The People Tree is the symbol of Columbia designed by Pierre du Fayet and executed in gold-leaf. Note its presence in The Mall in Columbia's logo, strengthening its position as the center of the community.

Columbia already has a world-wide reputation for excellence in its planning, its management, its sensitivity to the environment, its social conscience and its successful integration of people of different races, of different incomes and lifestyles. And I am sure that the sound basis upon which this new community was begun will continue to see Columbia flourish in the future.”

— Patricia R. Harris
Secretary, HUD
June 21, 1977

Original mall entrance, now seen as J.Crew.

Former fountain with “C” water feature, now seen as Children’s Play Area.

1967 — Hochschild Kohn announces plans to build location in Columbia.
1969 — Woodward & Lothrop announces plans to build location in Columbia.
1970 — Surveying begins on Mall
1970 — Groundbreaking
8/1/1971 — Howard County Day at The Mall
8/2/1971 — The Mall opens
6/17/1972 — First Ball in the Mall
1972 — First Poinsettia Tree
1975 — The Hecht Company replaces Hochschild Kohn
1976 — King Gustaf of Sweden visits The Mall during Columbia visit
1976 — The Rouse Company partnered with Baltimore Museum of Art to present an ongoing changing exhibits
1977 — Columbia’s 10th Birthday Celebration includes exhibit on New Communities presented by U.S. Dept. of Housing and Urban Development mounted at The Mall and a Ball in the Mall
1979 — WLMD radio station opens in The Mall
1981 — 1st Mall expansion opens adding Sears, new food court and 70 stores
1983 — Blizzard blankets Columbia; shoppers and employees stranded overnight at The Mall
1987 — Columbia 20th Birthday Celebration includes Ball in the Mall
1989 — Carousel Opens
1990 — Central Open