



URBAN DESIGN
MIXED USE
EDUCATION
COMMUNITY
RETAIL

FIELD PAOLI ARCHITECTS

Shaped by collaborations with forward-looking clients and professional colleagues, Field Paoli's work has led to new models of commercial development and public spaces. Analyzing how we experience cities and how we use language to discuss urban space, we have established a thoughtful framework for our practice and approach to design. Our earliest retail and mixed-use projects tested these ideas, especially the concept that urban form is experienced through both time and space. Our projects choreograph people's experience of moving through the spaces we create.

Our understanding of place-making helped us to assist governmental agencies with visions for their communities. For example, in San José, California, Field Paoli led a series of eight public working sessions with a 33-member community task force to develop a plan for the future of Downtown San José, called, "Strategy 2000: The Greater Downtown San José Strategy for Development." Looking at potential development patterns of Silicon Valley, our workshops included presentations of comparable downtowns across the country, brainstorming sessions on urban economics, and explorations of successful transportation patterns. The strategy culminated in a document that has successfully guided the continuing growth of this metropolitan area, the tenth largest in the United States.

In our third decade of practice, Field Paoli continues to rethink and refine our work, asking questions about specific urban environments to strengthen the sense of community in every project we undertake. In addition to our work on retail and mixed-use projects, we design community buildings and public spaces, we work on the most public spaces on university campuses, and we create urban design plans for urban downtowns. We enter competitions, contribute to professional journals, and do what we enjoy most – design places that the public uses and enjoys.

Field Paoli has designed projects and created plans in many parts of the United States. Colorado, Texas, Kansas, Pennsylvania, Massachusetts, Utah, Minnesota, and Arizona are a few of the states in which the firm has worked, in addition to our home state of California. Among the many charrettes conducted by Field Paoli, for cities and towns, for planning and building projects, we have run nine charrettes with the NVRC (Northern Virginia Regional Commission). The charrettes have been with a diversity of communities including Herndon, Purcellville, North Woodbridge, Occoquan, the Lake Anne Area of Reston, and Vienna.





