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In the next twenty years, 70 million people will be added to the population of the United States. Most of this growth will occur at the fringes of the huge cities which are increasingly the focal points of our civilization. Immense growth is a fact of life in the American city today.

THE history of man has been the story of progressive mastery of environment. We have overcome many of the problems of nourishment and shelter, protection and security, education and mobility. In the most affluent, productive, and technically sophisticated society the world has ever known, we stand ready to reach even for the stars.

Yet our environment and the ways in which we live with one another here on earth remain frontiers of doubt and irresolution. At every hand, we see evidence that people are servants rather than masters of their environment.

Our cities are out of scale with the people who live in them. And people everywhere seem unable to cope with the demands of growth all about them, seem unable to have an effective voice in the ways in which our civilization unfolds upon the land. In too many cases, environment has diminished those who have created it; it has detracted from rather than enhanced the quality of life of our people.

There can be no other rightful purpose of environment than to serve man, his family, and his institutions. It is not for art, for business, for political or economic expediency that the American environ-

ment must be shaped. It is to serve people in every way that the best of our knowledge and experience can make possible.

Our development process must find solutions that are long overdue: better answers to the cruel scarring of the countryside, to shameful and tasteless clutter along our highways, to monotonous rows of sterile subdivisions stretching across the land. At the same time, we must provide better for the deepest yearnings of mankind. People have the right to choose how and where they will live. They want broad opportunities from which to shape their lives and to choose the pursuits they wish to follow.

The largely fragmented, ill-conceived, and piecemeal growth that has marked America since the end of World War II has amounted to nonsolution, to a massive failure to provide the kind of environment in which our people deserve to live and grow. Our existing processes, or the lack of them, seem to have aggravated rather than alleviated the problems of disorder which we have come to know as "suburban sprawl."

The needs are acute; we must provide thoughtfully and sensitively for our people and for the institutions by which we live, and the solutions are at hand.

This is Columbia: one solution. It represents the best experience and knowledge we could bring together about how people live with people. It is a comprehensive response to the aspirations of a free society.

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Shape and form of a new city in scale

Columbia

THE idea that a whole new city could provide better and more complete answers to the problems of growth stems largely from a study of the way in which we live. In addition to housing, people need employment, education, and transportation. They need food stores, clothing stores, hardware stores, drugstores—along with essential services of every kind. And they need medical and dental care, hospitals, and places of worship.

For human fulfillment and satisfaction, people need culture and recreation—libraries, theaters, music and the arts. For relaxation people must have restaurants and amusement areas. And for the soul, people need beauty, peace, serenity.



In the big city, many opportunities are present. However, for the convenience and the choice he enjoys, the city dweller must make severe sacrifices. He must give up open land, peace, quiet, and security—qualities of life that are characteristic of small towns. But the suburbs that stretch from the city wipe out the charm and scale of the small towns and leave behind the advantages of the city. They have neither convenience nor community life. The city's advantages are remote and inconvenient; the opportunities for people become fewer. The great sprawling metropolis becomes oppressively out of scale and the suburbs grow monotonous and dreary.

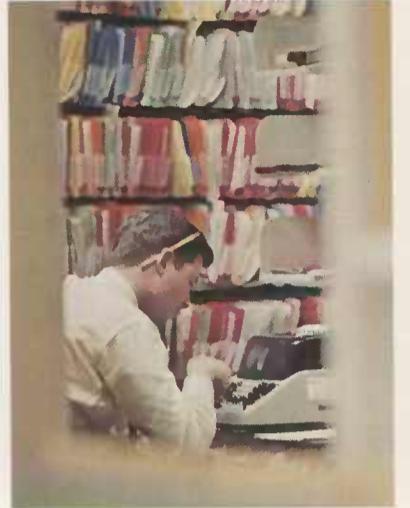
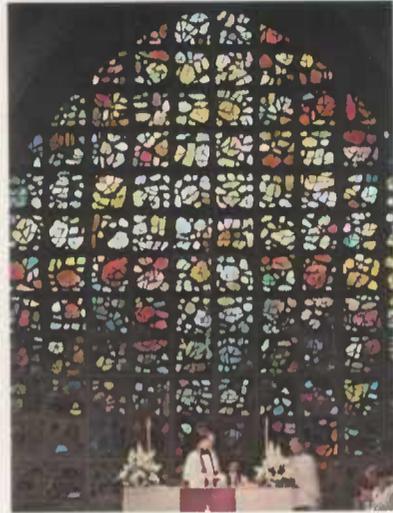
Columbia will provide services and institutions normally available only in large cities, such as hospitals, department stores, concert halls, a university, a central library, the theater. And also, through careful design, Columbia has preserved the natural beauty of the land, the heritage of trees and hills, streams and valleys, vistas and historic buildings.





Columbia will be a city. The land area is slightly larger than Manhattan Island. The city, with a projected population of 110,000, will consist of nine small towns, or villages, around a downtown. Each village will contain a wide spectrum of housing types and prices in several residential neighborhoods. There will be schools, parks, churches, shops, medical facilities, and other appropriate businesses and services.

Over 3,200 acres of permanent open land will space the villages from one another and from places of employment. There will be lakes, golf courses, playing fields, landscaped stream valleys, woods and parks.



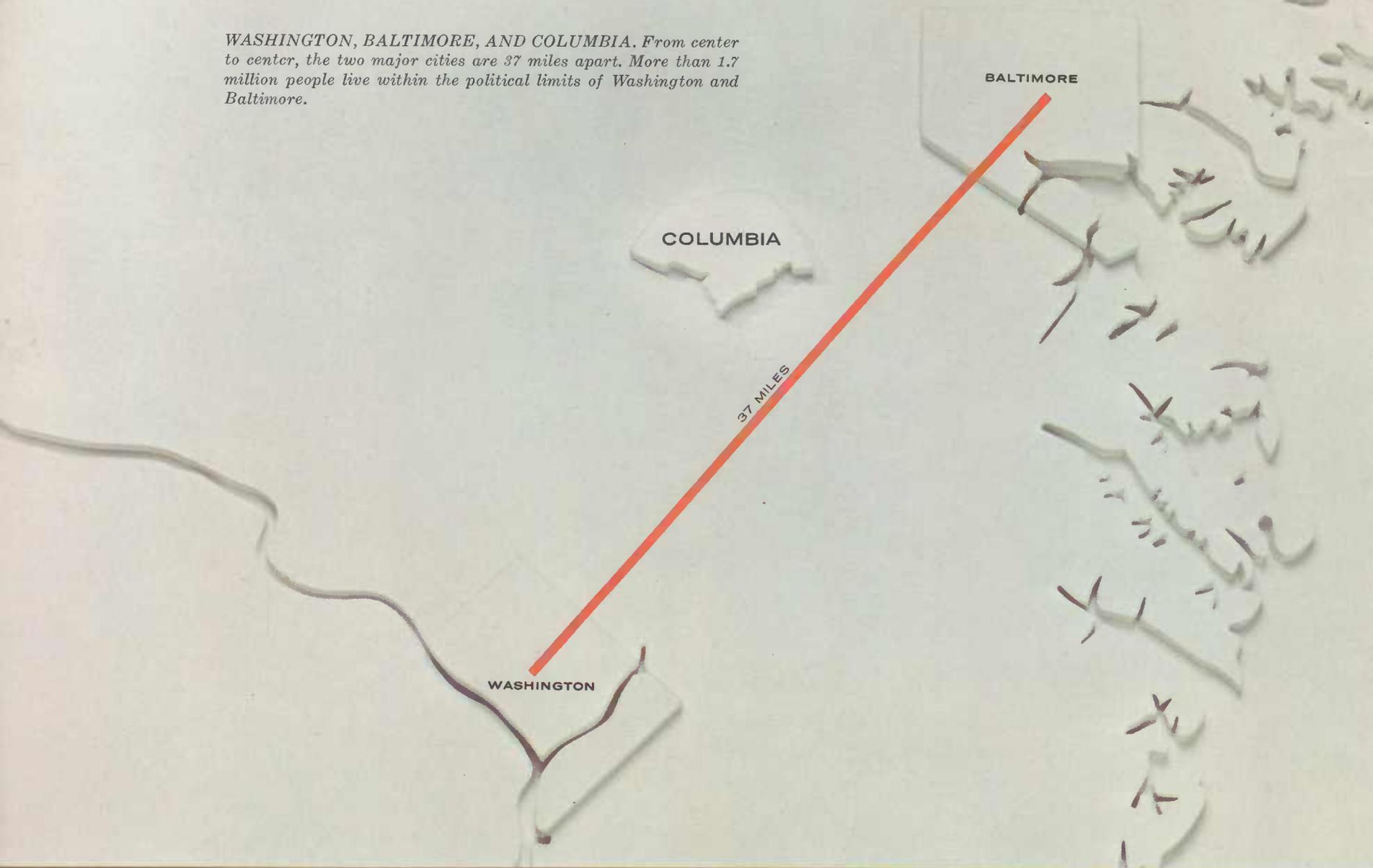
Centers of employment will be both clustered and isolated in suitable locations. Most of the villages, and some of the employment centers, will be linked together and to the downtown by a transit system of small busses operating on their own roadway. More than 30,000 people will work in Columbia—as many commuting into plants, stores, and offices as are commuting out to jobs in the surrounding area or nearby cities.

Parks and fountains, woodland paths and village greens, underground utilities, modern communications, lakefront homes and downtown apartments, urban townhouses and country estates, restaurants, shops, and theaters, views and privacy, crowds and seclusion—these are among the elements and scope of Columbia.

