A SPECIAL REPORT

LOWERTOWN
ST. PAUL'S EXCITING NEW URBAN VILLAGE

MINNESOTA HISTORICAL SOCIETY
Pamphlet Collection
Lowertown: A New Public/Private Partnership

The casual visitor to today’s Lowertown will enjoy a cavalcade of impressions. High-rise apartment and condominium towers. Some of St. Paul’s most interesting and important historic buildings. Parks. The river. Broad plazas and interesting byways. Shops and offices. Restaurants and entertainment. An active arts and cultural life. And a richness of people on tree-lined streets that seem to have been made for walking and talking.

Together, they make up one of the city’s most livable and vital neighborhoods. And a successful realization of the concept of the “urban village.”

Lowertown’s roots lie deep in the earliest days of St. Paul, when steamboats docked at the Mississippi’s Lower Landing. As the city grew, its newly-established financial and retail center became known as “Downtown”, while the railroad and wholesale area of its beginnings came to be known as “Lowertown.” From the very start, these two distinctly different sides of the city’s character were complementary and synergistic, each contributing to the other’s strength.

Booming in the 1900’s, Lowertown faded after the turn of the century and languished for years, a place that time and commerce seemed to have passed by. In the early 70’s, St. Paul industrialist Norman Mears began some efforts to renew the area. Unfortunately, they were stalled by his untimely death. In 1978, the city, under Mayor Latimer’s leadership, articulated a bold, new public private partnership that would tap its tremendous potential. The McKnight Foundation responded enthusiastically by providing $10 million in seed capital, and asked that a catalyst organization called Lowertown Redevelopment Corporation (LRC) be formed. The goal was to use the $10 million to attract $100 million in investment.

LRC targeted three functions critical to the revitalization of Lowertown — to provide limited gap financing to help get projects started; to review designs to assure that each development harmonized with the historic character of the neighborhood; and to actively market the area to potential employers, residents, investors, developers and the public. LRC, in partnership with the City and the private sector, planned and executed a development strategy and design framework for the area, a program which, after 12 years of effort, has succeeded beyond anyone’s expectations.

That program, which continues to evolve to this day, called for a mix of housing, offices, retail stores, services, restaurants, theaters, parks and public spaces — a mix that has brought people, business and development back to the neighborhood, and total investment to date to $350 million, three and one-half times the original goal.

After years of work and investment, Lowertown today is a national role model of how public and private interests, sharing a common vision and working together in harmony, can be an effective catalyst in the renewal of a city’s historic heart.
Building A New Neighborhood for All People

Lowertown was designed to provide a comfortable and attractive living and working environment for people. In increasing numbers, people are discovering its special charms — some to just visit, more to work or shop and many to live. Lowertown is succeeding because it is a real neighborhood, and offers a wide range of housing choices and neighborhood amenities which serve the needs of residents and workers, including a YMCA, restaurants, parks, theaters, shops and every kind of needed service.

Residential housing of every kind and in every price range is an important factor in Lowertown's growth. It provides an expanding worker population with convenient places to live, and offers restaurants, shops, stores and other businesses a growing base of customers. Over time, the increasing numbers of people living in Lowertown will attract still more businesses of every kind.

Since LRC’s founding in 1978, nearly 1,500 housing units, apartments as well as condominiums, have been built, making Lowertown one of St. Paul's fastest growing neighborhoods. Clustered around Mears Park and the Farmers Market, they continue to have strong appeal for both renters and owners, reflected in extremely high occupancy rates. Most are within easy walking distance of almost every major building and employer in Downtown St. Paul.

As a result of the historic rehabilitation tax credits, Lowertown Redevelopment Corporation’s marketing efforts, and some city financing, leading local and national developers have created a smorgasbord of housing options for residents. Rental options range from modest studios at the American House, to large and elegant high-rise apartments in the Towers of Galtier Plaza, fashionable renovated historic warehouses such as The Parkside, Lowertown Commons and The Cosmopolitan, or artists’ studio-apartments in the Northern Warehouse, the 262 Studio Building, and the Lowertown Lofts.