TOWN & GOWN

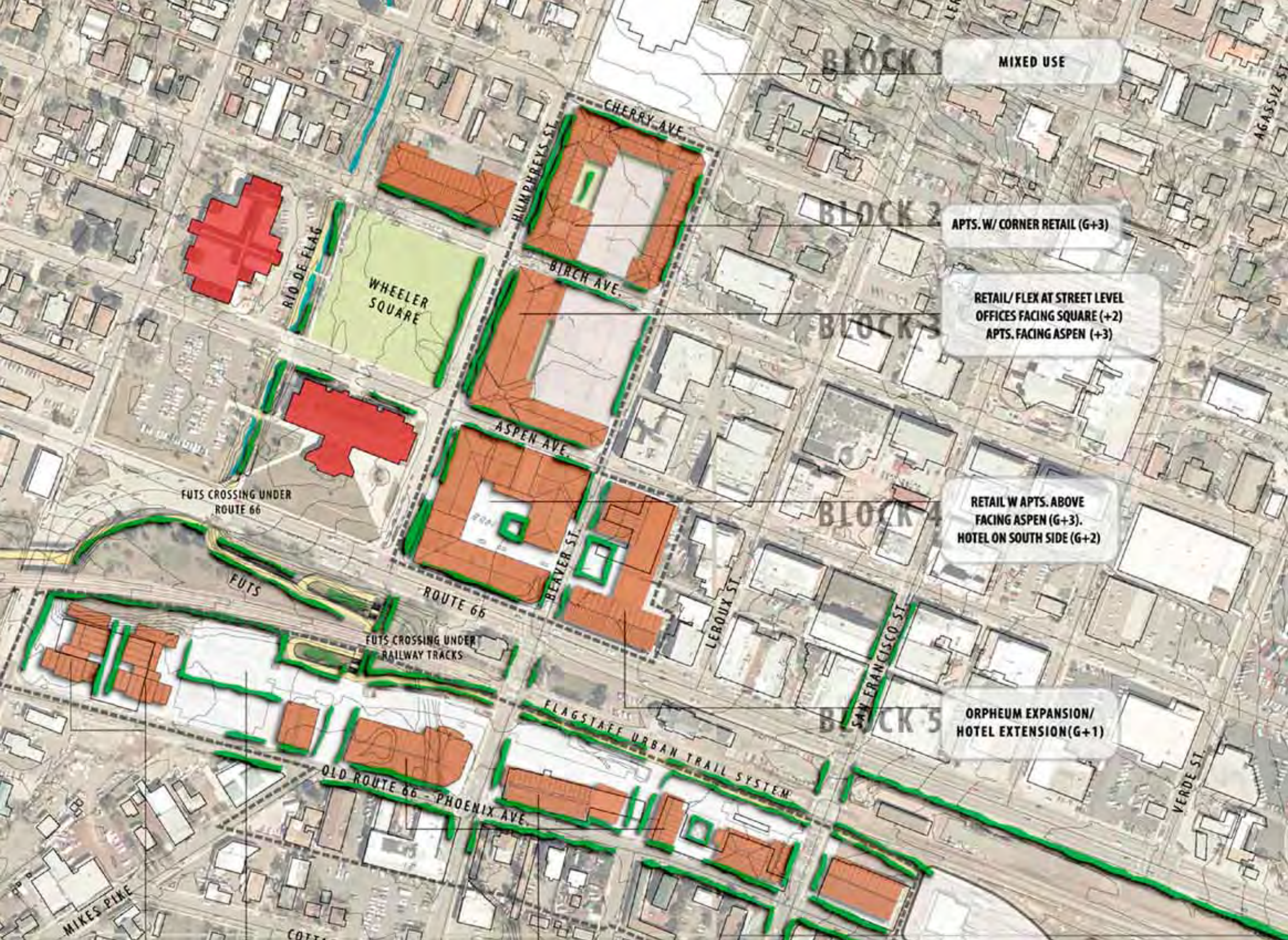


SAN JOSÉ GREATER DOWNTOWN STRATEGY FOR DEVELOPMENT

SAN JOSÉ, CALIFORNIA

San José, the “Capitol of Silicon Valley,” is the tenth largest city in the United States, yet it has a very small downtown. Founded as the first non-military, secular Spanish town in the western United States, San José’s growth patterns, resulting from its location between two rivers, has created a series of tenuously connected neighborhoods. Field Paoli led a consultant team and a series of eight working sessions with a 33-member community task force to develop “Strategy 2000: The Greater Downtown San José Strategy for Development.” These workshops included presentations of comparable downtowns across the country, brainstorming sessions on urban economics, development, and transportation, culminating in a document that has successfully informed San José’s ongoing growth.

TOWN & GOWN



FLAGSTAFF DOWNTOWN PLAN
FLAGSTAFF, ARIZONA

Flagstaff, Arizona, is located on Route 66 en route to the Grand Canyon. The City engaged Field Paoli to help define the direction of future development for downtown, its neighborhoods and their interaction with Northern Arizona State University. Public workshops, economic studies and evaluations of alternative development strategies led to a design vision that addressed issues of continuing growth, potential sprawl, revitalizing the historic downtown and preserving its architectural character.



DOWNTOWN RETAIL

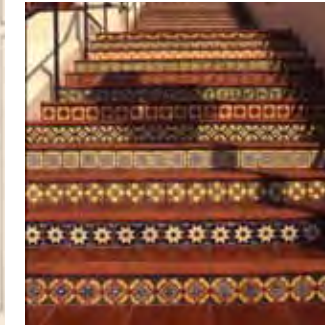
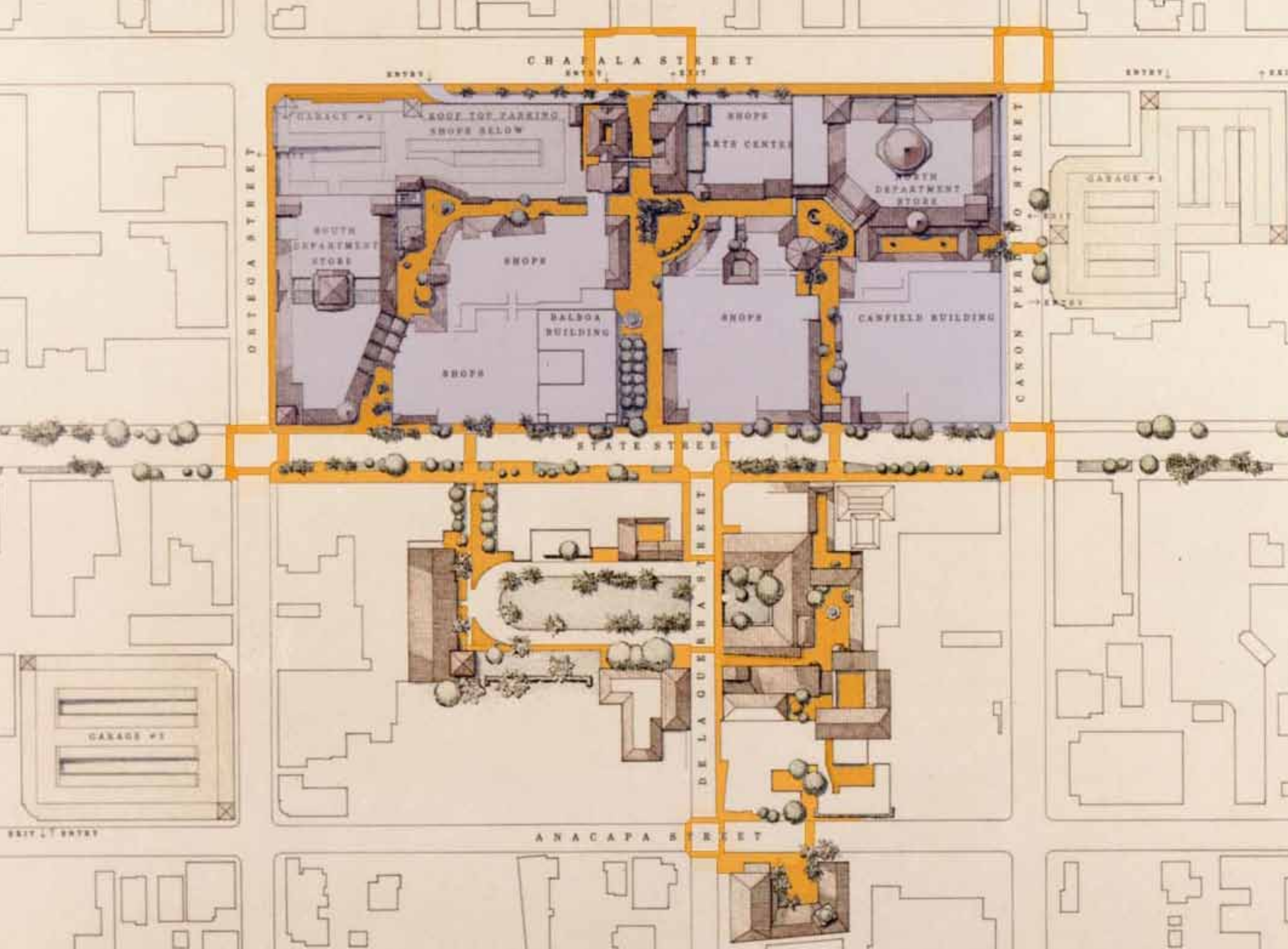