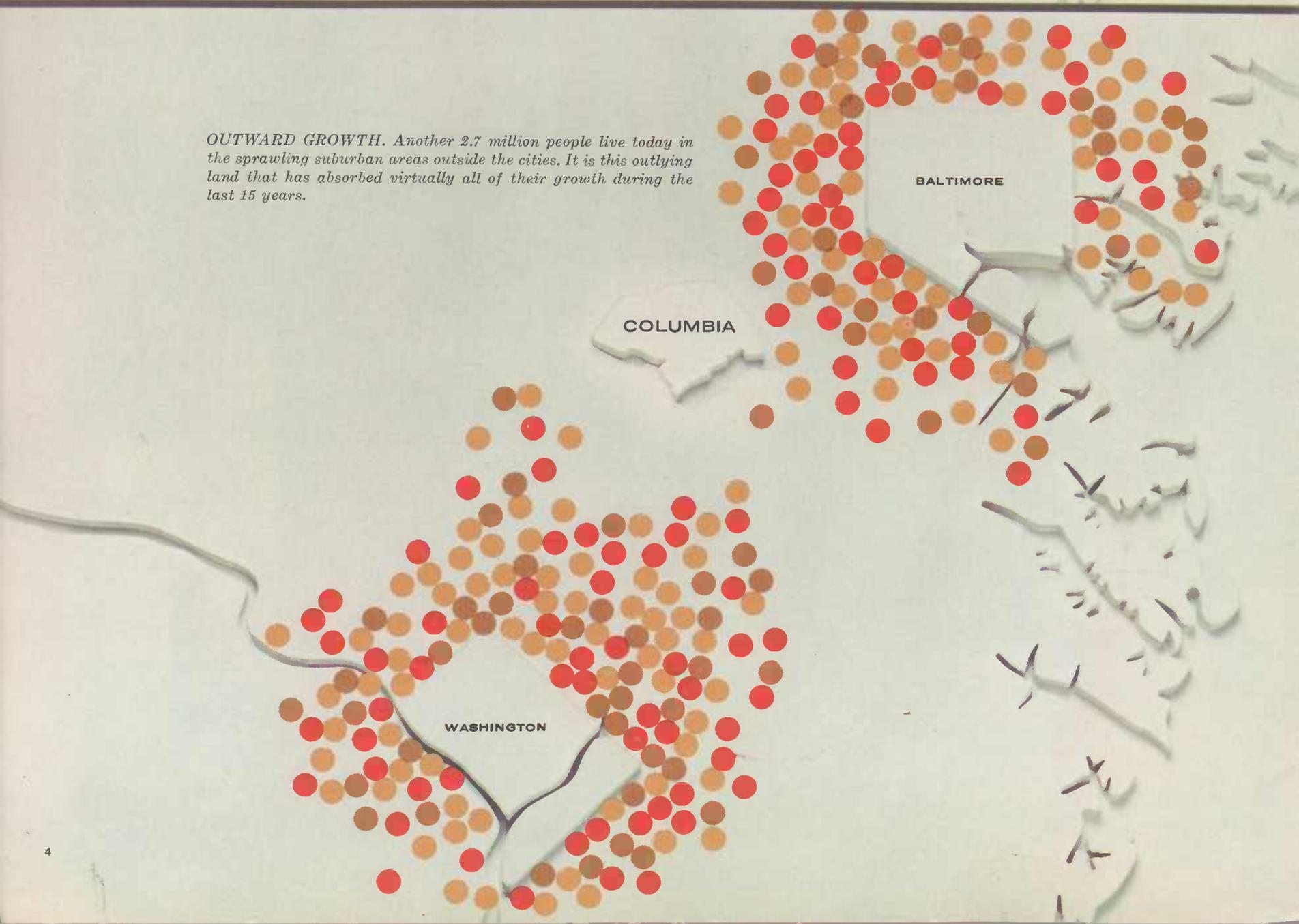
It is to be an environment that serves but does not dictate. Here will be the expanse of choice, not the confines of compromise. This will be a city where a person can remember who he is and what he wants to be—and can do something about it. Columbia will be a city for people, a sensitive and creative design to meet their needs and desires.



WASHINGTON, BALTIMORE, AND COLUMBIA. From center to center, the two major cities are 37 miles apart. More than 1.7 million people live within the political limits of Washington and Baltimore.



OUTWARD GROWTH. Another 2.7 million people live today in the sprawling suburban areas outside the cities. It is this outlying land that has absorbed virtually all of their growth during the last 15 years.



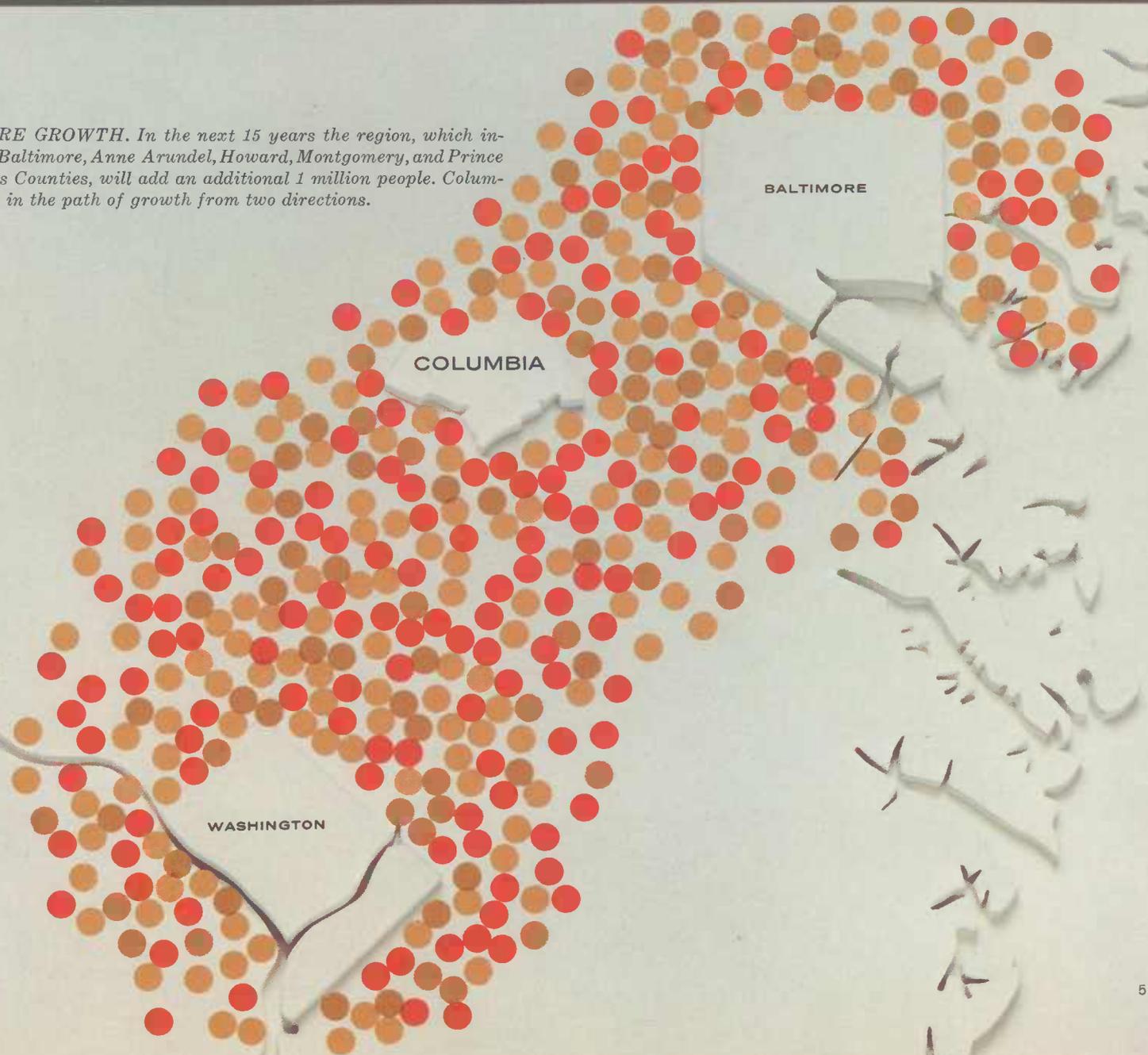
Location

Nowhere else in this country are two cities so big and so close together as Washington and Baltimore. From center to center, they are 37 miles apart, and the modern beltways which ring both cities are only 20 miles apart. The combined population of the metropolitan areas is 4.5 million and it is one of the fastest growing regions in the United States.

Between the cities, along the major routes connecting them, lies the burgeoning Washington-Baltimore corridor. In the last 15 years, the five Maryland counties through which the corridor runs have added a million people. In the next 15 years, there will be an additional million. Because of the outward spread of Washington and Baltimore, this central corridor will absorb the major share of growth.

