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2026 AIA Fellowship

Candidate Robert Winstead
Organization VMDO Architects
Location Charlottesville, Virginia
Chapter AIA Virginia; AIA Central Virginia

Category of Nomination

Object 2 (Practice Management, Technical Advancement) > Practice (Technical Advancement)

Summary Statement

Through service, change leadership, and break-through projects, Rob Winstead explores the intersection of design, learning, and sustainability – accelerating the Green Schools movement and advancing a more resilient future.

Education

Harvard University, 1995 - 1997, Master of Architecture
University of Virginia, 1987-1991, Bachelor of Science in Architecture

Licensed in:

Virginia, West Virginia, Maryland, Washington DC

Employment

William McDonough + Partners, 1997-1998
VMDO Architects, 1998 - 2008
SHW Group, 2008 - 2014
Stantec Architecture, 2014 - 2017
VMDO Architects, 2017 - present

1 October 2025

Sanford Garner, FAIA | Chair, Jury of Fellows
The American Institute of Architects
1735 New York Avenue NW
Washington, DC 20006-5292

VMDO

200 E. Market Street
Charlottesville, VA
434.296.5684

2000 Pennsylvania Ave. NW
Suite 7000
Washington, DC 20006
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Re: Sponsorship of Robert Winstead, AIA for Fellowship

Dear Mr. Garner and Members of the Jury,

Eight years ago, Rob Winstead articulated to me a vision of practice that was both bold and deeply humane: to create happy, healthy, high-performing environments for our most vulnerable learners, and to lead our profession toward meaningful climate action. That conversation inspired me to leave my job and join him at VMDO Architects. Today, with great admiration and firsthand experience of his leadership, I am honored to nominate Rob for elevation to the AIA College of Fellows.

I know from direct experience that Rob Winstead is passionate about three things: K12 education, sustainability, and serving others. His relentless pursuit of excellence, aligned with these passions, has had far-reaching impacts, producing new models of design, practice and service. Projects like Manassas Park Elementary remain touchstones for the green schools movement because they successfully demonstrate the marriage of placemaking, educational design, student empowerment, and sustainability. Others, like Cardinal Elementary, are charting new territory in areas such as carbon reduction, wellness, and resilience. Nationally recognized by both the AIA Committee on Education (CAE) and the Committee on the Environment (COTE) awards programs, Rob's built work has appeared in numerous publications and toured by hundreds of district administrators, educators, and architects seeking to replicate its success.

Rob's impact on the profession however is not limited to projects. In his role as Director of Sustainable Design at VMDO Architects, SHW Group, and Stantec, he has influenced the sustainable design practices of over a thousand architects across three major firms. As chair of the Large Firm Roundtable, he led campaigns to maintain LEED as the preferred certification program for federal projects, to encourage material transparency through wider use of Health Product Declarations (HPDs) and Environmental Product Declarations (EPDs), and to encourage firms to adopt the AIA 2030 Commitment. He has been an active member of the A+D Sustainable Design Leaders group (now Green Commons) for over a decade, sharing best practices and tools across firms and coordinating advocacy efforts. He also lectures and publishes widely, demonstrating a commitment both to teaching and to continuous learning.

With his deep commitment to service, Rob is always looking for ways to make things better in the communities he serves. He has been an impactful leader within the AIA, as president of AIA Central Virginia and a member of the AIA Virginia Board of Directors. He is an incredible mentor, whether to the young professionals with whom he works or curious superintendents who want to do more but don't know how.

Rob Winstead exemplifies the qualities of a citizen architect—visionary, compassionate, and deeply committed to advancing our profession and the communities we serve. His work has transformed schools, inspired peers, and shaped national conversations. I can think of no candidate more deserving of elevation to the College of Fellows.

Sincerely,



Michelle Amt, FAIA, LEED AP BD+C, WELL AP
Principal + Director of Sustainability
2024 Chair, AIA Committee on the Environment



Through service, change leadership, and break-through projects, Rob Winstead explores the intersection of design, learning and sustainability – accelerating the Green Schools movement and advancing a more resilient future.

SERVICE TO THE PROFESSION

Through volunteerism, presentations, publications, and advocacy, Rob openly shares what he is learning, supports the goals of the AIA, and demonstrates daily the positive impact “citizen architects” can have.

- Board of Directors, AIA Virginia
- President, AIA Central Virginia
- Member, Green Commons – an active network of professionals advocating for sustainable design
- Member, DMV Net Zero Energy (NZE) Coalition – a network of AEC professionals and policy makers dedicated to NZE in the Mid-Atlantic region
- Volunteer with the Building Goodness Foundation to design schools in rural Guatemala

CHANGE LEADERSHIP

Rob uses every role and every project to advance sustainable design, challenge the status quo, create broader systemic change, and inspire others.

- First Director of Sustainability at VMDO and SHW Group – Established standards and best practices and provided leadership, continuing education, mentoring, and career development across both firms.
- Chair of the Sustainability Committee, Large Firm Roundtable – Supported broad adoption of the AIA 2030 Commitment and reporting through the AIA Design Data Exchange (DDx)
- Net Zero Energy Advisor to the Maryland Energy Administration (MEA) on their NZE Schools Program
- Testified on behalf of the AIA to the Virginia House of Delegates on School Safety and Net Zero Energy

BREAK-THROUGH PROJECTS

Through aspirational and award-winning projects, Rob empowers students, supports their health and well-being, connects them to their place and each other, and advances a more sustainable future. His buildings actively teach generations of students and educators, further supporting equity and resilience throughout the larger community.

- AIA Committee on the Environment Top Ten Award - Manassas Park Elementary (Manassas, VA)
- 2 AIA Committee on Architecture for Education - Education Facility Design Awards – Manassas Park Elementary and Cardinal Elementary (Arlington, VA)
- First NZE schools in Texas, Michigan, Maryland, and South Carolina
- First net zero water school in Virginia – Frederick County Middle School (Winchester, VA)
- First WELL Gold Certified High School in United States – New Upper School, Sandy Springs Friends School (Olney, MD)
- First NZE-ready schools for the US Department of Defense Education Activity (DoDEA) – Humphreys East Elementary School (Republic of Korea) and Scott Middle School (Fort Knox, KY)



Sahara Desert

Afri

Section 2: Accomplishments



Cardinal Elementary School
Arlington Public Schools



Rob accepting one of VMDO's five awards at AIA24 (image courtesy of AIA)

Rob Winstead

AIA, ALEP, LEED FELLOW, NCARB

EDUCATION

Master of Architecture

Harvard University, 1997

Bachelor of Science in Architecture

University of Virginia, 1991

Program in Architecture

Vicenza, Italy, 1990

REGISTRATIONS + CERTIFICATIONS

- Licensed Architect, State of Virginia, West Virginia, Maryland, + Washington, D.C.
- Certificate of Authorization Holder, NCARB
- Accredited Learning Environments Planner, A4LE
- LEED Fellow, USGBC

PROFESSIONAL ORGANIZATIONS

- The American Institute of Architects, Member
- AIA Virginia, Board of Directors 2020-2022
- AIA Central Virginia, President 2017-2019
- US Green Building Council, Member
- Large Firm Roundtable Sustainability Committee, Chair 2012-2014
- Architecture + Design Sustainable Design Leaders, Member
- Virginia Chapter of the Association for Learning Environments, Planner of the Year 2018
- NREL Solar Decathlon Design Challenge, Schools Division, Juror 2021

WORK HISTORY

VMDO Architects

Charlottesville, VA | (2017 - Present)

Principal + K12 Market Leader of a recognized national expert in the design of LEED Certified and Net-Zero Energy Buildings.

Stantec Architecture

Charlottesville, VA | (2014 - 2017)

Principal, Senior Planner, Designer, + Sustainability Leader focused on healthy, high-performance buildings and resilient communities.

SHW Group

Charlottesville, VA | (2008 - 2014)

Principal + Director of Sustainability for a national firm focused on the planning and design of learning environments.

VMDO Architects

Charlottesville, VA | (1998 - 2008)

Associate + Director of Sustainable Design for a regional firm focused on educational, institutional, and athletic facilities.

William McDonough + Partners

Charlottesville, VA | (1997 - 1998)

Project Designer for an industry leader in sustainable design and development.

2.1 Significant Work: Overview

REALIZING THE AIA FRAMEWORK FOR DESIGN EXCELLENCE

Rob's work is both a source of inspiration and a benchmark for the AIA Framework for Design Excellence.

Integration + Economy: Working primarily with public and nonprofit clients, Rob embeds sustainability into each project's core—delivering high-performing buildings on modest budgets.

Equitable Communities: A servant leader at heart, Rob designs to expand public access and extend community benefits beyond the site.

Water: Rob has demonstrated through projects like Frederick County Middle School that net-zero water facilities are not only achievable on public budgets—they can also restore watershed health and offer immersive, hands-on learning opportunities.

Energy: A national leader in net-zero energy ready schools, Rob helps districts and states transition toward zero energy performance, setting a new standard for educational facilities.

Well-Being: Rob's designs prioritize human health and comfort, featuring fresh air, safe materials, and abundant daylight. His pioneering work includes Pen Y Bryn Upper School—the first high school in the U.S. to achieve WELL Gold Certification.

Resources: Through adaptive reuse and low-carbon design strategies, Rob's projects like Truesdell Elementary demonstrate practical, replicable methods for reducing embodied carbon and environmental impact.

Change: Rob equips communities to face climate challenges head-on. From Poquoson Elementary's resilience to coastal flooding to Cardinal Elementary's stormwater management innovations, his designs foster long-term adaptability.

Discovery: Schools like Manassas Park and Frederick County MS are national models of buildings that teach—engaging students in sustainability and systems thinking.

SELECTED PROJECTS	AIA FRAMEWORK FOR DESIGN EXCELLENCE									
	INTEGRATION	EQUITABLE COMMUNITIES	ECOSYSTEMS	WATER	ECONOMY	ENERGY	WELL-BEING	RESOURCES	CHANGE	DISCOVERY
Manassas Park Elementary + Pre-K	●	●	●	●	●	●	●	●	●	●
Frederick County Middle School	●	●	●	●	●	●	●	●	●	●
Cardinal Elementary School	●	●	●	●	●	●	●	●	●	●
Poquoson Elementary School	●	●	●	●	●	●	●	●	●	●
Academies of Loudoun	●	●	●	●	●	●	●	●	●	●
Pen Y Bryn Upper School	●	●	●	●	●	●	●	●	●	●
Truesdell Elementary School	●	●	●	●	●	●	●	●	●	●
Humphreys East Elementary School	●	●	●	●	●	●	●	●	●	●
Poolesville High School	●	●	●	●	●	●	●	●	●	●
Lancaster Middle / High School	●	●	●	●	●	●	●	●	●	●
DC Infrastructure Academy (DCIA)	●	●	●	●	●	●	●	●	●	●
Woodville Elementary School	●	●	●	●	●	●	●	●	●	●
Horry County Net Positive Schools Prototypes	●	●	●	●	●	●	●	●	●	●
State of Maryland NZE Schools Program	●	●	●	●	●	●	●	●	●	●
Center for a Sustainable Future	●	●	●	●	●	●	●	●	●	●
Centro Uno New Upper School	●	●	●	●	●	●	●	●	●	●
Kindness Cafe	●	●	●	●	●	●	●	●	●	●
First Amendment Monument	●	●	●	●	●	●	●	●	●	●
Department of Defense Education Activity	●	●	●	●	●	●	●	●	●	●
Shihadeh Innovation Center	●	●	●	●	●	●	●	●	●	●

LEGEND: ● leads the profession ● demonstrates best practices

2.1 Significant Work: Buildings

SERVICE TO THE PROFESSION

CHANGE LEADERSHIP

BREAK-THROUGH PROJECTS



Manassas Park Elementary + Pre-K
Manassas Park City Schools (Virginia)
2009 | Project Architect ([Exhibit 3.2](#))



This project included a 3-5 elementary school designed around a parallel block schedule and an early childhood learning center catering to the unique needs of young children. The project is LEED Gold Certified,

At Manassas Park Elementary + Pre-K, Rob:

- Led the planning and design of both the Pre-K and the Elementary School, adjusting to the needs of each age group and the schools parallel block schedule.
- Designed the building as a teaching tool, incorporating features, themes and graphics that celebrate high performance strategies and connect users to the mixed deciduous forest in the adjacent historic Camp Carondolet.

The project received an AIA Committee on the Environment (COTE) Top Ten Award and the Shirley Cooper Award for meeting student needs.



Frederick County Middle School
Frederick County Public Schools (Virginia)
2016 | Project Architect ([Exhibit 3.4](#))

This 3 level, 185,000 SF school is critical social infrastructure for a rural community and is designed around the specific needs of the adolescent learner. The project is the first net-zero water facility in the region.

At Frederick County Middle School, Rob:

- Planned and designed flexible Learning Houses that surround outdoor courts and connect to shared public programs via a Learning Commons.
- Led the design of stormwater management, rainwater harvesting and on-site wastewater treatment systems to manage all water on site.
- Leveraged the building as a teaching tool, promoting health and wellness and celebrating the unique qualities of the building, site, and local ecology.

The project was awarded the Crow Island Citation for Educational Interiors.