VICTORIA GARDENS MASTER PLAN & ARCHITECTURE

RANCHO CUCAMONGA, CALIFORNIA

When the City of Rancho Cucamonga chose to develop its downtown, the Redevelopment Agency selected Forest City Enterprises and Lewis Homes to create and construct a district that included retail, cultural and residential buildings. The Field Paoli master plan evolved from a narrative describing the memory of a place that possessed the eclectic quality of a downtown that develops over time. Drawing from the plans and growth patterns of successful western towns, the concept is based on a grid of streets that is comfortably scaled for walkability. These streets gracefully connect the commercial core to the adjacent residential communities and extend to perimeter surface parking areas, which allows for densification on future blocks. A central square is bordered by retail and office space and faces a public library and performing arts center. To promote architectural variety, Field Paoli collaborated with Elkus Manfredi, Altoon+Porter, and KA Architects in the final design and execution of the Victoria Gardens buildings.

DOWNTOWN RETAIL



PASEO NUEVO MIXED USE BLOCKS

SANTA BARBARA, CALIFORNIA

Santa Barbara's State Street is the central axis of the Pueblo Viejo historic district. Selected by a design competition sponsored by the City's Redevelopment Agency, Field Paoli developed a plan for a regional retail and mixed-use center that fits seamlessly into the existing urban fabric of streets, blocks, and neighborhoods. The concept expanded the "paseo" system of intimate pedestrian walks and courtyards that characterize downtown Santa Barbara and in addition, added new department stores, retail shops, and upper level offices. Below grade parking is integrated with carefully articulated Spanish Colonial Revival architecture. Several historic buildings were renovated to maintain the historic fabric of State Street and public plazas have been enlivened by community facilities for the visual and performing arts.