Many people have found housing prices in the Lowertown neighborhood competitive, choosing to become homeowners by purchasing condominiums at Galtier Plaza or Market House. Residents are a diverse group in terms of age, income and interests. Many are young professionals and office workers, both single and married; a significant number are "empty nesters", who have opted for a convenient life-style, close to the City's cultural attractions. Others are students, artists or business owners who find the neighborhood a richly interesting place to live and work.

At Lowertown's heart is Mears Park, a "village common" at the edge of downtown currently undergoing total renovation to make it even more enjoyable and attractive. Costing more than a million dollars, the rebuilding will create "a park for all seasons." Comprised of two contrasting areas, the park will recall a French garden with tree rows and formal plantings in one portion, while evoking an English "natural landscape", with winding paths, and informal plantings of trees and flowers, in the other. The two will be connected by a running stream, and joined at the center in a large paved area with seating for concerts and community events in the summer, skating in the winter.

Lowertown offers residents maximum urban convenience — skyway connections to virtually everything of importance in St. Paul's compact downtown, from retail stores and office buildings to the Ordway Theater, Science Museum, and the Minnesota Museum of Art. For downtown workers, living here offers great savings in time — just one hour each day of commuting time saved gains more than three hundred hours a year for leisure and personal activities. Here, too, walking to one's work is a pleasant and convenient option, one that saves energy, reduces costs, and keeps one physically fit.

In Lowertown, people continue to discover St. Paul's most pleasant and convenient urban environment — an interesting mixture of historic and new buildings, parks, street landscaping, old-fashioned streetlights and bus shelters, small retail shops, and many personal services — all of them at their doorstep or just "around the corner."

“When I look to the 1990's, I envision an even brighter future for Lowertown. It will be known regionally as a place where people want to live, work, play and create.”

—Mayor Jim Scheibel
City of St. Paul
Creating A Job Base for St. Paul

Walking through Lowertown today, it is difficult to believe that just ten short years ago this was a neighborhood of empty buildings, broken windows and parking lots.

Lowertown in the '90s is the culmination of nearly a dozen years of work. During that period, more than $350 million in new investment was generated, compared to just $22 million in the entire decade before LRC's founding. Within it have come 2,500 construction jobs, with another 4,600 permanent jobs created or retained. During the same period, property taxes generated by the area increased nearly five times.

New investment, primarily private capital, has come from a variety of investors and developers, both local and national — from firms like Carley Capital Group of Madison, Wisconsin; Historic Landmarks for Living, Inc. of Philadelphia; Boston Bay Capital, Inc., of Massachusetts; and Amenities of Atlanta.

In the early years, LRC's role as gap financier made the critical difference. For example, in the case of Heritage House, an investment of $120,000 each from LRC and the City made a $3 million project a reality. It was a $520,000 guarantee from LRC that got the Union Depot renovation underway, and a $2.2 million LRC loan launched the development of Galtier Plaza.

Strong developers and new investors continue to be attracted to Lowertown's potential. The Fraunshuh Company, for example, renovators of the First Trust Building, acquired the Park Square Court Building. Zaidan Holdings, Inc. acquired and revitalized Galtier Plaza as well as Lowertown Business Center. Boston Bay Capital acquired The Cosmopolitan Building, rapidly leasing up its 254 apartments. Leeann Chin, Inc. moved its national corporate offices to the Union Depot.

Risk is inherent in any effort as large and as visionary as Lowertown. A handful of developments have failed to live up to expectations. But in almost every case, these projects have ultimately been transferred to stronger hands, capable of realizing the potential that was originally envisioned.

Recent developments have had far-reaching effects on Lowertown's economy and growth potential. KTCA-TV's new studios have enhanced the area's reputation as a national center for the video, film and communications industry. Film in the Cities, a major film and video educational center, has a beautiful facility in Lowertown, the Jeromé Hill Theatre. Indepen-
dent Television Services, created by PBS to foster independent productions nationwide, has chosen to locate its national headquarters here. Continental Cable’s Lowertown headquarters has added to the area’s reputation.

