

I. D. FLORES III
4218 FAIRFAX AVENUE
DALLAS, TEXAS 75205

April 19, 2013

Mr. Tim Irvine
Executive Director
Texas Department of Housing and Cultural Affairs
P.O. Box 13941
Austin, TX 78711-3941

Dear Mr. Irvine,

I am writing to register my enthusiastic support for the proposed Flora Lofts development in the Dallas Arts District.

I manage an investment banking firm in downtown Dallas approximately 1 block from the Dallas Arts District. We have been at this location for over 20 years and the development of the Arts District has played an important role in making the work environment vibrant and attractive for our employees. In addition, I have played a prominent civic role in development of one of the Arts District's major institutions, the Booker T. Washington High School for the Performing and Visual Arts. In every way, the continued progress in developing the Arts District is vital to me, our employees and the City of Dallas.

With this thought in mind, the Flora Lofts development would be a significant enhancement to the Arts District by providing 47 residences for artists, additional covered public parking and adding much-needed street level retail. Economically and aesthetically, this attractive development—which would replace a block-long surface parking lot along Flora Street—would add value to Arts District properties, provide amenities to draw more people into the District, attract them to linger longer in the neighborhood, add to Dallas tax rolls, and enhance values in many other ways.

It would also help complete the original vision for the Dallas Arts District by adding the artists residences called for in the original master plan developed by Sasaki Associates.

For the Dallas Arts Community, Flora Lofts creates an important opportunity for Dallas-area artists to focus on their growth and development by providing affordable and market-rate residences in the creative Arts District environment. Flora Lofts is an important project and I fully support its development.

Sincerely yours,



I. D. Flores III
Partner, Ceres Capital Partners
Former Chairman of the Building Campaign,
Booker T. Washington High School for the
Performing and Visual Arts