



8229 Boone Boulevard #500  
Vienna, VA 22182  
(703) 370-7363 ▲ FAX (703) 370-7368  
[www.homeproperties.com](http://www.homeproperties.com)

June 6, 2008

Christine McGrew  
Director's Office  
Maryland – National Capital Park and Planning Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910



Re: Falkland North

Dear Christine:

At the request of Barbara Sears at Linowes and Blocher, I am enclosing a CD containing our consolidated PowerPoint presentation from the December 6, 2007 Planning Board hearing.

Please do not hesitate to call me at 703 370 7363 x8502 if you have any questions.

Thanks.

HOME PROPERTIES, INC.

A handwritten signature in blue ink that reads 'Michael Eastwood'.

Michael Eastwood  
Vice President, Development

# Falkland North

- Historical Relationship – R. Christopher Goodwin & Associates, Inc.
- The Project – Grimm + Parker Architects
- The Site – Parker Rodriguez
- Grocery Store – Harris Teeter
- Development - Home Properties



# Falkland Apartments

## Montgomery County Planning Board

6 December 2007

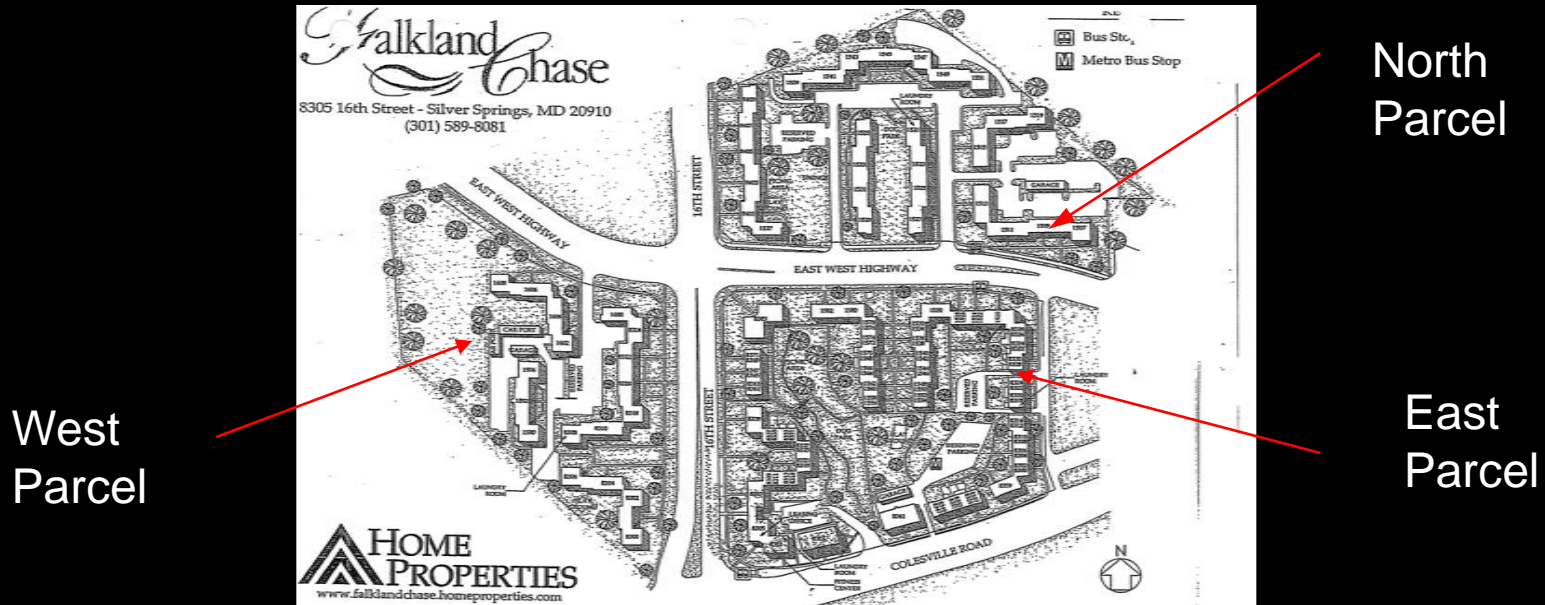
- R. Christopher Goodwin & Associates, Inc. retained by Home Properties, REIT
- Provide an Architectural Analysis of the Property and Assess the Impact of the Proposed Redevelopment upon the Three Parcels

# Falkland Apartments

- **R. Christopher Goodwin & Associates, Inc.**
  - 25 Years of Experience in Cultural Resources Management
  - Expertise in Architectural History, Public History, Archeology, & Preservation Planning
  - Staff Exceeds the *Secretary of the Interior's* Professional Qualification Standards in Architectural History



# Falklands is Three Separate Projects



No Comprehensive Plan

Different Financing

Different Site Designs

Different Architectural Approaches

Different Integrity

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# East Parcel



- 1936-37
- Blair Estate
- Louis Justement, Architect
- 10+ Acres
- 147 Duplex and Apartment Units in 27 Buildings

# East Parcel

- Complete Federal Financing
  - Reconstruction Finance Corporation Funding
  - FHA Guaranteed Mortgage
- Designed in Collaboration with FHA Architects to FHA Standards
  - Site Plan
    - Garden City Principles
  - Architecture
    - Colonial Revival Style Promoted in FHA *Design Portfolio* for Projects in Mid-Atlantic
- Eleanor Roosevelt Attended Dedication in 1937



# East Parcel = Popular Image



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# East Parcel : Site Design



Picturesque Interior Park  
Emphasizing Natural Landscape



Residential Scale  
Concentration of Buildings on  
Site Periphery  
Buildings Facing Public Street  
Creating Public & Private  
Spaces