Architectural, design, advertising, and related “soft” industries are also growing rapidly, making Lowertown a Twin Cities center for such services and companies.

Lowertown is also becoming an extremely attractive location for new and growing companies in emerging areas of high technology, biotechnology and medical products and services. A large inventory of low-cost loft space is available for use for research, office, manufacturing and warehouse use as needed.

Lowertown enjoys excellent access, provided by the I-94 and 35E freeways, and other major streets and highways, such as Warner Road and Jackson Street, as well as superb public transportation. There are vast amounts of parking space available in lots scattered around the neighborhood, which also serve as “land banks” for future development.

Most warehouses in Lowertown have been designated as historic landmarks, qualified for rehabilitation tax credits, making them more desirable for future development.

The neighborhood is served by the St. Paul District Heating System, which assures a competitive and secure source of energy. Lowertown has also benefited from its closeness to the downtown core, linking it to every financial, legal, and governmental service.

Today’s Lowertown is the result of a unique public and private partnership between Lowertown Redevelopment Corporation and many others, including the Office of the Mayor, City Council, St. Paul Port Authority, Department of Planning & Economic Development, Department of Public Works, Parks & Recreation Department, Downtown Council and Chamber of Commerce.

Through the years, dedicated leaders from Lowertown and the City of St. Paul have continued to envision the future, for the overall benefit of St. Paul, in striving for the benefits of imaginative, well-conceived and well-executed development. In the years ahead, the neighborhood will continue to be receptive to new businesses, new developers and new opportunities. And LRC will continue its persistent efforts in overall planning, marketing, and gap financing for the area, particularly in providing a range of personalized services to companies making relocation and investment decisions.

“We are grateful to the leadership and dedication of the Lowertown Redevelopment Corporation in its effort to renew Lowertown over the past twelve years.

We are pleased to see that this broad and persistent approach toward one targeted area has brought more jobs, housing, beauty and amenities to Lowertown.

As communities across America are looking for effective mechanisms to regenerate themselves, St. Paul can provide a useful model for examination and action.”

—Michael O’Keefe  
Executive Vice President  
McKnight Foundation
Ten years of planning and development have brought vast changes to Lowertown. Today there are many more people here, in stores and offices, restaurants and art galleries, in apartments and condominiums, and in the schools and churches.

**KTCA-TV’s Lowertown studios**

Life in Lowertown is lively. The growing numbers of people who live and work here have brought with them new activities and greater appreciation for the area’s unique character. A reputation as a haven for artists, sculptors, photographers, and writers preceded the neighborhood’s revitalization, and Lowertown Redevelopment Corporation and community leaders have taken pains to continue to retain and support them.

For example, new studio housing for artists in Lowertown Lofts, 262 Studio, and Northern Warehouse has been built through various, creative combinations of financing. The neighborhood is filled with arts organizations, both traditional and “on the cutting edge.” Such familiar names as Film in the Cities and the St. Paul Arts Collective serve as magnets for artists, studios, galleries and their patrons.

Visitors and residents alike support and appreciate the growing numbers of galleries, such as the Lowertown, Art Resource, Kramer and Master Framer galleries. Annual art, crafts and music festivals draw large crowds from near and far. The Great Hall at First Trust Center, the Atrium at the Union Depot, and the Palm Court at Galtier offer wonderful spaces for large public gatherings and performances. Temporary outdoor public art installations have been made by FORECAST and other arts groups. Developers and investors are encouraged to find ways to include the arts in their planning.

Lowertown is also St. Paul’s only theater district, with first run movies at the new, beautiful Cinema 4 in Galtier, while classic and avant-garde films are exhibited at the Jerome Hill Theater in First Trust Center.

