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 spaces, 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.
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.
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.
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.
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.
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.
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.
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 & Bha. 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 & Bha 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.

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 this 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 vibrant 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

HONORS
American Planning Association
Progressive Architecture
International Downtown Association
American Institute of Architects
OUR CLIENTS

Blake Hunt Ventures
Bridge Housing
Bunshun 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 Jose, 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
Innesfree 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 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 Jose 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
IIADA 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 Coast 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


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


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


Rombeke, 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, “Bringing Health Care to Ethiopia,” San Francisco Chronicle, January 16, 2008. Yemegnushal Community Center


Staff Writer, “San Jose Library Uses Retail Techniques,” Library Administrator’s Digest, April 2004. City of San Jose Vineyard Branch Library