Pedestrian Orientation With  
Limited Vehicular Access





# East Parcel : Architecture



Residential Building Scale



Staggered Building Massing

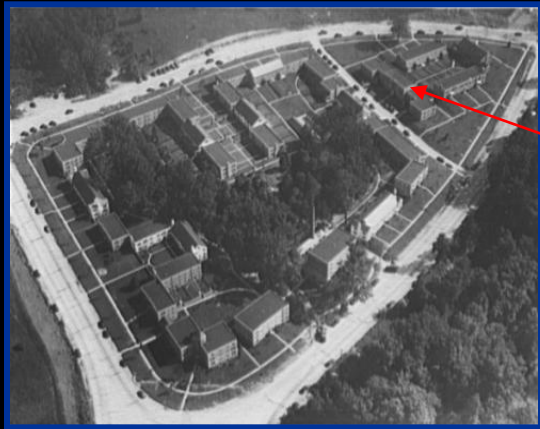


Integrated Colonial Revival Design





# East Parcel : Change



Changes to Windows & Doors



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# East Parcel – Change

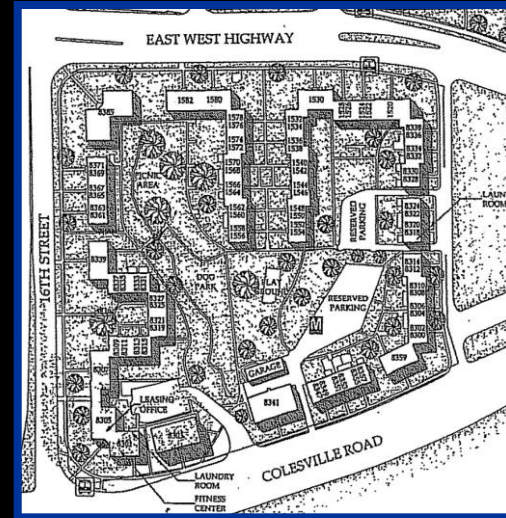
## Road Expansion





# East Parcel

## Retains Character-Defining Features

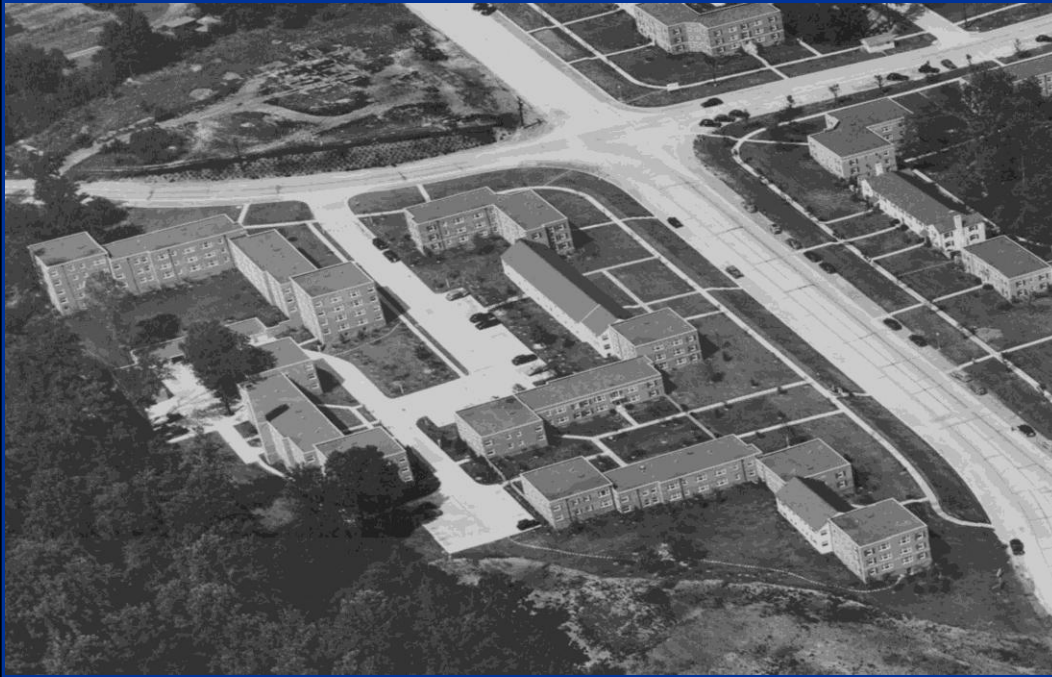


- Central Site Design Feature of Picturesque Landscape
  - Staggered Residential Building Blocks Sited at Edges of Site
  - Pedestrian Emphasis with Limited Vehicular Access
    - Colonial Revival Design fully Integrating Building Forms with Ornamentation

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# West Parcel



- Developed 1939
- Louis Justement, Architect
- 6.29 Acres
- 121 Unit Apartment Complex
- 17 Apartment Buildings
- Privately Financed; FHA Guaranteed

# West Parcel : Site Plan



Apartment Blocks Sited throughout Site



Parking Lot = Major Interior Site Feature



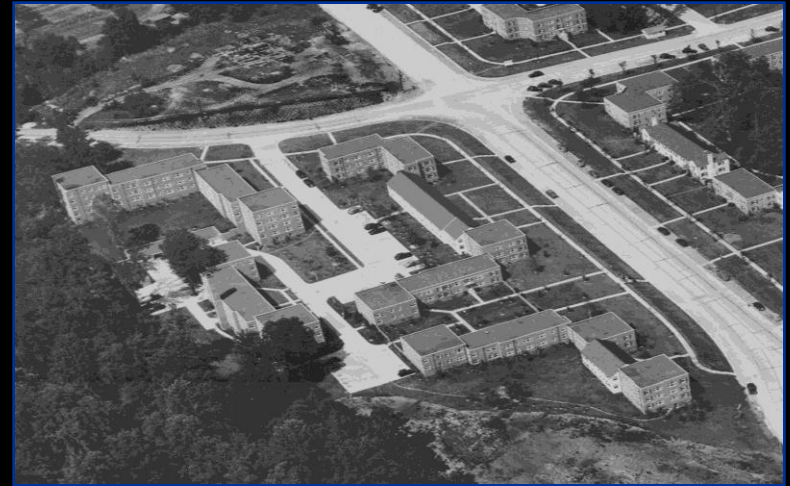
Open Space Framing Apartment Blocks



# West Parcel: Architecture



Higher Scale & Greater Mass



Institutional Architectural Character



Minimized Applied Ornamentation



# North Parcel



- Developed 1938-39
- Louis Justement, Architect
- 182 units in Six Apartment Blocks
- Privately Financed through Union Central Life Insurance Company

# North Parcel : Site Plan



Intensive Site Development in Six Major Apartment Blocks



Formal Traffic Court with Surface Parking Replaces Picturesque Park as Central Design Element

# North Parcel : Site Plan



Low Scale Apartment Blocks



Minimized Colonial Revival Detailing



# East Vs North Parcels



**Residential Character**



**Institutional Character**

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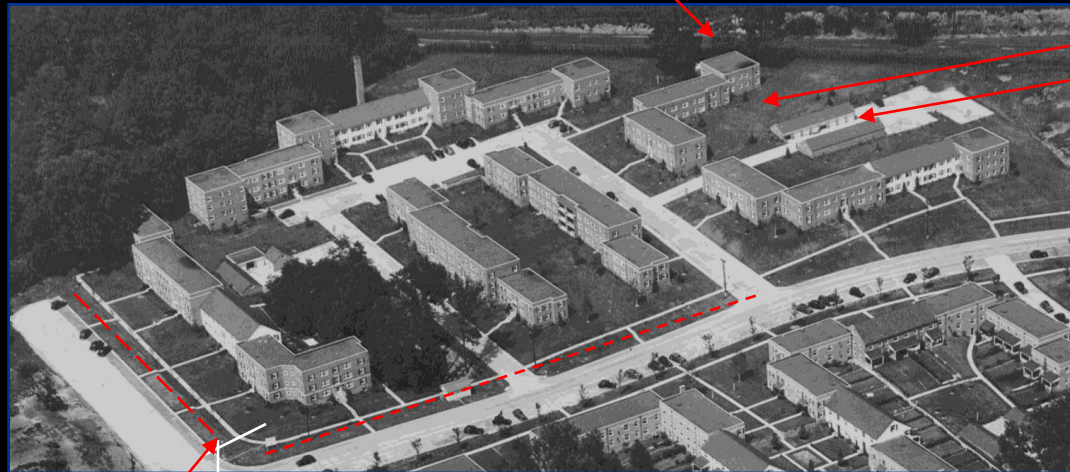
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# East Vs North Parcels