Important to Lowertown’s vitality is its growing reputation as a center for all kinds of entertainment. Residents and workers can choose from a wide variety of restaurants, including Learn Chin’s in the restored Union Depot, Rudolph’s, Sakura and O.J.’s, Fitzgerald’s in Galtier Plaza, Sawatdee and Woolley’s, as well as such popular entertainment centers as Scott Hansen’s Comedy Club and the Desert Links, an indoor miniature golf course.

KTCA’s Minnesota Telecenter, Independent Television Services, and Film in the Cities have placed Lowertown at center stage in the film and video arts.

Other major cultural attractions are on their way, including the new Minnesota Transportation Museum, which could begin construction in the Depot Concourse before the end of 1992.

The Transportation Museum offers an exciting new design for the empty Depot Concourse, with lively displays of new and vintage trains, boats, automobiles, airplanes and space shuttles. Computer
simulations of flights and train travel will help children learn interactively about man's continuing conquest of distance and space.

Ticket offices, gift shops, and administrative offices will be located in the Depot building, which will lead naturally to the vast displays in the long concourse building. Ample parking will be located nearby. Skyways will provide easy access from downtown to the Museum.

There will be both permanent and temporary exhibits and year-round activities, providing a great place for children and families, as well as out-of-town visitors and friends. Offering fun, exhilarating and educational experiences for all, the museum will be a major addition to St. Paul's growing tourism attractions. When completed, the museum will open a new window to the Mississippi, reclaiming the riverfront for everyone's enjoyment. It will vividly illustrate St. Paul's historic role as a transportation center, helping every visitor gain new appreciation of the city's rich history.

The St. Paul City Council has recognized the museum's potential, setting aside $3 million for the project, which can be matched by a $2 million Ramsey County bond authorized earlier by the state legislature. The Museum Board, with the help of many public and private sectors, is raising additional private funds for the program and its endowment.

Education also plays a role in Lowertown's diverse cultural life, through Film in the Cities, the nearby Saturn School of Tomorrow, the Globe Business College, and Lowertown branch of the College of St. Catherne.

Part of the fun of Lowertown is its "look." The neighborhood's popular street lighting, furnished by ornate Victorian lamp posts, is being extended to cover an additional 24 block-faces. The newly-renovated Mears Park, a popular lunch-time gathering place, will bring a fresh, "green" environment to the area, with trees, flowers, benches, sculptures and fountains. Summer will bring outdoor concerts, performances, events and festivals... in winter, skating, ice and snow sculptures and other winter fun. A new bridge at 7th Street has provided a more beautiful gateway to Lowertown, and other bridges are due to be similarly rebuilt over the next several years.

The special richness of life in Lowertown is demonstrated in many ways: by the historic and well-loved Farmers Market, located in the heart of Lowertown's residential neighborhood, attracting more than 50,000 visitors every summer; by its churches, such as First Baptist and St. Mary's, drawing large crowds from throughout the metro area; antique stores and luxury apartments, side-by-side; and the ever present possibility of discovering a unique store or shop tucked in some building's corner.

"In a superb and exciting way, this project has enabled St. Paul, in its historic heart, to "get its act together." The precedent - for advancing in American cities the qualities of fine urban texture, of true and inclusive community, and life and future - is truly exciting."

—Neal Peirce
National Syndicated Columnist on Urban Affairs
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Tomorrow's Lowertown. It's Being

"This effort has been guided by a creative and powerful city-building vision. Unlike old-style urban renewal, which depended on massive federal funding and large-scale intervention following a fixed plan, Lowertown Redevelopment Corporation used the subtle approach based on a series of public and private partnerships which allows for continuous adjustment of the vision. We recommend that other cities follow Saint Paul's lead."

—President Ronald Reagan in presenting the Quadrennial Award for Design Excellence to Lowertown Redevelopment Corporation in 1985.
Newtown. It's Being Planned and Built Today!