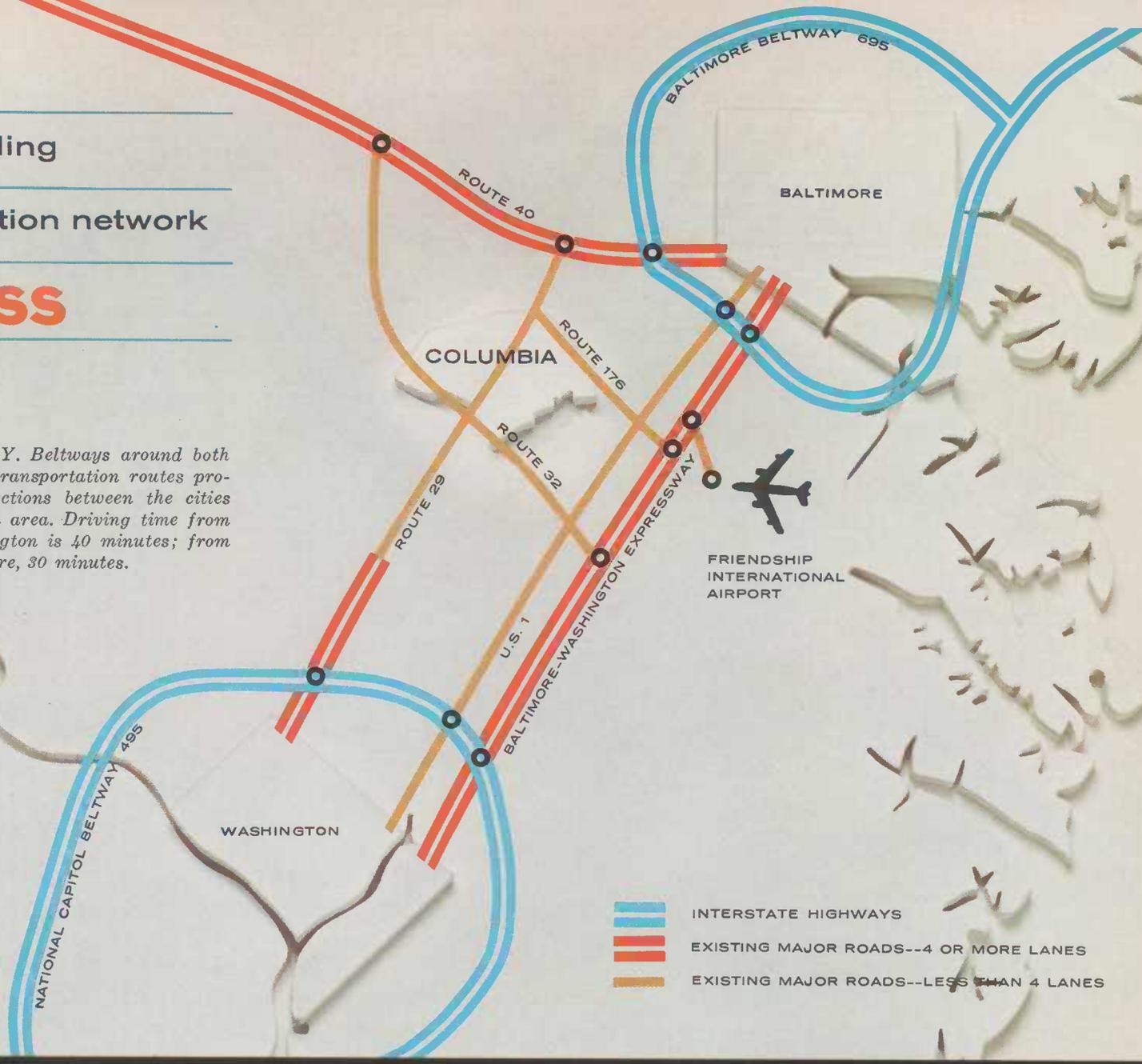
Here is opportunity to create a new city for people, for business, and for industry; a new city to serve and grow with the area, to complement and be useful to the region.

FUTURE GROWTH. In the next 15 years the region, which includes Baltimore, Anne Arundel, Howard, Montgomery, and Prince Georges Counties, will add an additional 1 million people. Columbia lies in the path of growth from two directions.

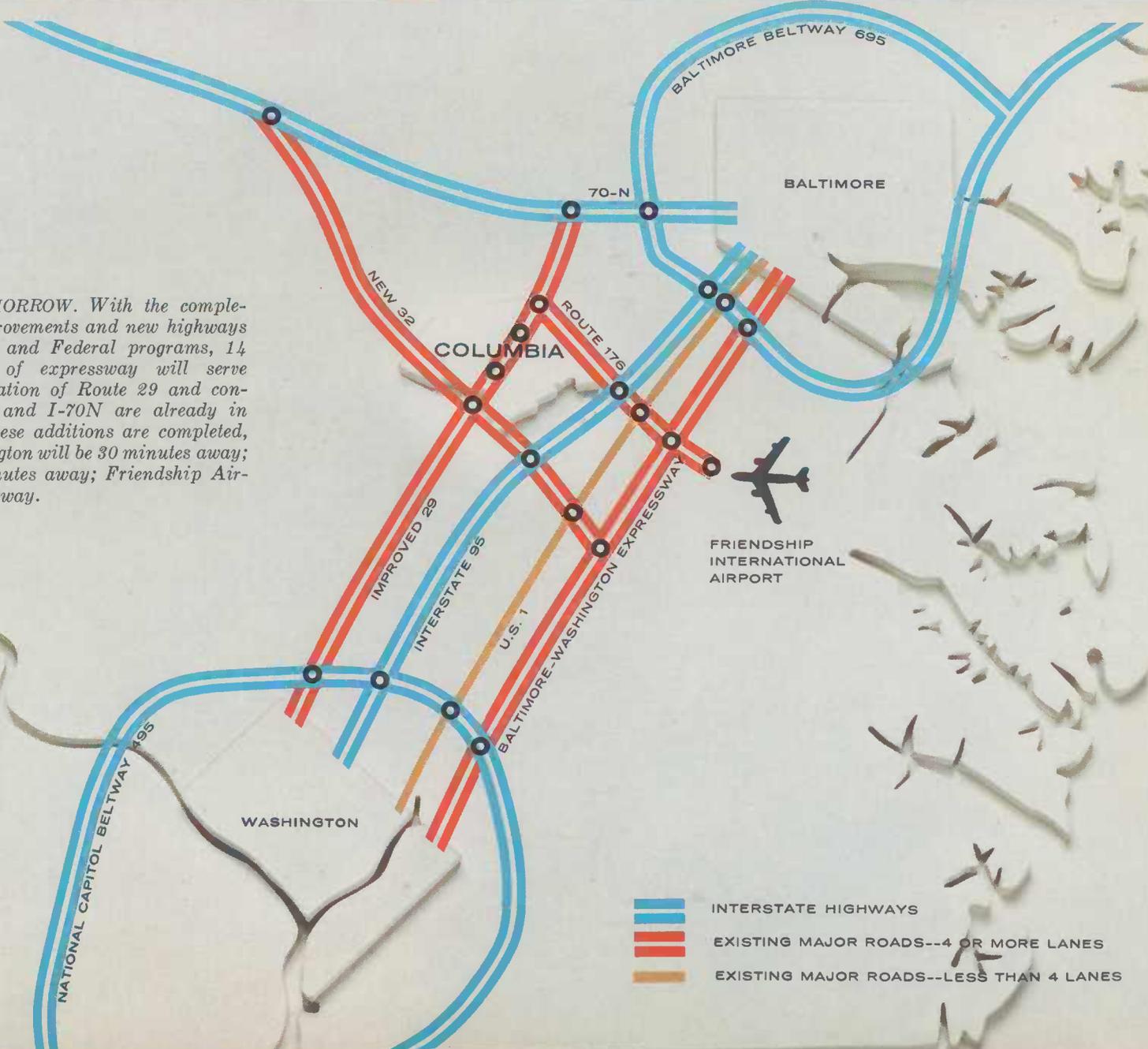


An expanding
 transportation network
Access

HIGHWAYS TODAY. Beltways around both cities and existing transportation routes provide excellent connections between the cities and to the Columbia area. Driving time from Columbia to Washington is 40 minutes; from Columbia to Baltimore, 30 minutes.



HIGHWAYS TOMORROW. With the completion of major improvements and new highways in approved state and Federal programs, 14 additional lanes of expressway will serve Columbia. Dualization of Route 29 and construction of I-95 and I-70N are already in progress. When these additions are completed, downtown Washington will be 30 minutes away; Baltimore, 20 minutes away; Friendship Airport, 15 minutes away.

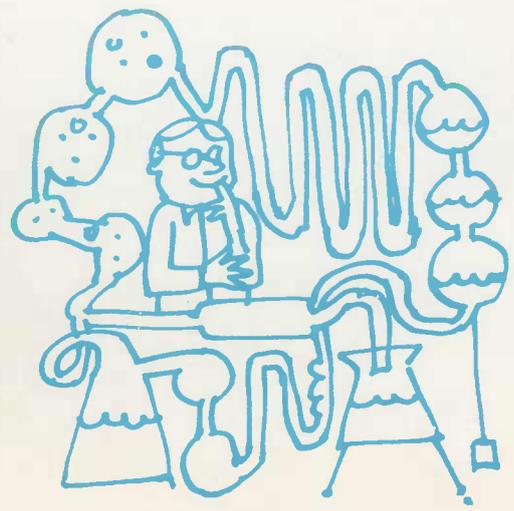
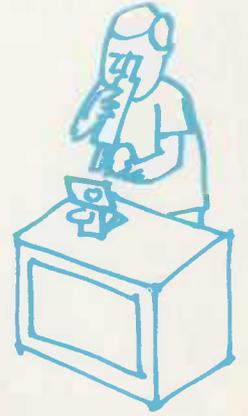
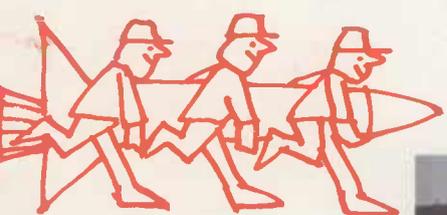
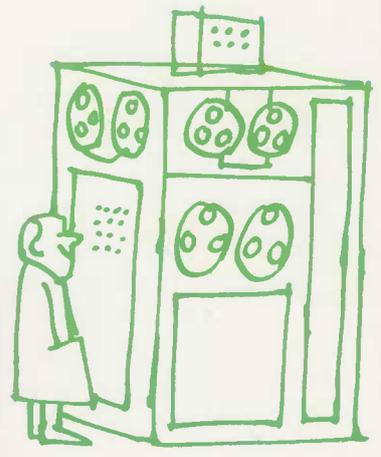
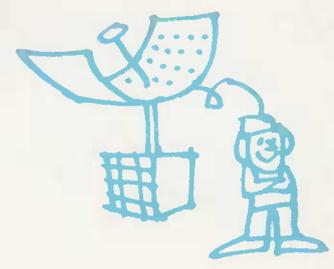
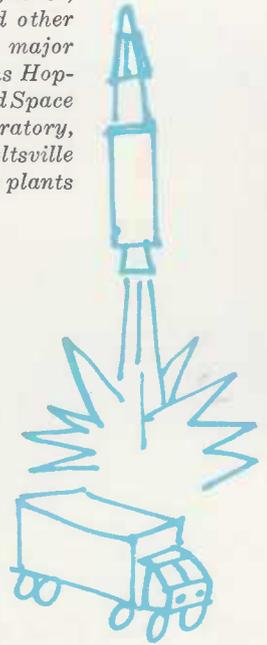
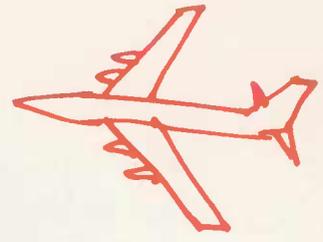


a strong existing

industrial base

Diversity

THE CORRIDOR TODAY. More than 65,000 people are now employed in primary industries and agencies in the corridor. Westinghouse, IBM, General Motors, W. R. Grace, and other companies have chosen the corridor for major facilities. It is also the home of the Johns Hopkins Applied Physics Laboratory, Goddard Space Flight Center, the Naval Ordnance Laboratory, the National Security Agency, the Beltsville Agricultural Research Center, and other plants and government agencies.