# North Parcel : Change

Metro



Street Expansion



Garage Demolition & Increased Surface Parking

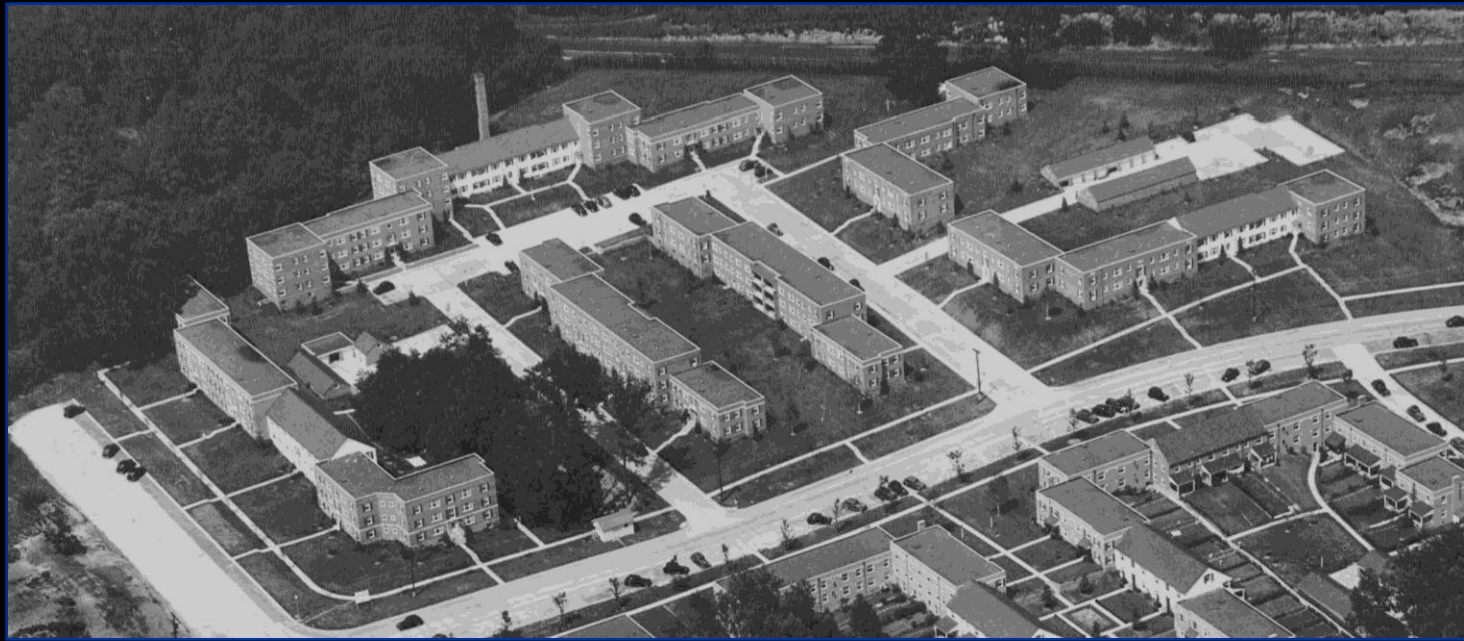


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# North Parcel: Change



- Building Modifications :
  - Garage Demolition
  - Doors
  - Installation of Aluminum Frame Windows
  - Removal of Balconies
  - Gutter Replacement

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# North Parcel



Demolition Affecting  
2 Buildings

Further Reduction in  
Site Area

Additional Changes  
in Setting

Visual Impact of  
Elevated Rail Bed

Increased Noise

## Impacts from Purple Line

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# Conclusion

## Falklands Comprises Three Separate Projects

- Different Site Designs
- Different Architectural Approaches
- Different Associations
- Different Integrity
- No Comprehensive Plan
- Different Financing

# Redevelopment Proposal

## Preserves East & West Parcels

- Do Not Object To Listing in Master Plan
- Commits to Appropriate Treatment Through Aggressive Rehabilitation Program
  - 13K± Private Investment per Unit
- Rehabilitation of Landscape
- Preservation of 268 Residential Units
- Preservation of 62% of the Total Land Area

## North Parcel

- Removal of Area with Diminished Integrity which will be Lost with the Construction of the Purple Line

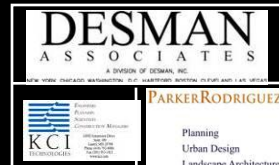


# Redevelopment Proposal

- Smart Growth and Sustainability
  - Balanced Approach that Embraces the Ethic of Preservation with Proper Planning for the Future
  - Provides Grocery, Other Retail, Additional Parking, and Amenities on North Parcel Giving Renewed Economic Life to East and West Parcels and Sustainability for All Parcels
  - LEED Certified

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# Guiding Principals of Design

- Embrace principals of smart growth.
- Create vibrant residential/ mixed use community adjacent to Metro.
- Incorporate – public benefits, amenities, green design.
- Compatible with present/future growth of Silver Spring.
- Architecture to bridge character of traditional and new high rise buildings.
- Consistent with Sector Plan – CBD R1



# Project Data

- Units – 1,059
  - Gross Area - 1,168,920 S.F.
  - Residential – 1,154,102 S.F.
  - Retail – 64,818  
(including Harris Teeter)
- Total Parking – 1,422
  - Residential Parking 1,126
  - Commercial Parking 296
- 1.6-acres public plaza





