COLUMBIA TRIVIA
Created by: Columbia Association’s Community Planning Department

#1
Q. What year was Columbia established?
   a. 1967
   b. 1960
   c. 1958
   d. 1964

#2
Q. Who was Columbia’s founder?
   a. Kevork Hovnanian
   b. James Rouse
   c. Frazier Wilde
   d. Spiro Agnew

#3
Q. What was the first Village built in Columbia?
   a. Wilde Lake
   b. Oakland Mills
   c. Harper’s Choice
   d. Town Center

#4
Q. Then and Now: Prior to the founding of Columbia, most of Howard County consisted of farmland. Can you guess where in Columbia this picture was taken?
#5
Q. What other famous place was James Rouse responsible for developing?
   a. Fanuel Hall, Boston
   b. South Street Seaport, NYC
   c. HarborPlace, Baltimore
   d. Gallery at Market East, Philadelphia

#6
Q: Then and Now: Where do you think this is in Columbia, MD?

#7
Q. Who designed the building now housing Whole Foods?
   a. Frank Ghery
   b. Frank Lloyd Wright
   c. I. M. Pei
   d. James Rouse

#8
Q. When Columbia was planned, what percentage of land was regulated to remain as permanent open space?
A. a. 20%
   b. 26%
   c. 30%
   d. 36%
#9
Q. Then and Now? Which village center is this?

#10
Q. Then and Now: What would this become?
Q: Which lake is this?
ANSWERS & ADDITIONAL INFORMATION
Q. What year was Columbia established?
A. a. 1967
   b. 1960
   c. 1958
   d. 1964

On Nov. 11, 1964, James Rouse made a formal presentation to county officials. He shared a comprehensive 51-page booklet that set forth the goals and general ideas for the city’s design, introducing the village and neighborhood concept, plans for business and industry, recreation and open space and the Town Center. In fact, the key physical part of the presentation was a model of Town Center, which left no room for misunderstanding that the plan was for a city and not just another suburb.
Q. Who was Columbia’s founder?
A.  
   a. Kevork Hovnanian  
   b. **James Rouse**  
   c. Frazier Wilde  
   d. Spiro Agnew

Read more about James Rouse here: https://www.columbiaassociation.org/facilities/columbia-archives/history/who-is-jim-rouse/
Q. What was the first Village built in Columbia?
A. a. **Wilde Lake**
   b. Oakland Mills
   c. Harper’s Choice
   d. Town Center

Wilde Lake was the first Village to open in Columbia. Columbia construction of Columbia began in June 1966. The dedication ceremony at Wilde Lake was held a year later, on June 21, 1967, marking the city’s beginning of Columbia. The village of Wilde Lake is visible in the background of this aerial photograph which shows the future site of the Columbia Mall and the first buildings constructed at the Lakefront in Town Center.
Then and Now: Prior to the founding of Columbia, most of Howard County consisted of farmland. Can you guess where in Columbia this picture was taken?

A. Howard Community College
As plans for Columbia were drawn up, the Rouse Company reserved and set aside land for the purpose of public education. Attracting higher education institutions to Columbia was of particular interest to Rouse and his team who believed that cultural and artistic institutions make essential contributions to a complete city. To this end, they provided the land that would become the future home of Howard Community College which opened with a single building and 600 students.
Q. What other famous place was James Rouse responsible for developing?
A. a. Fanuel Hall, Boston  
   b. South Street Seaport, NYC  
   c. HarborPlace, Baltimore  
   d. Gallery at Market East, Philadelphia

This was a trick! Rouse was involved in developing all of the above! In the 1970s, Rouse shifted focus from suburban retail to urban malls, which he called "festival marketplaces," of which the Faneuil Hall Marketplace was the first (1976) and most successful example. Other examples of Rouse Company "festival marketplace" developments included South Street Seaport in New York City, The Gallery at Market East in Philadelphia, Harborplace in Baltimore, St. Louis Union Station in St. Louis, Downtown Portland's Pioneer Place, and the Riverwalk Marketplace of New Orleans. The early festival marketplaces like Faneuil Hall and Harborplace led TIME magazine to dub Rouse "the man who made cities fun again."