Blend of town and country in the heart of the city

Downtown

A city begins with downtown, among the multitudes of people meeting and trading, communicating and learning, buying and selling, creating and relating. Downtown is people involved with people.

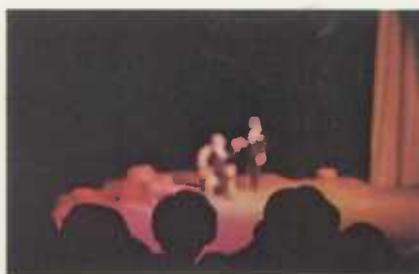
Downtown Columbia begins at the shore of a lake, in a landscaped plaza rimmed with department stores, shops, office buildings, a hotel and inn, an exhibit center. By day, crowds of people on a thousand errands will pass in the plaza.

Downtown is planned to be the home of the central library and the hospital, the newspaper, television and radio stations, the college, the conference center, and the hub of transportation. Shopping and entertainment, business and pleasure, culture and education will bring people together in the heart of Columbia.

In one part of the downtown, a magnificent grove of 200-year-old oaks, 40 acres of beautiful shade trees, have been set aside as the downtown park. In the center of the park will be the Columbia Pavilion of Music, summer home of Washington's National Symphony Orchestra. Nearby, along the edge of the lake, plans are made for theaters, concert halls, restaurants, cafés, and other amusement areas.

Also along the lakefront will be docks for small boats, and farther down the shore, townhouses and apartments will accommodate residents who desire the convenience and liveliness of in-town living.

In another direction, the hotel and inn will afford visitors to Columbia an unparalleled location—within walking distance of offices, stores, churches, entertainment, and transportation. Night and day, the heart of the city will be alive.

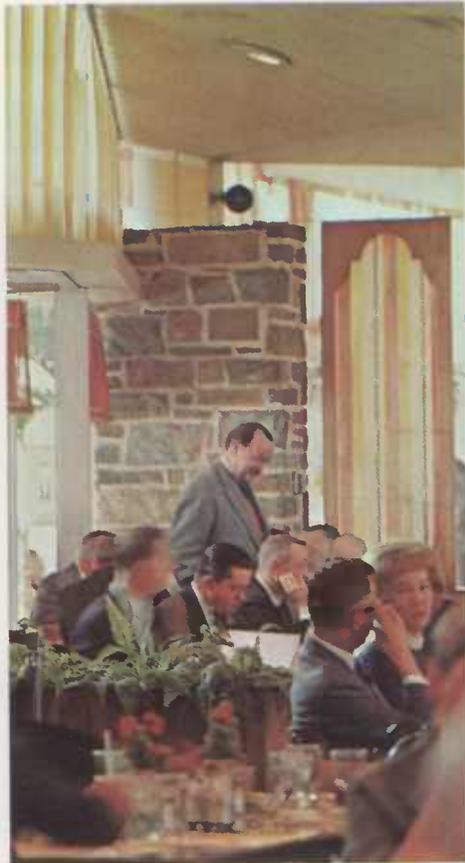






Lively shopping in an exciting new form

The galleria



IN the center of downtown will be the galleria, a multilevel, enclosed pedestrian street of shops, services, and entertainment. Department stores, hundreds of retailers of every description, fine clothing and apparel stores, gift and gourmet shops, street vendors, colorful kiosks and cafés will line the galleria, open through the year to patrons protected from the weather in air-conditioned comfort. On a rain- or snow-splashed winter evening, shoppers can stroll along the warm and sheltered mall, sampling offerings and merchandise from around the world. In other areas, people can enjoy a selection of fine foods or cinema, or browse among old books and new fashions.

Columbia's galleria will extend for more than three city blocks, providing vitality, variety, and surprise that is the best of city everywhere. The galleria will combine the charm of the old cities of Europe with the convenience and comfort of the most modern shopping center.

Shoppers from the villages and neighborhoods of Columbia, from the surrounding areas and from the corridor and nearby cities will find in downtown Columbia a wide range of choice, the excitement and color of a new kind of downtown, abundant in opportunity.

Color, variety, and choice of things to see and do

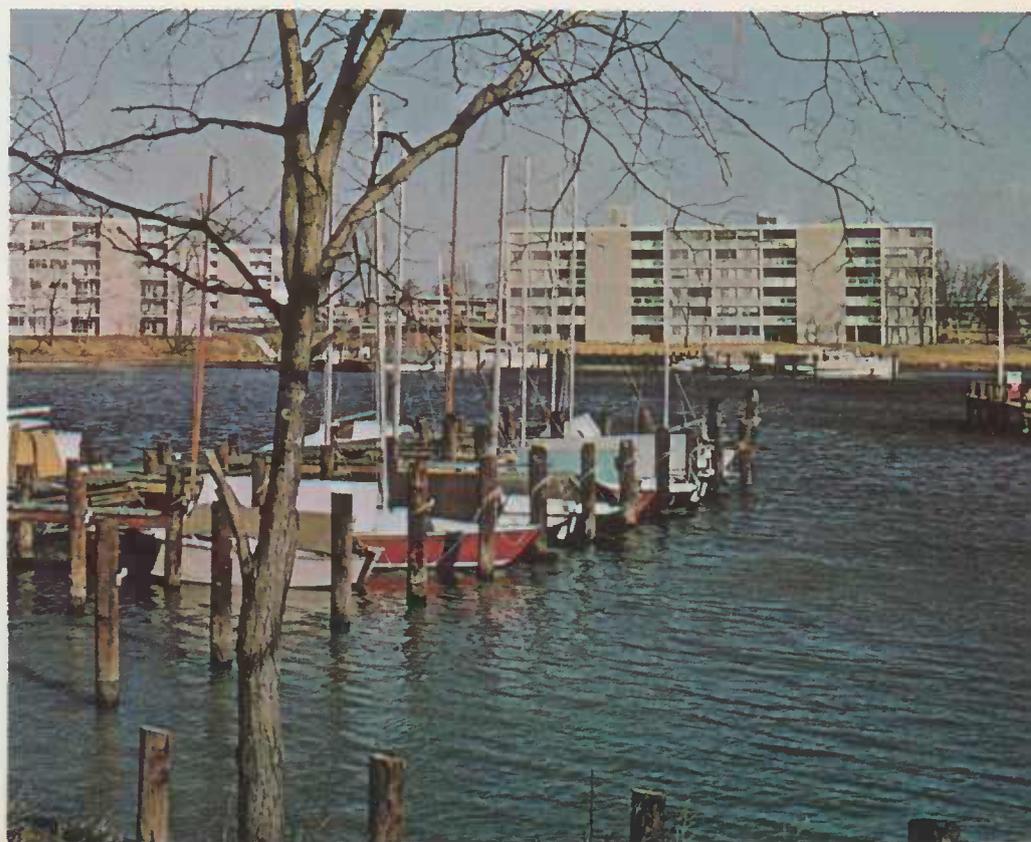
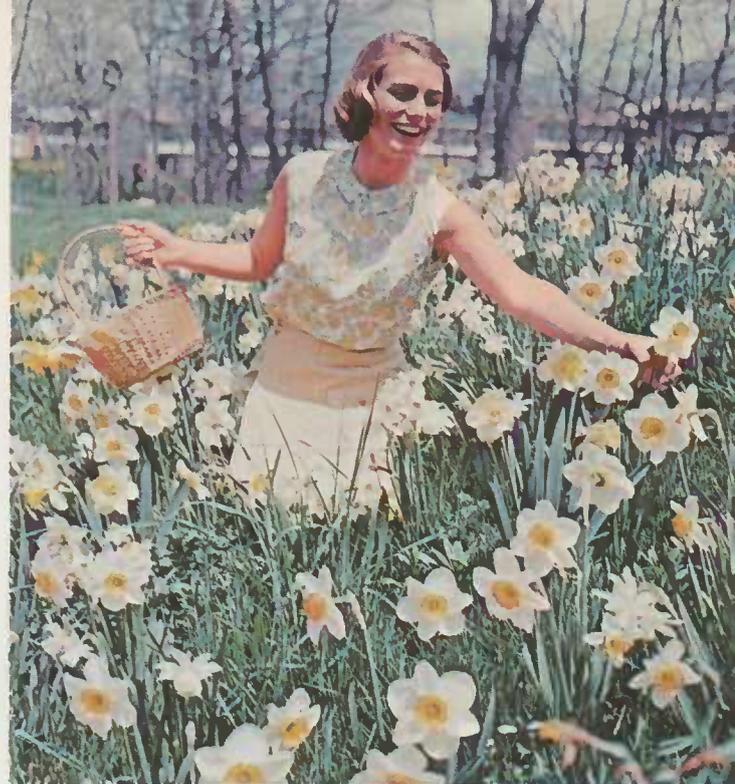
Excitement

FOR many, downtown Columbia will have special meaning. The heart of the city will be the home of art and music schools, theaters, museums and galleries. Here will be the opportunity to learn, to study painting, piano or sculpture, to visit an exhibit or see a play or film.