Cardinal Elementary School
Arlington Public Schools (Virginia)
2021 | Project Planner ([Exhibit 3.1](#))



Cardinal Elementary School is a 4-story, Net-Zero Energy ready school integrated with an existing park and historic library on a constrained site. It includes a 500,000 gallon stormwater resilience project, is certified LEED Gold, and is pursuing LEED Zero Energy Certification.

At Cardinal Elementary School, Rob:

- Facilitated a robust and inclusive community engagement process that included hundreds of stakeholders and established consensus around the school as social infrastructure at the heart of the community.
- Led the educational planning and design that resulted in a learning environment that is agile and adaptable.

The project received an AIA Education Facility Design Award in 2024.



Poquoson Elementary School
Poquoson City Public Schools (Virginia)
2008 | Project Architect (**Exhibit 3.3**)



The 2-story, 85,000 SF school was the first in Virginia to achieve LEED Gold certification, incorporating a significant number of high-performance strategies and celebrating the unique natural environment adjacent to the Chesapeake Bay.

At Poquoson Elementary School, Rob:

- Designed the building to survive coastal flooding, managing and celebrating the hydrology of the site, and elevating the building 5 feet above the floodplain.
- Leveraged the building as a teaching tool, developing theming and environmental graphics that celebrate the unique qualities of the building, site, and local ecology.



Academies of Loudoun
Loudoun County Public Schools (Virginia)
2018 | Project Planner / Designer

This 305,000 SF building focused on experiential learning supports 1,250 students a day and brings the Academy of Science, the Monroe Advanced Technology Academy, and the Academy of Engineering and Technology together under the same roof.

At the Academies of Loudoun, Rob:

- Led a robust and inclusive programming and planning process to bring two existing programs and a new academy together in a single facility.
- Leveraged a lab planning module to design a wide variety of experiential learning spaces for research science, engineering, robotics, computer science, health sciences, building trades, culinary arts, horticulture, auto mechanics.



Pen Y Bryn Upper School
Sandy Springs Friends School (Maryland)
2020 | Principal-in-Charge



The result of a multi-year campus master planning effort, the new 3-story, 40,000 SF Upper School provides a variety of flexible learning spaces aligned with the schools Quaker heritage and values. It is first WELL Gold Certified high school in the U.S.

At Sandy Springs Friends School, Rob:

- Led a multi-year campus master planning process with a broad group of stakeholders, including students, which established the need and goals for the new Upper School.
- Rob led the planning and design of the new Upper School, integrating Quaker values and the WELL building standard into the design of the learning spaces.

"Rob adopted a sustainable mindset in the early '90s—well before it was fashionable—and was one of the first to make the connection between sustainability and school design, advocating for healthier and more efficient learning environments."

William Bradley, PhD, AIA, ALEP, LEED AP
Practice Leader, Stantec



Truesdell Elementary School
DC Public Schools (Washington, DC)
2025 | Principal-in-Charge

This Design/Build project employs additions and renovations in the transformative modernization of an historic school. It is the first DCPS school to include a large-scale heavy-timber structure and is pursuing LEED Gold and ILFI Zero Energy Certification.

At Truesdell Elementary School, Rob:

- Led educational planning and design for the building and site, fully leveraging a constrained urban site, making strong indoor/outdoor connections, and integrating the project into the fabric of the neighborhood.
- Developed strategies to deliver NZE performance, including the renovation of an historic building (more than 30% of the total building area) and integration of a heavy timber structure to minimize the total carbon associated with the project.

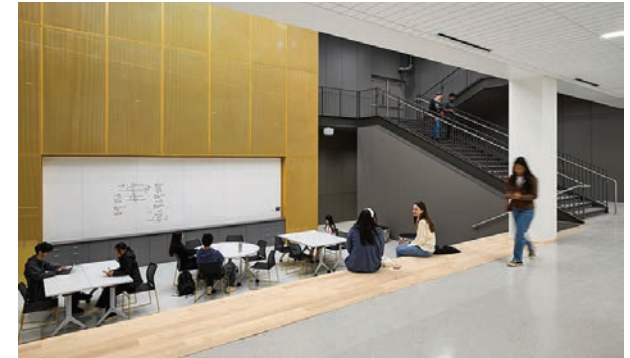


Humphreys East Elementary School
Department of Defense Education Activity (DoDEA)
2026 | Principal-in-Charge

Humphreys East Elementary School in Pyeongtaek, South Korea, is designed for U.S. military families, thoughtfully integrating local Korean culture, advanced sustainable features, and flexible learning environments that support both academic and social growth. (Project delivered in collaboration with KZF Design as Architect of Record)

For DoDEA, Rob:

- Guided the project from concept through completion, ensuring that the design fosters community engagement, responds to its cultural context, and meets the unique needs of students and faculty while maintaining VMDO's standard of design excellence.



Poolesville High School
Montgomery County Public Schools (Maryland)
2025 | Principal-in-Charge

This is a phased, occupied project to transform an outdated high school to support four magnet programs and unify them as one school. The net zero energy (NZE) ready project increases building area by 64,000 SF, but decreases energy use intensity and natural gas use by two-thirds, and cuts energy costs in half.

At Poolesville High School, Rob:

- Developed a strategy for phased construction that protected students, minimized disruption, transformed existing assets, simplified circulation, improved health and wellness, and unified the school under a new identity.
- Planned and designed shared hubs that serve as a identifiable home-base for each of the schools four magnet programs, surrounding them with a variety of flexible labs, classrooms and support specific to the needs of each program.
- Designed the district's first inclusive toilets and locker rooms.

"Rob Winstead has been a leading voice in the national dialogue on high performance schools and climate responsive design within the built environment."

Keith Hempel, FAIA, LEED AP BD+C
President + Chief Design Officer, LPA Design Studios



Lancaster Middle/High School

Lancaster County Public Schools (Virginia)
2026 | Principal-in-Charge

In response to declining enrollment and rising operations costs, LCPS engaged a Design/Build team to design and construct a new combined Middle & High School. The first net zero energy secondary school in Virginia, the facility also serves as a community center for rural Lancaster County.

At the Lancaster Middle/High School, Rob:

- Led the educational planning and design to combine facilities and meet the specific needs for middle and high school students.
- Worked with a broad group of stakeholders to integrate the needs of various community organizations into the design of the school.
- Acted as a liaison between the client and the Design/Build team to fund and include renewable energy systems in the contract and meet the NZE goal.



DC Infrastructure Academy (DCIA)

DC Public Schools (Washington, DC)
2025 | Principal-in-Charge

In collaboration with Bell Architects, VMDO transformed the historic Spingarn High School as the new home of DCIA. The Academy works with industry partners to educate, train, and recruit DC residents in a variety of infrastructure trades.

At the DC Infrastructure Academy (DCIA), Rob:

- Developed a strategy for stabilization, partial renovation, transformation, and new additions to leverage limited funding to preserve and protect an historic structure while meeting current needs and encouraging future development.
- Planned and designed a variety of flexible indoor and outdoor learning spaces to support evolving programs leading to trade certifications and living-wage jobs.



Woodville Elementary School

Richmond Public Schools (Virginia)
2027 | Principal-in-Charge

Seeking their first net zero energy school, Richmond Public schools hired VMDO to replace the existing Woodville Elementary school. The new 3-story building will be 66,500 square feet and will accommodate 500 students.

At Woodville Elementary School, Rob:

- Worked with the client and community to secure grant funding that transformed the school into a resilience hub offering a variety of services to a vulnerable and underserved community in Richmond.
- Led the programming and planning for the project, developing a design that integrated the project into the larger context and allowed the resilience hub to evolve over time based on community input and available funding.

"Rob's work demonstrates the power of sustainable design to inspire and educate. Through his leadership in advancing net-zero energy schools and healthy learning environments, he has shown that sustainability can be both replicable and transformative. Rob doesn't just design buildings – he empowers students, educators, and entire communities to see what's possible, igniting a broader movement toward resilient and equitable futures."

Heather Holdridge, EIT, Associate AIA, LEED Fellow
Lake | Flato



Net-Positive Schools Prototypes

Horry County Public Schools (South Carolina)
2017 | Sustainability Leader / Planner

To address growing capacity and operations costs at the same time, HCPS engaged a Joint Venture team to design and build five schools - one elementary and four middle - at the same time. The net zero energy projects will serve as a site-adaptable prototypes.

At the Net-Positive Elementary Prototype, Rob:

- Led the educational planning and design of site-adaptable, NZE prototypes that meet the specific needs of elementary and middle school learners and can be adjusted to meet the specific needs of each community.
- Led the design of a healthy and flexible educational environment, including daylighting, acoustics, interior materials, lighting, furniture and equipment.



Net Zero Energy Schools Program

State of Maryland Energy Administration
2015 | Advisor / Reviewer

The MEA initiated a program to encourage NZE Schools and build capacity in the market. The projects in the program, Wilde Lake Middle School, Holabird and Graceland Park O'Donnell-Heights Elementary/Middle Schools are all net zero energy verified and LEED Platinum Certified.

At the Maryland Energy Administration Net-Zero Energy Schools Program, Rob:

- Advised design teams on strategies to achieve Net-Zero Energy performance on the first three NZE schools projects in the State of Maryland.
- Reviewed and commented on design documents at project milestones on behalf of the MEA to verify compliance with the program goals.



Center for a Sustainable Future

Lenawee Intermediate School District (Michigan)
2011 | Sustainability Leader / Planner

LISD sought a master plan to transform of a traditional Ag-Tech facility into a regional learning center focused on future jobs in sustainable agriculture and natural resources management. The resulting facility is Net-Zero Energy and LEED Platinum Certified.

At the Center for a Sustainable Future, Rob:

- Led robust and inclusive planning workshops with students and community stakeholders to develop core project principles: net-zero energy, net-zero water, carbon conservation, and the restoration of native ecologies.
- Developed and supported an experiential learning curriculum for students in the work-force training program that ran parallel to and informed the master plan.
- Led the development of a master plan that integrates education, innovative agriculture, sustainability, and community outreach.

"As a competitor with projects for several of the same school districts in the Middle Atlantic region and National Capitol area, I can say with direct knowledge that for many years Rob has set a very high bar for both educational design quality and advancement of sustainability."

Carl Elefante, FAIA, FAPT, LEED AP
Principal Emeritus, Quinn Evans | 2018 President, American Institute of Architects



New Upper School

Ixtatan Foundation (Centro Uno, Guatemala)
2024 | Volunteer Architect

Organized by the Building Goodness Foundation, the Ixtatan Foundation, and the Seeds of Wisdom School, volunteer architects, engineers, and builders traveled to Guatemala to design and construct a new school for a rural community facing population decline due to a lack of educational opportunities.

At the New Upper School in Centro Uno, Rob:

- Traveled to Guatemala three times over six years to build relationships with indigenous communities and partners that would build and operate the schools.
- Worked with community stakeholders to design a cost-effective and adaptable prototype for rural schools that could be customized and built by the community to support experiential learning, workforce training, sustainability, and resilience.



Kindness Cafe & Play

Charlottesville, VA
2025 | Volunteer Architect

The Kindness mission is to provide meaningful employment for adults with cognitive disabilities while creating a joyful, inclusive community space. Community organizations come together with volunteer architects, engineers, and builders to create cafe spaces to support this mission.

At Kindness Cafe & Play, Rob:

- Provided pro bono planning and design services to support opening a second Kindness Cafe location to expand opportunities for meaningful employment in our community.
- Acted as a liaison between the volunteer team and the church that was providing space for the new cafe.



First Amendment Monument

Charlottesville, VA
2006 | Project Architect

Designed with landscape architect Pete O'Shea, the First Amendment Monument in downtown Charlottesville invites public expression and celebrates free speech. The project has been recognized with a Tucker Award, a Rudy Bruner Award, and an ASLA Award and was named a Virginia Landmark Landscape in 2020.

For the First Amendment Monument, Rob:

- Designed and detailed the Community Chalkboard and Podium, working with partners, material suppliers, and contractors on technical aspects of the design.
- Worked pro bono from 1998 to 2006 to advocate for the project, support funding efforts, and see the project built.

"As a pediatrician working to leverage the built environment to promote health and well-being for our nation's children, Rob Winstead is one of my most important design colleagues and collaborators. I rely on him to help translate public health evidence regarding school design and programming for critical challenges like childhood obesity into real world guidance for architects, school system leadership, and other stakeholders. He has a rare blend of established technical excellence and infectious curiosity that drives innovation and impact on individual projects and across the entire field of architecture."

Matt Trowbridge, MD, MPH
Former Chief Medical Officer, International WELL Building Institute

Board of Directors, AIA Virginia 2020-2022

Rob served on the Board of Directors of AIA Virginia during both the relocation of the headquarters and a leadership transition. He led the Honors and Awards Committee, advocating for AIA Virginia to adopt the Framework for Design Excellence for award programs.

Testimony to the Virginia House of Delegates Commission on School Construction and Modernization, 2021

Rob was invited to testify before the Virginia House of Delegates on how schools are funded, designed, and constructed in the Commonwealth and how to focus state funding to benefit local school districts.

President, AIA Central Virginia 2017-2019

Rob served AIA Central Virginia for eight consecutive years as Treasurer, Vice President, President, and Past President/Liaison to AIA Virginia. Major achievements during this service included returning the component to fiscal solvency, increasing membership and re-engaging members in the Shenandoah Valley, and reinvigorating the continuing education program through the development of an online calendar and coordination with aligned organizations.

