

Statement of Qualifications

URBAN FIELD

urbanfieldstudio.com



Our Background



Urban Field Studio is a collaborative team of urban designers in the San Francisco Bay Area. Jane Lin and Heidi Sokolowsky formed Urban Field Studio in 2014. Between 2015 and 2023 Frank Fuller, Ryan Call, and John Bela joined the team of architects, planners, and landscape architects. Urban Field Studio principals own their independent entity and collaborate together as Urban Field Studio. Urban Field Studio has worked in a diversity of communities, from rural to urban, for both public and private clients. We are passionate about designing active and memorable places that people will use, treasure, and remember.

Partners



Jane Lin, AIA
Architect
Founding Partner



Ryan Call, AIA
Architect
Partner



Heidi Sokolowsky
Urban Designer
Founding Partner



John Bela, ASLA
Landscape Architect
Partner



Frank Fuller, FAIA
Architect
Partner

What We Do

Urban Field Studio works with public and private clients to visualize the bigger picture for complex places with unique contexts. We use our design skills to communicate ideas pivotal to the future of the communities we work in. Our projects range from specific sites to special districts that span a metropolitan area.

We specialize in:

- Development Strategy
- Transit Oriented Development
- Mixed-Use Development
- Campus Planning
- Public Private Partnerships
- Master Planning
- Land Use Planning
- Conceptual Architectural Design
- Public Space Design
- Commercial Strategy Studies
- Downtown Planning
- Main Street Streetscape Design
- Design Guidelines
- Development Guidelines
- Design Review
- Site Feasibility Studies
- Area Plans
- Specific Plans
- Station Plans
- District Identity Planning
- Visioning
- Community Engagement
- Design Charrettes
- Graphics for Objective Design Standards
- Real Estate and Development Education
- Multi-mobility Planning
- Urban Design Research



Billing Rates

RATE SCHEDULE

(Rates effective through 12/31/2024)

Charges for Services:

Charges for basic and additional services shall be based on the following rates and are subject to revision annually:

Principal-In-Charge: \$235.00-\$275.00 per hour

Consulting Principal: \$195.00 per hour

Urban Designer I: \$150.00 per hour

Urban Designer II: \$125.00 per hour

Consultant's Time: 1.15 times consultant's charges

Automobile Travel: Prevailing IRS allowance

Reimbursable Expenses: 1.15 times charge





Jane Lin

Urban Field Studio
Founding Partner, AIA

jane@urbanfieldstudio.com

EDUCATION

University of California,
Berkeley
Master of City Planning with
Concentration in Land Use,
2005

University of California,
Berkeley
Master of Science
in Architecture with
Concentration in Building
Science, 2005

University of California,
Berkeley
Bachelor of Arts in
Architecture,
1999

CERTIFICATIONS

Licensed Architect in California

LEED AP - ND

Leadership in Energy and
Environmental Design
Accredited Professional with a
Specialty in Neighborhood
Design

ASSOCIATIONS

National League of Cities and
ULI,
Rose Center for Public
Leadership, Faculty Advisor to
the City of Tucson

ULI Member PPP Council
AIA East Bay Member
SPUR Member
SCUP Member

PROFESSIONAL AWARDS

Artist-In-Residence Educator
with LEAP Arts in Education
Eisner Prize in City Planning, UC
Berkeley

Jane is a licensed architect and urban designer with twenty years of experience working with municipalities and agencies in the San Francisco Bay Area and beyond. Her work includes urban design for streetscape improvements, transit area planning, revitalizing mixed-use districts, and supporting housing policy. Jane is a lecturer at UC Berkeley and teaches architecture to school aged students (K-12). It is important to Jane that large groups of non-designers become empowered with creative communication skills because they are the key to making our communities better.

SELECT PROJECTS

North Hollywood Station Guide for Development, Metro Joint Development*
Universal City/Studio City Station Mobility Hub Community Engagement*
Milpitas Metro Specific Plan, City of Milpitas*
Irvington Station Area Plan and Station Plan, City of Fremont and BART*
San Jose State Campus Master Plan*
Downtown Dublin Vision, City of Dublin*
Alisal District Identity Plan, City of Salinas*
Union City Station District Plan, City of Union City
Coliseum Development Study, City of Oakland CA
San Pablo Avenue Specific Plan, City of Albany*
Diamond Bar General Plan Update, City of Diamond Bar
Urban Design Consulting, City of Anaheim
Old Town Newark Specific Plan, City of Newark*
Emeryville Objective Design Standards, City of Emeryville
San Leandro Multi-Family Design Standards, City of San Leandro*
Berkeley Middle Housing Studies, City of Berkeley, CA
Site Feasibility Testing, Port of Redwood City