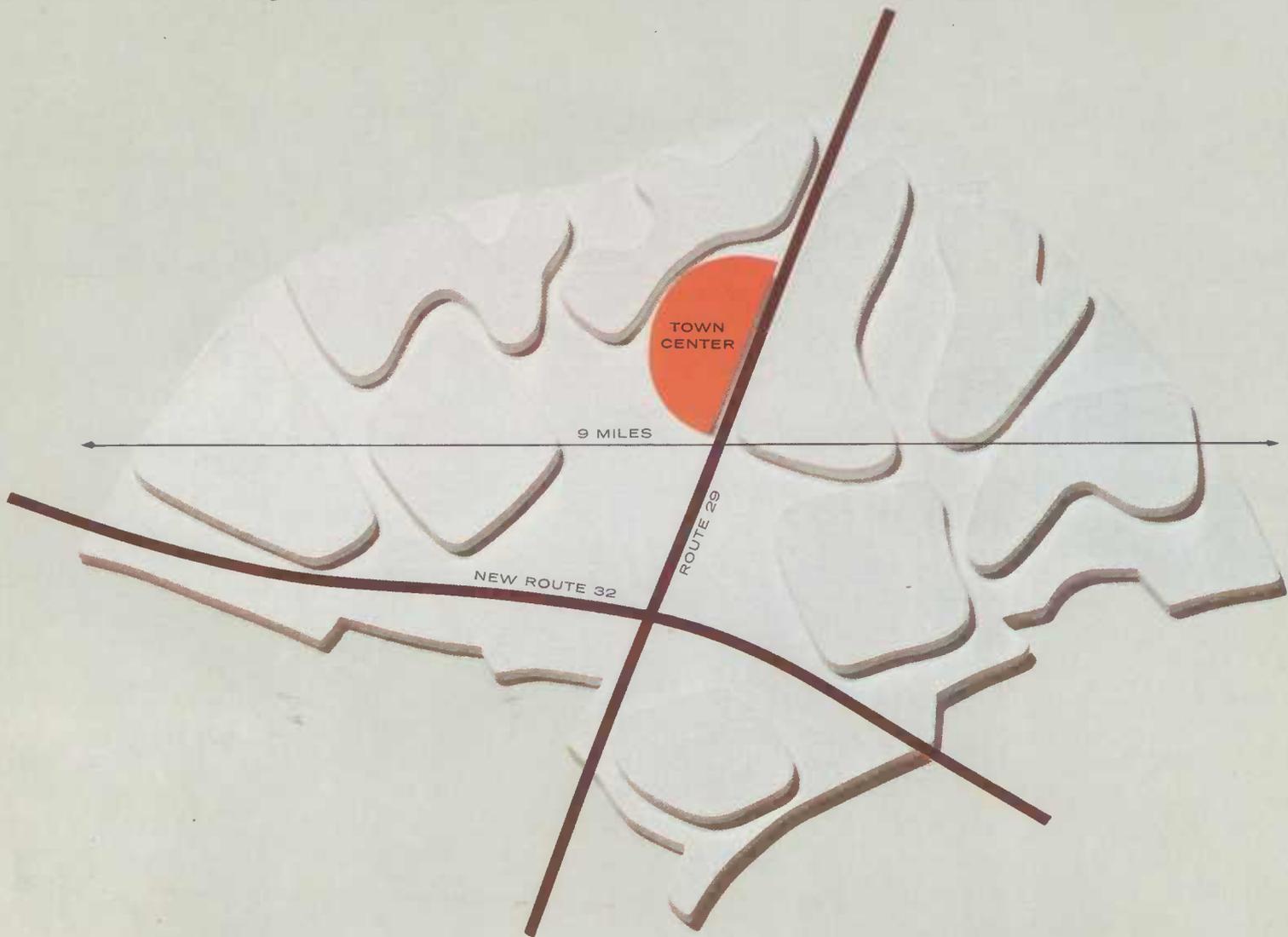
By day, one edge of the lake will be a park—Kittamaquindi—with restaurants, coffee shops, carousels and entertainment for children; by night, it will be transformed into a gay and playful wonderland for people of every age. There will be restaurants, bars and clubs, music, theaters and gaiety, life, laughter and nostalgia. Kittamaquindi: a garden through the year, a place for people of the city through the day and evening.







VILLAGES. Clustered around downtown Columbia will be nine small towns, or villages. Each will have a unique character and an individual appearance, and will house from 10,000 to 12,000 people.



Character and vitality of the American small town

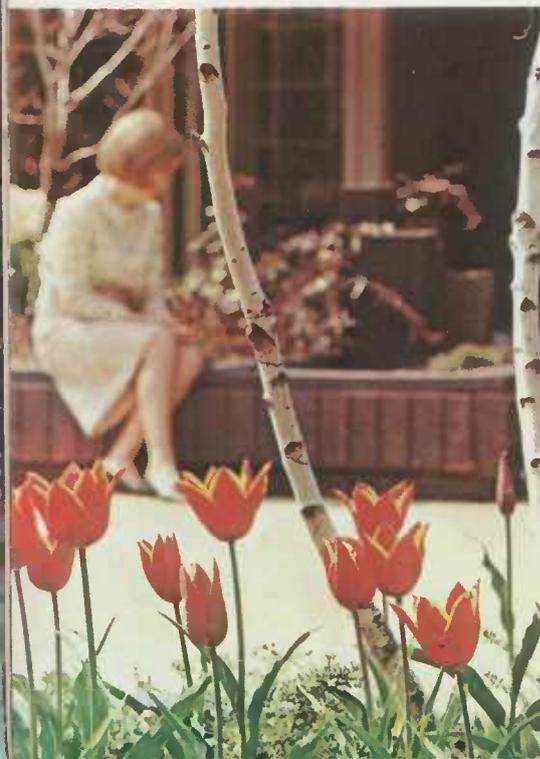
The villages

THE main residential portion of Columbia will consist of nine small towns, or villages, clustered around the downtown core. Each of these villages will be of a different character and appearance. Each will accommodate 10,000 to 12,000 people. As individual communities of this size, the villages permit a scale of life reminiscent of the small towns which form the rich heritage of America, offering a vitality and scale of living too often sacrificed today.

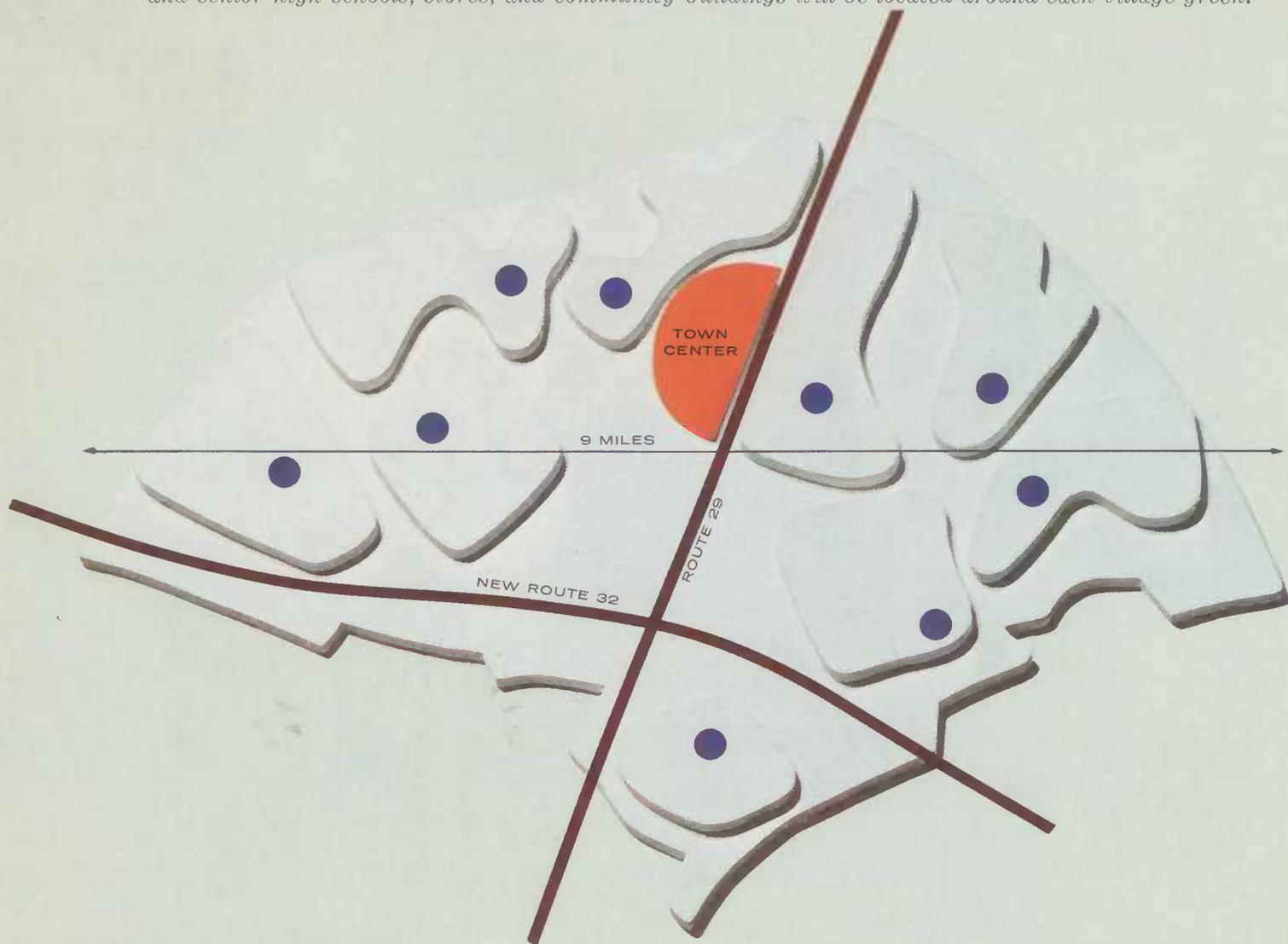
Coming upon a village, the visitor will first be aware of a sense of quiet and orderly neighborhoods, of attractive apartments and homes on sites ranging up to several acres. Other houses are clustered

along lakefronts or golf courses. The road is clean and safe; its borders are landscaped and planted.

