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## FOR IMMEDIATE RELEASE

### PlaceMakers' Nathan Norris to Direct Downtown Development in Lafayette, LA

Nathan Norris, a founding principal of **PlaceMakers, LLC**, an international consulting firm specializing in design, planning, zoning reform and community engagement, has accepted the post of CEO of the Lafayette, LA Downtown Development Authority. He begins work immediately.

"While we'll miss Nathan as a PlaceMakers partner," said PlaceMakers managing principal Hazel Borys, "we see his recruitment by one of the most dynamic cities in the Southeastern United States as an affirmation of the strategies Nathan helped wire into our firm's mission."

An attorney, a real estate broker, and an experienced manager of sales and marketing teams — in both an urban infill and greenfield development capacity — Norris brought private sector perspective to the firm's projects. It's a perspective that became increasingly valued in an era in which most planning was undertaken by local and regional governments struggling to sync public purpose with market demand.

"Lafayette now gets to leverage Nathan's experience," said Borys, "while PlaceMakers continues to build upon his many contributions. Ultimately, we all profit from these inevitable transitions."

For Norris, the timing seems right. "I wouldn't consider leaving PlaceMakers for just another job," he said. "But Lafayette is one of those places that has already done the hard work of laying the foundation for the kind of downtown success that other cities want to emulate."

PlaceMakers, a "virtual," partner-driven company founded in 2003, approaches growth-related challenges holistically, customizing unique teams of experts to serve the requirements of distinct individual projects. Committed to "cultivating environments that nurture human needs in all their diversity," firm principals draw from a breadth of experience, both within and beyond the firm, across complementary disciplines. The partners are: Hazel Borys, an MBA; Susan Henderson, an architect and coding expert; Howard Blackson, an urban planner; Geoff Dyer, an urban designer; Scott Doyon, a former advertising executive; and Ben Brown, a veteran journalist.

For more information about PlaceMakers' goals and experience, see [www.placemakers.com](http://www.placemakers.com) and the firm's popular blog: [www.placeshakers.com](http://www.placeshakers.com). Or contact: **Hazel Borys**, managing principal; [hazel@placemakers.com](mailto:hazel@placemakers.com); (204) 989-0217.

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