Proposed Transportation Museum

A desirable location for high technology and medical companies
Lowertown’s future is even more exciting than its past, a place

- where families will feel secure, can walk to work, and have access to reliable day-care.
- where older people can remain active in a busy, interesting environment.
- where new businesses thrive, especially the medical, computer, film/video, software, advertising, telecommunications, and similar industries.
- where the arts are alive, where people meet in cafes, parks and streets, stroll along a landscaped riverfront, or take a boat ride in the softness of the evening.

As more housing is built, other areas of Lowertown will grow, taking advantage of proximity to Downtown, the Capitol, hospitals, and the Mississippi River. Mini-parks, pedestrian greenways, enclosed wintergardens, day-care centers, convenience stores and other neighborhood amenities will be included.

Special attention will be given to the needs of the elderly, women and children. New housing designs tailored to changing demographics and work patterns will emerge.

Energy conservation is a major goal for Lowertown. Clustering and supersization of housing will be emphasized. District heating will extend to all parts of the neighborhood. Solar energy will be tapped, actively or passively, while new zoning provisions will assure solar access for every resident.

On the Riverfront, the recent purchase by the City of Soo Line property east of Downtown will allow the long-planned rerouting of Warner Road and construction of a new riverfront park and improved Lambert Landing. Renovated warehouses along Kellogg, plus new construction over the Post Office parking deck, will provide attractive housing and some office and commercial development. Workers and residents alike will enjoy beautiful riverfront views and access to boating facilities.

The nearby Union Depot’s spectacular concourse area will draw tens of thousands of visitors to the new Transportation Museum. The Skyway system will be extended to the Depot and beyond to the riverfront. Pedestrian access to the riverfront and the long-dreamed of river garden will be easy.

In the 12-block Means Park area, rehabilitation of historic structures as well as new infill construction will continue. Seventeen buildings with historic landmark designation remain to be rehabilitated.

The Arts will continue to be an important part of Lowertown, and the neighborhood will play a significant role in establishing downtown St. Paul as a cultural district. More exhibits, performances, and events will be encouraged in private galleries, lofts, public parks, theaters and other places. Quality public art, including outdoor sculpture and fountains, will be placed in public places. Collaboration among artists, landscape architects and architects in the public arts will be fostered.

Public awareness of the value of the arts will grow, with excellence being the goal of every art project. As the market demands, more artists’ housing will be built to provide affordable living and working spaces around Means Park. In other public places, art galleries, restaurants, and sidewalk cafes will be clustered. The arts will contribute to, as well as benefit from, Lowertown’s ongoing renewal.

Economic growth will continue in Lowertown, with the abundance of low cost warehouse space attracting new and growing businesses. The ready availability of land in the North Quadrant will allow new modern buildings to be easily built to meet the need of new or existing businesses. Targeted marketing efforts aimed at regional growth industries such as high technology, biomedicine, information, and healthcare will bring new growth and more jobs.

The presence of KTCI, with its excellent facilities for video and film, Film In The Cities, a nationally renowned film center; and ITVS, a PBS company dedicated to encouraging new and innovative film and videos, will make Lowertown a center for video, film and related “cultural industries.”

In the East Quadrant, the area east of Wall Street and the Gillette plant, warehousing and facilities for light industry may be developed. Bulk mail handling facilities could fit into this area as well.

Each of the four districts which make up Lowertown — the North Quadrant, Means Park, the Riverfront, and the East Quadrant — has clearly different development potentials. Taken together, they hold promise of an additional $400 million in development.

LRC will continue to act in its role as catalyst, idea-generator and implementer, helping to envision Lowertown’s future, and encouraging both public and private partners to work toward that shared vision.

Twelve years ago, many doubted that the dreams for Lowertown could ever be realized. Today, it is clear that much has been accomplished.

Like an artist producing beauty from raw clay, the Lowertown Redevelopment program has sculpted a living, breathing environment that will affect people’s potential and influence the quality of their lives for decades to come. Ten, twenty, or thirty years from now, we will all look back with amazement at what is being created here today.

