



Falkland Apartments

Silver Spring, Maryland

Montgomery County Planning Board

July 10, 2008

Falkland Today



North Parcel, 16th and East-West Highway

Supporters

- **Montgomery Preservation, Inc.**
- **Historic Takoma**
- **Preservation Maryland**
- **National Trust for Historic Preservation**
- **Maryland Historical Trust**
- **Art Deco Society of Washington**
- **DC Preservation League**
- **Latrobe Chapter (DC), Society of Architectural Historians**

Supporters

- **Montgomery County Civic Federation**
- **Woodside Park Civic Assoc.**
- **Seven Oaks-Evanswood Civic Assoc.**
- **East Silver Spring Civic Assoc.**
- **Civic League of North Portal Estates (DC)**

- **Maryland Native Plant Society**
- **Montgomery County Sierra Club**
- **Audubon Naturalist Society**

Supporters

- **Richard Longstreth**
 - Past President, Society of Architectural Historians
 - Director, Graduate Program in Historic Preservation, George Washington University
- **Isabelle Gournay**
 - Professor of Architecture & Architectural History, University of Maryland
- **Ralph Bennett**
 - Professor of Architecture & Architectural History, University of Maryland; past Chairman, HOC
- **James M. Goode**
 - Author, *Best Addresses* and *Capital Losses*
 - Authority on DC residential architecture

Supporters

Dorn McGrath

- Professor Emeritus, Urban and Regional Planning & Geography, George Washington University
- Active in a number of Silver Spring land use issues since the 1980s

John Fondersmith

- Retired urban city planner, DC Office of Planning
- Worked on first Comprehensive Plan for DC and every Plan until 2005

John Breihan

- Professor of History, Loyola College, Baltimore
- Consultant to Maryland Historical Trust

Falkland: New Deal History



New Deal projects drove suburban development

Falkland a Prototype

Private Housing Projects in Capital Set Example for United States

By Franklyn Waltman.

The Washington Post (1877-1954); Nov 28, 1937; ProQuest Historical Newspapers The Washington Post pg. B2

Private Housing Projects in Capital Set Example for United States

U. S. to Be Backstop Under New Approach

Solution to Thorny Problem of Housing Building Believed Found in Feasible Operation of Enterprise Here.

By Franklyn Waltman.

Of all the projects which have attracted the New Deal, the task of solving housing construction has been the most baffling. Indeed, it has been so baffling that little progress has marked the most distinguished efforts put forward by President Roosevelt and his cabinet before Congress. Even the House will admit that little progress in the housing field has been the least promising of these accomplishments.

It is believed that the new approach to housing construction will be a model for the nation.

The new approach to housing construction is based on the principle of a housing enterprise which is a business enterprise in every respect. It is a business enterprise in every respect. It is a business enterprise in every respect. It is a business enterprise in every respect.

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FALKLAND

Roosevelt to Outline Program to Congress

Four Large-Scale Developments in or Near Capital to Be Used to Demonstrate What Can Be Done By Private Capital.

The President will outline a program to Congress which will include four large-scale developments in or near the capital to demonstrate what can be done by private capital.

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A MODEL for the NATION!



BREEWOOD



BUCKINGHAM

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Falkland: New Deal History



Eleanor Roosevelt

- Cut the ribbon when Falkland opened in 1937
- Recognized Falkland as important social experiment in multi-family housing