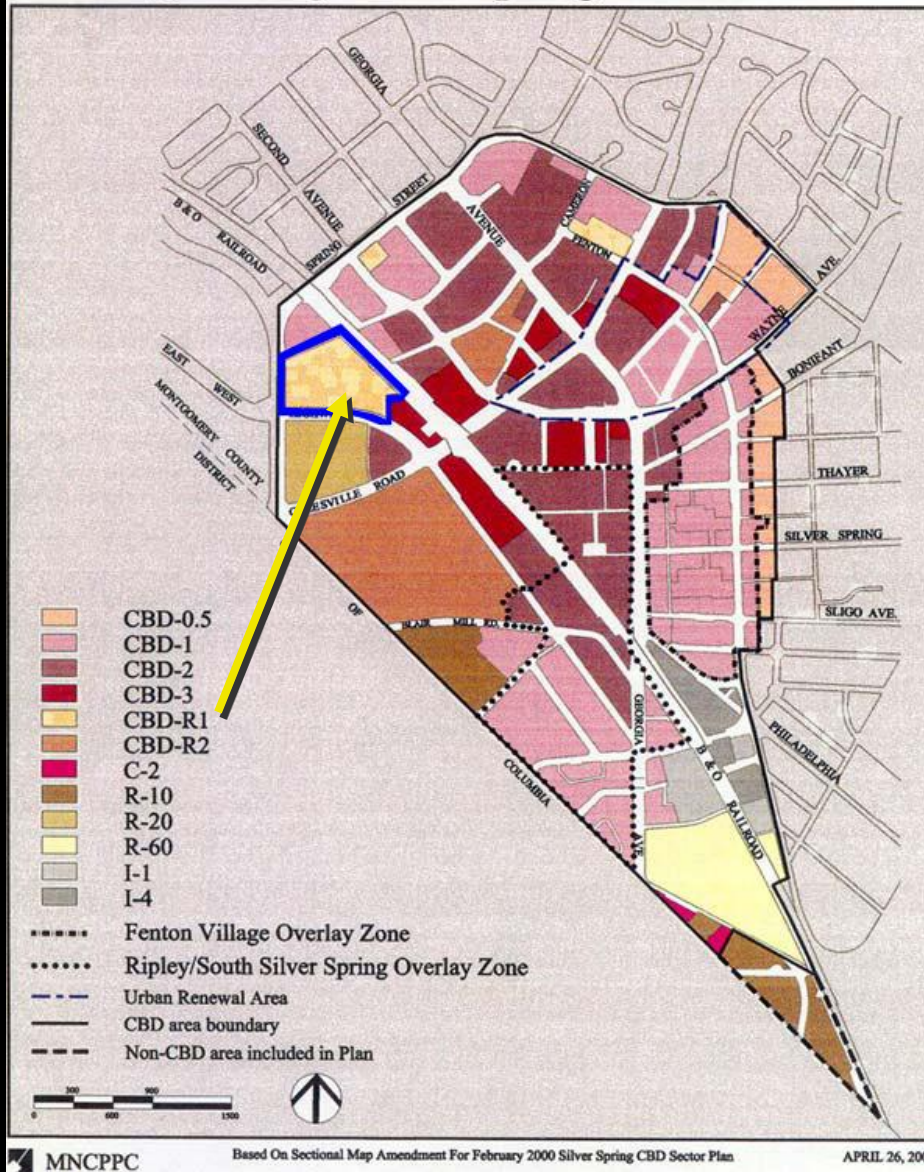


AERIAL PHOTO:  
VICINITY





# Existing Zoning Silver Spring CBD



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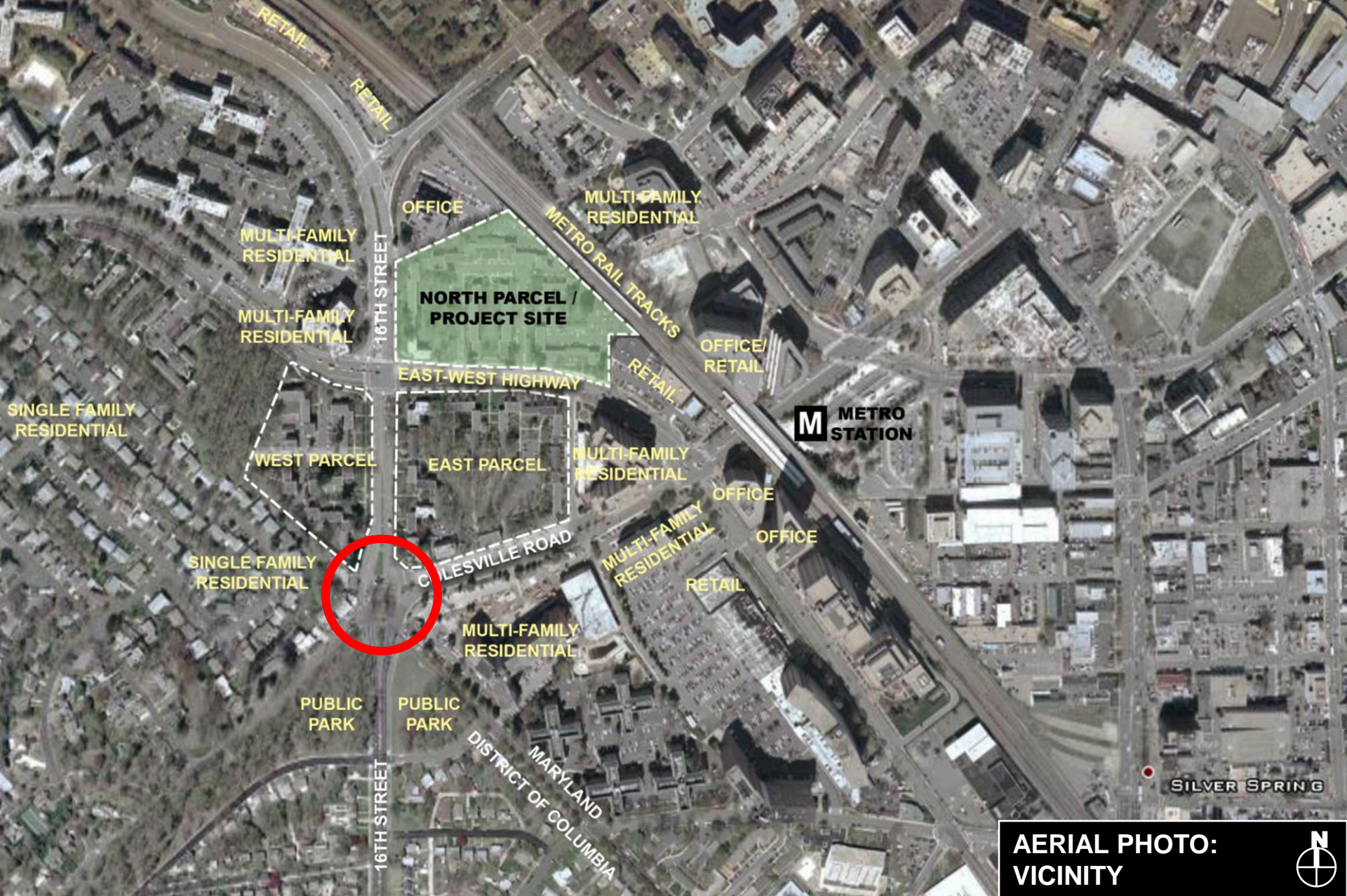




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VICINITY







AERIAL PHOTO:  
VICINITY





**Copula Building  
Falkland East**



**16th Street  
Falkland West**



**Rental Office  
Falkland East**



**16th Street  
Falkland West**

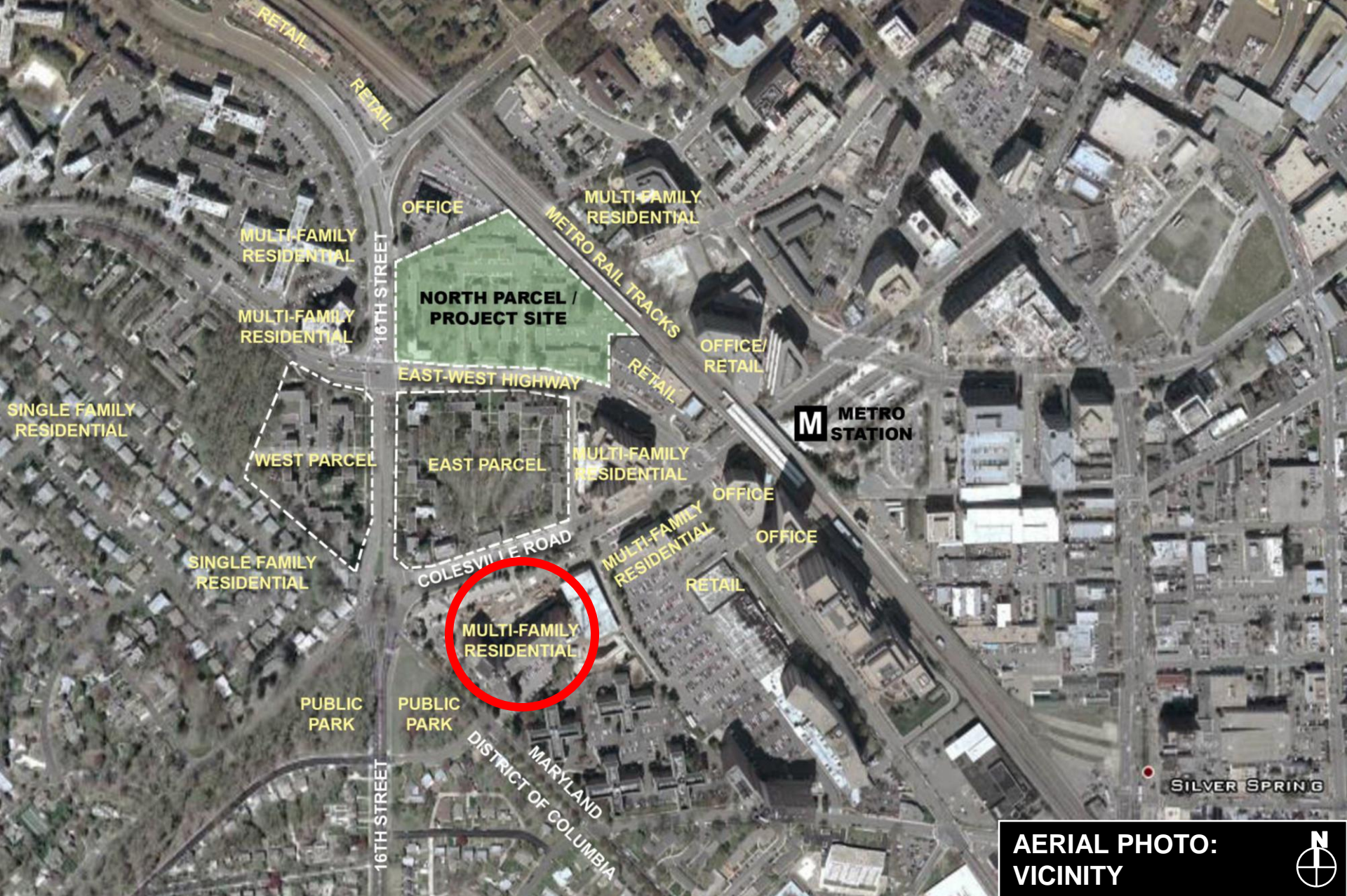


**EXISTING ARCHITECTURAL CHARACTER**

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**The Blairs  
Colesville Road.**