Pedestrian walkways pass under the road. Private driveways do not open onto this road to the village; homes are grouped along quieter streets that serve only parking and access. The visitor will be conscious of the continually attractive setting of the village. Trees are abundant and cared for; streams flow clear and fresh; even the signs which mark the road seem to complement the place. In the evenings, the glow of street lamps reflects the mood of beauty and order which are the hallmarks of the village.



VILLAGE CENTERS. Within each of Columbia's nine villages will be village squares, or greens. Junior and senior high schools, stores, and community buildings will be located around each village green.



Convenient, lively places of choice and opportunity

The village centers

THE village center is the heart of the community, providing a choice of services and activities for families in and near the village. The design and atmosphere of the center will be in harmony with its surroundings, and its intent is to be a place for people. Although each village center will contain many of the same elements, each will have an individual appearance and layout.

The focal point will be the beautifully planted, parklike village green, around which the principal buildings are arranged. Along one side are the stores and shops for the day-to-day needs of the residents—a small supermarket, drugstore, bakery, gift shop, beauty and barber shops, and other stores, limited in size and number to balance the requirements of village dwellers and visitors.

Close by the green will be a medical office building, a branch library, and the village hall—a multipurpose building with an auditorium, stage, lounge, and young people's center as well as additional space

for a variety of adult activities. Churches and a jointly sponsored building for religious education will be clustered near the green. Beyond the grouping of service and other buildings, but still adjacent and convenient to the village center will be the junior and senior high schools and playing fields. Tennis courts and other facilities will be available to the entire community as well as to the students.

In the village center, within a few hundred feet of parking or of the bus stop, the resident will have the opportunity to shop for the family groceries, fill a prescription, keep a doctor's appointment, attend church, hear a lecture, select a book from the library, or meet a child following an extracurricular activity at school.

From diversity of housing, to convenience of shopping and services, to facilities for education and recreation, the village center is designed to meet individual needs and wishes. It becomes an area that truly belongs to the people of the city, serving them in a hundred ways.

The neighborhoods

COLUMBIA's typical village will consist of four to six neighborhoods of 1,500 to 2,000 people each. Because the city will offer a complete variety of homes and lot sizes, some neighborhoods will cover a much greater land area than others. All of the neighborhoods will share a basic orientation to family life.

The high standards demanded by the present-day home buyer will be maintained in Columbia's neighborhoods, but in addition a number of advantages will be apparent. In most areas, the principle of clustering or grouping single-family homes and other residential buildings will be applied. This will permit more land to be devoted to pathways and parks, to safer intersections, and to more meaningful spaces in which children can play. The variety of design, careful siting of the houses, and shaded streets will be in happy contrast to the monotony and the scarring of the land that has occurred so frequently in normal development.

Each neighborhood will be built essentially around the elementary school. Major effort has been directed at permitting

small children to be within easy and safe walking distance without crossing streets. Close by will be a nursery school and kindergarten. In every neighborhood a child-care center is planned to provide for even the smallest children, so that mothers may attend to errands or keep appointments.

Near the elementary school, a small shop, similar to the little country store of many years ago, will serve the very basic needs of the residents for a loaf of bread or a quart of milk, a daily paper, or a hamburger and coffee. A terrace just outside the store will provide a pleasant spot to meet, relax, and talk.

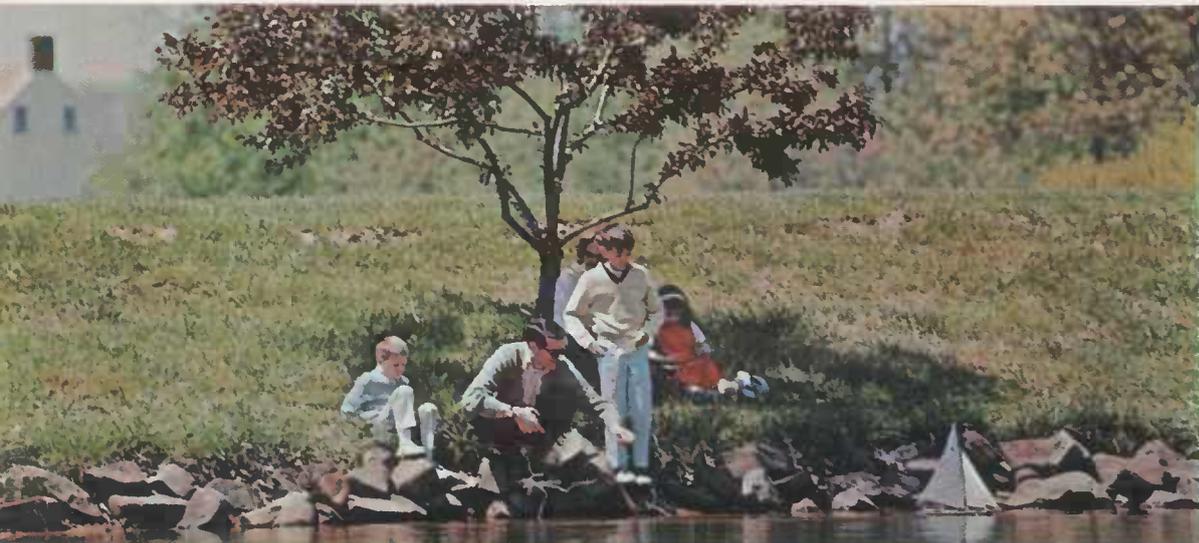
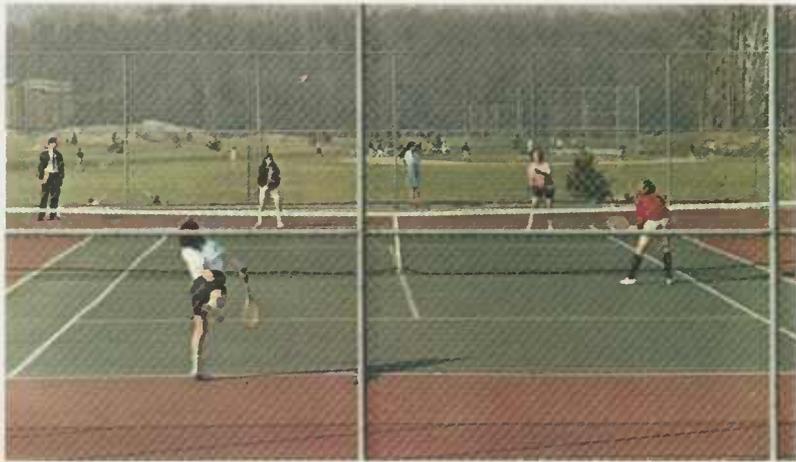
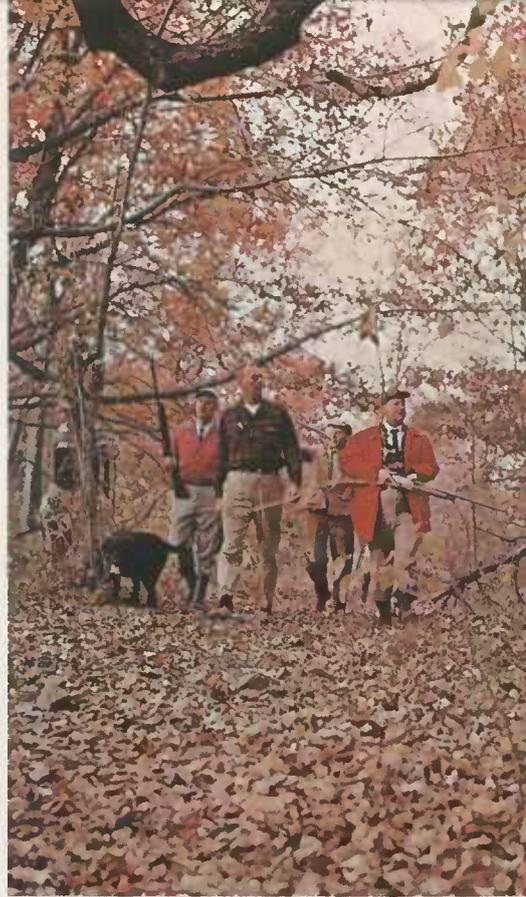
In season, the terrace will be opened to the neighborhood swimming pool. On summer afternoons, families can swim in the pool or enjoy other recreation in the center. In evenings, clubs and groups will have a good, easy-to-reach place to meet.

A neighborhood in Columbia will have charm, richness, convenience, and security. It will provide opportunity for social contact or seclusion, participation or quiet meditation. In the neighborhood, freedom of choice is a practical, working reality.



NEIGHBORHOODS. Grouped about the village centers will be 36 neighborhoods. Around each neighborhood center will be homes, apartments, and open land unique to that neighborhood.





Natural assets preserved and enhanced for the joy of all

Open land

IN Columbia, a specific concept is carried throughout and is demonstrated in more than 3,200 acres of permanent open land. The dominant concern is respect for the land and respect for the individual, preservation and enhancement of natural beauty, and an offer of opportunity for free choice and expression of personal tastes.

Lakes—five in planning, with over 500 acres of water surface; golf courses—four in planning; riding trails; parks, playing fields, pathways, streams and stream valleys, wooded areas—these are some of the Columbian qualities. There will be places for organized activities, places to get away from it all. Places to run and places to

rest. Places for watching and places for participating.

Parks scaled and enhanced to complement the neighborhood. Small groves of trees with inviting benches. Areas of raw and wild beauty. Formally tailored parks and picnic groves and lakeside retreats.

Over 25 miles of riding trails, plus boating, fishing, golf, tennis, field sports, and bicycling will be easily accessible to every resident of the city.

Woven and interwoven throughout Columbia, these thousands of acres of open land become a valuable resource with a special and personal meaning, useful to every resident.



