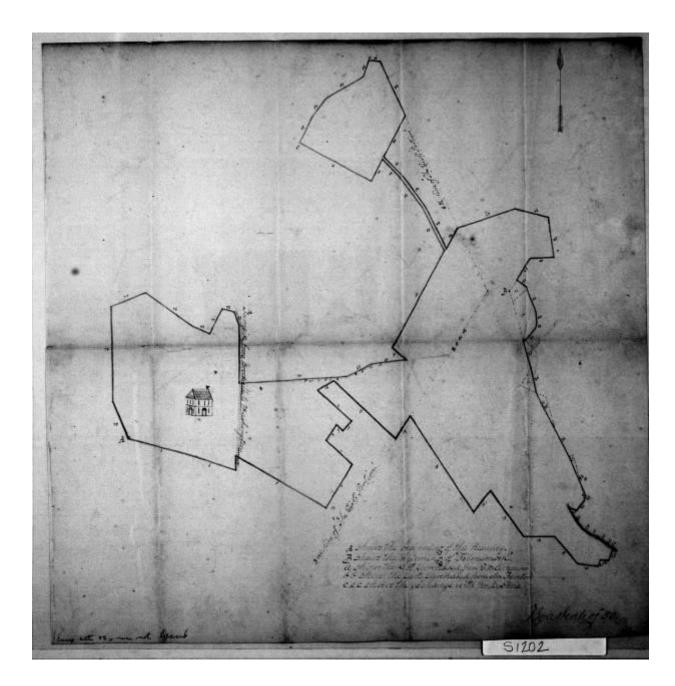
Falkland Apartments: William D. Blair's Strategic Business Model for a Single Silver Spring Apartment Complex

Public Hearing, Worksession, and Action on Evaluation for Master Plan for Historic Preservation Eligibility, Falkland Apartments, Locational Atlas Resource #36/12

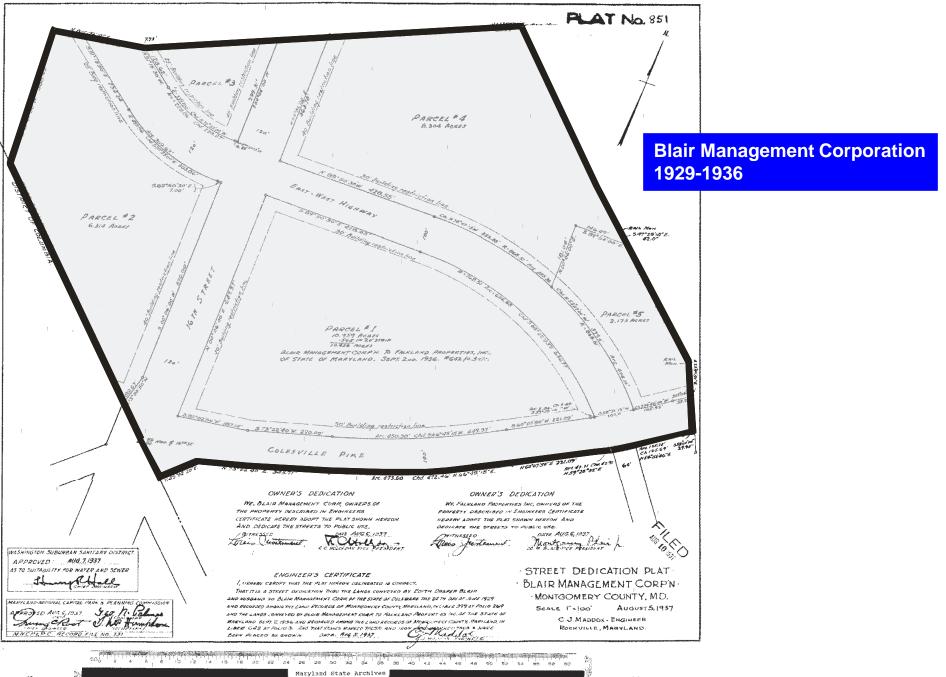
Montgomery County Planning Board Hearing 10 July 2008

