

October 25, 2019

City Council- Planning and Land Use Management Committee
John Ferraro Council Chamber, Room 340 City Hall
Los Angeles, California 90012

Russell J. Ariza, Captain, U.S. Navy (Ret)
5928 El Rancho Drive
Whittier, CA 90606

Re: ENV-2016-3991-EIR

Dear Honorable Council Members,

My name is Russell Ariza and I am one of the shareholders that embody the Southern California Flower Market ownership. I am a retired Naval Officer, and during my career have had the honor to serve as the Executive Officer of the aircraft carrier USS Dwight D. Eisenhower, in addition to commanding the F-14 Tomcat squadron VF-32. I most strongly support the proposed development project of the Southern California Flower Market.

I have recently relocated to Los Angeles to assist in the execution of my deceased father's trust. My father was a flower grower, florist, and shareholder of the Southern California Flower Market for over 60 years. He entrusted to me the share that I presently own.

Prior to our relocation, my wife and I resided in Virginia for many years, where a major regional attraction was affordable commercial real estate and housing for the area residents. You can imagine the surprise we experienced when we returned to Southern California and realized the stark cost of living difference, in particular concerning housing. Few days pass where the regional focus does not touch upon the lack of affordable workforce housing and the dearth of solution to resolve this crisis. This is why as a shareholder and resident I am passionate concerning the proposed development project.

Shareholders, such as myself, are conducting the development project. The importance of this ownership is to ensure the project will remain aligned to the objectives of the Southern California Flower Market members since the early 1900s: partnering with the City to provide an affordable place for local people to gather and conduct business.

Commissioners, thank you for your approval of this project, as presented. Your support will enable our organization to maintain aligned with our objectives, while simultaneously contributing to resolution of the regional challenge of affordable workforce housing.

If you have any questions or would like additional information, please do not hesitate to contact me at any time.

Sincerely,



Russell J. Ariza
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