TRANSPORTATION & DEVELOPMENT

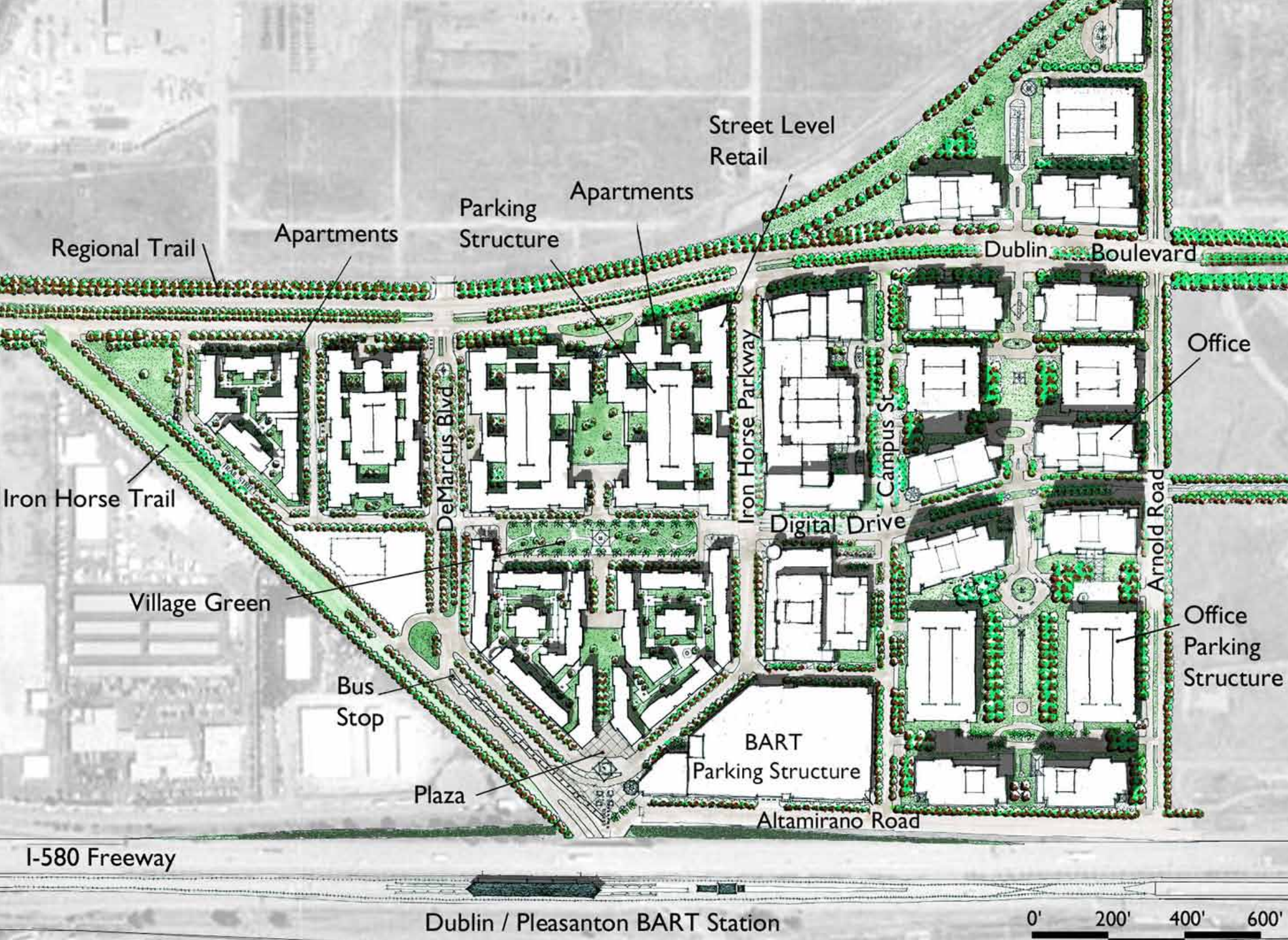


SANTA CLARA STATION AREA PLAN

SANTA CLARA, CALIFORNIA

Field Paoli created an urban design plan and for the multi-modal Santa Clara Station Area. The planning area encompassed more than 430 acres in the Cities of Santa Clara and San José. The Santa Clara area included the downtown, the entire campus of Santa Clara University, and several neighborhoods along the edges of both the downtown and the University. San José's part of the area was bordering the City's Mineta International Airport to the east and predominantly industrial sites between the rail tracks and the airport.

With an existing Amtrak, ACE (Altamont Corridor Express), and Caltrain Station, as well as a planned BART (Bay Area Rapid Transit) station in its center, the Station Area Plan provided the urban framework for high density, transit-oriented residential and mixed-use development. A central office core with several hotels was planned to take advantage of the proximity to transit and the University, surrounded by walkable, urban mixed-use neighborhoods. The Plan addressed the mixture of housing types and costs, as well as the character of the streets and parks that established the future neighborhood infrastructure and amenities.