ENGAGEMENT AND OUTREACH

* Projects with extensive engagement and outreach

TEACHING | Lecturer, UC Berkeley

ED 201 Master of Urban Design Studio
CP140 Urban Design and Placemaking
CP 208 Masters of City Planning Urban Design Studio
RDEV 230 Public Private Partnerships, Masters of Real Estate (MRED+D)

COMMUNITY ACTIVITIES

ULI Urban Plan Curriculum Contributor and Piedmont High School Champion
ULI TAP Chair for the City of St. Helena and Panelist for the City of Dublin
Panel Discussion Organizer for the San Francisco Urban Film Fest
Piedmont Unified School District Facilities Steering Committee
Piedmont Arts Fund Chair and Piedmont Makers Board Member
Piedmont Racial Equity Campaign, Committee Member
Piedmont Housing Committee, Appointed Member
Piedmont Mountain Biking Team Coach



Heidi Sokolowsky

Urban Field Studio

Founding Partner

heidi@urbanfieldstudio.com

EDUCATION

University of Technology
Darmstadt, Germany
Dipl. Ing. Arch. (Masters of
Science in Architecture), with
concentration in Urban Design,
1996

University of Technology
Darmstadt, Germany
Vordiplom Architektur,
(Bachelor of Science in
Architecture), 1990

CERTIFICATIONS

LEED AP - Leadership in Energy
and Environmental Design
Accredited Professional

NCARB

ASSOCIATIONS

Lecturer, Bauhaus University
Weimar, Germany
Lecturer, San José State
University
Member of SPUR Regional
Strategy, Urban Design, and
Diridon Working Groups
AIA SF Design & Infrastructure
Committee

SPUR Member
ULI Associate Member
Associate AIA

Heidi Sokolowsky is a passionate urban designer who has been practicing for over 30 years in the Bay Area and in Europe. Heidi focuses on context-based sustainable development with an emphasis on the public realm, connectivity, urban mixed-use, public transit and alternative mobility, and community engagement. She has managed small and large projects, ranging from the implementation of public art to the preparation of site studies, design guidelines, and district and station area plans. Heidi has also been a lecturer for urban design at San José State University and Bauhaus University in Weimar, Germany.

SELECT PROJECTS

STATION AREA PLANS

Station Planning for Central Valley Cities, Gilroy and Palmdale
North Hollywood Station Guide for Development, Metro Joint Development
Irvington BART Station Area Plan, Fremont, CA
Livermore BART Station Area Plan, Livermore, CA
Gilroy High-Speed Train Station Visioning, Gilroy, CA
Diridon Station Area Plan, City of San José, CA

URBAN DESIGN AND FEASIBILITY STUDIES

Lincoln Avenue Streetscape Design, Calistoga, CA
Town Plaza, Burlingame, CA
Entertainment District Study, Lone Tree, CO
General Plan Update, Moreno Valley, CA
Winchester/Santana Row Urban Villages, City of San José, CA
Anaheim Greater Downtown Plan and Studies, Anaheim, CA

COMMUNITY ENGAGEMENT AND WORKSHOPS

Economic and Retail Study, Calistoga, CA
Delta Heritage Community Workshops, Delta Protection Commission, Sacramento, CA
Santa Clara Downtown Community Vision, City of Santa Clara, CA
Waldport Open Space Charrettes, Waldport, OR

DESIGN GUIDELINES

Crow Canyon Specific Plan, San Ramon, CA
Irvington BART Station Area Plan, Fremont, CA
North San José Design Guidelines, City of San José, CA
North Hollywood Station Guide for Development, Metro Joint Development, CA

PROFESSIONAL AWARDS

AIA Award in Urban Design for "Zipper" Neighborhood Plan, Oldham, UK
EUROPAN 8 European Urbanity Award, Dordrecht, Netherlands
AIA Award in Urban Design for Harvey Milk Memorial Plaza Design, SF

SELECT COMMUNITY ACTIVITIES

SPUR Panelist: High-Speed Rail in Small and Mid-Sized Cities (2021)
Panelist at Railvolution/Mpact (2018) and APA (2022) Conferences
AIA SF Committee Work: Walking Tours and Events
ULI Urban Plan Facilitator