Sunnyside Gardens, Queens, New York

1924-28



National Register

2003 photos

**Radburn, Fair Lawn
(Bergen County), New
Jersey**

1928-29



National Register

- from American Architectural Survey

Chatham Village, Pittsburgh

1930-35



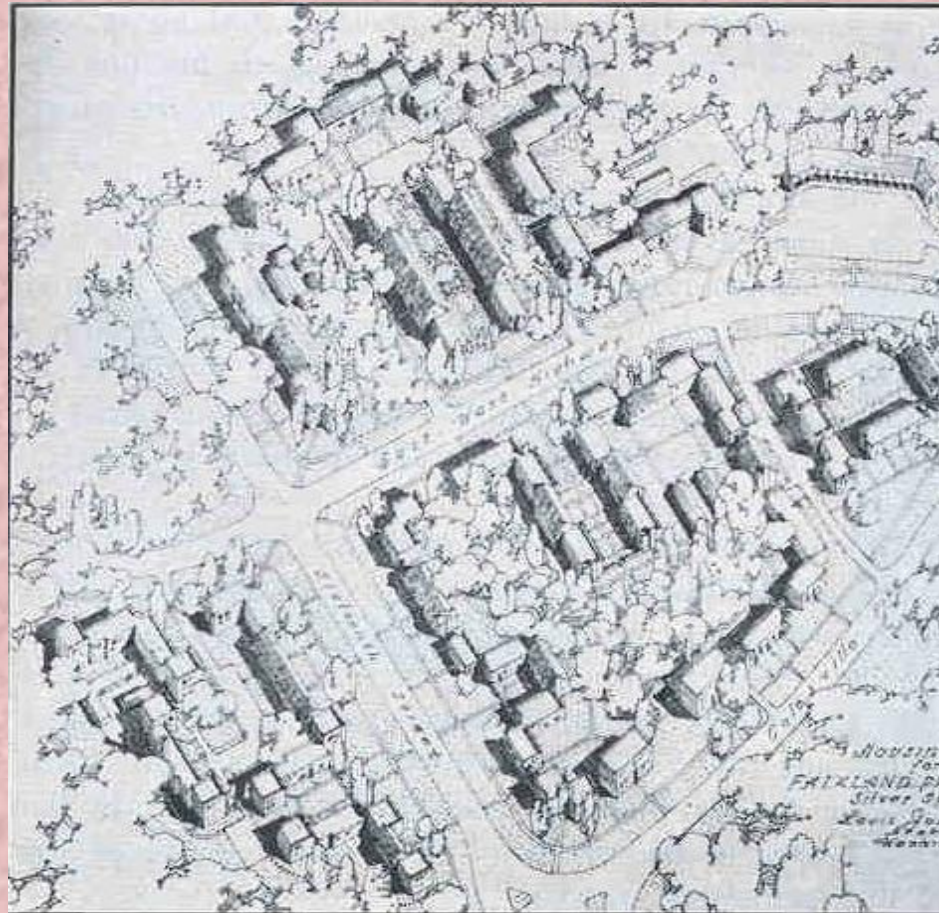
National Register

Colonial Village, Arlington, Virginia



1935-40

National Register



Falkland in 1941, from *Architectural Record*, March 1941 (89, 3): 93

Threats Over the Years



Tenants and civic activists protest pending demolition of Falkland Apartments to build huge housing/commercial complex.

Evening Star, 9/10/72

Falkland Today



Falkland Today



Falkland Today



Some Designs by Falkland's Architect



2120 Kalorama, 1925



Harvard Hall, 1928

**Fort Dupont Dwellings,
pre-1946**



Other Justement Designs



**E. Barrett Prettyman
Federal Courthouse, 1952**

National Register Eligible

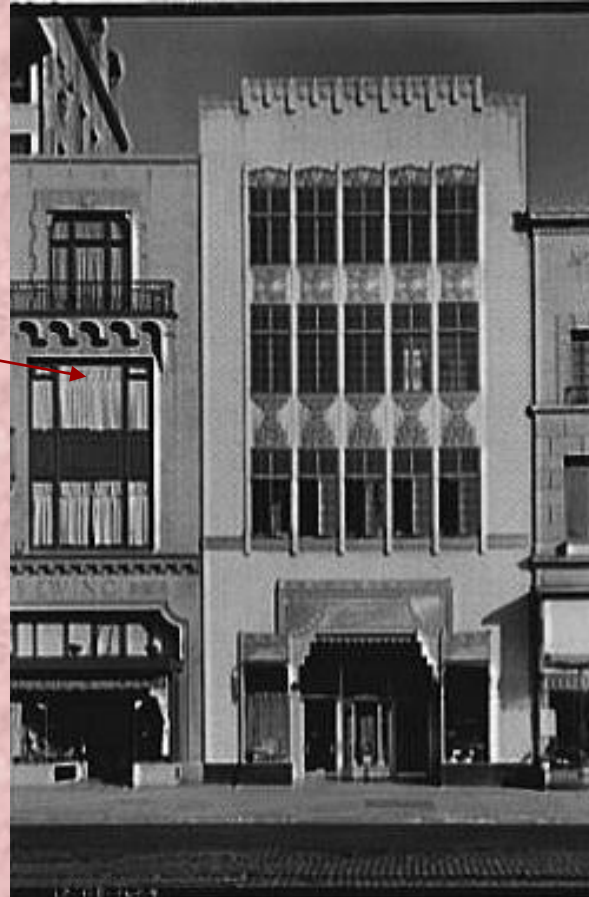


**Longworth House
Office Building, 1933**

Other Justement Designs

**Harris & Ewing
Photographic
Studio (on left)**

1300 block F St., NW



National Register

High Rise Activity



Discovery Building, downtown Silver Spring

Human Scale Streetscape Near Metro



**Silver Theatre &
Shopping Center**

Human Scale Streetscape Near Metro



Takoma Park Downtown



Human Scale Streetscapes near Metros



Woodley Park

Cleveland Park





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