



NAOMI GRUNDITZ LACEWELL

Senior Associate

Downtown and Community Planning | Community Engagement | Data Analysis and Visualization

EXPERTISE

Naomi Lacewell brings an interdisciplinary and collaborative approach to urban planning informed by over a decade in the nonprofit and public sectors. Naomi's specialties include public engagement, GIS, and zoning/urban design. As a senior associate at P.U.M.A., Naomi provides project management, quantitative and qualitative analysis, market research, community engagement, and graphic design for strategic and downtown planning initiatives. Before completing her planning degree, Naomi gained over 8 years of experience in marketing and graphic design, managing communications and designing product features in the digital behavioral health sector. Prior to joining P.U.M.A., Naomi worked on land use issues and community engagement for Denver City Councilmember Amanda P. Sandoval. Naomi's experience working in the office of an elected official gives her unique insight into the needs and challenges facing local governments, neighborhoods, and community decision-makers.

Representative P.U.M.A. projects include:

- Managing community engagement, including targeted bilingual outreach to traditionally underrepresented groups, for the Near Northwest Area Plan in Denver, CO.
- Conducting market research, GIS analysis, and internal policy evaluation for the Town of Parker, CO, Economic Strategic Plan.
- Project management and leading engagement for an updated action plan for Old Town Lafayette, CO, and guiding the transition from an expiring urban renewal authority to a new downtown development authority.
- Guiding a downtown zoning overlay amendment for the city of Greeley, CO, to produce high quality, pedestrian-friendly development outcomes consistent with the goals of their Downtown Plan.

PAST EXPERIENCE

District 1 Planner, Councilwoman Amanda P. Sandoval, Denver, CO, 2019-2022

Designed and led public engagement, outreach, and education for all land use-related policy and projects from the District 1 council office. Managed neighborhood-wide accessory dwelling unit rezonings, resulting in over 7,000 properties in District 1 rezoned to allow ADUs. Developed three zoning overlays to improve design outcomes in rapidly redeveloping neighborhoods and preserve commercial spaces along historic main streets.

Product Marketing Manager, myStrength Inc, Denver, CO, 2015-2017

Led email strategy and content for B2B marketing campaigns for public and commercial health networks as well as internal campaigns to increase user engagement and launch new features to 100k+ subscribers. Conducted user experience research and leveraged insights into user behavior to shape new features and enhance existing content.

Assistant to the Executive Director, Ecocity Builders, Berkeley, CA, 2012-2015

Managed website and communications, including contributing articles on current topics in architecture, urbanism, sustainability, and international development. Designed digital and print collateral. Assisted with project development and management including the international launch of GIS portal for crowd-sourced environmental and neighborhood data. Served on planning committee for the 2015 Ecocity World Summit in Abu Dhabi focusing on urban sustainability in hot, arid climates. Presented at the conference on the role of playfulness in urban placemaking.

Intern, San Francisco Planning and Urban Research Association (SPUR), San Francisco, CA, 2012

Assisted in managing communications to donor database and stakeholders for fundraising and program development. Participated in weekly symposium on emerging SPUR research and planning and land use issues in the Bay Area.

AFFILIATIONS

American Planning Association (APA) Colorado
International Downtown Association
Downtown Colorado, Inc.
Downtown Denver Partnership

EDUCATION

Master of Urban and Regional Planning, University of Colorado Denver
Bachelor of Sociology, Yale University

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.