Frank Fuller

Urban Field Studio

Partner, FAIA

frank@urbanfieldstudio.com

EDUCATION

University of California,
Berkeley Master of City &
Regional Planning, 1976

University of California,
Berkeley Master of
Architecture, 1973

Princeton University,
NJ Bachelor of Arts in
Architecture, 1968

CERTIFICATIONS

Licensed Architect in
California, Nevada, and Arizona
Accreditation by NCARB

ASSOCIATIONS

Fellow, American Institute of
Architects
AIA East Bay Chapter President
(2000)
AIACC, Urban Design Committee
Chair (2009-14)
National League of Cities and
ULI, Rose Center for Public
Leadership, Faculty Advisor for
the City of Anchorage
ULI Urban Revitalization
Council, Member
ULI Technical Assistance
Panel Committee Co-Chair
(2018-ongoing)

Frank Fuller is an architect and urban designer who has practiced in the United States for over forty years. In addition to architectural commissions, he has helped to transform downtowns, towns, and campus centers into active, pedestrian-oriented places. Frank understands the perspectives of public agencies and private developers in building and revitalizing communities. By using a consensus-oriented approach, he integrates multiple interests to create strong public and private realms.

SELECT PROJECTS

CONCEPTUAL ARCHITECTURE

Coliseum Development Study, City of Oakland CA
Downtown Revitalization Studies for the City of Morgan Hill
Santa Clara Downtown Strategy, Santa Clara, CA

LAND USE STRATEGY

Anaheim Civic Center Area Study, City of Anaheim CA
Diridon Station Area Plan, City of San José, CA
Flagstaff Downtown Development Strategy, Flagstaff, AZ
Centerville Framework Plan, City of Fremont CA

FEASIBILITY STUDIES

Anaheim Greater Downtown Plan, Anaheim CA
Livermore BART Station Area Plan
Arts District Development for the City of Long Beach

PUBLIC OUTREACH AND EDUCATION

Waldport Charrettes, Waldport, OR
Fairfax Mason Charrette, Fairfax, VA

DESIGN GUIDELINES

Long Beach Design District Implementation Plan, City of Long Beach, CA
North San José Design Guidelines, City of San José, CA

PROFESSIONAL AWARDS

APA NC Honor Award for Milpitas Transit Area Plan
APA NC Honor Award for Santa Clara Station Area Plan
APA California Merit Award for North San José Neighborhoods Plan
AIACC Presidential Citation

COMMUNITY ACTIVITIES

Rose Center Fellow, ULI and National League of Cities
Master of Urban Design Studio, UC Berkeley, College of Environmental Design Architecture
Design Studios, UC Berkeley, College of Environmental Design AIA National Urban and
Regional Design Awards Jury Chair
AIACC Urban Design Committee Chair
AIACC|CCASLA Urban Design Awards Chair
California Redevelopment Association Awards Jury



Ryan Call

Urban Field Studio Partner, AIA

ryan@urbanfieldstudio.com

EDUCATION

Washington State University,
2001
Bachelor of Architecture

Syracuse University Firenze,
2000
Study Abroad - Urban Design

CERTIFICATIONS

Licensed Architect in California
and Indiana
Accreditation by NCARB

ASSOCIATIONS

American Institute of
Architects
ICSC
Urban Land Institute Full
Member

*Projects completed while
Ryan was the Director of Urban
Design at ELS Architecture and
Urban Design in Berkeley, CA.

With over 20 years of experience in planning and architectural design, Ryan has developed a particular expertise in master planning mixed-use urban communities with a focus on vibrant retail districts and public spaces. His primary interest lies in the strategic aspects of the design and development process where he has worked on a variety of projects from neighborhood shopping centers to regional shopping centers, to mixed-use multi-block districts. His presentation expertise has proven key to the success of many projects, especially during the critical public process and approvals phases.

SELECT PROJECTS*

MIXED-USE MASTER PLANS

Downtown Dublin Vision, City of Dublin, CA
Dublin SCS Properties, City of Dublin, CA
Mueller Aldrich Street District, Austin, TX
University of Chicago 53rd Street District Mixed-Use Master Plan
Project Elevate, Elk Grove, CA
University Town Center East, Sarasota, Florida
Village of Merrick Park, Coral Gables, Florida
NewPark Mall Mixed-Use Specific Plan, Newark, CA

REGIONAL RETAIL CENTERS

Hillsdale Shopping Center North Block, San Mateo, CA
Stonestown Galleria Anchor Redevelopment, San Francisco, CA
HSC Mervyns Department Store Reconfiguration, San Mateo, CA
HSC South Block Facade Improvements + ATT Shell Design
Tucson Mall Anchor Redevelopment, Tucson, CA
Eastridge Shopping Center, San Jose, CA