Testimony to the Virginia House of Delegates Select Committee on School Safety, 2018

Rob was invited to testify before the Virginia House of Delegates Select Committee on School Safety that developed Priority Recommendations and legislation that balanced counseling and mental health programs with training, preparedness, and infrastructural improvements.

Large Firm Roundtable (LFRT) Sustainability Committee 2012-2014

As Chair of the LFRT, representing the nation's largest architectural firms and approximately 245,000 employees worldwide, Rob organized campaigns to maintain LEED as the preferred certification program for government projects, and to encourage material transparency through Health-Product Declarations (HPDs) and Environmental Product Declarations (EPDs). He also advocated for broad adoption of the AIA 2030 Commitment and supported the development of the first shared tools that led to the creation of AIA's Design Data Exchange (DDx).

Juror, NREL Solar Decathlon Design Challenge, Schools Division, 2021

Lecturer, School of Architecture, University of Virginia, 1999-2000

Volunteer, Building Goodness Foundation

BGF connects skilled designers and builders with opportunities to support communities in need. Rob has volunteered for multiple projects over more than a decade, including schools in rural Guatemala and Kindness Cafe, a coffee shop that employs adults with developmental disabilities.

Volunteer, Blue Ridge Area Food Bank

Rob has volunteered for BRAFB for more than a decade, attending events to spread the word and raise funds to fight food insecurity in the region. He is particularly passionate about the programs that support health and wellness and school age children.

Volunteer, Charlottesville Community Design Center

The Charlottesville Community Design Center converted an abandoned storefront into a space to help citizens create options for making the Charlottesville region a healthier, more equitable and beautiful community.

Founder, Greenvision, Charlottesville

Rob founded and led an organization focused on the development of a sustainable "green" vision for the Charlottesville region, leveraging education, planning, design and advocacy to influence policy.

President, Barracks/Rugby Neighborhood Association, City of Charlottesville

Coach, Soccer Organization of Charlottesville and Albemarle (SOCA)

Elder, Fellowship Chair, and Youth Program Leader, Westminster Presbyterian Church, Charlottesville, VA



NATIONAL AWARDS

2024 Education Facility Design Award

AIA National
Cardinal Elementary School, Arlington, VA

2024 Silver Design Award

Association for Learning Environments (A4LE)
Cardinal Elementary School; Arlington, VA

2022 Grand Prize Award

Learning by Design
New Upper School, Sandy Spring Friends School, Olney, MD.

2018 Library Design Showcase

American Libraries Association
North Stafford High School Library, Stafford County, VA

2017 Grand Prize Award

Learning by Design
Frederick County Middle School, Frederick County, VA

2011 Honor Award for General Design

American Society of Landscape Architects (ASLA)
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA



Rob accepting his LEED Fellowship, Greenbuild 2024

2011 Shirley Cooper Award

American Association of School Superintendents (AASA)
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 Educational Facility Design Award

AIA Committee on Architecture for Education
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 COTE Award Winner

AIA Committee on the Environment
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 Grand Prize Award

Learning By Design
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 Honorable Mention Award

AASA
Poquoson Elementary School, Poquoson, VA

2009 Rudy Bruner Award for Urban Excellence

Bruner Foundation
The Community Chalkboard, Charlottesville, VA

2007 Design Award

Council of Educational Facility Planners (CEFPI)
Poquoson Elementary School, Poquoson, VA

2007 Recognized Value Award

DesignShare
Poquoson Elementary School, Poquoson, VA

2007 Tucker Award for Design Excellence

Building Stone Institute
A.R. Ware and T.C. McSwain Elementary Schools, Staunton, VA

REGIONAL AWARDS

2024 Merit Award

DESIGNArlington
Cardinal Elementary School; Arlington, VA

2023 Gold Design Award

Virginia School Board Association
Cardinal Elementary School, Arlington, VA

2020 Virginia Landmark Landscape,

Virginia Chapter of the American Society of Landscape Architects
Community Chalkboard and Podium, Charlottesville, VA

2019 Award of Excellence

AIA Northern Virginia
Academies of Loudoun, Loudoun County, VA

2019 Best Design Award

Virginia Association for Learning Environments
New Secondary Project. Academies of Loudoun, Loudoun County, VA

2017 Best Design Award

Virginia Association for Learning Environments
North Stafford High School Library, Stafford County, VA

2017 Crow Island School Citation,

American School + University Educational Interiors Showcase
Frederick County Middle School, Frederick County, VA

2016 Best Design Award – Middle Schools,

Virginia Association for Learning Environments.
Frederick County Middle School, Frederick County, VA.

2016 First Place Academic Project

Virginia Energy Efficiency Council
Manassas Park Elementary + Pre-K; Manassas Park, VA

2011 Merit Award for Excellence

AIA Central Virginia
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA (LEED Gold)

REGIONAL AWARDS (CONTINUED)**2010 Merit Award for Excellence**

AIA Central Virginia
ModPod: Open Architecture Network Classroom
Competition

**2010 Award for Excellence in Architecture
AIA Virginia**

Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 Honor Award

AIA Central Virginia
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2010 Juror's Favorite Award for New Construction

James River Green Building Council (JRGBC)
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2009 People's Choice Award

Virginia School Board Association
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2009 Platinum Design Award

Virginia School Board Association
Manassas Park Upper Elementary School and Pre-K,
Manassas Park, VA

2009 People's Choice Award

Virginia School Board Association
Poquoson Elementary School, Poquoson, VA

2009 Platinum Design Award

Virginia School Board Association
Poquoson Elementary School, Poquoson, VA

2009 Green Innovation Award Institutional K-12

Virginia School Board Association
Poquoson Elementary School, Poquoson, VA

2009 VEFP Honorable Mention Award

Poquoson Elementary School, Poquoson, VA

**2009 Citation of Excellence for Outstanding
Education Facility**

AIA Virginia
Poquoson Elementary School, Poquoson, VA

2009 Honorable Mention

AIA Virginia
Poquoson Elementary School, Poquoson, VA

2008 Honor Award for Excellence

AIA Central Virginia
Wilsdorf Hall, University of Virginia

2007 GoGreen Honor Award

James River Green Building Council (JRGBC)
Poquoson Elementary School, Poquoson, VA

2007 VSAIA Jury Citation Award

The Community Chalkboard and Podium,
Charlottesville, VA

2007 Virginia ASLA Award

The Community Chalkboard and Podium, Charlottesville, VA

2007 Distinguished Design Award

Virginia School Board Association
Daniel Morgan Middle School, Winchester, VA

2007 People's Choice Award

Virginia School Board Association
Daniel Morgan Middle School, Winchester, VA

2007 VEFP Merit Award

Daniel Morgan Middle School, Winchester, VA

2007 VEFP Merit Award

A.R. Ware Elementary School, Staunton, VA

2007 VEFP Merit Award

T.C. McSwain Elementary School, Staunton, VA

2006 GoGreen Honor Award

James River Green Building Council (JRGBC)
Poquoson Elementary School, Poquoson, VA

2006 VEFP Merit Award

A.R. Ware Elementary School, Staunton, VA

2006 VEFP Merit Award

T.C. McSwain Elementary School, Staunton, VA

2006 VEFP Merit Award

Daniel Morgan Middle School, Winchester, VA

2005 GoGreen Honor Award

James River Green Building Council (JRGBC)
Free Union Country School, Free Union, VA

PROFESSIONAL AWARDS**2025 ICON in Education Award Recipient**

Learning By Design

2023 USGBC National LEED Fellow

US Green Building Council

2018 Planner of the Year

Virginia Chapter of the Association
for Learning Environments

BY ROB

Virginia Town & City, Rob Winstead, "Schools as Community Catalyst: Happy, Healthy, and High-Performing" pp. 21-23. May 2021.

Green Schools National Network, Rob Winstead, "Discovery Elementary: A 3D Textbook Comes to Life", Catalyst Quarterly. March 2019.

Green Schools National Network, Rob Winstead "Educating Generations of Water Stewards Through Net-Zero Water Schools," Catalyst Quarterly. March 2018.

School Planning and Management, Rob Winstead and Terry Hoyle, "Learning Studios and Classroom Design: When Students Become the Masters of Their Own Learning" June 2017.

School Planning and Management, Rob Winstead and Jennifer Henrikson, "Designing for the Community" August, 2013.

Environmental Design + Construction, "Perspectives on Past, Present and Future of Design," December, 2011.

School Planning & Management, Rob Winstead and Rich Corona, "Implementing Building Envelope Improvements" June, 2011.

Environmental Design + Construction, Rob Winstead, "Integrating Sustainable Design to Reduce Costs". pp. 14-18, March, 2011.

"Rob Winstead sets a new standard for practice: creating inspirational learning environments that show the power design has to change the world. Through built work, advocacy, and mentorship, he's fostering the next generation of climate leaders and fighting for their future."

Pauline Souza, FAIA, LEED Fellow, WELL AP, LFA Partner + Director of Sustainability, WRNS Studio

ABOUT OR QUOTING ROB

Designwell, Nick Boever, "Rob Winstead Builds Community Spaces that Serve People and the Planet," December 21, 2021.

ArchDaily, Eric Baldwin, "Design Should Educate and Uplift: VMDO's Rob Winstead on Social Justice and Building Sustainable Futures," July 09, 2020.

Interiors + Sources Magazine, Robert Nieminen, "The North Stafford H.S. Library Embraces the Maker Trend," August 23, 2018.

Commercial Architecture, "Beyond Glass – Transforming Learning Environments into Hallmarks of Well-being and Energy Efficiency". 2017.

Commercial Building Products, Kenneth W. Betz, "Will Your Next School be Net-Zero?" March, 2014.

Building Design + Construction, David Barista, "Net-zero movement gaining traction in U.S. schools market" November 05, 2013.

High Performance Buildings, Wyck Knox and Steve Davis, "Nature as Teacher: Manassas Park Elementary School and Prekindergarten". pp. 36-45, Fall, 2010.

Inform, "Greening the Classroom". v.5, pp. 14-19, Fall, 2010.

GreenSource, "Curing Nature Deficit Disorder". pp. 66-69, July, 2010.

Environmental Design + Construction, "It's Getting Hot in Here...", May, 2009.

Inform, "The Community Chalkboard: A Monument to Free Expression." Charlottesville, VA. v.3, pp.44, Fall, 2007.

Architecture, "The Community Chalkboard: A Monument to Free Expression." Charlottesville, VA. May, 2006.

Inform, "Canal Basin Square, Scottsville, VA." v.3, pp.30-33, Fall, 2005.

Ford, Alan, et al. *Creating the Regenerative School*. ORO Editions, 2024.

"Rob Winstead has led some of the most impactful and inspiring K12 projects in the country, and in so doing has made an indelible mark on the green schools movement.

His steadfast commitment to ensuring that each school environment is optimized for energy and water use, environmental health and wellness, and connected learning has yielded examples that show other designers and school leaders what is possible.

He is generous with his time and knowledge-sharing, so the school projects that he has been a part of bringing to life have become resources for a generation of green school designers."

Anisa Heming
Director, Center for Green Schools
U.S. Green Building Council

ABOUT ROB'S WORK

Academies of Loudoun

Kapp, Emma. 'Stantec's design of the Academies of Loudoun integrates STEM and CTE Programs.' PRISM: Sustainability in the Built Environment. 27 February 2019.

Nadler, Danielle. 'Academies of Loudoun Unveiled.' Loudoun Now. 11 October 2017.

Brownsville Elementary School

Palka, Liz. 'Sneak Peek at Major Renovations to Albemarle County Schools.' 20 August 2009.

Cardinal Elementary School

Yang, Maya. 'The US public schools redesigning buildings with climate in mind.' The Guardian. 18 August 2021.

Daniel Morgan Middle School

Jones, Angela. 'School wins 3 awards.' The Winchester Star. 29 November 2007.

Manassas Park Elementary School

Libby, Brian. 'Quick Study: After just three years of operations, Manassas Park Elementary School and Pre-K is already teaching many about efficiency.' Eco-Structure Magazine. 4 June 2012.

Miazga, Mike. 'Creatively Green.' PM Engineer Magazine. April 2012. 16-18.

Jost, Daniel, ASLA. 'Outside Is In.' Landscape Architecture Magazine. January 2012. 82-91.

Knox, Wyck and Steve Davis. 'Nature as the Teacher'. High Performance Buildings. Fall 2010. 36-45.

Dickinson, Elizabeth Evitts. 'Greening the Classroom'. Inform Magazine. 2010: Number Five. 14-19.

Hendrickson, Marlene L. 'Uniquely Exceptional Design'. Learning By Design. Fall 2010. 4-5.

Malone, Alanna. 'Curing Nature Deficit Disorder'. GreenSource. July + August 2010. 66-69.

Long, Cindy. 'Let the Sun Shine In'. National Education Association Today. March / April 2010. 34-35.

Scarton, Jr., Bennie. 'Moving Say for Manassas Park Elementary'. InsideNova.com. 27 April 2009.

Birnbaum, Michael. 'Manassas Park Fulfills Goal of Rebuilding Schools'. The Washington Post. 25 April 2009.

Walker, Keith. 'Manassas Park Elementary goes Green'. InsideNova.com. 8 April 2009.

Stewart, Amanda. 'Manassas Park Officials Outline Plans for School'. Manassas Journal Messenger. 28 March 2009.