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**The Blairs  
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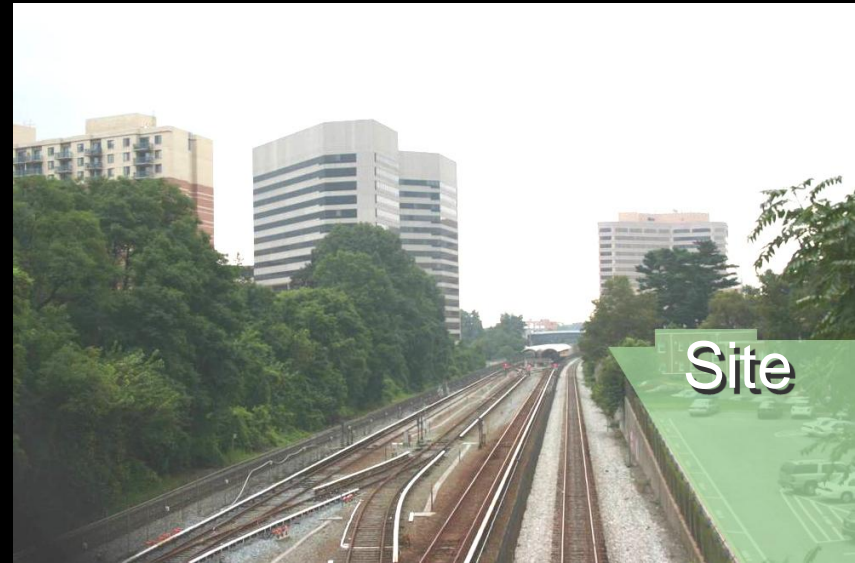


**EXISTING ARCHITECTURAL CHARACTER**











Alexander House



The Bennington



Lenox Park



The Bennington



Summit Hills



EXISTING ARCHITECTURAL CHARACTER

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AERIAL VIEWS FROM SITE

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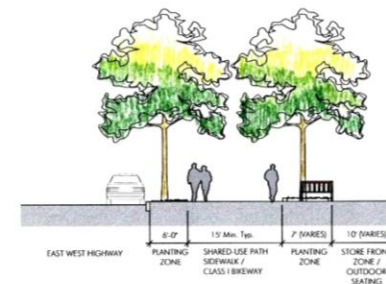
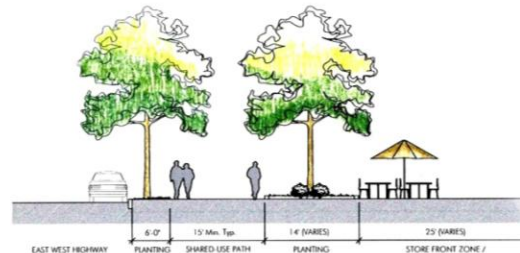




SIXTEEN TH STREET

Metro Tracks

EAST WEST HIGHWAY



# LEGEND

- EXISTING TREE
- CANOPY TREE
- UNDERSTORY TREE
- EVERGREEN TREE
- SHRUBS
- UMBRELLA
- TABLE AND CHAIRS
- BENCH
- TRASH RECEPTACLE
- STREET LIGHT

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SCALE: 1"=30'-0"

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**PARKER RODRIGUEZ**

**KCI**  
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**GRIMM+ PARKER ARCHITECTS**



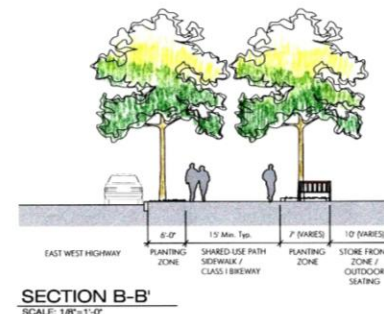
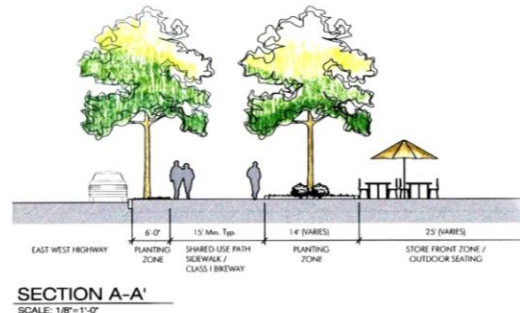




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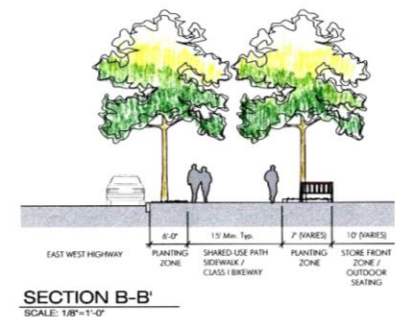
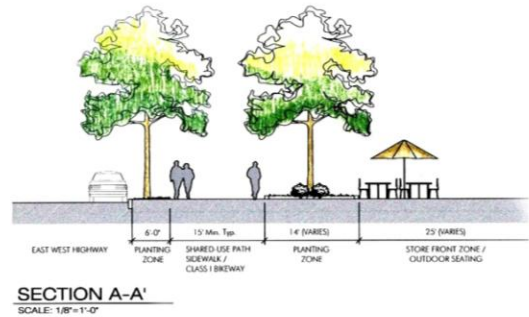




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## PROPOSED COURTYARD

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**PARKER**  
ARCHITECTS

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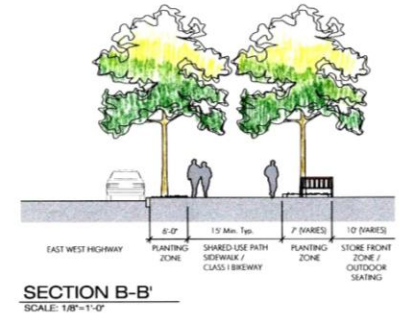
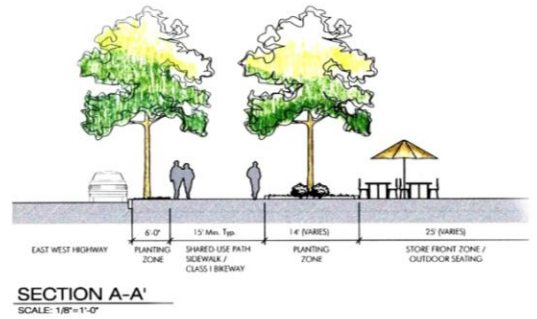
Planning  
Urban Design  
Landscape Architecture



SIXTEEN TH STREET

Metro Tracks

EAST WEST HIGHWAY



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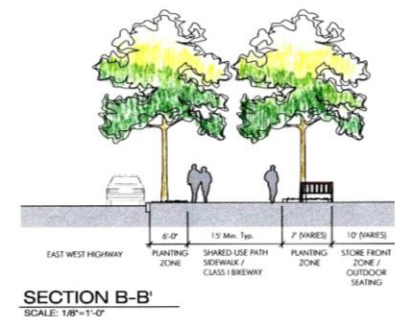
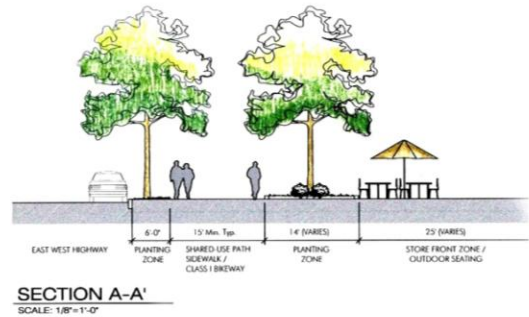