Without the dreams and the hard work of the last twelve years, Lowertown would still be little more than a collection of empty warehouses and parking lots. Vision, sensitivity, risk-taking — these, plus a commitment to cooperation, have made all the difference.

Working together, we’re remaking Lowertown, and building a new St. Paul for tomorrow!
August 1991

Although the national real estate market is still on the road to recovery, projects in Lowertown continue to show remarkable progress on many fronts due to the efforts of city agencies and private organizations.

GALTIER PLAZA, with added financing by Royal Bank and Lowertown Redevelopment Corporation, has grown stronger. Owner Zaidan Holdings reports that office space is 85 percent leased, retail 85 percent leased and 70 percent occupied, and its condominiums are 70 percent sold.

OTHER LOWERTOWN HOUSING DEVELOPMENTS report even higher occupancy. The Cosmopolitan stands at 80 percent; Lowertown Commons 92 percent; and the Parkside Apartments at 90 percent. Lowertown's three artists' housing projects, and one senior citizens' housing development, all have waiting lists.

STREET LIGHTING EXTENSION AND TREE PLANTING PROGRAM NEARS COMPLETION. Ground was broken last fall, construction resumed in the spring and is now nearly completed. Eleven lights of a total of 76 remain to be installed. Fifty trees will also be planted this fall. When combined with existing lighting around Mears Park, street lighting and landscaping will have been extended to a 42 block frontage in Lowertown.

NEW MEARS PARK demolition and site preparation were completed last fall. Park staff has been working on detailed plans, and bids have been let for most of the work to be done. The Parks Department promises a November completion date, with the exception of a couple items which need some additional funding.

When completed, the "new" Mears Park will offer more trees, grass, and flowers than before, as well as a central paved "civic arena." A boulder-lined stream of water will meander through a row of birch trees. Native materials such as Kasota stone and Redstone are being used, with plantings of ash, red pine and maple.
THE TRANSPORTATION MUSEUM added three distinguished community leaders to its board, including Louis F. Hill, Sam Morgan and Don Moe. Fundraising efforts continue under the leadership of Board Chairman Art Pew. The Board is exploring the option of launching the Museum in the Depot Headhouse rather than the Concourse as originally planned.

UNION DEPOT SKYWAY is a major focus of current activity. $1.14 million in funds were allocated earlier. Effort is being focused to get construction of the skyway to the Depot underway, and make necessary repairs to the building. The City is considering allocating $1 million toward this repair.

SPECIAL REPORT DESCRIBES LOWERTOWN'S NEIGHBORHOOD GROWTH. Just published, this colorful new brochure offers a fresh and exciting overview of Lowertown -- past, present and future. Your personal copy is enclosed with this issue of the Update. (Additional bulk copies are available from LRC offices at modest cost.)

LOWERTOWN REJUVENATION HAS BEEN PROMINENTLY FEATURED IN ANOTHER RECENT NATIONAL PUBLICATION. Titled America's Downtown: Growth, Politics & Preservation by the National Trust for Historic Preservation, the book cites the "extraordinary level of public-private cooperation" which has made Lowertown a reality.

PRESIDENT BUSH VISITS SATURN. Downtown St. Paul was the focus of national TV and major newspapers in mid-April, when President George Bush visited St. Paul for the specific purpose of touring -- and showcasing -- the Saturn School as a national model of educational innovation and excellence. Congratulations to Tom King and others who made this possible.

EXECUTIVE DIRECTOR LECTURES IN JAPAN. At the invitation of Tokyo University, I lectured several public and private organizations, including Todai, Waseda, Japan Building Center, Ministry of Construction, and Yokohama Forum, and visited several important projects, including Tsukuba Science City, Tokyo waterfront, Yokohama Century 21, and International Housing Fair at Fukuoka. Living in a Tokyo neighborhood provided a totally new perspective of this world city, as well as some fresh insights into the world-wide struggle to protect neighborhood identity and livability, including our own Lowertown.

Weiming Lu
Executive Director