David S. Rotenstein Montgomery County Historic Preservation Commission

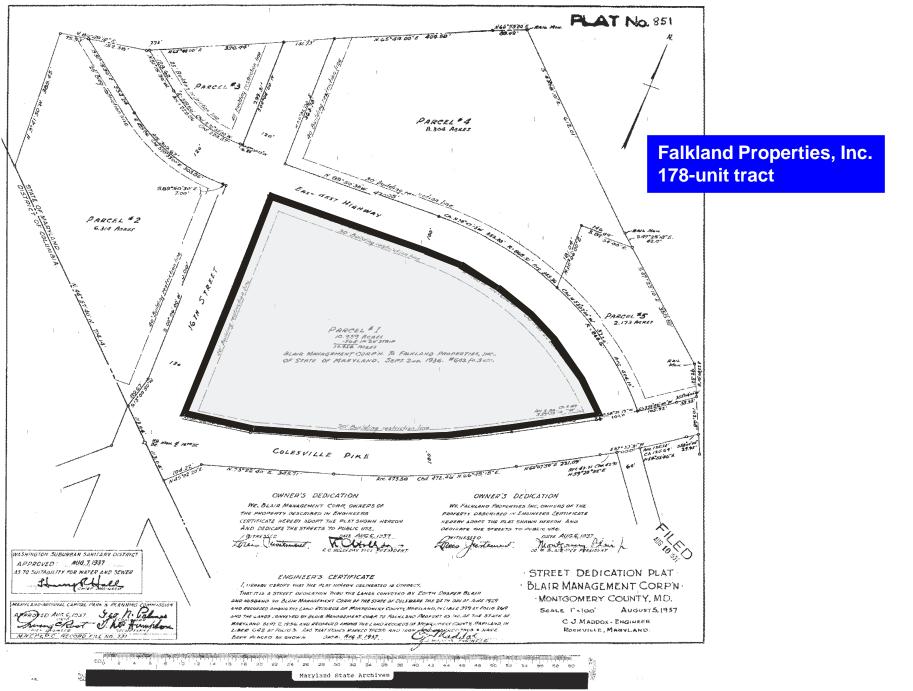


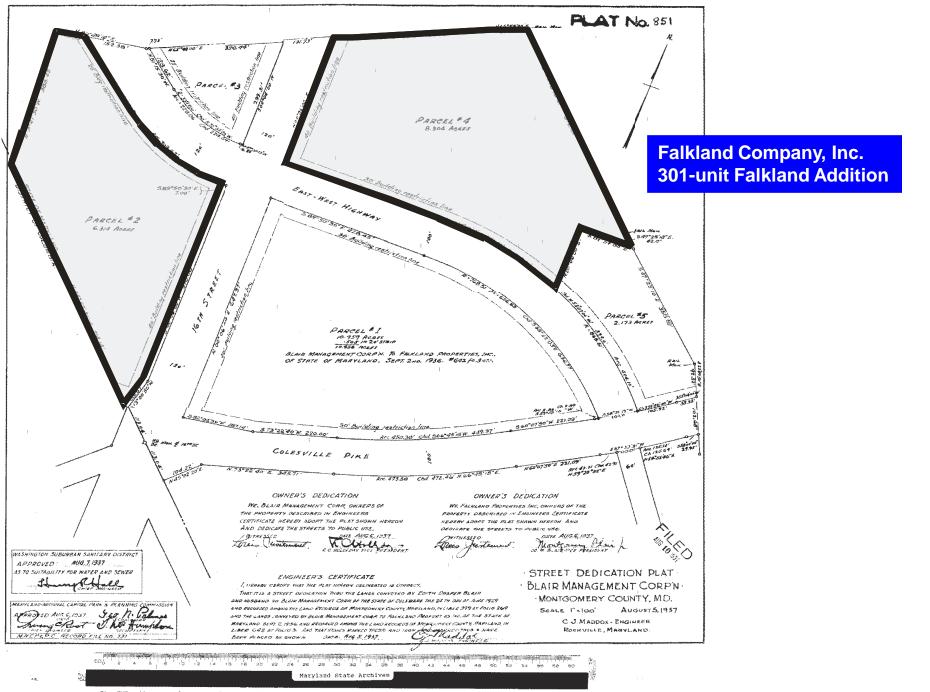
136 MONTGOMERY COUNTY. To Ikland Manor Acres 993 8 SURVEYED FOR . Transis P. Blair LO.c. 9 1867 Returned Dec. 18 - 1867 Evid. and Passed Jacon 24 1868 Comp. 5 Pd. PATENTED TO Francie P. Blair Jang 15 - 1869 Rec. at con. Uh. D. No 1 for 30 Rec. of Patent & Lal & # 2 fe 9 29