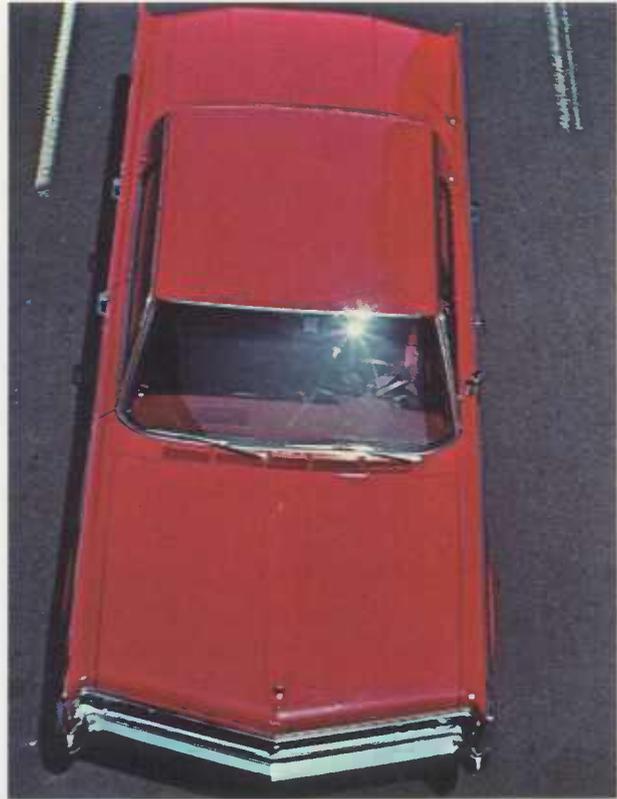
THOUSANDS OF ACRES of permanent open land provide lakes, parks, fields, woods, golf courses, playing fields, riding trails, walkways, bicycle paths, picnic groves, and tennis courts for the individual tastes and pursuits of Columbia's residents.

Three modes of travel for convenience, safety, and pleasure

Mobility

BECAUSE of a unique transportation system, people in Columbia will have a choice of walking, riding, or driving to their destinations with maximum efficiency and minimum danger. The three modes of travel will be separated, thereby incurring fewer delays while assuring greater safety.

America has become an automobile-oriented nation. In Columbia, a comprehensive system of streets and highways has been designed, with most of the commercial or retail businesses off of the main thoroughfares. Driveways will open onto village streets, which in turn will lead to access roads planned for peak traffic loads expected when the city is fully populated. These will interconnect with expressways to Washington, Baltimore, Friendship Airport and other destinations.



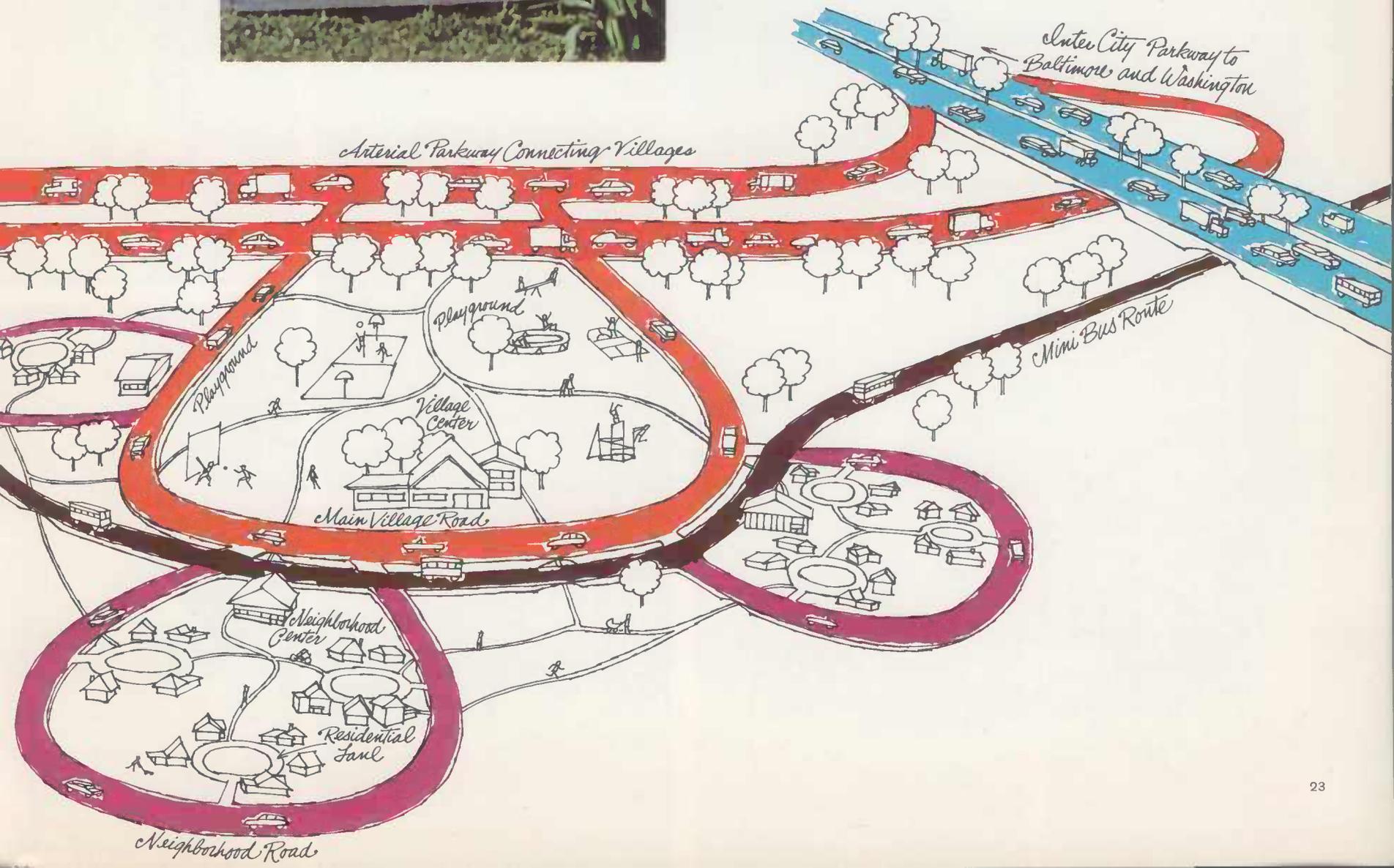
The Minibus system is designed to avoid all other traffic, being routed over its own right-of-way. This assurance of clear travel will permit accurate scheduling of busses for swift travel to most of the villages, to downtown, and to many centers of employment. Since four out of ten Columbia families will live within a three-minute walk of a bus stop, many people will choose to leave their cars at home and ride to work, or to downtown.



Columbia's busses will enable residents to get around with ease.

Interwoven through the city will be over 100 miles of walks and trails—pathways separated from both automotive and bus traffic. Winding through woods, along lakes and over streams, past shops and schools and playgrounds right to the heart of downtown, this third system of transportation will allow safe and free movement throughout the city for walking, bicycling, and horseback riding. There will be no need to cut through yards or climb fences or use main roads.

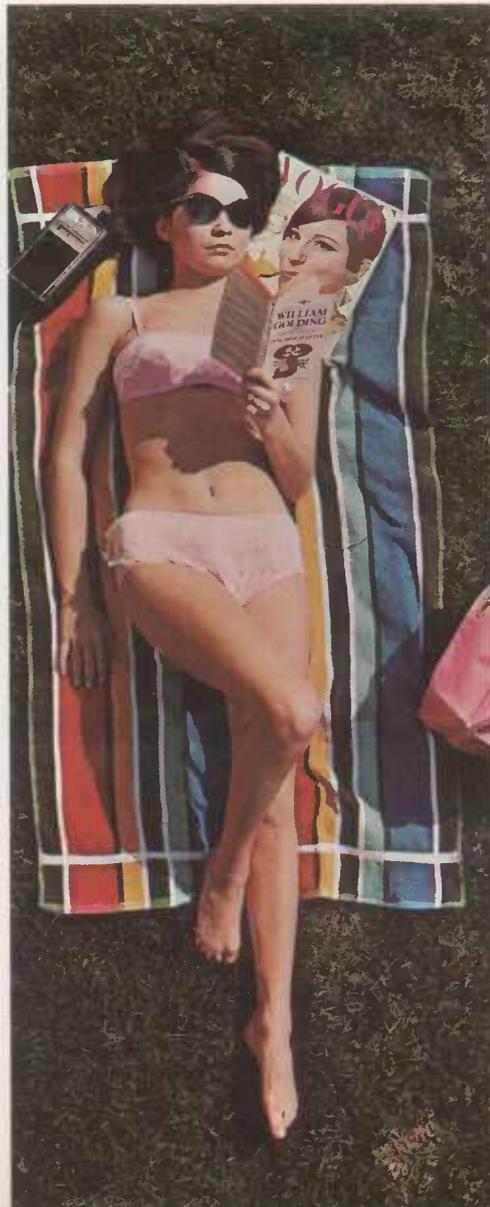
Here a person may walk or ride in solitude or enjoy a casual stroll with family and friends along landscaped pathways in natural beauty. Hence, Columbia will offer freedom of choice in modes of transportation, depending on individual needs and desires, preferences and pleasures.