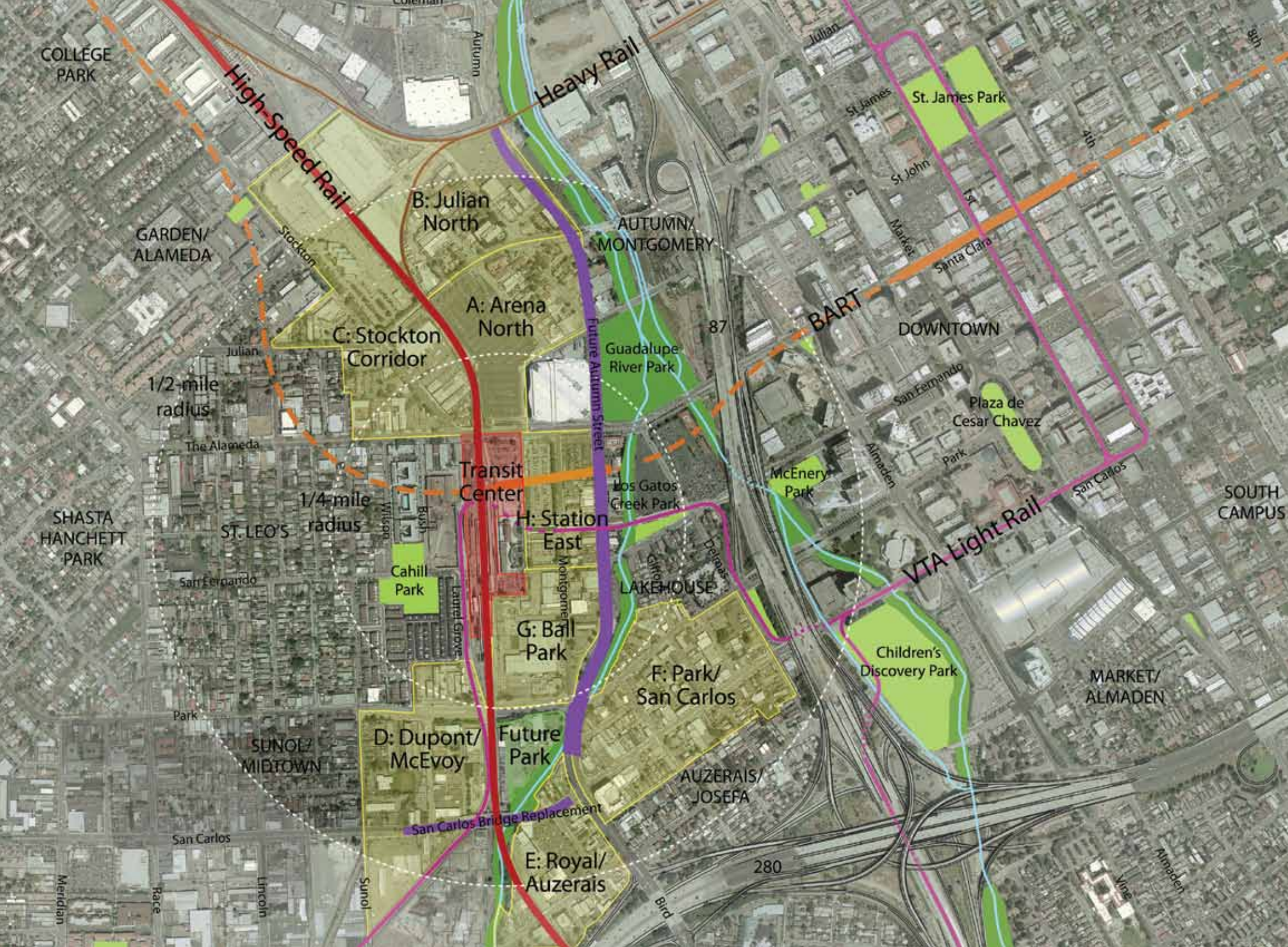


TRANSPORTATION & DEVELOPMENT

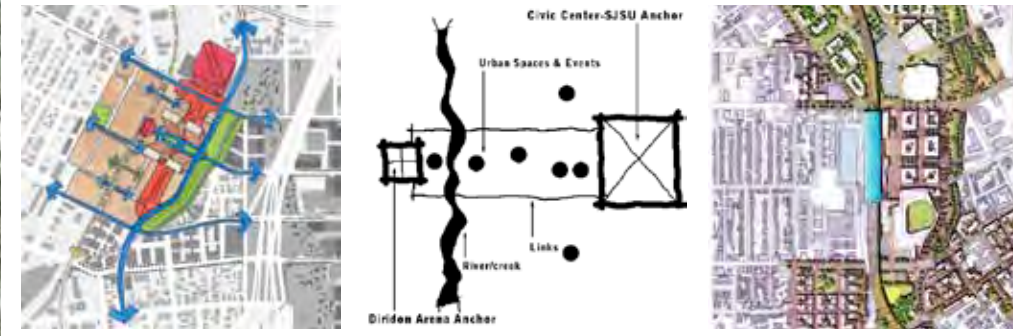


DUBLIN/PLEASANTON BART STATION DEVELOPMENT PLAN
PLEASANTON, CALIFORNIA

Working for the County of Alameda and BART, Field Paoli created the urban design plan and implementation strategy for the Transit Center area around the Dublin/Pleasanton BART Station and adjacent to the Hacienda Business Park. The Plan created a mix of uses oriented along a main street, a hierarchy of smaller streets, and a neighborhood park. Shopping and dining, urban housing of different types, and an office campus are interconnected within the network of new streets and blocks. The area has been largely developed during the past few years in accordance with the Plan, including affordable and market-rate housing, stores, a parking structure, and high tech office buildings. Field Paoli developed the plan to be a transit based development with a balance of jobs and residences, which would serve as a center of a rapidly growing region of Alameda County, California. As one of the first Station Area Plans in a rapidly growing tech employment region, the vision for a walkable mixed-use place, taking full advantage of the BART transit hub, has had a chance to grow into an urban area within a formerly suburban setting.



TRANSPORTATION & DEVELOPMENT



DIRIDON STATION AREA PLAN
SANTA CLARA, CALIFORNIA

Field Paoli's Diridon Station Area Plan establishes an urban design framework for a 250 acre area in downtown San José. The area surrounds the Diridon multi-modal transit center and proposed California High Speed Rail station. Field Paoli managed a large multidisciplinary consultant team, working with city staff, public agencies, and neighborhoods to determine the future development possibilities of the Diridon area. In June 2014, the City Council unanimously approved the Plan, which took five years to complete, including a successful scenario of retail, office, hospitality, recreational and residential land uses. Of particular note was the amount of affordable and market-rate housing in the plan, comprising both ownership and rental residential development.