Pen Y Bryn Upper School

Domzaliski, Kaylee. 'What it's like teaching and learning in a school built for wellness.' Education Week. February 7, 2023.

Domzaliski, Kaylee. 'This school is a model for wellness and student learning. See why.' Education Week. January 31, 2023.

Bender, Susan. 'Stantec designs first WELL Gold certified high school in the U.S.' Archinect. May 22, 2022.

Parsi, Novid. 'A Quaker high school in Maryland is the first in the U.S. to get WELL Gold certification.' Building Design + Construction. 16 May 2022.

Poolesville High School

Griffin, Elia. 'Poolesville High students, staff celebrate new building.' Bethesda Magazine. 4 April 2024.

Ferguson, Noah. 'Poolesville boys' basketball goes on the road again... and again... and again.' The Washington Post. 19 February 2025.

Poquoson Elementary School

Williams, Jennifer L. 'Poquoson Opens Doors to New Elementary School.' The Daily Press. 3 September 2008.

Williams, Jennifer L. 'New building offers kids environmentally-friendly place to learn.' The Daily Press. 2 September 2008.

Forest, Angela. 'Elementary School Uses Earth Tones to Teach.' The Daily Press. 18 August 2007.

Grimes, Cathy. 'Building a Smarter School'. The Daily Press. 30 July 2007.

Unknown. 'James River Green Building Council Recognizes Poquoson Elementary School'. The Richmond-Times Dispatch. 20 May 2007.

Unknown. 'Going Green.' The Daily Press. 8 December 2006.

Grimes, Cathy. 'Poquoson Breaks Ground on Innovative School.' The Daily Press. 2 November 2006.

Shihadeh Innovation Center

Williams, Molly. 'Documentary focuses its lens on Innovation Center.' Winchester Star. 3 March 2024.

Merod, Anne. 'A sneak peek at the new Shihadeh Innovation Center.' Winchester Star. 7 July 2021.

Truesdell Elementary School

Allen, Gabby. 'DC Mayor celebrates multi-million-dollar modernization project at Ward 4 school.' DC News Now. 3 September 2008.

Ramirez, Eric. 'Mayor Bowser to celebrate Truesdell Elementary's modernization with ribbon-cutting ceremony in Washington DC.' Hoodline. 29 August 2025.

NATIONAL

**A4LE Energy, Carbon, and Policy Symposium
"Raising the Bar: Lessons from a Decade of Net-Zero Energy Schools"**

Arlington, VA | June 2025

Speaker. Interactive presentation on lessons learned from the design, construction, and operations of net-zero energy schools in Arlington, VA with Jeff Chambers, AIA (Director of Design and Construction) and Tanner Prime, Energy and Stormwater Manager at Arlington Public Schools. 100 attendees.

**2024 AIA Conference on Architecture & Design
"Net Zero Energy Buildings in Arlington, VA"**

Washington, DC. | June 2024

Tour Guide. Organized and led tours of three Net-Zero Energy projects in Arlington, VA. 80 attendees.

**2024 AIA Conference on Architecture & Design
"Getting to Net Zero: A Case Study of Arlington Public Schools"**

Washington, DC. | June 2024

Speaker. Presentation on thought leadership, strategies and best practices on the design, construction and operations of Net Zero Energy Schools, the benefits of verification and certification systems, and the shifting focus to carbon and embodied energy. 125 attendees.

**Green Building Matters Podcast
"Interview with K12 Studio Leader and LEED Fellow Rob Winstead"**

Interviewee. Conversational [interview](#) with Charlie Cichetti, AIA, LEED Fellow on my career in architecture, my experience and expertise in green building, advice for young architects, and the path to becoming a LEED Fellow.

**2018 Greenbuild Conference
"Building as a Teaching Tool"**

Chicago, IL | November 2018

Speaker. Presentation with Brittney Butler (Founder, Iconograph), Tony Hans, PE (Vice President, CMTA) and Keith Reeves (Educator, Discovery Elementary School) on leveraging the building as a teaching tool, the LEED School as a Teaching Tool innovation credit, the Integrative Process credit, the Green Building Education innovation credit, and engaging teachers to establish linkages between curriculum, building design, systems design, and environmental graphics. 150 attendees.

**Association for Learning Environments PNW
Annual Conference
"Net Zero Energy Schools – What, Why and How"**

Banff, Alberta, Canada | May 2017

Speaker. Presentation with Cam Munro, Specifications and Standards Specialist for the Government of Alberta on the role that NZE schools can play in Canada's transition to a low-carbon economy and prepare students for the careers of the future. It shared relevant projects across North America, systems choices, useful tools, best practices, and incentive programs and strategies to maximize funding for teaching and learning. 100 attendees.

**Association for Learning Environments Conference
"Reaching Every Student: 21st Century Library Renovation at Brooke Point High School"**

Philadelphia, PA | September 2016

Speaker. Presentation with Karen Duffy (Director of Libraries and Special Programs, Stafford County Public Schools) on the transformational renovation of an existing library to integrate technology, increase student engagement, and share lessons learned from post-occupancy evaluations. 75 attendees.

**Construction Owners Association of America (COAA) National Owners Leadership Conference
"Maryland Net-Zero Energy Schools – Why and How"**

Baltimore, MD | May 2015

Speaker. Presentation with Rory Spangler (Senior Energy Program Manager, Maryland Energy Administration) on the MEA Net Zero Schools program, including goals, funding, projects, strategies, and lessons learned.

**Green NC
"Every Child Deserves a School Like This: The Story of Gloria Marshall Elementary School"**

Raleigh, NC | September 2012

Speaker. Presentation on a NZE-ready, LEED Gold certified elementary school designed as a teaching tool. Review of strategies, best practices, connections to curriculum, post-occupancy evaluation results and lessons learned. 150 attendees.

"Over the two and a half decades that I have had the pleasure of working with (and competing against) Rob Winstead, I have truly been impressed by his knowledge, passion, and effectiveness at getting the job done. He has had an exceptional impact within K12 high performance design.

He is a gifted communicator and has positively impacted thousands of others through his ongoing efforts with teaching, mentoring, presenting, and publishing written works."

Bryna Dunn, AICP, Associate AIA, LEED Fellow
Vice President
Moseley

NATIONAL (CONTINUED)

**CEFPI Net-Zero Conference
"Net-Zero Energy Learning Environments -
Believable, Achievable, and Necessary"**

Irving, TX | November 2011

Speaker. Presentation to educational facilities planners administrators, and operators on trends, research, strategies, funding, and operational savings for NZE schools and how to apply lessons learned in districts across the United States. 150 attendees.

**CEFPI National Conference
"The OAN Classroom Competition: Collaborating
with Students to Design the Classroom of the
Future".**

San Jose, CA | September 2010

Speaker. Presentation on the process and product of a competition entry for the classroom of the future designed with a group of high school students from the Napa New Tech High School. Review of the experiential learning curriculum developed to engage students in the design of a sustainable, modular classroom prototype that can be flatpacked and deployed anywhere in the world, assembled without specialized equipment, and adapted by the community as needs evolve. 100 attendees.



Rob Winstead, AIA, LEED Fellow, ALEP | Object Two Practice, Technical Advancement

**MiAPPA Conference
"Breadth and Depth: Simultaneous Approaches to
Greening the University Campus"**

Ann Arbor, MI | February 2010

Speaker. Presentation to facilities planners, operators, and administrators on an approach to sustainability for higher education that combines aspirational, showcase facilities with comprehensive strategies and policies for large-scale conservation to help institutions achieve their climate goals. 75 attendees.

**Great Schools by Design Forum
American Architectural Foundation
"High-Performance Schools in the Mid-Atlantic"**

Washington, DC | November 2007

Speaker and participant in a forum focused on advancing school design across the U.S. Presented case studies of high-performance schools in the Mid-Atlantic and identified opportunities and challenges for application in other regions. 50 participants.

**USGBC Greenbuild Conference
"Case Studies in High-Performance Schools"**

Chicago, IL | November 2007

Speaker. Presentation on high-performance schools, using relevant project examples from across the country and focusing on strategies, best practices, and lessons learned to apply in districts across the country. 150 attendees.

**AIA Mainstreaming Green Conference
"Sustainability and Form: Site as Content"**

Chattanooga, TN | October 1999

Speaker. Presentation on how sustainability can be a primary driver of architectural form, using the social, cultural, economic, and ecological forces acting on the site as the content of the design. Reviewed examples from architectural history and a graduate thesis on the sustainable redesign of an industrial site destroyed by a tragic fire in Lawrence, MA. 75 attendees.

REGIONAL

**Virginia House of Delegates Select Committee
Testifying for School Safety****Virginia School Boards Association Conference on
Education "Inclusive Spaces in Schools"**

Richmond, VA | July 2022

Speaker. Presentation with Kim Powell (Chief Operations Officer, Charlottesville City Schools) on how spaces in schools can be designed to be more equitable and inclusive. Review of research, strategies, best practices, and lessons learned in leveraging space to support JEDI goals in schools. 50 attendees.

**Montgomery County Energy Summit
"Getting to Net-Zero Energy: A 12-Step Program"**

Montgomery County, MD | November 2020

Speaker. Presentation with Wyck Knox of VMDO and Bryan Turner of CMTA on the proven, replicable strategies and steps necessary to achieve net-zero energy performance. Review of resources, funding, and opportunities for the future. 150 attendees.

**Architecture Exchange East
"High-Performance Buildings: An Owner's Panel"**

Richmond, VA | November 2020

Moderator. Rob facilitated a conversation with three building owner/operators on the opportunities and challenges of operating high-performing buildings, offering strategies and lessons learned for improving performance and keeping clients happy. 75 attendees.

**DMV Net-Zero Energy Coalition
"Net-Zero NOW!"**

Washington, DC | November 2019

Speaker. Presentation to one of the early meetings of the coalition, encouraging immediate and meaningful progress toward the goals of the Clean Energy DC Act and sharing strategies and best practices to minimize energy and carbon in the built environment. 150 attendees.

REGIONAL (CONTINUED)

Virginia Chapter of the Association for Learning Environments (VA4LE) Annual Conference
“Early Childhood Education: Lessons from the Past and Possibilities for the Future”

Williamsburg, VA | April 2018

Speaker. Presentation with four educators on the research and trends in early childhood education, leveraging three case studies to illustrate how facilities can support and enhance learning and development. 50 attendees.

VCU Facilities Department
“Breadth and Depth: Simultaneous Approaches to Greening VCU”

Richmond, VA | April 2014

Speaker. Presentation to facilities planners, operators, and administrators on an approach to sustainability for higher education that combines aspirational, showcase facilities with comprehensive strategies and policies for large-scale conservation to help institutions achieve their climate goals. 40 attendees.

“Establishing an Energy Budget: Working with Your A/E/C Team to Set a Target and Create Accountability”

Richmond, VA | February 2013

Speaker. Presentation with a mechanical engineer and a building operator on how establishing an energy budget during early planning provides the clarity and accountability required to make meaningful improvements in building performance. 60 attendees.

VCU Sustainability and Energy Conference
“Can Virginia Do Net-Zero Energy Schools?”

Richmond, VA | January 2013

Speaker. Presentation to encourage net zero energy as an aspirational target for all public schools in Virginia, using case studies from around the country to illustrate best practices and applicability in the region. 100 attendees.

Virginia Educational Facilities Planners Conference
“Sustainable Operations and Maintenance”

Roanoke, VA | February 2012

Speaker. Presentation on operations and maintenance strategies and best practices to both reduce costs and maximize the benefits of a healthy, high-performing building. 50 attendees.

Virginia Educational Facilities Planners Conference
“Net-Zero Energy Learning Environments - Believable, Achievable, and Necessary”

Roanoke, VA | March 2009

Speaker. Presentation to encourage net zero energy as an aspirational target for all public schools in Virginia, using case studies from around the country to illustrate best practices and applicability in the region. 100 attendees.

Virginia Sustainable Building Network, State of High Performance Schools Conference
“Case Studies in Sustainable Design & Construction”

Charlottesville, VA | May 2008

Speaker. Presentation on three award-winning schools, the first to achieve LEED Gold certification in Virginia, focusing on reduced operations costs, improved health and well-being, and the building as a teaching tool. 100 attendees.

Educational Facilities Planners Conference
“Award-Winning Schools in Virginia”

Roanoke, VA | March 2008

Speaker. Presentation on three award-winning schools, the first to achieve LEED Gold certification in Virginia, focusing on the benefits of building rating systems, including benefits, challenges and strategies in school design and construction. 75 attendees.

ACADEMIC

Architecture School, University of Virginia
“School Design: Translating Research to Practice”

Charlottesville, VA | January 2023

Lecturer. Presentation to students and faculty participating a schools studio on the fundamentals of school design, current research on school facilities, and how that research can be applied in the development of learning environments. 75 attendees.

University of Virginia Sustainability Partners
“Restorative, Regenerative, and Resilient: The Future of the Built Environment”

Charlottesville, VA | May 2018

Speaker. Presentation to academic, administrative, and operations departments at UVA on the future of the built environment, summarizing a variety of strategies, including Net-Zero Energy/Water, embodied energy/carbon, biophilia, resilience, equity, and restorative design, and rating systems, including LEED, WELL, Passive House, and the Living Building Challenge, and how they can be applied in helping UVA and similar institutions achieve their climate goals. 100 attendees.