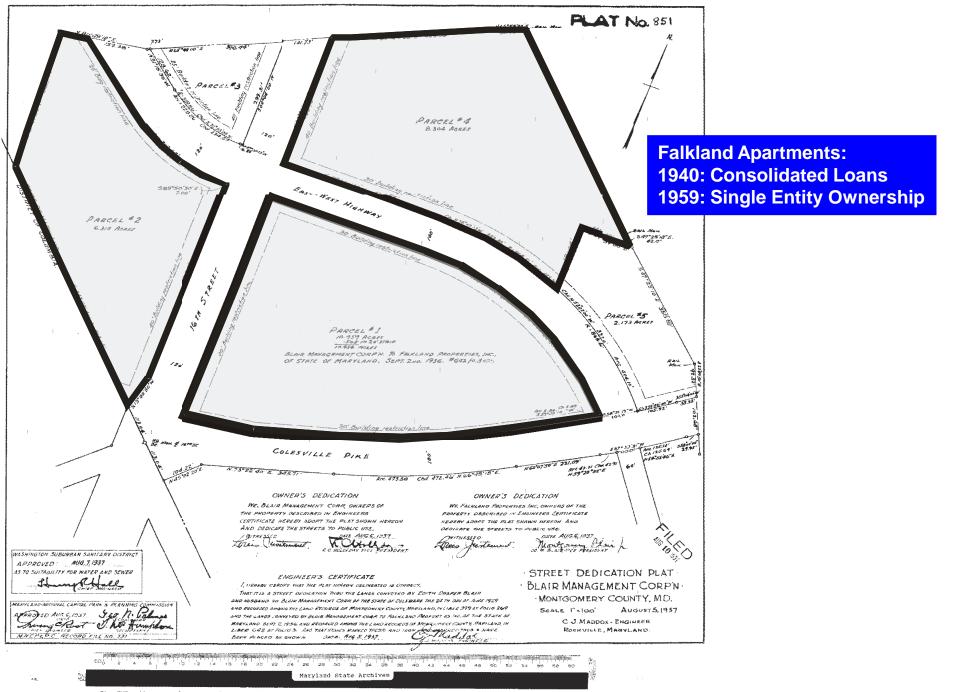
Silver Spring's First Planning Document: Francis P. Blair's 1869 Falkland Manor Patent



**







Whereas, the Borrower wishes to erect or have erected on said lands a lon-cost housing project in accordance with certain plans and specifications prepard by Louis Justement, Architect, hereinafter more particularly identified; and,

Whereas, the Contractor withes +

saudox, Eurveyor, April, 1925."

---- to the survey of C. J.