The Plan is a continuation of implementation of the earlier "Greater Downtown Strategy for Development" for San Jose, which Field Paoli completed a few years prior to the start of the Diridon Plan. The Strategy calls for the Diridon Station Area, as well as San José State University, to be integrated with Downtown and to respect the neighborhoods that surround the Downtown. San José is the 10th largest city in the United States and had a very small downtown. In order to plan a larger downtown area, to capture the benefits of many transportation modes, and to improve the adjacent neighborhoods, the Metropolitan Transportation Commission (MTC), the transportation planning agency for the nine-county San Francisco Bay Area, funded the project with the City of San José.



FRANK FULLER, FAIA

PRINCIPAL-IN-CHARGE

Architect and urban designer Frank Fuller is a national expert in smart growth and transit-oriented development. Much of his career has focused on designing frameworks and strategies that create vital downtowns through transit-oriented development and sustainable community design. Frank has helped communities and cities transform their downtowns and neighborhoods into healthy, connected, pedestrian-oriented places. He understands the perspectives of public agencies, private developers, and community groups in building and revitalizing communities.

SELECTED PROJECTS

Diridon High-Speed Rail Station Area Plan, San José, CA

This plan establishes a design framework for the downtown and neighborhoods surrounding the proposed Diridon Station for High Speed Rail, BART, and other modes of transit. We are working with the City Staff, the community, and transit operators, to study how to best integrate a mixture of land uses in the 300 acre site area.

Santa Clara Station Area Plan, Santa Clara, CA

Field Paoli worked on the urban design component for the Santa Clara Station Area as part of a larger team led by Dyett & Bhatia. The planning area encompasses approximately 432 acres with 244 acres located in City of Santa Clara and 188 acres in the City of San José.

Milpitas Transit Area Plan, Milpitas, CA

Field Paoli worked with Dyett & Bhatia to prepare an award winning transit area plan. The plan takes advantage of an area that has access to two light rail stations, a future BART station, two freeways, property owners experienced in real estate development, the Great Mall as a retail anchor, and a city ready to facilitate private sector development.

El Cerrito del Norte Mixed-Use Transit Village, El Cerrito, CA

Field Paoli crafted a plan and urban design guidelines for the Del Norte Area in El Cerrito for a mixed-use transit village. The design leverages Del Norte's regional transit potential while simultaneously providing a mixed-use neighborhood.

Lake Merritt BART Station Area Plan, Oakland, CA

Working with the City of Oakland, the team, and with the Community Stakeholders Group (CSG) in several workshops, Field Paoli has helped with analyses of the area, including identification of opportunity sites programs for development, and conceptual designs.



EDUCATION

Master of City & Regional Planning,
University of California, Berkeley

Master of Architecture,
University of California, Berkeley

Bachelor of Arts,
Princeton University

LICENSES &
PROFESSIONAL ACCREDITATIONS
Registered Architect, CA, NV, AZ

MEMBERSHIPS &
PROFESSIONAL ACTIVITIES
Fellow, American Institute of
Architects
American Planning Association
Urban Land Institute
Chair, AIACC Urban Design
Committee Chair,
AIACC/ASLA Urban Design Awards
Juror,
AIA Santa Clara Valley Design Awards
Juror, AIA San Diego Design Awards
Lecturer, Department of Architecture,
University of California, Berkeley

HONORS

American Planning Association
Progressive Architecture
International Downtown Association
American Institute of Architects



MERLENE ROBERTSON

DESIGNER / DRAFTSPERSON

Merlene brings a fresh design perspective to our practice. She has contributed to a variety of projects ranging from Whole Foods Market stores to large master planning projects. She brings creative thinking, attention to detail, and advanced graphics skills to every project she works on.

SELECTED PROJECTS

Broadway Plaza Redevelopment, Walnut Creek, CA

Field Paoli is leading a team to create a new archway/gateway in the center of San Bruno. Alternative artistic ideas are leading to a concept that will enhance the visibility and identity of San Bruno. The new signature element will be connected to the Caltrain grade separation structure and station, both of which are under construction.

Mountain House Town Center, San Joaquin County, CA

Shea Mountain House, the developer of the community's new town center, is working with Field Paoli to plan and build commercial, community and residential buildings that will form Mountain House's downtown. Our master plan creates a street grid and an active pedestrian experience for residents and visitors.

Westminster New Downtown, Westminster, CO

Field Paoli is creating plans for the development of a new downtown for the City of Westminster, CO, on the former site of a regional shopping center. Field Paoli is working with the City and its consultants, and with potential developers, to envision an urban mixed-use plan which meets the City's goals and developers' expectations for a phased implementation.

