Following graduation, Rob was an adjunct professor in the College of Architecture and Urban Planning at VPI for several years, then served as an architect with the Peace Corps in St. Vincent, West Indies prior to joining UDA in 1980.