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Metro Tracks



EAST WEST HIGHWAY



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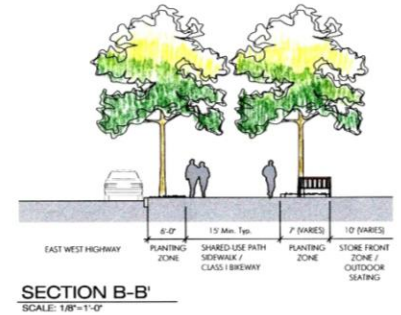
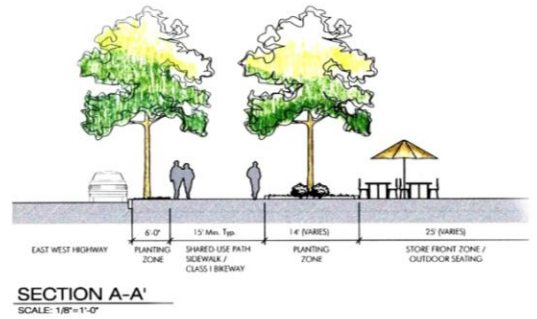




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**GRIMM+**  
**PARKER**  
**ARCHITECTS**





## PROPOSED STREETScape (E-W HIGHWAY)

**GRIMM+**  
**PARKER**  
ARCHITECTS

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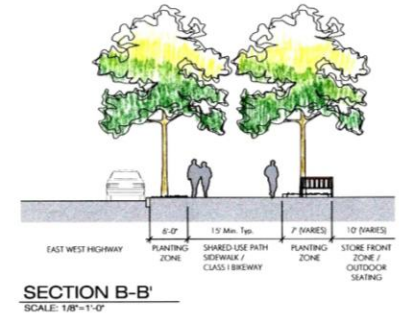
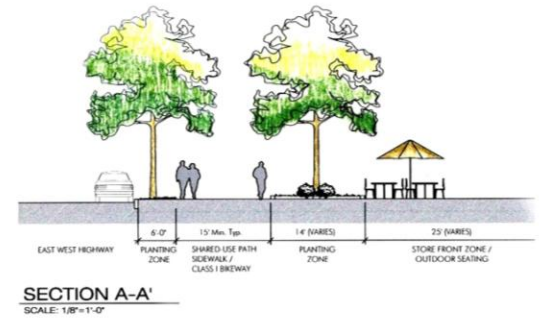




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## PROPOSED STREETSCAPE (E-W HIGHWAY)

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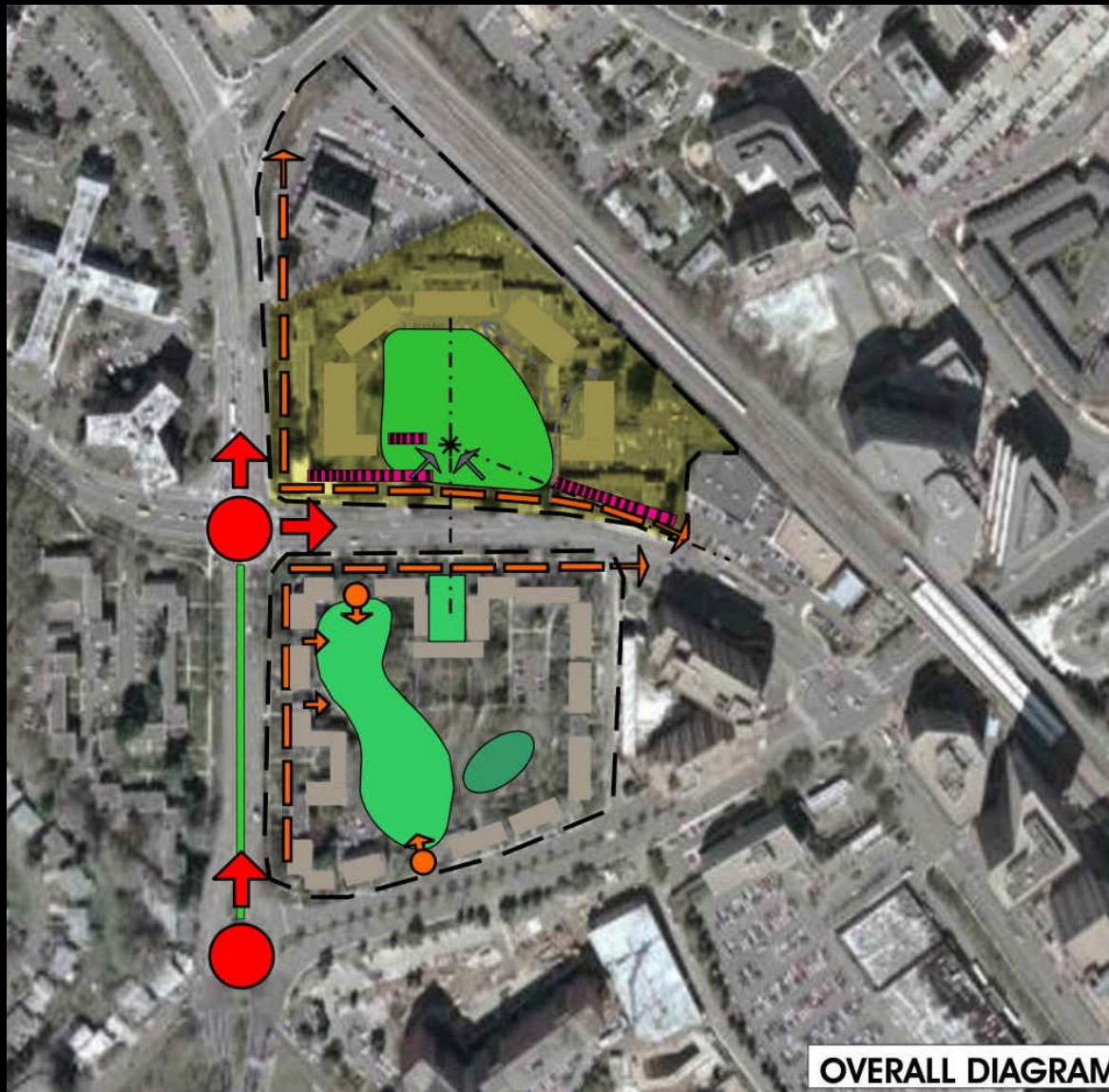


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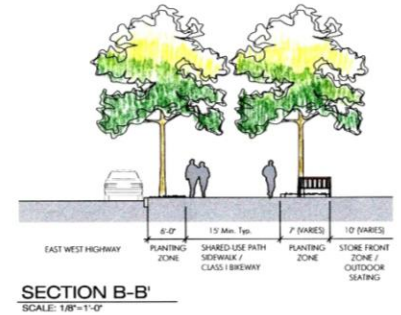
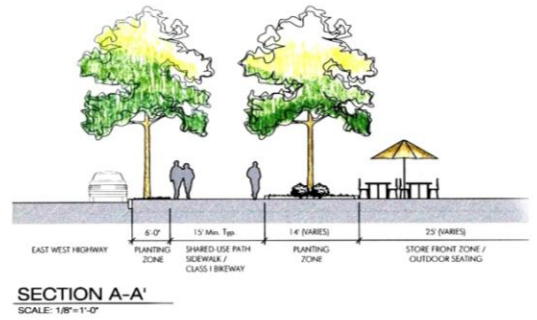
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SIXTEEN TH STREET