The Borrower will erect on the property above described a low-cost housing project consisting of two (2) and three (3) story semi-fireproof, walkup apartments, having 176 family units and containing 834 rental rooms and 28 garages, and will, in and on said property install certain public and private sidewalks, certain roads, utilities and sewers all in accordance with the aforementioned plans and specifications of Louis Justement, Architect, and the General Conditions of The Contract For the Construction of Buildings as prescribed in the Standard form of the "American Institute of Architects" Fourth Edition (hereinafter referred to as the Plan and Specifications, which term shall include the General Conditions. aforementioned), hereto annexed as Exhibit "A", marked Plans and Specifications of Palkland Properties, Inc., a Low-Cost Housing Project, and signed by said Architect, the Lender, the Administrator and the Borrower and hereby made a part hereof, which Plans and Specifications so identified, shall be designated "Master Set," filed with the Administrator and be controlling with respect to any matters which may arise as to language, provisions and contents of the Plans and Specifications, except as specifically otherwise provided by this Agreement. The Forrower will also cause to be performed on the said property certain landscaping work at a cost of Twenty-five Thousand Four Hundred Fifty (\$25,450) dollars or such lesser sum as may be approved by the Lender and the Administrator, and will furnish plans and specifications therefor which shall be satisfactory to the Lender and the Administrator, which plans and specifications shall be based on such cost allowance. Any difference between the actual cost of such landscop ing work and said allowance shall be deducted from the acount of the Construction Contract. and shall be used, subject to the approval of the Lender and the Administrator, as a contingency fund. Said dwellings, garages, sidewalks, roads, utilities, sewers, landscape work, and other improvements on the property are hereinafter called the "Improvement."

The term "Project" as used herein shall mean and include the construction of the Improvement on the land under the ownership aforementioned, and also the land and the Improvement.

Objectives detailed in 1936 construction contract Between Falkland Properties And B.L. Jackson (builder)

to the appregate cost of work, labor and materials under the said "breakdown."

The project is to be constructed in 4 sections, divided into 16 groups, which are in turn still further subdivided into 36 units, according to the "breakdown" contained herein. It is hereby agreed by the Borrower and the Contractor with the Lender and the Administrator that final payment of the 10 per cent "holdback" with respect to the entire project, or with respect to any completed group, shall be due after the approval of the Architect of the Certificate of Final Completion, (or Certificate of Completion with respect to any such completed group, as the case may be,) and 30 days after the Approval of the Application for Final payments, (or of the Application for Final Payment with respect to said group, as the case may be,) as provided in the Building Loan Agreement.

Falkland Properties

Whereas, the Borrower is the owner in fee of the lands hereinefter desoribed and has applied to the Land er for a loan of One Million Two Hundred and Twenty-five Thousand (\$1,825.000) Dollars to aid the Borrower in the erection on said land of a certain large-scale housing project in accordance with certain plans and specifications, hereinefter more particularly identified, and the Administrator has approved the insurance of a mortgage evidencing and securing the said loan.

Falkland Addition

Objectives detailed in 1937 construction contract Between Falkland Properties And B.L. Jackson (builder)

The Borrower will erect on the property above described a Large Scale Housing Project, strictly in accordance with plans and specifications (hereinafter referred to as the Plans and Specifications) prepared by Louis Justament Architect, (hereinafter called the "Architect"), which said Specifications include the General Conditions of the Contract For the Construction of Buildings as prescribed in the Standard Form of the "American Institute of Architects," current edition, except as specifically modified in said Specifications, or in this Agreement. A Master Set of said Plans and Specifications marked "Plans and Specifications of The Falkland Company, a Large Scale Housing Project," and signed on each page thereof by said Architect, the Lender, the Administrator and the Borrower, and the Contractor hereinafter mentioned, a re hereby by reference made a part hereof, and shall be filed with the Administrator and be controlling with Pespect to any matters which may arise as to language, pro-