College of Design, Construction, and Planning,
University of Florida

Green Building Learning Collaborative

“Net Zero Energy Schools: What, Why, and How”

Gainesville, FL | March 2017

Speaker. Presentation to students and faculty on NZE Schools, including projects, research, strategies, lessons learned, opportunities and challenges to achieving net-zero energy performance. 50 attendees.

Section 3: Exhibits

- 3.1 Cardinal Elementary School
- 3.2 Manassas Park Elementary School + Pre-K
- 3.3 Poquoson Elementary School
- 3.4 Frederick County Middle School
- 3.5 Shihadeh Innovation Center
- 3.6 Educational Visioning
- 3.7 Change Leadership In Practice
- 3.8 Pro Bono: Free Speech Monument



Frederick County Middle School

Architecture Firm of Record + Design Firm: VMDO Architects

Completion: 2021

Role of Nominee: Project Planner

Opened in September 2021, Cardinal Elementary School sets new standards for design excellence in sustainability, energy performance, and innovative learning environments for Arlington Public Schools.

This 111,974 sf renovation and addition follows in the footsteps of the NZE milestone established by Discovery Elementary and the four-story NZE school precedent established by Fleet Elementary (both by VMDO), but this time addressing the dual challenges of adaptive reuse and density.

Challenge:

Deliver Arlington Public Schools' first NZE renovation + addition, in intensive collaboration with the community, while improving neighborhood resilience and preserving precious open space.

Role:

As the lead planner for the project, Rob led an inclusive visioning and planning process involving more than 70 stakeholders, resulting in the development of a shared vision, aspirational performance goals, and a preferred conceptual design for the site and building.

Awards/Publications:

- 2024 AIA Education Facility Design Award
- 2024 Virginia Flood Mitigation Project of the Year
- Silver Design Award, Association for Learning Environments (A4LE)
- Merit Award, DESIGNArlington
- Gold Design Award, Virginia School Board Association
- Design + Construction, USGBC Leadership Award



Declaration of Responsibility: I have personal knowledge of the nominee's responsibility for the exhibit listed above. That responsibility included: Project under direction of the nominee; Nominee's firm executed the project.

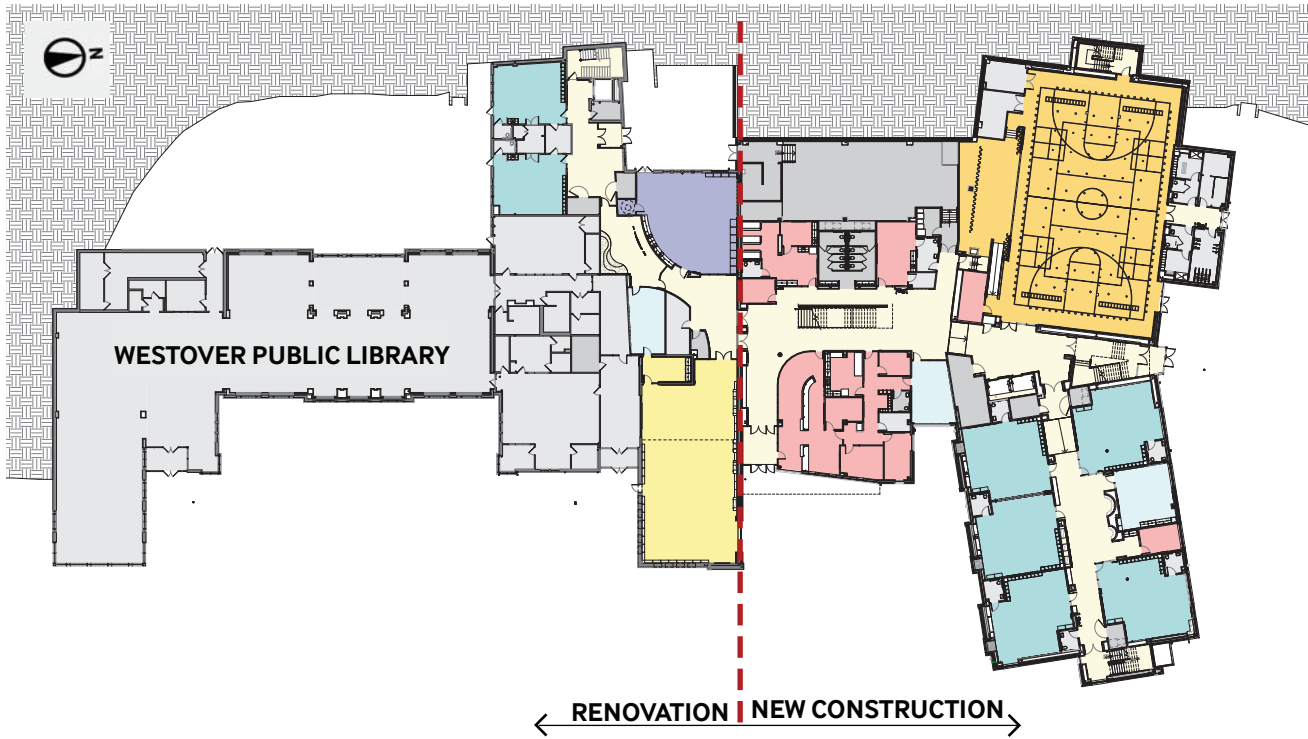
- Terry Forbes, AIA | Managing Principal, VMDO Architects

3.1 Cardinal Elementary School

SERVICE TO THE PROFESSION

CHANGE LEADERSHIP

BREAK-THROUGH PROJECTS



Floor Plan Key

- Mechanical, Toilets, Storage
- Circulation, Breakout Space
- Library, Dining Commons
- Gym + Stage
- Small Group Instruction
- Classroom
- Art + Music
- Staff Support, Office, Admin.

The community-led design preserved precious open space as a neighborhood asset and ensured access to the adjacent Westover public library throughout construction.



3.1 Cardinal Elementary School

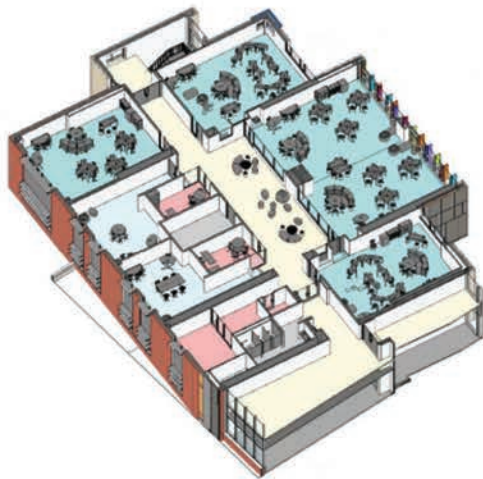
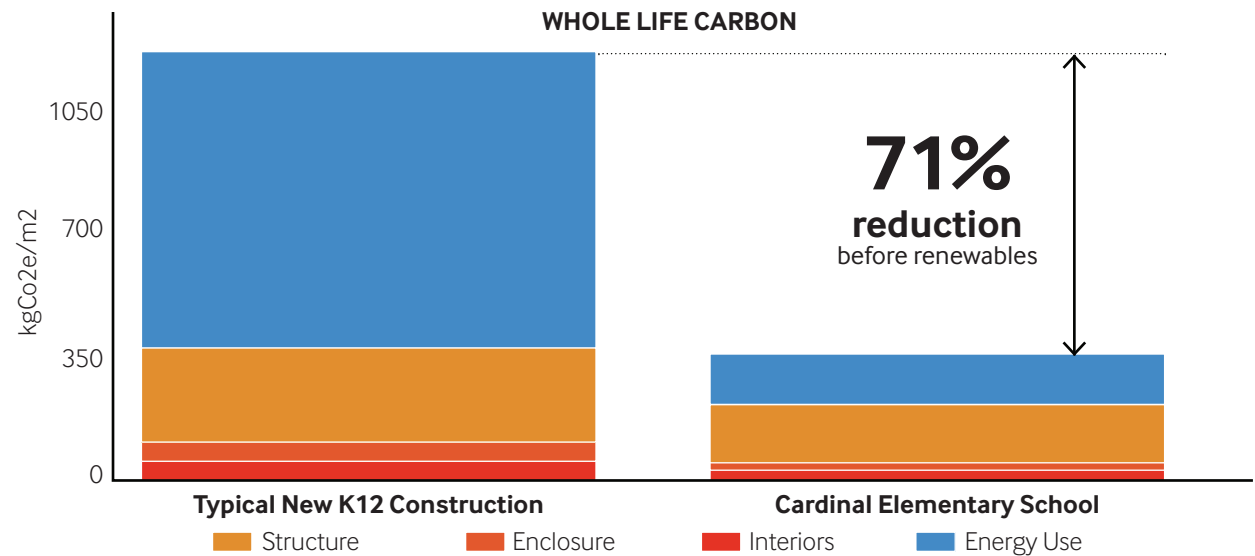
SERVICE TO THE PROFESSION

CHANGE LEADERSHIP

BREAK-THROUGH PROJECTS

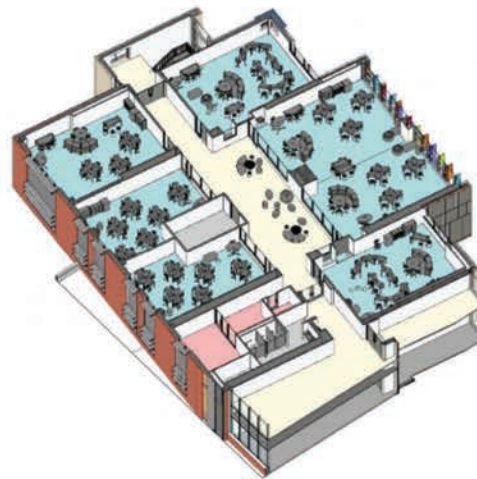
Early in his career, Rob recognized the synergy at the intersection of learning and sustainability—that quality learning depended on daylight, views, fresh air, thermal comfort, physical activity, and wellness, and that a just and sustainable future depends on an educated community, a deep, personal connection to place, and a commitment to stewardship. In response, his school designs:

- Focus on the whole learner, leveraging research to address mental, physical, and emotional needs.
- Are agile and adaptable, designed with a long life, loose fit approach that can adjust as programs evolve.
- Meet the highest standards of performance to promote health and wellness and minimize operations costs.
- Leverage the building and site as a teaching tool, offering authentic, experiential learning opportunities that engage learners and encourage stewardship.
- Position the school as social infrastructure, addressing the varied needs of the community and inviting shared use.



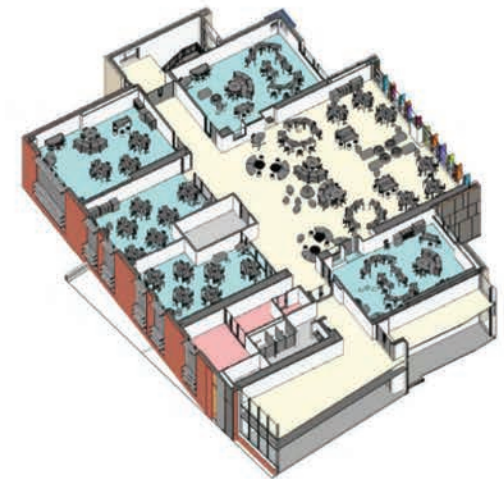
Base Design

The base design shows five classrooms with two supporting small-group instruction rooms.



Expanded Capacity

Removing strategic partitions increases learning community capacity by 40%.



Open Studio

Operable partitions and sliding doors allow for maximum space flexibility.

3.1 Cardinal Elementary School

SERVICE TO THE PROFESSION

CHANGE LEADERSHIP

BREAK-THROUGH PROJECTS

(Right) In July of 2019, Arlington Virginia was hit with a major weather event – a month’s worth of rain fell in a few hours. With the County providing the extra funding, the project team modified the construction sequence and incorporated a massive water detention vault underneath the playfields. Because of the low-energy, high-density design, no additional electrical service was required to accommodate the additional construction and space was available for the massive vault.

The structure can hold over four million gallons of water, supporting neighborhood resiliency for an area 32 times bigger than the project site. The vault is one of the largest structures of its kind on the East Coast.



Impact:

- The design employs several strategies including the adaptive re-use of the site’s existing library, a massing that prioritizes solar access on all roofs, and a geothermal heat pump system.
- The LEED Gold Certified, net-zero energy ready Elementary School fosters collaboration, interaction, innovation, and invention. Designed as a living lab for sustainable practices, Cardinal Elementary School encourages creativity, curiosity, and joy within an actively engaged community.



Ripple:

- Improved resilience. The vault includes six sensors that measure flow velocity, two sensors that measure water depth, and one rain gauge, the results of which are publicly available. The highest water level recorded to date is 45 inches on June 13, 2025 during a 2-year storm event.
- NZE, Education + Resilience Model. The school and stormwater vault have been toured by school districts and municipalities within and outside of the DMV as a model of maximizing the value of community assets.

"Rob is an invaluable and inspiring leader in the green schools movement. Through his innovative projects, compelling presentations at the Green Schools Conference, and insightful contributions to Green Schools Catalyst Quarterly, Rob has elevated the conversation on sustainable education. His work helps school and district leaders understand how thoughtful design can enhance the health and wellbeing of everyone.

