

April 9, 2013

Flora Street Lofts, Ltd.  
1925 San Jacinto #300  
Dallas, TX 75201

To whom it may concern:

I am writing on behalf of The Dallas Opera in support of the proposed Flora Lofts development, which includes affordable artist residences, market rate residences, retail facilities, parking, and public spaces. This project will enable outstanding visual and performing artists to be resident in the Arts District, thereby encouraging greater interchange between practicing artists and the performing arts organizations located in the area, and supporting the continued growth of the reputation of the Arts District both nationally and internationally.

This project will also provide much-needed street level retail to serve the pedestrians who patronize public spaces such as Klyde Warren Park. Increased pedestrian traffic will help to draw patrons to the performing arts organizations in the area, and additional retail facilities will improve the overall experience by providing places for patrons to spend time both before and after performances.

As the development of the Arts District comes near to its conclusion, following several decades of planning and construction, this project represents an important final step. At The Dallas Opera, we are pleased to welcome our prospective new neighbors, and feel confident that the Flora Lofts will add even greater vibrancy to the Arts District.

Yours sincerely,



Keith Cerny  
General Director & CEO  
The Dallas Opera