						29	
	Plusting Jewer & Solwater Sunter	Fosting	Electric Viring & Fixtures	Incomes	Incloserators	Totels	
	4,010.00	# 2,666.00 2,669.00	1,196.00	¢ 343.00	£ 1,900.00	# 44,077.03	
	4,005.00 1,429.00 1,896.00	3,436.00	434.00 571.00	329.00 155.00 167.00		25,406.00 43,752.00 15,547.00	
0	1,896.00 1,896.00 1,419.00 2,640.00	1,341.90 1,359.00 1,145.00 1,457.00	\$71.00 571.00 438.00 833.00	107.00 107.00 155.00 186.00		18,265,20 18,131,00 18,302,00 15,700,00	
	3,749.00	1,956.00	1,213.00 935.00 \$71.00	314.00 172.00 187.00		25,879.00 42,002.00 27,620.00	
1	1,258.00 1,527.00 1,268.00 1,268.00	1,323.00 1,322.00 1,322.00	354-00 554-00 554-00	187.00 187.00 187.00		17,039.00 18,001.00 17,331.00 16,535.00	
	1,268,00	1,719.00	554-00 554-00 424-00 554-00	187.00 187.00 148.00 187.00		16,155.00 16,632.00 15,291.00	
	1,629.00 1,005.00 594.00 1,496.00	1,149.00 1,308.00 678.00	484-00 554-00 307-05	148.00 187.00 101.09		14,344,00 14,741,50 36,735,90 8,899,30	
	1,930.00 1,930.00 1,930.00	1,365.00 1,631.00 1,632.00 1,837.00	585-00 564-00 564-00 817.00	203.00 159.00 159.00 276.00		18,269,00 19,399.05 19,262,05 24,375.00	
	1,268.00 1,930.00 1,929.00 948.00	1,365.00 1,487.00 1,331.00 543.00	554.00 417.00 564.00 353.00	187.00 276.00 159.00 101.00		17,477,00 23,944.00 19,070.00	
	1,902.00 1,429.00 2,210.00	1,681.00 1,244.00 1,707.00	817.00 434.00 776.00	176.00 155.00 276.00		9,305.00 #3,474.00 15,490.09 25,152.00	
	\$64,116.00	(51,503.00)	100.428,151	16,757.00	\$1,900.00	fe93,011.00	
					Gernges - (22) Dilliges Lesserge	<pre>0 7,000.00 0 49,527.00 0 425,450.00 0 425,450.00 0 4 40,527.00 0 4</pre>	
					Contingency Fund	4 25,000,00	
	Anim Contrad	dr. D. Dames			GRAND TOTAL	\$800,000.00	
	4 2mg	Assisted	Summerry 6 Director sie Housing	Distaton	Binari Morris Binari Morris Chief Ingineer Estimating & Construction Sec-		
		Union as	te & constr	le Insur	anes Company a	& designer there,	
	handy set	same th	e with	n mont	gage Astress to	le regnative a salle	
]	Cuphate officer	on and. Thousants	the effin	a most	to Cognit us	le signature grald	
]	Caphat	on and. Thought	the affing dealy as	the light	the Congrest and the Sodday in Central High	le regneture of sall l'ante profes y Digtender, 1940. Discussion Constant	
EXAMIN	approx atter R 2	on and. thought Ilyst	the effit	Steller By 24	the Cognat and the Cognat and the Sodday in Central High m Makling 28, 184	le upratur grafie l'agite profe Magtender, 1940. Displander, 1940. Vice Praident	
EXAMINE	Carpente officers attest R & Amidalda	on and. thought	duly as	All Shell	the Congrest and the Solds	le regrature of salle l'ante grafie gligtenter, 1940. Educance Congrey Vice President	