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EAST WEST HIGHWAY



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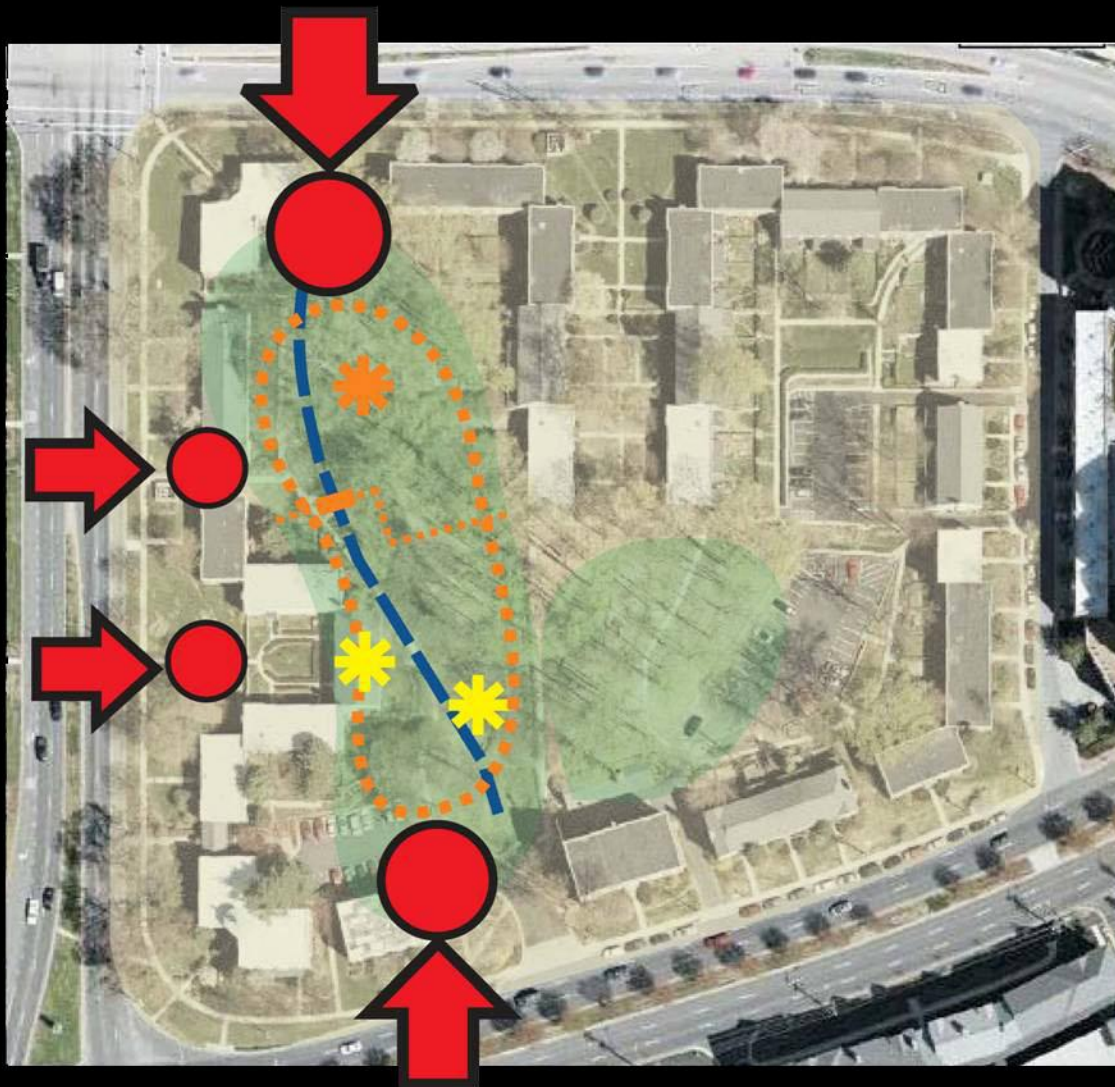












# Falkland North Home Properties

December 6, 2007



















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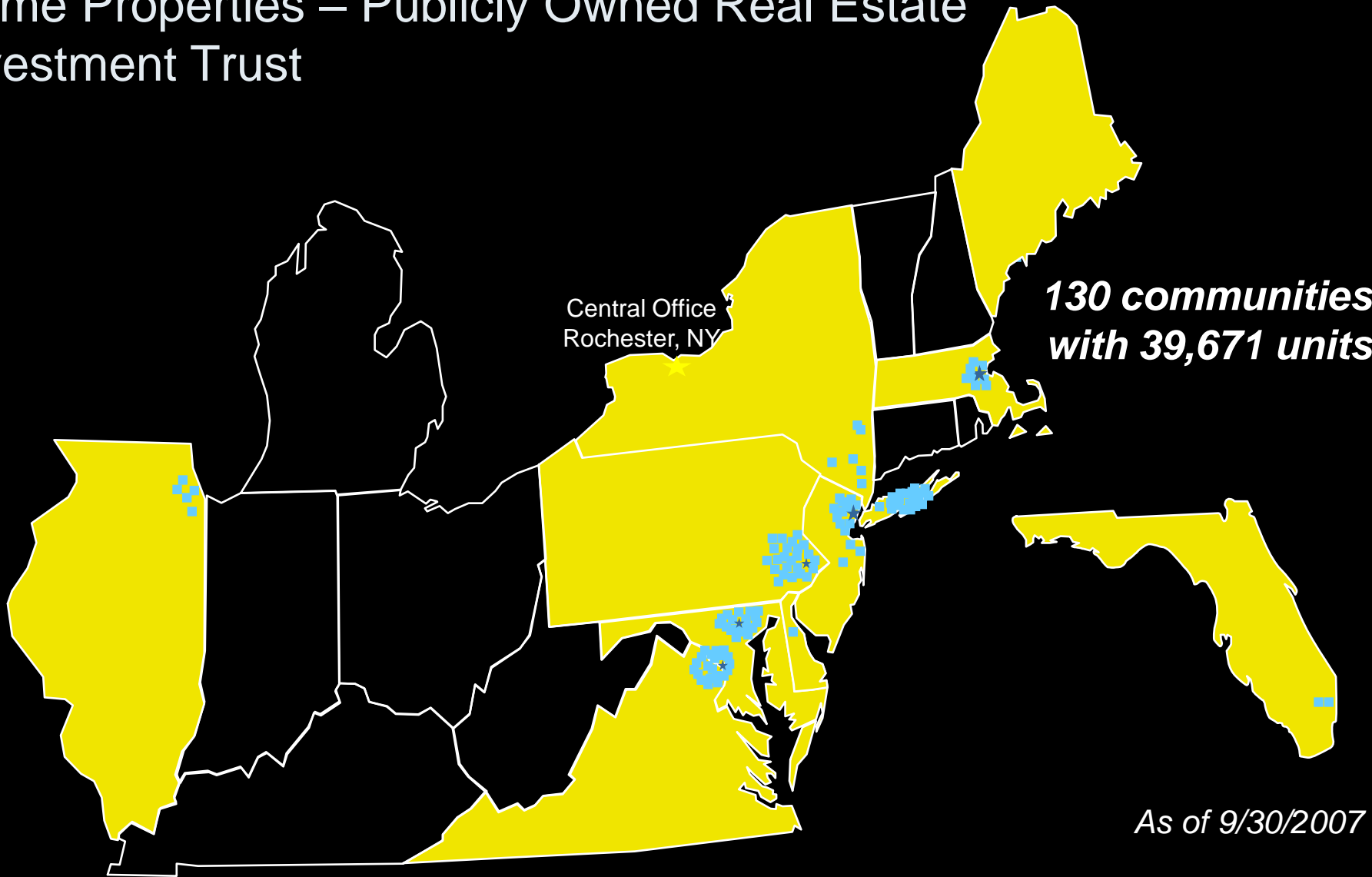


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# Home Properties – Publicly Owned Real Estate Investment Trust



