This fellowship was established in 1979 from the generosity and vision of Horn Professor and Mrs. Elo J. Urbanovsky and Mr. Laurance S. Rockefeller. Former Professor Urbanovsky served for many years as the Chair of the Department of Park Administration and Landscape Architecture at Texas Tech University.

He implemented the original site planning for the campus and served in numerous positions at Tech and received awards such as Pro Excelsia Et Pontifice (1963) from Pope John XXIII; the Cornelius Pugsley Bronze Medal for work in conservation and education; and was the Director of the Board of Governors for the National Recreation and Park Association; a Distinguished Fellow in the American Institute of Park Executives; and an honorary member of the Texas Society of Architects.

He was a national leader in public park design and administration. This fellowship represents a commitment of Professor Urbanovsky and Texas Tech University to the professional preparation of administrators, educators and researchers in a field of growing importance, Land-use Planning, Management and Design (LPMD).