EXAMINI MEST	Criptist officero ditatich and alob	on and. thousands I Ilynt at y	dely as	Dute Dute By 24 Dute	the Congrant see the Congrant see on Contral Ling m Makling 27, 1942	te rignature of palle P. Lante grafie y Degtender, 1940. 5 Derevana Congrang- Vice Prevident 100 Talloring Hortgage 100	
EXAMINI SUBL SYSTEM	Che phi st Che phi st officers attest (R) Assided to Bernessen Matter to Bernesse	on and . thousands illyst only	the effin dealy as Brend second recorded to this back	Theten	the Congrant to the the Congrant of the ion Control of the ion Control of the 28. 1942 28. 1942 and Prosont, Agons th., A. 6. 1930 at 4 Me 29th day of July.	to regration of sold 1 L to grate 2 Deptember, 1940. 2 Development Congrey- Vice Praintent 100 Fallowing Hortengo vos 100 fallowing Hortengo vos 100 fallowing Hortengo vos 100 of clork P. R. to still- 101 to go got mot thousand	
EXAMINI SUBL SYSTEM	EDerestante About a John About a John EDerestante MALD 10 MEDI 10 MED	on and . thousants istynt onlynt	the effin dealy as Brend Records Pecords 20 This Mosters els, by sai	Diales Diales Diales B. 21 P. 20 P. 20	the Component was to Component was in Control of a m Madelburg 28. 1940 mar Proscott, Agons th., A. 61 1930 at 4 his 298h day of 242, servace 8, Schultz at	te rignatine grafie P. L. te grafie Jogten be, 1940. Survey Canden & Martine Cangary Vice Parita & 100 Falloning Kortenge vos 123 o'clock P. R., to still 10 the year one thousand 10 the year one thousand 10 the year one thousand	
EXAMINI SUBL SYSTEM	EDerester alter to the start of the donated of the ederester start of the start of start of star	and the and . threat is i Ilynt out of the second secon	dies affin deel as Brend at the requ recorded Se This Mortga els, by and intirety, at	Any of the light The light The light The light The light A Dig and Di	the Congrant to the La Congrant to the ion Control of the second to the the second to the interact & Second to the interact & Second to and interacts	to regration of sold 1 L to grate 2 Deptember, 1940. 2 Development Congrey- Vice Praintent 100 Fallowing Hortengo vos 100 fallowing Hortengo vos 100 fallowing Hortengo vos 100 of clork P. R. to still- 101 to go got mot thousand	
EXAMINI SUBL SYSTEM	EDerestante About a John About a John EDerestante MALD 10 MEDI 10 MED	erne the thread i thread interpet interpet reserves reserves reserves reserves reserves, se	And a second and a second and a second and a second at the react percent of this borgan ats, by and intirety, at mit, party i	Any of the light The light The light The light The light A Dig wat of the pressber 11 between 14 between	the Components was a components was a components was a contract of the a contract of	te rignatine grafie P. L. te grafie Jogten be, 1940. Survey Canden & Martine Cangary Vice Parita & 100 Falloning Kortenge vos 123 o'clock P. R., to still 10 the year one thousand 10 the year one thousand 10 the year one thousand	