As Executive Director of the Green Schools National Network, I have consistently sought Rob's expertise to help expand our movement and deepen community commitments to health, equity, and sustainability in education. Rob's transformative approach continues to accelerate the Green Schools movement and sets the stage for a more resilient future."

Jennifer Seydel
Executive Director
Green Schools National Network (GSNN)

Architecture Firm of Record + Design Firm: VMDO Architects

Completion: 2009

Role of Nominee: Project Architect

The project includes both a Pre-K Center and an Upper Elementary School. A rare public school building designed specifically for three and four year olds, the Pre-K Center contains right-sized elements such as cave-like reading nooks and a four foot entrance door. Conversely, the upper elementary school includes specialty rooms typically found in middle and high schools: science labs, art & music rooms, a full sized gym, and professional office space for teachers. The project is an early and well-known model for green schools and celebrates its close relationship with the adjacent mixed hardwood forest.

Challenge:

Design a sustainable PK-5 campus on a very constrained site adjacent to Camp Carondelet.

Role:

As lead designer and project architect, Rob Winstead played a pivotal role in conceptualizing and executing these groundbreaking projects, ensuring that the school became a model for sustainable and educationally enriching environments for schools across the nation.

Awards/Publications:

- 2011 AIA Committee on the Environment (COTE) Top Ten Award
- AIA Education Facility Design Award
- Shirley Cooper Award
- AIA Virginia Award for Excellence
- Learning by Design Grand Prize Award
- AIA Central Virginia Honor Award
- Virginia School Boards Association Distinguished Design Award

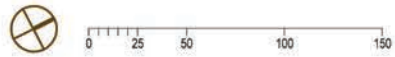


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- Terry Forbes, AIA | Managing Principal, VMDO Architects

FLOOR PLANS

- SUMMER HOUSE
- AUTUMN HOUSE
- WINTER COMMONS
- SPRING HOUSE



- 1 TYPICAL PRE-K CLASSROOM
- 2 TYPICAL CLASSROOM
- 3 TEACHER SUPPORT
- 4 CAFETERIA + COMMONS
- 5 MUSIC
- 6 GYMNASIUM + ASSEMBLY
- 7 STAGE
- 8 DELIVERIES
- 9 ADMINISTRATION
- 10 LIBRARY
- 11 ART
- 12 BIO-RETENTION CLASSROOM
- 13 EDUCATIONAL COURTYARDS





FOREST FLOOR

The wood boards that line the hallways of the Autumn House are made from the trunks of hardwood trees native to Northern Virginia: White Ash, Yellow Poplar, Red Maple, Black Cherry, White Oak and Red Oak. In Autumn, the leaves from these trees fall and return nutrients to the soil. This provides favorable micro-habitats for many animals and plants.



**Impact:**

- Teaching extends outdoors with two forested courtyards and an outdoor classroom around a bioretention basin. A rainwater harvesting cistern even serves as a place for learning: it is equipped with a colorful rain gauge and large scale graphics explaining the hydrologic system and the impact of rainwater harvesting. The cistern and outdoor classroom create usable learning space out of what would otherwise be a fenced off, muddy retention pond.
- The project is LEED Gold Certified and is widely recognized as a pioneer of green schools. It was the first public K12 school to be named a Top Ten Project by the AIA Committee on the Environment.

Ripple:

- Building as a Teaching Tool: The project was an early example of using the building itself as a learning resource, with features like the rain cistern doubling as an educational tool to teach students about sustainability.
- Influencing School Design Standards: The success of the project has inspired other schools to incorporate sustainability and innovative learning environments, advancing best practices in educational design.
- Community and Environmental Impact: The school fosters a deep connection between students, their community, and the environment, creating long-lasting cultural and ecological awareness.

“When people tell me they want to build a great green school, I tell them the first thing they need to do is pay a visit to Manassas Park Elementary School.”

Rachel Hodgdon
Former Director, USGBC Center for Green Schools
CEO, International WELL Building Institute

Architecture Firm of Record + Design Firm: VMDO Architects

Completion: 2008

Role of Nominee: Project Architect

Located on a 22-acre site, the 80,000 square foot school was designed to house third through fifth grade with the ability to include sixth grade in the future. Like most of Poquoson, the site is in the FEMA 100-year flood plain, approximately 6 feet above sea level. This project replaced an existing 3-5 elementary school that was flooded by Hurricane Isabel. Together the new building and existing wetlands at the back of the site provide an opportunity to create a unique learning environment, provide public access to the water, improve resilience, and create a new civic space on the Chesapeake Bay.

Challenge:

Designing a sustainable school in a flood plain at the mouth of the Chesapeake Bay.

Role:

As the educational planner and project designer, Rob Winstead played a pivotal role in conceptualizing and executing the design of Poquoson Elementary School. His leadership ensured the integration of sustainable practices and the creation of a learning environment that serves as a model for future educational facilities.

Awards/Publications:

- AIA Virginia Citation of Excellence for Outstanding Education Facility
- Learning By Design Grand Prize Award
- Virginia School Boards Association People's Choice Award
- Association for Learning Environments Design Concept Award



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- Terry Forbes, AIA | Managing Principal, VMDO Architects

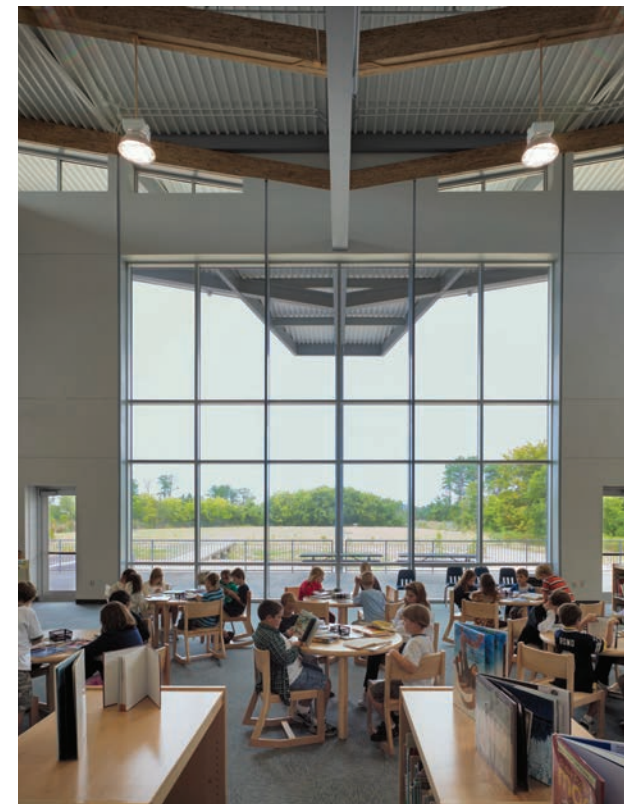


Impact:

- The project was the first LEED Gold Certified Elementary School in Virginia and has won numerous awards for educational design, setting a precedent for sustainable educational architecture.
- Innovative Learning Environment: The 80,000-square-foot facility is organized in unique and identifiable small learning communities.
- Community Integration: The design fosters a strong connection between the school, the community, and the Chesapeake Bay.
- Resilience in Design: Strategically elevated to address its location within the FEMA 100-year floodplain, ensuring long-term operational sustainability.

Ripple:

- Influence on Future Projects: The school's design principles have informed subsequent educational facility projects, promoting best practices in sustainable and community-oriented school design.
- Educational Model: Serves as a benchmark for integrating sustainability and community-focused design in educational facilities.
- Recognition: Earned multiple accolades, including the Grand Prize Award from Learning By Design and a Design Concept Award from the Virginia Chapter of the Association for Learning Environments.



"The design team was very clever... Every part of the building becomes a learning opportunity. The smaller-scale learning spaces are really excellent and the quality of the materials is exceptional. There's an integrity and an honesty in the way that the design plan is implemented. Plus, this is really the age when students are moving from home life to community life, and this building supports that transition."

Juror Comments
American School Board Journal's *Learning By Design* Awards

Architecture Firm of Record + Design Firm: Stantec

Completion: 2016

Role of Nominee: Project Architect

Three-story “Learning Houses” surround outdoor learning courts and connect to shared public programs via a Learning Commons. Nine “learning communities” within the learning houses promote a sense of identity while supporting interdisciplinary, collaborative, one-to-one, and self-guided learning environments. Built-in flexibility allows teachers and students to adapt the spaces to meet current needs and future curriculum changes.

Challenge:

Design a school that meets the specific needs of the adolescent learner and serves as community infrastructure for an underserved, rural community.

Role:

As the primary designer and project architect, Rob played a central role in every phase of the project, from the initial visioning and programming meetings through design, construction, educational commissioning, and post-occupancy evaluation.

Awards/Publications:

- 2017 Crow Island School Citation, American School + University Educational Interiors Showcase
- 2017 Grand Prize, Learning By Design
- 2016 Best Design Award – Middle Schools, Virginia Chapter of the Association for Learning Environments



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- Bill Bradley, PhD, AIA, ALEP, LEED AP | Practice Leader, Stantec

**Impact:**

- Frederick County Middle School is a net zero water school, including rain-water harvesting and on-site waste-water treatment.
- The building was designed to be net zero energy ready and uses 70% less energy than a typical school design, resulting in significant operational savings for the district.
- The school's design features daylight and views in 100% of instructional areas.
- The building includes a number of shared-use programs, serves as a community center for a remote portion of the county, and operates well outside the typical school schedule.

Ripple:

- The planning process resulted in an Educational Specification that has guided the development of other middle schools in the fast-growing district.
- The project and its unique features focused on the developmental needs of adolescent learners established a new benchmark for middle school design in the region.
- The innovative Moving Bed Biofilm Reactor (MBBR), installed to treat wastewater onsite and avoid the costs of extending a sewer system to the rural site, proved that net-zero water is possible for large public schools and established a precedent for other projects.
- The building operates as a teaching tool, celebrating both the place and the unique opportunities and experiences of adolescence, supporting a strong sense of identity and connection.

"We are extremely proud of the new Frederick County Middle School, and pleased to see its design recognized at the national level for the way that it serves students and our community.

The student-centric building design balances the need for a practical affordable, sustainable solution with current research on effective teaching and learning, adolescent brain science, nutrition, health and well-being.

The nine learning communities are configured to promote interdisciplinary, collaborative, and self-guided learning - every inch of the school is really focused on student learning,

Rob and the design team made sure the design always kept the student in mind and focused on improving student learning."

David Sovine
Superintendent
Frederick County Public Schools

Architecture Firm of Record + Design Firm: VMDO Architects

Completion: 2021

Role of Nominee: Principal-in-Charge

Communities nationwide face a growing gap between education and the workforce, with millions of skilled jobs projected to go unfilled. The task is not just to build schools, but to re-imagine learning environments that equip students for lifelong careers, revitalize underused community assets, and connect education to opportunity. In Winchester, Virginia, the Emil & Grace Shihadeh Innovation Center offers both high school and adult learners industry-recognized credentials through an innovative program.

Challenge:

Convert a shuttered elementary school into a career and technical education (CTE) facility that is shaped by local industry needs and serves both high school and adult learners.

Role:

As Principal in Charge, Rob led the project from concept through delivery, coordinating school districts, city officials, nearby community colleges, industry partners, and neighborhood advocates to ensure designs met programmatic needs while reflecting community identity. He led the integration of adaptive reuse, flexible learning spaces, and workforce-informed programming, balancing technical complexity with social impact.

“If we can help educate and give people the chance to make good wages, and also give back to the community while we’re doing it, what bigger win can there be?”

— Jimmy Robertson
Coordinator of Innovation, Career Technical
Education & Business Partnerships
Winchester Public Schools



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- Terry Forbes, AIA | Managing Principal, VMDO Architects

Awards/Publications:

- Virginia School Board Association Platinum Design Award

Impact:

Shihadeh Innovation Center creates a regional workforce pipeline through partnerships with local industries and community college programs, offering dual enrollment, certifications, and hands-on experience.

The project demonstrates how educational environments can become engines of economic resilience, preparing individuals for meaningful work while strengthening community vitality.

Ripple Effect:

By reframing CTE facilities as community catalysts, Rob has advanced a replicable model that merges adaptive reuse, workforce-informed curricula, and student-centered design. The project has influenced how districts, municipalities, and industry partners envision career readiness facilities—shifting them from peripheral add-ons to central pillars of educational planning.

Shihadeh Innovation Center is the focus of Ted Dintersmith's new documentary, *Multiple Choice*, which premiered on 19 September 2025. In a short timeframe, the documentary has been shown—and the project discussed as a new model—at:

- Jobs for American Graduates (JAG) National Training Seminar (400 attendees)
- Salve Regina University (300 attendees)
- Virginia Film Festival (500 attendees)

The documentary trailer (<https://www.whatschoolcouldbe.org/multiplechoice>) has received over 5,000 views as of 1 October 2025.



(Above) The Innovation Center is organized around three academies – each offering programs that will equip students with the skills and credentials needed for their future careers. Technical spaces are stitched together with open commons, hubs, a forum, a cafe, and a roof terrace to promote interdisciplinary collaboration.