Q: Then and Now: Where do you think this is in Columbia, MD?

A. Fairway Hills Golf Course, Route 29, and Lakefront in Town Center

This aerial view taken in the early or mid-1960s shows the land that would become Columbia’s Town Center looking south down two-lane Route 29 running diagonally on the left. In the foreground is what was then Allview Golf Course, now redeveloped as Fairway Hills Fairhills Golf Club. What would become the Village of Wilde Lake is on the right and the Village of Oakland Mills on the left. Visible at the horizon are the older subdivisions of Sebring on the right of 29 and Allview Estates on the left. Photo Courtesy of Columbia Archives.
Q. Who designed the building now housing Whole Foods?
A. a. Frank Ghery  
b. Frank Lloyd Wright  
c. I. M. Pei  
d. James Rouse

The former Rouse Company headquarters in Columbia, Maryland, was one of the first buildings completed by Los Angeles-based architect Frank Gehry in the 1970s. In 2014, it was repurposed as a Whole Foods and Haven on the Lake.
Q. When Columbia was planned, what percentage of land was regulated to remain as permanent open space?

A. 

a. 20%

b. 26%

c. 30%

d. 36%

Howard County’s New Town District was designed to ensure a balanced mix of land uses. At the time, the proportion of each use was thought to provide Columbia the right mix of housing, industry, shopping, and recreational/natural areas. Zoning regulations were adopted outlining minimum and maximum proportions of each use including Open Space (min 36%), Low- (min 10%) and Medium- (min 20%) Single-family density, Apartments (Max 13%), Commercial (min 2% and max 10%), Industrial (min 10% and max 20%), and other uses (15%). Do you think this is still the right mix today?
Q. Then and Now? Which village center is this?

A. The Wilde Lake Village Center. In addition to being the first village constructed in Columbia, the Wilde Lake Village Center was also the first village center to undergo redevelopment under new regulations that allowed the introduction of residential uses.
#10
Q. Then and Now: What would this become?

December 16, 1971 Original caption: Columbia Mall taken December 1971 aerial View (Baltimore Sun Photo/William L. LaForce)
Source: http://darkroom.baltimoresun.com/2014/01/history-of-the-mall-in-columbia/#7

A: Columbia Mall

James Rouse, founder of Columbia, is credited with coining the term “shopping mall” in the 1950s. In 1956, a mall in Minnesota became the first enclosed and climate-controlled mall in the US.; That same year, Rouse opened Mondawmin Mall in Baltimore, launching him into the role of mall development pioneer, and in particular of the multilevel shopping and food courts that are ubiquitous today.

The Columbia Mall opened some time later, in 1971, with four anchor tenants and roughly 100 other stores. Over the years, indoor shopping malls have fallen out of favor with the shopping public, and the Columbia Mall responded in 2013 with the outdoor "Plaza at The Mall in Columbia" to bring a more “Main Street” vibe to the shopping experience.
Q: Which lake is this?
A: Lake Kittamaqundi

Columbia during construction of Lake Kittamaqundi July 1967 (Credit: Howard County Historical Society)
Lake Kittamaqundi is a man-made 27-acre reservoir created by The Rouse Company in 1966. Columbia’s Lakes (Wilde Lake, Lake Kit, and Lake Elkhorn) may seem like an essential element of Columbia’s natural landscape, but on the Piedmont Plateau where all of Howard County sits, all lakes and ponds are man-made features. Columbia’s three lakes are dammed up streams.

Columbia lakes have several roles: aesthetics, recreation, stormwater management, and flood control. The lakes collect sediment and the nutrients that wash off all the green lawns, That leads to algae blooms that suck up oxygen, killing fish and aquatic life, and requiring periodic dredging and a place to put the fertilizer-soaked soil.