Excerpt from Falkland Properties 1936 Building Contract: Unit Costs

								er Spring, 1			
						PARILIAN OF	Copie by 1	rates for b	een geat		
	Туре йгоцр	Eldg.	Escavet	1	ionsrete	Concrets Ficors & Coment	Rough Carpentry Insulation	Miliwork- Flooring	Lath & Plastering	Screens	
		1	\$ 347.	10 8	7,109.00	Fork 6.031.0	08 2.728.0	8 3,114.00	4 1.418.00	Casiking # 1.528.00	
	2	2	243.4	20	6,242.00	5.082.0	0 2.401.0	2,540.00	3.374.00	1.528.00	
	1	3	264-	0	8,409.00	4.919.0	0 2,932.0	3,154.00	4.114.00	1,925.00	
	1	÷	125.		2,771.00	2,465.0	0 1,055.0	0 1,079.00 1,258.00	1,477.00	639.00 813.00	
	1	6		~	3,108.00	2,800.0	0 1,252.0	1,250.00	1,732.00	813.00	
	î.	Ť	48.2 -	20	3,037.00	7,522.0	0 1,243.0	1,262.00	1,749.00	813.00	
	1		315-1	30	2.668.00	0.498.8	0 1.073.0	1.096.00	1.502.00	639.00	
	1	10	179.1	10	4,450.00	3,694.0	0 1,778.0	3,049.00	3,980.00	1,039.00	
	3	21	191.0		5.150.00	1.21935.0	0 2.061.0	3 2.110.00	2.784.00	1,265,00	
	3	12	170.1		3,130.00	2,818.0	0 1,215.0	1,234.00	1,708.00	758.00	
	3	33			2,755.00	2,324.0	0 1,086.00	3 1,109.00	1,522.00	623,00	
	2	14	116.1	19	3,146.00	 2.662.0 	0 1,172.00	1.193.00	1,645.00	689.00	
	1	16	190.0	20	2,690.00	2,308.0	0 1,141.00	1,163.00	1,601.00	623.00	
	- E	17	173.1	- 00	2,987.00	2.637.0	0 1.150.00	5 1.142.00	1,570.00	623,00	
	4	18	186.1	00	2,604.00	2,631.0	0 1,037.00	3 1,062.00	1,452.00	606.00	
	1	19	214.1	10	2,601.00	2,426.0	0 1,100.00	1,034.00	1,543.00	623,00	
	î	21		1	3,188.00	2,664-0	0 1,134.00	1,155.00	1,591.00	\$73.00 623.00	
	1	22			1,845.00	1,316.0	0 655.00	670.00	821.00	282.00	
	2	23			3,015.00	2.629.0	0 1,224.00	3,262.00	1.749.00	656.00	
	3	24	217.4		3,254.00	2,956.0	0 1,294.00	1,330.00	1,850.00	869.00	
	1	26	343.1		1.471.00	4.023-0	0 1,638,00	1,393.00	2,318.00	869.00 863.00	
	5	27	364.4	30	3.049.00	2.629-0	0 1,137.00	1,207,00	1,667.00	661.00	
		28	179.4		4,415.00	3,804.0	0 1.528.00	1,756.00	8.304.00	863,00	
	3	22 22	193.0		3,476.00	1,756-0	0 1,264-00	713.00	1,797.00	\$69.00	
	- E	- îî			4,366.00	3,209.0	0 1,578.00	1,655.00	2,132.00	370.00	
	. 2	32	118.4	10	2,718.00	- Z.471.D	958.00	1.082.00	1.142.00	664.00	
	1	33	\$5,146.	× .	4458-99	1.999.9	2 2.182.05	1.838.00	2.381.00	929.92	
	Tota	28	#210×011	· •	**31030-00	er03,03710	0840,330.00	449,317.00	409,504.00	817,803.00	
	Doors	61	airs &	Pair	sting & Ro	ofting TL	le & flan	gan Bafris	ger- Cabin	ets-	
		00	ungen tal	Deci	orating the	tet Man	rble	stors	Kitch		
		1555	Marries.		00000000	Vanise als					
1	1,604	.00 #	390.00	11.	\$ 00.525	\$00.800	780.008	360.008 1,0	80.00 8 .5	04.00	
	1,263	-00	305.00	1.5	.077.00 321.00	. 300.00	780,00	360.00 1.0	10.00 5	04.00	
		.00	391.00		448.00	359.00	780.00	360.00 1,0	10.00 5 60.00 1	04.00	
	3,099	-00-			557.00	402.00	260.00	120.00 3	60.00 1	68.00	
	1,099	.00			553.00	00.500	260.00	120.00 3	60.00 1	68,00	
	1,099	-00	100.00		559.00	402.00	260.00	120.00 30	1 00.00	68.00	
	825	.00	170.00		180.00 783.00 1	359.00	260.00		10.00 L	68.00	
	1,625	.00	255.00	1	272.00	621.00	7#0.00	360.00 1,00	40.00 2 30.00 5	52.00	
	1.526	-00	540.00	1213	\$90.00	581.00	585.00	170.00 \$3	10.00 3	78.00	
	1,079	.00			545.00	402.00	260.00	120.00 30	0.00 1	66.00	
	1,227	.00			486.00	429.00			0.00 1	68.00	
	1,227	.00.			531.00	429.00	260.00	120.00 34		68.00	_
	1,887	-00			495.00	663.00	260.00		0.00 1	68.00	
	1,227	.00	And inc		501.00	416.00	260.00	120.00 36	0.00 1	68.00	
	1,227	.00	191.00		463.00	354-00		120.00 30	6.00 1	68.00	
	390				403.00	683.00				68.00	
	2,227	.00			508.00	421.00	260.00	120.00 36		68.00	
	- 657	.00			277.00	242.00	130.00	60.00 18	0.00	54.00	1
	1,514.	00	206.00		559.00 431.00	693.00			0.00 1	68.00	_
	801	00	206.00		\$91.00 591.00	386.00	390.00	180.00 54		52.00	
	1,180.	.00			741.00	545.00			0.00 2	52.00	
	1,227.	.00			\$32.00	664.00	260.00 1	120.00 36	0.00 14	68.00	
	1,810.		186.00		730.00	495.00	390.00 1	80.00 54	0.00 25	\$2.00	
	583.		206.00		591.00	387.00		80.00 54	0.00 25	32.00	
	1,810.	00	180.00		713.00	219.00	130.00 1	60.00 16		4.00	
	825.	.00	170.00		473.00	329.00		20.00 36	0.00 14	12.00	
	1.735.	.00	193.00 .		764+00 A	.110.00				12.00	