Diridon High-Speed Rail Station Area Plan, San José, CA

This plan establishes a design framework for the downtown and neighborhoods surrounding the proposed Diridon Station for High Speed Rail, BART, and other modes of transit. We are working with the City Staff, the community, and transit operators, to study how to best integrate a mixture of land uses in the 300 acre site area.

Whole Foods Market, Various Northern California Locations

Field Paoli has designed improvements, major renovations and new stores for more than 18 northern California Whole Foods Markets. Our aesthetic is one of quality food presentation, use of bold color and sustainable materials, strong individual expression for each venue, and fun graphics for clear way-finding and enjoyment of shopping.



EDUCATION

Bachelor of Arts, Architecture,
Summa cum laude
Double Minor in City Planning
& Sustainable Design
University of California, Berkeley

OUR CLIENTS

Blake Hunt Ventures
 Bridge Housing
 Burnham Pacific Properties, Inc.
 Capital and Counties USA, Inc.
 Churchill Management Group
 City Center Retail Trust
 City of Anaheim, California
 City of Belmont, California
 City of Beverly Hills, California
 City of Brisbane, California
 City of Citrus Heights, California
 City of Concord, California
 City of Cupertino, California
 City of Dublin, California
 City of East Grand Forks, Minnesota
 City of Emeryville, California
 City of Flagstaff, Arizona
 City of Fullerton, California
 City of Glendale, California
 City of Lafayette, California
 City of Long Beach, California
 City of Menlo Park, California
 City of Millbrae, California
 City of Milpitas, California
 City of Morgan Hill, California
 City of Novato, California
 City of Ontario, California
 City of Pleasant Hill, California
 City of Rancho Cucamonga, California
 City of Roseville, California
 City of Sacramento, California
 City of San Antonio, Texas
 City of San Francisco, California
 City of San Jose, California
 City of San Mateo, California
 City of Saratoga, California
 City of Sunnyvale, California
 City of Tustin, California
 City of Union City, California
 City of Vallejo, California
 City of Westminster, Colorado
 Commercial Concepts, Inc.
 County of Alameda, California
 County of Marin, California
 County of Santa Clara, California
 Developers Diversified Realty Corporation
 DMB Associates
 Dominican University of California
 Draeger's Markets
 Elliott Homes
 Faison
 Federal Realty Investment Trust
 Forest City Enterprises
 General Growth Properties, Inc.
 Harsch Investment Properties
 Host International, Inc.
 Humphreys Real Estate Investments
 Innisfree Companies
 JMB Realty Corporation
 Jones Lang LaSalle
 Macerich
 Madison Marquette Realty Services LP
 Nevada State College
 Oliver McMillan
 Portland Development Commission
 San Francisco State University
 Shea Homes

Shea Properties
 Shelter Bay Realty Group
 Simon Property Group, Inc.
 Stanford Shopping Center
 TMG Partners
 The Irvine Company
 The Martin Group
 The Mills Corporation
 Trademark Property Company
 University & Community College System of Nevada
 University of California, Davis
 University of California, Los Angeles
 University of San Francisco
 Westfield Group
 West Valley/Mission Community College District
 Whole Foods Markets
 William A Saks & Company

AWARDS

Retail Traffic SADI Awards, Honorable Mention, New or Renovated Supermarket, Whole Foods Market Stanyan, 2012
 ICSC International Design and Development Gold Award, The Patios at Valencia Town Center, 2012
 APA Northern California, Neighborhood Planning, El Camino Real/Chestnut Avenue Area Plan, 2012
 APA Northern California, Comprehensive Planning in a Large Jurisdiction, Santa Clara Station Area Plan, 2011
 APA Northern California, Neighborhood Planning, North San José Design Guidelines, 2011
 Sacramento Business Journal, Community Impact Project of the Year, George Sim Community Center, 2010
 AIA Redwood Empire, People's Choice Award, The Tap Room at Whole Foods Market Coddington, 2010
 APWA Southern California B.E.S.T Award, Project of the Year, Tustin Library, 2010
 APA California, Comprehensive Plan in a Small Jurisdiction, Milpitas Transit Area Plan, 2009
 APA Northern California, Comprehensive Plan in a Small Jurisdiction, Milpitas Transit Area Plan, 2009
 ICSC International Design and Development Award, Finalist, Carmel Plaza, 2008
 ICSC International Design and Development Award, Finalist, Otay Ranch Town Center, 2008
 Retail Traffic SADI Awards, Honorable Mention, New Open Air Center, Otay Ranch Town Center, 2008
 IIDA Northern California Chapter Honor Awards, Merit Award, Lafayette Veteran's Memorial Building, 2007
 San Francisco Business Times Real Estate Deal of the Year, Best Mixed Use (Suburban), On Broadway, 2006
 California Park and Recreation Society, Achievement Award, Almaden Library and Community Center, 2006
 League of California Cities, Helen Putnam Award for Excellence, Lafayette Veteran's Memorial Building, 2005
 Urban Land Institute Award for Excellence, Victoria Gardens, 2006
 ICSC International Design and Development Award, Victoria Gardens, 2006
 North Bay Business Journal, Best Retail Project, Strawberry Village, 2006
 Santa Barbara Beautiful Award, Paseo Nuevo, 2006
 Boston Society of Architects Design Competition, Winning Entry for Westwood Site, 2003
 AIA East Bay "Out of the Box for Unbuilt Projects" Design Awards, Merit Award, 2002
 SMPS Founders Award For Excellence and Creativity and an Award of Honor, 2002
 Envision Utah 2001 Grand Achievement Award in Project Implementation, 2001
 Intermountain Contractor Magazine, Best of 2001
 NAHB Awards of Excellence, Merit Award, Retail, 2001
 Shopping Center World Magazine, SADI Award, 2001
 Pacific Cost Builders Conference Gold Nugget Award, Grand Award 2000
 National Commercial Builders Council, 2001 Awards of Excellence 2000
 Pacific Coast Builders Conference Gold Nugget Award, Grand Award 1999
 ACI Intermountain Chapter, Award for Excellence in Concrete, 1999
 Shopping Center World Magazine, SADI Award 1999
 California Redevelopment Association, Downtown Redevelopment Honor Award 1998
 Pacific Coast Builders Conference Gold Nugget Award, Grand Award 1998
 Urban Land Institute (ULI) Twenty-Five Year Award 1995
 AIA California Council Urban Design Honor Award 1993