Civic + Social

- A Synapse Hubs
- B Genius Bar
- C Forum
- D Cafe
- E South Lobby
- F West Entry + Roof Terrace
- G East Entry
- H Food Service
- I Admin Suite
- J Commons

Health Science

- K Nursing Lab
- L Physical Therapy
- M Med Lab
- N Anatomy Lab
- O EMT Training
- P Shared Classroom

Advanced Tech

- Q A/E Drafting Lab
- R Computer Tech Lab
- S Cyber Security Lab

Prof. Skills

- T Prof. Skills Labs
- U Welding Lab
- V Carpentry Lab

Architecture Firm of Record + Design Firm: VMDO Architects, SHW Group, Stantec

Completion: Ongoing

Role of Nominee: Educational Planner

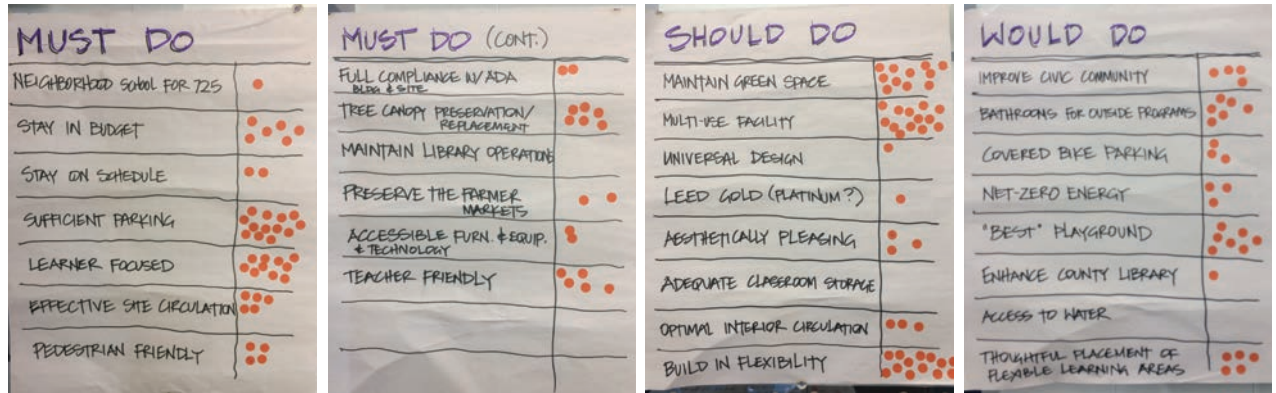
Rob advocates for exceptional learning spaces that blend thoughtful design with high performance goals. He is committed to a collaborative, integrated, and inclusive process that builds consensus, encourages innovation, and delivers customized solutions for clients and communities.

Challenge:

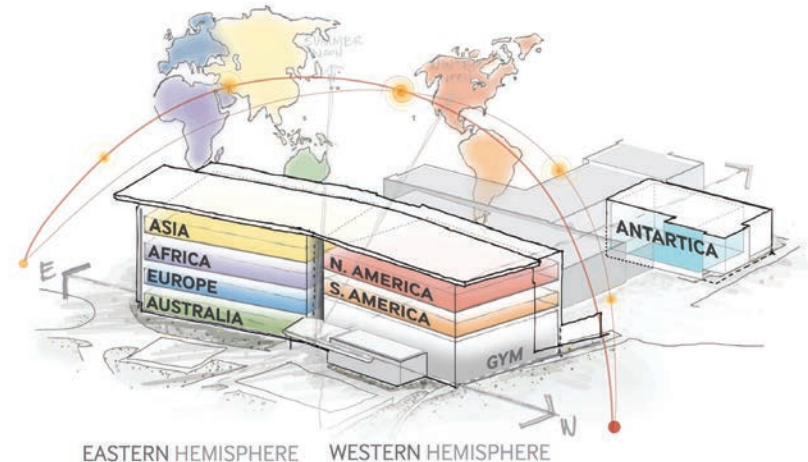
Engage the community to establish a shared commitment to happy, healthy, high-performing schools that focus on the varied needs of the whole child and serve the entire community over the long term.

Role:

As a lead educational planner, Rob supports stakeholders in the development of a vision for the future of education in their community. He seeks to understand how the building can enhance teaching and learning. He develops Feasibility Studies and Educational Specifications, facilitates planning workshops, leads educational commissioning and executes post-occupancy evaluations.



“There is no power for change greater than a community discovering what it cares about.” - Margaret J. Wheatley



(Above) Rob develops resources that help educators and the public understand and engage with the components that make up high performance learning environments, enabling them to more meaningfully contribute and resulting in place- and community-specific design responses.

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- Terry Forbes, AIA | Managing Principal, VMDO Architects

Impact:

Rob's process for engagement, visioning, goal-setting, and follow-up forms the foundation for his break-through work.

- Engaged communities: stakeholders feel heard and reflected in the project's shared values and critical success factors
- Shared goals: clear and measurable performance goals align decision-making with values, ensure healthy learning environments, and minimize operations costs.

Ripple:

- Rob's planning studies, facilities assessments, and educational specifications project have shaped the design of facilities across dozens of districts, affecting the daily experience of tens of thousands of students and educators, across design teams and project sites.
- Rob's work in educational commissioning—which teaches educators how to fully leverage their spaces to teach more effectively—supports a transfer of understanding and ownership to building users. Through this format Rob has helped hundreds of educators enact pedagogical best practices and ensured the continued performance of his projects.



TEAM ROOM

DESIGN CAPACITY: 1-12

THIS IS THE "FAMILY KITCHEN" SPACE IN THE SLC. A MEETING PLACE FOR STUDENTS AND TEACHERS TO CASUALLY INTERACT OR COLLABORATE ON SMALL PROJECTS

LOW INTENSITY LAB/ MAKERSPACE

DESIGN CAPACITY: 20-40

EQUIPPED WITH MOVEABLE WORKBENCHES AND/OR LAB TABLES WITH PERIMETER STORAGE AND SINKS THAT ALLOW STUDENTS MAXIMUM FLEXIBILITY WHEN WORKING ON "MESSY" PROJECTS



COLLABORATION COMMONS

DESIGN CAPACITY: 1-100

OUTFITTED WITH SOFT SEATING, WORK TABLES, AND MULTIPLE MEDIA DISPLAYS, THIS SPACE CAN BE ADAPTED FOR GROUP WORK, RESEARCH, OR CLASS PRESENTATIONS.

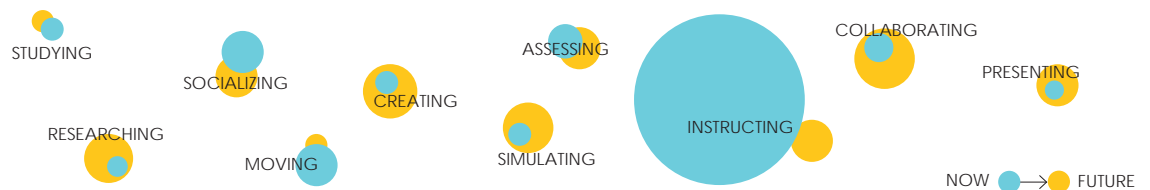
NOOK

DESIGN CAPACITY: 1-2

AN INTIMATE SPACE FOR INDIVIDUAL WORK, A PRIVATE CONVERSATION, OR ONE-ON-ONE MENTORING



Community kit of parts: creating spaces of interaction at different scales to meet different needs.



Time Per Activity Diagram: Educators provided time dedicated to activities and where they hoped to change.

Architecture Firm of Record + Design Firm: VMDO Architects, SHW Group/Stantec

Completion: Ongoing

Role of Nominee: Sustainable Design Leader / Advocate

Rob has pioneered sustainability leadership in multiple firms, leveraging that role to shape each firm's work, practice, and culture.

Challenge:

Improve performance across all projects, not just those identified as "sustainable". Increase sustainability literacy and integrate sustainability into the values and culture of the firm.

Role:

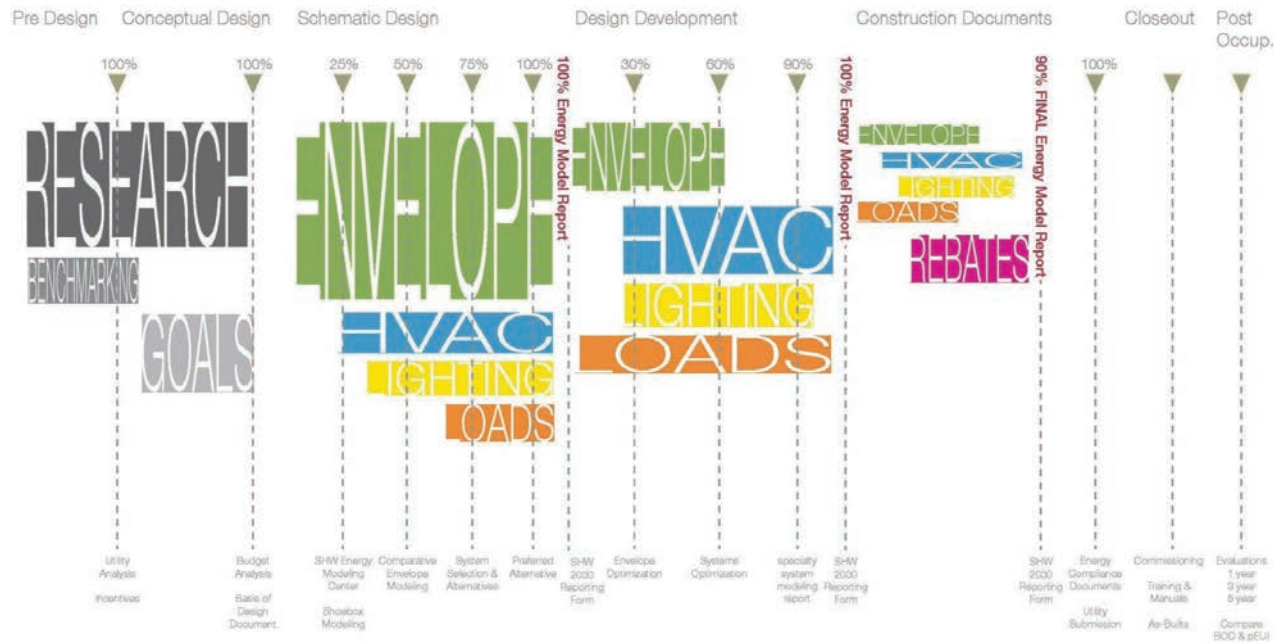
Rob served as the first Director of Sustainable Design at VMDO and at SHW Group/Stantec. In that role, he established operational policies and guidelines, created tools and resources to support projects, tracked and reported project performance, and led research, training, and mentorship programs.

Impact:

- Under Rob's leadership, all three firms became reporting signatories of the AIA 2030 Commitment.
- At SHW, he developed the firm's first Sustainability Action Plan, which included strategies for reducing the impact of both firm operations and projects.

Ripple:

- VMDO has reported to the AIA DDx for eight cycles; Stantec for seven.
- Research initiatives Rob started at SHW became the basis for Stantec's Research + Benchmarking program, which contributes over 3,000 hours annually towards research on the built environment
- In his Director role, Rob mentored dozens of young leaders who have gone on to similar sustainability roles in other firms.



SHW OPERATIONS PLAN

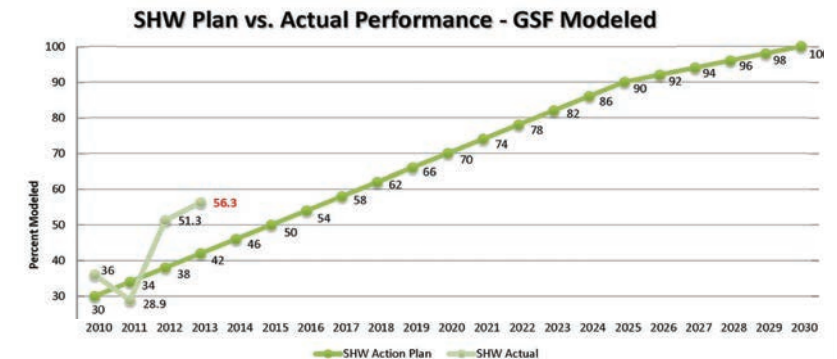
The SHW Operations Plan supports the firm's Strategic Plan and helps us **Achieve Operational Excellence** by aligning firmwide activities and reducing operational costs. It will help us **Be a Really Cool Firm** by providing a healthy, productive, and engaging work environment. It will help us **Go the Distance** by attracting and retaining top talent. Most importantly, it will help us **Live our Values**, in particular, our core value, to **Model Stewardship**.

The Operations Plan draws on the Strategic Plan vision statements to guide our firm over the next five years, including the following:

Sustainability Will Be Like Breathing

Our offices will all be "green" and highly sustainable, each following a sustainable operations plan. Sustainability will not be an add-on to our process for project development but be as important to the success of a project as quality planning, design, and documents. Sustainability will be a normal part of our practice and we will meet our goals as set forth in the 2030 Commitment. We will model stewardship of our clients' resources as well as the firm's and take great care of that which is not solely our own.

SHW Group's Sustainability Action Plan and process map. These tools increased use of energy models, improving both literacy and project performance.