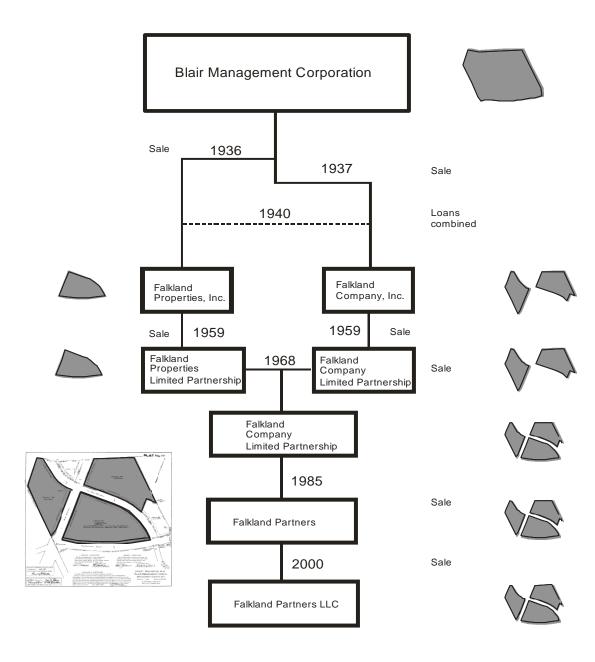
292

Architect Louis Justement:

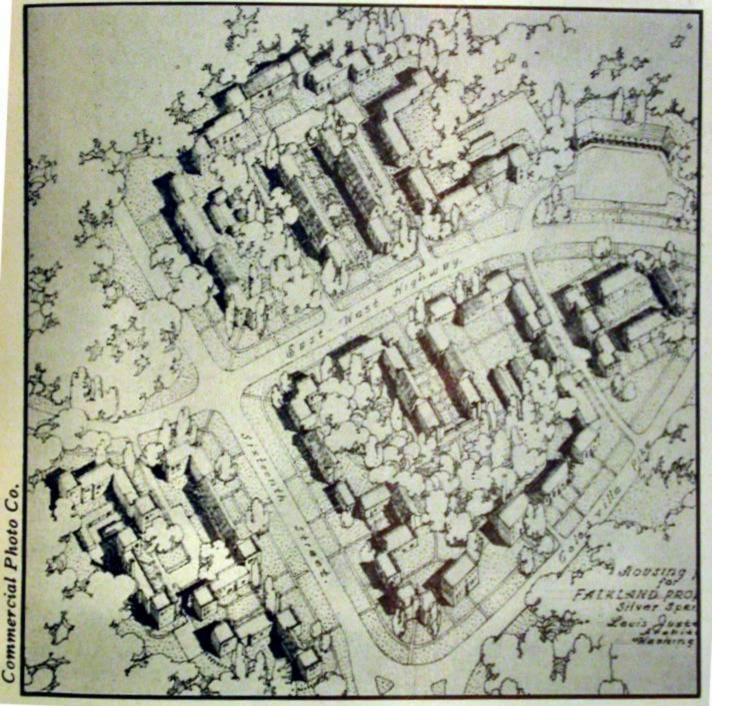
Falkland Properties: \$40,000 fee plus 200 shares of stock in Falkland Properties, Inc. Falkland Addition: \$27,000 plus 329 shares of stock in the Falkland Company, Inc.

Builder:

Falkland Properties, Inc.: B.L. Jackson, Inc. Falkland Addition: B.L. Jackson, Inc.



Falkland Corporate Entities and Consolidation Pattern



Louis Justement drawing of completed and unified Falkland Apartments published in the *Architectural Record* (1941)