PUBLIC OUTREACH AND EDUCATION

Downtown Dublin Vision, Dublin, CA
SCS Property Public Outreach, Dublin, CA
Latimer Square Public Workshop and Charette, Bloomington, IN
Telegraph Avenue Public Workshop and Charette, Berkeley, CA
Harold Way Workshop and Charette, Berkeley, CA

DESIGN GUIDELINES

Green Tree Mixed-Use Retail and Residential Guidelines, Vacaville, CA
Latimer Square PUD Design Guidelines, Bloomington Indiana

PROFESSIONAL AWARDS

AIA California Urban Design Award for Downtown Dublin
ICSC Gold Award for Hillsdale Shopping Center - San Mateo
ULI Apgar Award for 2015

COMMUNITY ACTIVITIES

Berkeley Design Advocates
Downtown Berkeley Association Volunteer - Former Board Member
Richmond Yacht Club Junior Program Volunteer



John Bela

Urban Field Studio
Partner, ASLA

john@urbanfieldstudio.com

EDUCATION

Masters of Landscape
Architecture & Environmental
Planning University of
California, Berkeley, 2005

Bachelor of Science Biology
and Biochemistry, Cum
Laude, Sigma Xi University of
Massachusetts, Amherst, 1995

Sculpture, Performance
The School of the Art Institute
of Chicago, IL, 1994

CERTIFICATIONS

John is a Registered
Landscape
Architect with the State of
California,
US. License No. 5678

ASSOCIATIONS

American Society of
Landscape Architects
Urban Land Institute, Associate
Member
SPUR Member

RECENT PUBLICATIONS

'Pandemic-era Street Spaces:
Parklets, Patios, and the Future
of the Public Realm'
ArchDaily, 9/29/2021
'Learning from Copenhagen:
A Focus on Everyday Life',
ArchDaily, 12/15/2021
'San Francisco Bicycle Culture,
Transforming Market Street'
Bicycle Urbanism. Re-mobility
and Transforming cities. a+u:
Architecture and Urbanism
2021:01

John is an urban designer and landscape architect with two decades of experience leading multidisciplinary teams to design and deliver complex masterplan frameworks, award-winning public realm strategy, and innovative streetscapes and public spaces. A former Partner at Gehl and co-founder of Rebar, he works with communities, municipalities, and private sector partners to create diverse, equitable, and resilient places. John is skilled at leading user experience and ethnographic research and applying research insights and spatial data to inform strategic planning and innovative design. John possesses excellent design, leadership, facilitation, collaboration, and public speaking skills.

SELECT PROJECTS

SF Downtown Public Realm Action Plan, San Francisco, CA
North Bayshore Neighborhood Masterplan, Mountain View, CA
Castro Street Plaza and strEATs pilot, Mountain View, CA
Rivian Normal Campus Masterplan, Normal, IL
UCSD Southern Gateway Masterplan, San Diego, CA
The Future of Stephen Avenue, Calgary, Alberta, Canada
Places for People Downtown Public Realm Strategy, Vancouver, BC, Canada
Civic Center Public Realm Strategy + Public Space Plan San Francisco, CA
Re-imagine 9th Street, Louisville, KY
Pittsburgh Public Realm Action Plan, Pittsburgh, Pennsylvania
Monon Boulevard Urban Strategy and Public Realm Design, Carmel, Indiana
India Basin Masterplan, San Francisco, CA
La Placita, Mission District, San Francisco

TEACHING

Understanding the human scale through seating design and fabrication, Spring 2022, UC Berkeley College of Environmental Design
Distrito Purisima-Alameda, Monterrey, Mexico, UD Studio, UT Austin, 2016
Wynwood Miami, Urban Design Studio, University of Arkansas, 2014
Landscape Architecture Final Studio, UC Berkeley, 2013

PROFESSIONAL AWARDS

Monon Boulevard, 2022 ULI Americas Award for Excellence Finalist
The Future of Stephen Avenue, Award of Excellence, Canadian Society of Landscape Architects (CSLA)
India Basin, 2017 Best of Design Award for Urban Design, The Architects Newspaper
India Basin, Award of Merit in the Urban Design category, AIA California Council Design Awards

COMMUNITY ACTIVITIES

Executive Director, Park(ing) Day Network
Co-founder of Rebar Art and Design Studio, the creators of Park(ing) Day