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- Bill Bradley, PhD, AIA, ALEP, LEED AP | Practice Leader, Stantec

SHW Group
Charlottesville Office

Sustainability Facts

Project Size 2500 SF, Completed January 2009

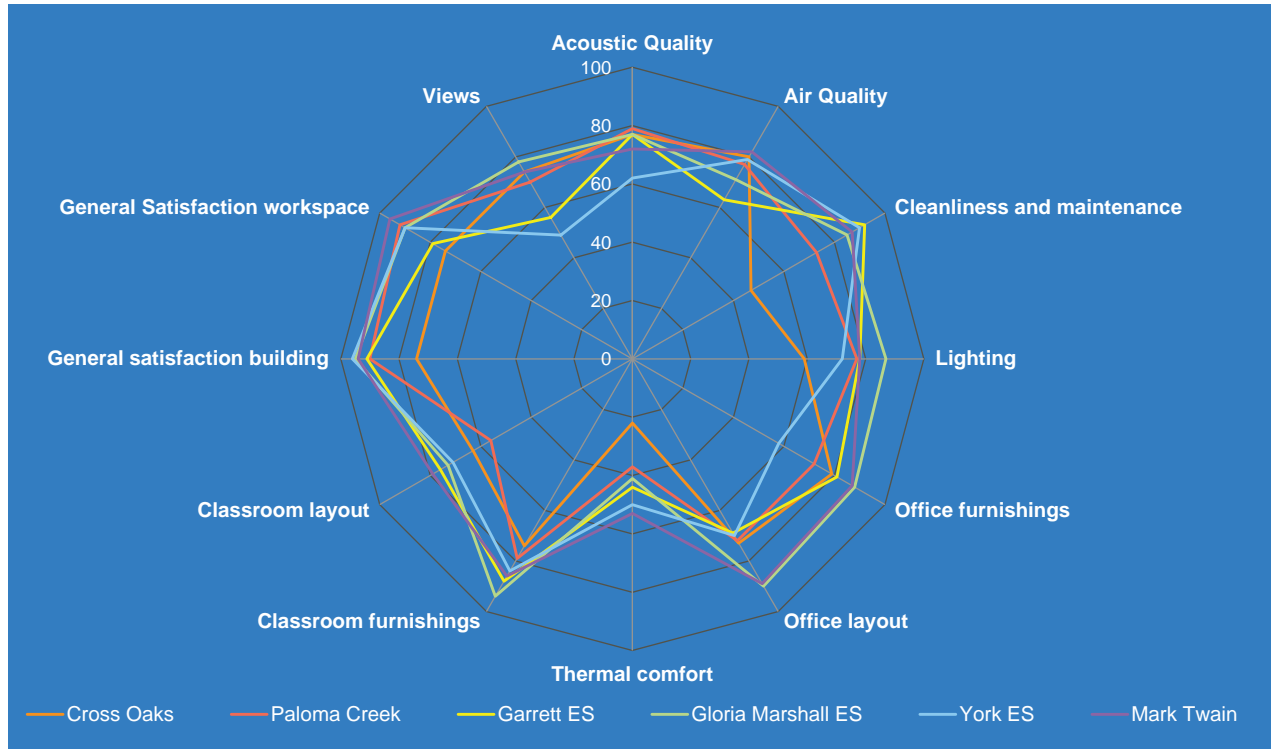
LEED Gold Certification

	%
Interior Non-Structural Component Reuse	88%
Salvaged & Re-used Materials by Cost	26%
Materials with Recycled Content by Cost	16%
Materials Manufactured Regionally by Cost	22%
Energy Star Rated Appliances	100%
Daylighting	100%
Views	100%

	% Annual Average*
Energy	50% Reduction
Lighting Power Density	32% Reduction
Water Usage	41.1% Reduction

* Percent Annual Average is based on CEBECS 2003 standards for Energy Consumption by Project Use and Region. The Balance of Office Electric Power Consumption is Purchased GREEN Power.

LIGHTING: FINELITE SERIES X1-R & X2-0, LED-A-LITE "THRIVE", MODERN FAN CEILING FANS, "SOLATUBES", CREE LED DOWNLIGHTS, **WATER:** TOTO DUAL FLUSH TOILET, BRICOR ULTRA MAX LOW-FLOW SHOWERHEAD, TOTO ECOPOWER SENSOR FAUCET **FURNITURE:** SAFECO FLAT FILES, EQUIPTO STEEL SHELVING, INTERFACE FLOR TILES, HON STEEL OFFICE FURNITURE, HERMAN MILLER AERON CHAIRS, HERMAN MILLER CAPER CHAIRS, STEELCASE "THINK" CHAIRS **PAINTS & COATINGS:** SAFECOAT DUROSTAIN, SAFECOAT NATURALS OIL WAX FINISH, SAFECOAT POLY-URESEAL BP STAIN, BENJAMIN MOORE ECOSPEC INTERIOR LATEX PAINT.



York Elementary School

Overall Satisfaction rate: **72.6%**

Energy Performance:

22.2 kbtu/sq-ft/yr

Garrett Elementary School

Overall Satisfaction rate: **74.5%**

Energy Performance:

25.2 kbtu/sq-ft/yr

Gloria Marshall Elementary School

Overall Satisfaction rate: **80.75%**

Energy Performance:

23.9 kbtu/sq-ft/yr

(Left) At SHW Group, Rob pioneered a sustainability nutrition label program, which highlighted performance metrics around daylighting, energy and water efficiency, embodied carbon, and green building certifications. These labels were used as part of a firmwide sustainability awards program, which raised literacy amongst project teams and visibility for high-performing projects—spreading best practices.

(Above) Rob developed and implemented a post-occupancy evaluation (POE) protocol at SHW Group. Once established, he performed a comprehensive analysis across similar projects, looking at overall satisfaction rates, cost/sf, energy performance, and individual satisfaction metrics and identifying projects and approaches that were exemplars in both experience and performance. The study informed project success metrics firmwide. Rob shared the approach and results with the members of the Sustainable Design Leaders (SDL) Group, who then built similar initiatives in their firms.

Architecture Firm of Record + Design Firm: Rob Winstead & Pete O'Shea

Completion: 2006

Role of Nominee: Project Designer

The Community Chalkboard and Podium, also known as the Monument to Free Speech, is a public art installation located on the Charlottesville Downtown Mall. Completed in 2006, the project features a 54-foot-long slate wall designed as a writable surface, alongside a raised podium that invites spoken word and public discourse. Together, these elements form a space where community members are encouraged to engage, express, and connect through both written and oral communication.

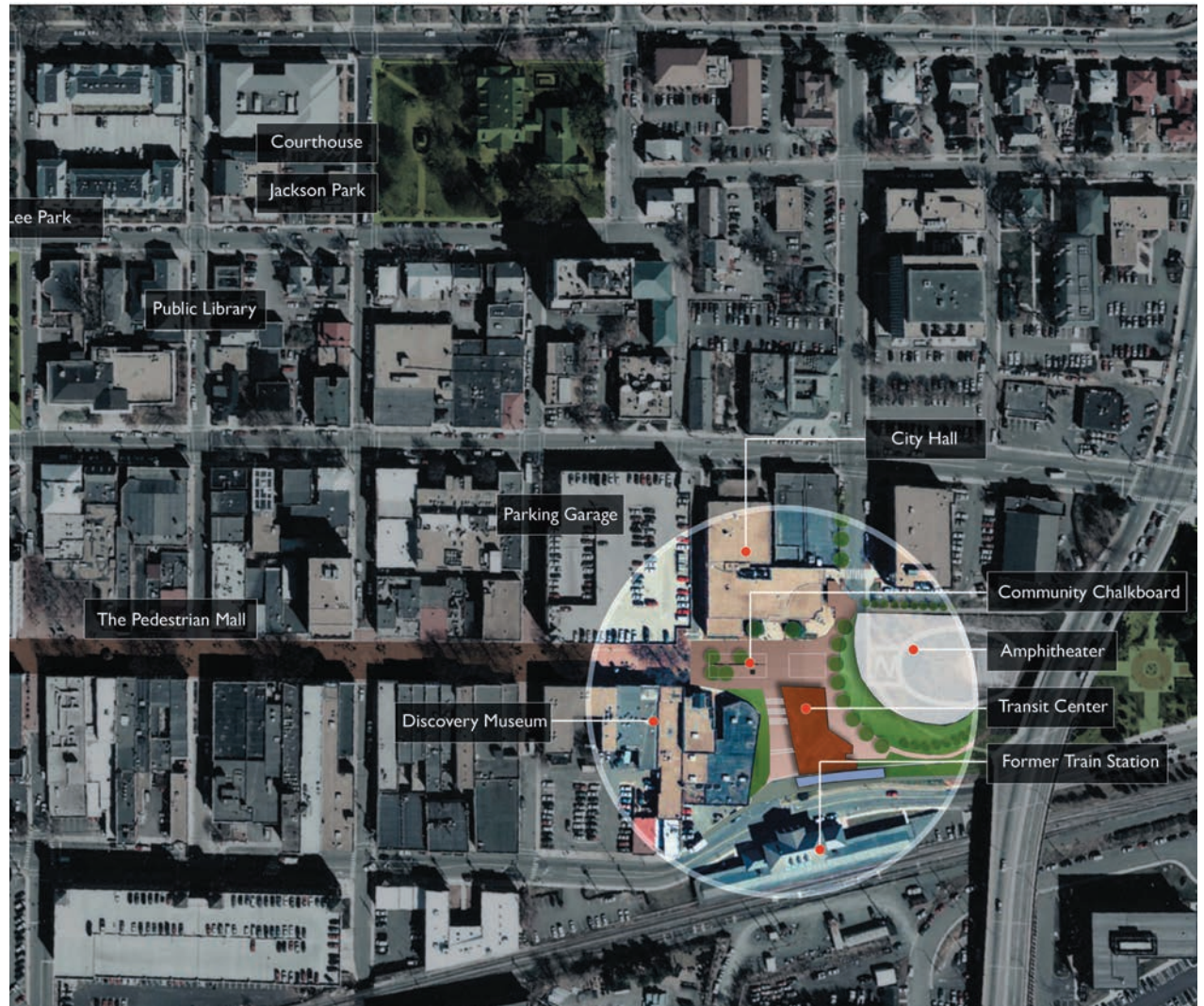
Conceived by the Thomas Jefferson Center for the Protection of Free Expression, the monument serves as a functional and symbolic platform for open dialogue. It invites constant interaction—messages can be written, erased, and rewritten—highlighting the evolving nature of public conversation and the right to be heard. Positioned in a highly visible and accessible area, the monument has become an everyday reminder of democratic values and the importance of civic engagement. Its continued presence speaks to the power of public space to foster a sense of shared ownership and voice. Through its simplicity and openness, the monument invites all people—regardless of background or belief—to participate in a living conversation about freedom and community.

Challenge:

To create an interactive public art installation that not only symbolizes the First Amendment but also functions as a living platform for open expression, community dialogue, and civic participation.

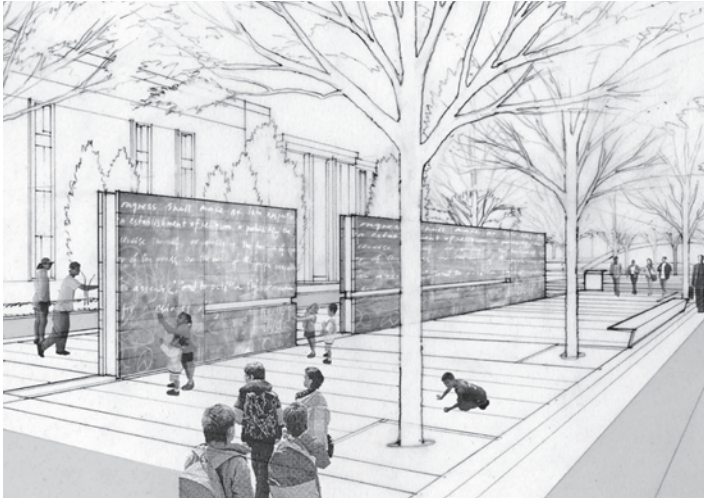
Role:

In collaboration with landscape architect Pete O'Shea, Rob Winstead guided the conceptual vision of the First Amendment Monument and oversaw its execution from design through construction.



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- Terry Forbes, AIA | Managing Principal, VMDO Architects



Impact:

- The monument transformed a section of the Charlottesville Downtown Mall into a vibrant, inclusive space where people can freely express ideas through chalk, speech, and gathering—promoting civic engagement, artistic expression, and democratic values in everyday life.
- Now nearly 20 years later, the monument continues to be central to civic life in Charlottesville—a place to gather, grieve, celebrate, protest, and debate.

Awards/Publications:

- 2020 Virginia Landmark Landscape, Virginia Chapter of the American Society of Landscape Architects
- 2009 Rudy Bruner Award for Urban Excellence (RBA)
- 2007 AIA Virginia Jury Citation Award
- 2007 Virginia American Society of Landscape Architects Award

Ripple:

- As one of the first monuments of its kind, the project became a national model for how public art can promote constitutional values, inspire community dialogue, and redefine how cities use civic spaces to encourage free expression.
- The dialogue around the monument was a precursor to current debates around free expression and social media, use of a public forum, disinformation, and censorship.



"Above all else, the First Amendment means that government has no power to restrict expression because of its message, its ideas, its subject matter, or its content. To permit the continued building of our politics and culture, and to assure self-fulfillment for each individual, our people are guaranteed the right to express any thought, free from government censorship." - Thurgood Marshall

"Give me the liberty to know, to utter, and to argue freely according to conscience, above all liberties." - John Milton

quotes selected by Charlottesville High School students and engraved on the monument