SELECTED PUBLICATIONS

Anderson, Rob and Yann Taylor, "A Moving Target," *Urban Land*, January 2007. *On Broadway, Orchard Town Center, Victoria Gardens, and Otay Ranch Town Center*

Anderson, Rob and Kristopher Longson, "Border Destination", *Urban Land*, February 2007. *Otay Ranch Town Center*

Beyard, Michael, Anita Kramer, Bruce Leonard, Michael Paulikiewicz, Dean Schwanke, and Nora Yoo, Ten Principles for Developing Successful Downtown Centers, *Urban Land Institute*, 2007. *Victoria Gardens*

Caldwell, Kenneth, "What about Those Modest Moderns?," *Contract*, September 2008. *Marina Branch Library*

Childs, Marti and Jeff Smiley, "Designing for Flexibility: New Concepts in Park Facilities," *California Parks & Recreation*, Summer 2003, Vol. 59 No. 3. *City of Cupertino Sports Center*

Field, John, "Shopping Centers as Forums: A Timeless Approach to Shopping Center Design," *Urban Land*, May 1988.

Fuller, Frank, "Redevelopment is Green Development: Now LEED Offers a Way to Measure Its Sustainability," *California Redevelopment Association*, August 2007.

Gilman, Richard, "Desirable Density," *The Boston Globe*, September 13, 2003. *Boston Density Competition*

Gunter, Gregory, "Great Places: Can Shopping Environments Provide Society's Third Places?," *Urban Land*, August 2006. *Victoria Gardens*

Harrison, Randolph, "Fitting a Shopping Center to Downtown," *Urban Land*, July 1991. *Paseo Nuevo*

King, John, "3 New Icons of Community Pride," *San Francisco Chronicle*, December 17, 2006. *Belmont Library*

King, John, "Congregation Beth Sholom's Design Honored, Kudos to Field Paoli for Falletti Foods," *San Francisco Chronicle*, March 10, 2009.

King, John, "Two Buildings: Solid in More Ways Than One," *San Francisco Chronicle*, May 1, 2007. *Lafayette Veterans Memorial Building*

Moore, Avery Taylor and Monique Lee, "Greening Retail," *Urban Land*, January 2008.

Moore, Avery Taylor and Robert Collins, "Retail in the Mix," *Multifamily Trends*, July/August 2007.

Newberg, Sam, "Town Centers Open Around the US," *New Urban News*, December 2004. *Victoria Gardens*

Newman, Morris, "A Different Sort of Mall for a California Town," *New York Times*, November 3, 2004. *Victoria Gardens*

Reno, Jamie, "Scenes from a Mall: Urban Shopping in Suburbia," *Newsweek - MSNBC.com*, November, 2007. *Otay Ranch Town Center*

Rombek, Janice, "Almaden Valley's Reason to Celebrate," *San Jose Mercury News*, May 1, 2006. *City of San Jose, Almaden Branch Library and Community Center*

Staff Writer, "Beverly-Canon Mixed-Use Retail," *Architectural Record Building Types Study*, February 2007. *Beverly-Canon*

Staff Writer, "Bringing Health Care to Ethiopia," *San Francisco Chronicle*, January 16, 2008. *Yemegnushal Community Center*

Staff Writer, "Library Around the Old Oak Tree," *Lighting Design + Application*, June 2007. *Belmont Library*

Staff Writer, "San Jose Library Uses Retail Techniques," *Library Administrator's Digest*, April 2004. *City of San Jose Vineland Branch Library*