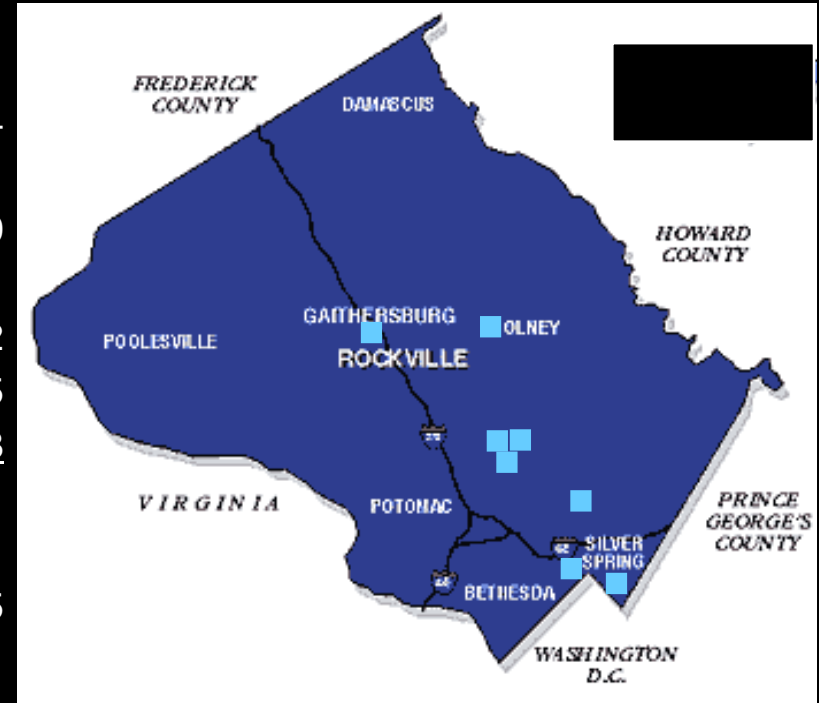


# Home Properties in Montgomery County

Own 18,000 apartments in Baltimore and Washington.

Apartment communities/units in Montgomery County:

1.	Cider Mill, Gaithersburg	864
2.	Cinnamon Run, Silver Spring	511
3.	Falkland Chase, Silver Spring	450
4.	Peppertree Farm, Silver Spring	881
5.	Tamarron, Olney	132
6.	The Manor, Silver Spring	435
7.	Woodleaf, Silver Spring	<u>228</u>
•	Total existing apartment units	3,501
•	Total Affordable (includes 90 bond units at Falkland)	535



New construction:

- 1200 East-West Highway – 247 units with 31 MPDUs

# Falkland North – A Rare, Smart Growth, Urban Development Opportunity

- Unusually large 9 acre site in the Silver Spring CBD
- Bedrock not as close to surface as in most areas of Silver Spring
- High density development supported by Silver Spring CBD Sector Plan
- Located in an active employment, retail, business and entertainment center
- Located 800 feet from the Silver Spring Metro station (No Street Crossing required.)
- Already served by existing infrastructure.



# Community Outreach

- Falkland residents
- Falkland neighbors
- Department of Housing and Community Affairs
- Housing Opportunities Commission
- Maryland Transit Administration
- Historical preservation proponents
- Silver Spring Citizens Advisory Board – including the Commercial Economic Development subcommittee
- Silver Spring Urban District Committee
- Action In Montgomery
- IMPACT Silver Spring
- Maryland State Highway Administration
- Washington Smart Growth Alliance

# Our Vision

- Create a project that fits well with its surroundings by relating to the high rise buildings to the north and stepping down toward East-West Highway to relate to the low rise buildings to the south
- Provide 282 critically needed affordable housing units of diverse types and for diverse income levels
- Enhance the Falkland community by providing new and varied housing stock, additional resident amenities, full service grocer, and 2.6 acres of public open space
- Place aerial utilities underground and extend downtown Silver Spring streetscape
- Use the success of the North Parcel redevelopment to finance the preservation of buildings and landscape on the East and West Parcels
- Help fight sprawl by developing 877 additional rental units in a walk able community 800 ft from the Silver Spring Metro station
- Clear path for the Purple Line



# Clear Path for the Purple Line



# Affordable Housing Program

- 133 MPDUs will be constructed on the North Parcel and restricted for a period of 99 years.
- 50 additional units in the Project will be restricted to rents in compliance with the County's Workforce Housing Program for a period of 20 years.
- 50 additional total units in the East and the West Parcels will be restricted to rents in compliance with the County's Workforce Housing Program.
- 44 units under Rent Supplement Program scheduled to expire in May of 2009 at the Woodleaf Apartments in Silver Spring, a rental property owned by Home Properties, will be extended for an additional period of 20 years, and 5 additional units in Woodleaf will be added to this program.



# Affordable Housing Program – Rental Rates

Unit Type	Existing Falkland Chase Rents (as of November 1, 2007)	2007 MPDU rents	Difference
1 Bedroom	\$1,367	\$1,068	(\$299)
2 Bedroom	\$1,593	\$1,282	(\$311)

# Resident Relocation Plan

- Notice of the redevelopment of the North Parcel was given to all Falkland residents on July 26, 2006.
- As of August 10, 2006 any resident moving into the North Parcel was given a written notice of the redevelopment before signing a lease. From August 10, 2006 forward, 2 year leases were no longer offered on these units.
- Residents in place on the North Parcel prior to August 10, 2006 are able to add their names to a waiting list that allows them priority over new tenants for units that become available on the East and West Parcels.
  - There are currently 88 residents who moved into the North Parcel prior to August 10, 2006.
  - At current turnover rates, approximately 200-230 apartments are expected to become available on the East and West Parcels prior to the beginning of redevelopment. Therefore, it is anticipated that any of these residents that wish to remain at the Falklands will be able to do so.
- Home Properties will waive application fees and transfer security deposits from a North Parcel apartment to any other Home Properties-owned apartment for residents in good standing. For residents in good standing who opt to an apartment not owned by Home Properties, we will pay any reasonable application fee and security deposit offset by any security deposit refund due from Falkland Chase.



# Resident Relocation Plan

- Home Properties will also pay \$500 of North residents' relocation expenses (moving, utility hook-up, etc.). Once formal notice has been given that a resident must relocate, that resident would receive the assistance mentioned above, as well as being entitled to all rights under Montgomery County Code and Regulations including relocation assistance equal to two months rent.
- Residents of the North Parcel who relocated to the East or West Parcels will continue to pay their current rent for the remainder of their lease term (e.g. a resident of the North Parcel who is paying \$1175 for a 1 bedroom unit with a lease that expires in May 2008 would continue to pay \$1175 for and East or West Parcel 1 bedroom unit through May 2008).

# Additional Public Benefits

- Compliance with the Silver Spring CBD Sector Plan, which recommends high-density mixed-use development for the northern portion of Falklands (the “North Parcel”), currently zoned CBD-R1;
- Development of a true transit-oriented mixed-use development located within 800 feet of metro;
- Provision of a 1.6-acres public plaza with outstanding urban design, a 15-foot wide shared-use path and enhanced streetscape along East-West Highway, underground parking, a major grocery store anchor, a restaurant fronting on the public plaza, and other street-fronting retail animating and enlivening this important pedestrian route to Metro;
- Restoration and revitalization of the existing stream valley on the East Parcel, with the creation of a 1+-acre park and path system with a public access easement (currently private and fenced);
- Accommodation of the Purple Line (which would require demolition of several existing building on the North Parcel);
- LEED certification of the proposed buildings;



# Additional Public Benefits

- The provision of access to the new amenities in the North Parcel for all residents of Falkland Apartments (East and West), including a pool, fitness center, business center, meetings rooms, tot lots and playgrounds; and
- The generation of an additional \$2 million in property tax revenue, as well as significant sales tax from the grocery and retail uses.

# Preservation Program

- Preservation Program:
  - No opposition to listing of East and West parcels in the Master Plan for Historic Preservation if re-development of the North parcel is permitted.
  - Rehabilitation of Buildings and Landscapes on the East and West Parcels in accordance with HPC guidelines and The Secretary of the Interior's *Standards for Rehabilitation*
  - *Provision of grocery, other retail, additional parking and amenities on the north parcel will provide renewed economic life for the east and west parcels and sustainably for all parcels over the long term.*