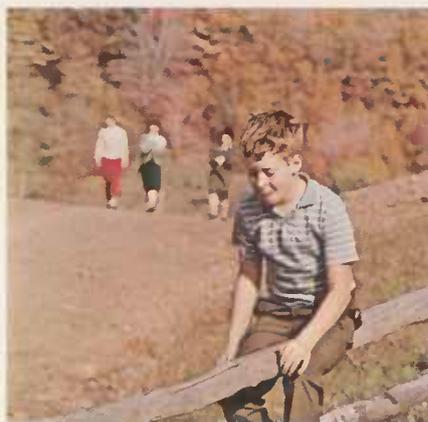
Variety and choice of homes and apartments for every style of living

Environment

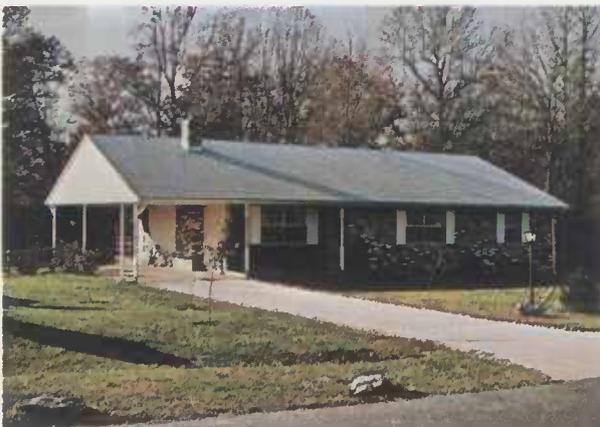
There are multiple opportunities in Columbia. All are individual and entirely personal. The threads of education, recreation, religion, culture, environment, and personal interests can be formed into an endless variety of patterns, simple or complex, social or solitary, fixed or changing.



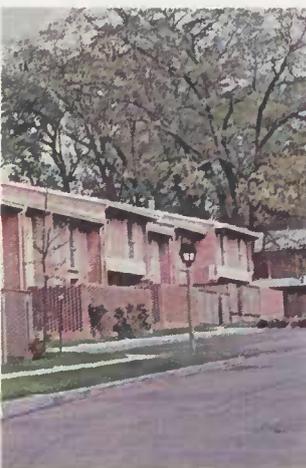
For people who prefer large lots, more than 2,500 acres have been set aside for homesites of from one-half to more than five acres. There, custom-built or ready-made houses will range from lakefront and golf-course homes to more formal residences close to the heart of the city.



Almost 3,500 acres have been designated for individual homes on one-quarter- to one-half-acre sites. These are situated throughout the city in many different styles, prices, and locations. There will be a choice of quality residences by reputable homebuilders, or a buyer may select his own architect or builder to design or construct a home to his specifications. Again, all of the opportunities of Columbia are at the disposal of every resident no matter where he chooses to live.



For those who want an urban setting close to transportation, downtown, and its many attractions, Columbia will include 1,400 acres of land for townhouses in every price range, and apartments of many sizes and types.



Unique opportunities for business, industry, and science

Economic vitality

IN Columbia the opportunities enjoyed by people are directly related to the advantages available to business and industry. The unique combination of factors which make Columbia a desirable place to live also contribute to its desirability as a place to locate plants, offices, and facilities.

In this hub of the fast-growing Washington-Baltimore corridor, all the elements of location, market, accessibility, skilled labor, and existing scientific, educational, and research bases form an unparalleled blend of opportunity.

The area's advantages as an industrial location have already been recognized by a number of important firms. Within Columbia today, or in the immediate vicinity, are the Johns Hopkins Applied Physics Laboratory with 2,500 employees; the W. R. Grace Washington Research Laboratories, now expanding to 750 people; the new research laboratory of the West Virginia Pulp and Paper Company; Hydronautics, Incorporated; and Hittman Associates, a young Maryland firm in nucleonics and related fields.



Hydronautics, Incorporated



Johns Hopkins Applied Physics Laboratory



W. R. Grace Washington Research Laboratories



INDUSTRIAL SITES. 3000 acres in Columbia provide a variety of locations for business, industry, and science. Already in, or adjacent to the new city are four scientific and research industries employing more than 3500 people.



Friendship Airport

Within 40 minutes of Columbia are more than 500 companies and organizations, almost two dozen colleges and universities, and the headquarters of scores of federal agencies.

Friendship International Airport is within 20 minutes, the deep-water harbor of the Port of Baltimore is within 30 minutes, and newly constructed interstate highways connect with all of these facilities and with surrounding states.

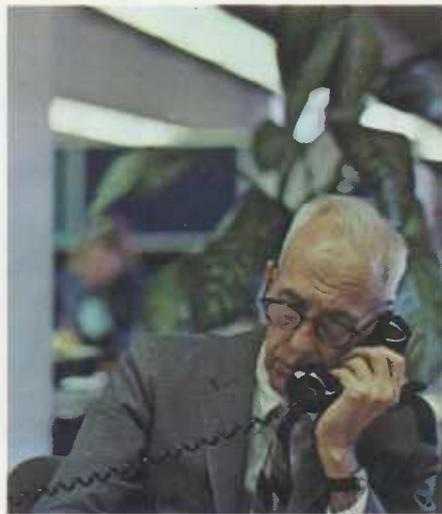
For the hundreds of retailing and service businesses that will locate in Columbia, these existing industries, organizations, and resources form an opportunity that can be multiplied many times by establishing in this heart of the dynamic, rapidly expanding tri-city complex. The combination of existing and future potential is in marked contrast to the uncertainties and risks usually associated with new locations.



Many of the appealing residential features of Columbia will carry over into business and industrial development—underground utilities, coaxial cables, conference centers, hotels and inns, restaurants, shopping and recreational facilities.

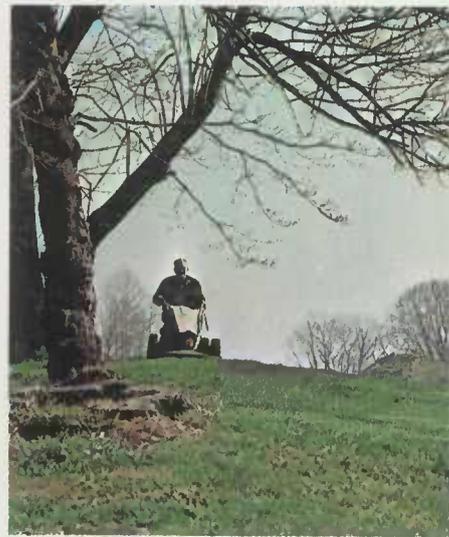
The range of style, price, and location of housing offers home-buying and apartment-renting opportunities for key executives as well as plant personnel. The 3,000 acres of land set aside in Columbia for business and industry have been distributed through and around the city to permit companies to select sites oriented to a particular market or near to suppliers and subcontractors. These sites are available in sizes to meet individual requirements, and include warehousing and distribution-center locations in major interstate highways; parklike research campuses; areas for light-manufacturing and sites for downtown office buildings.

The advantages of locating in Columbia go beyond geography and physical facilities. The well-staffed and comprehensive organization which is planning and developing the city offers broad professional assistance in selecting, designing, and building a facility that will enable a company to extract the maximum benefits from the opportunities that abound. Working with interested firms, the developers of Columbia have at hand the means to provide creative solutions to the challenges involved in expansion and relocation, or in new ventures or operations.



The machinery of a city

Columbia Association



BEHIND the functioning conveniences of a modern city must be efficient and expert organization continually attending to the needs of the metropolis. In Columbia, this will be the responsibility of the Columbia Association, a nonprofit organization headed by a professional city manager, assisted by a qualified staff of specialists. Upon completion of Columbia, this group will be directly responsible to a representative board of directors.

The Association will maintain to high standards, facilities such as parks, pools, courts, lakes, and community buildings throughout the city; operate preschool and child-care centers; provide maintenance, landscaping, Minibus service, and other conveniences for the public areas of Columbia. The Association will coordinate its activities with those of Howard County, which through its unified county government will provide water, sewers, street maintenance and snow removal, police protection, court system, health and welfare, schools, central alarm, and planning, zoning, etc.

Land-use control in Columbia is doubly

assured: first, by Howard County's revolutionary "New Town District" zoning which specifies the harmonious design of entire communities; and second, by deed restrictions and enforceable covenants which guarantee a balanced and comprehensive design for Columbia. These assurances will be furthered by architectural and esthetic guides to provide harmony of design and preservation of values.

Construction of major facilities such as streets and roads, commercial and shopping centers, and community structures will be under the direct control of the developing organization. Reputable, qualified building firms from the area and from all parts of the country will contribute to Columbia by constructing homes and other facilities.

The possibilities of assuring long-term values to customers, the broad selection of market, and the enormous potential for expansion will attract to Columbia those organizations which match the city's standards and share the enthusiasm for the multitude of opportunities which present themselves.



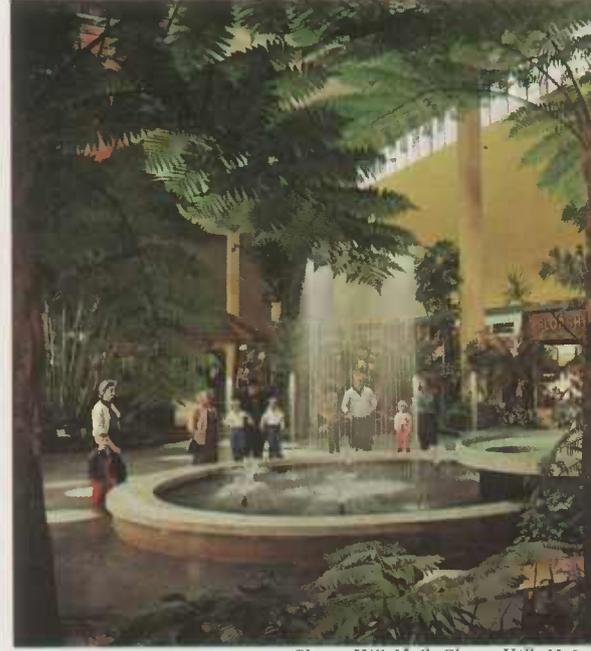
Plymouth Meeting Mall, outside of Philadelphia



The Village of Cross Keys



Columbia design offices at The Village of Cross Keys Baltimore, Md.



Cherry Hill Mall, Cherry Hill, N.J.



Resources to build a city

Columbia

HISTORICALLY, cities have been built by men and money. Columbia is no exception. One of the largest development organizations in the country provided the men. From their concepts came the opportunity. From the opportunities came the money.

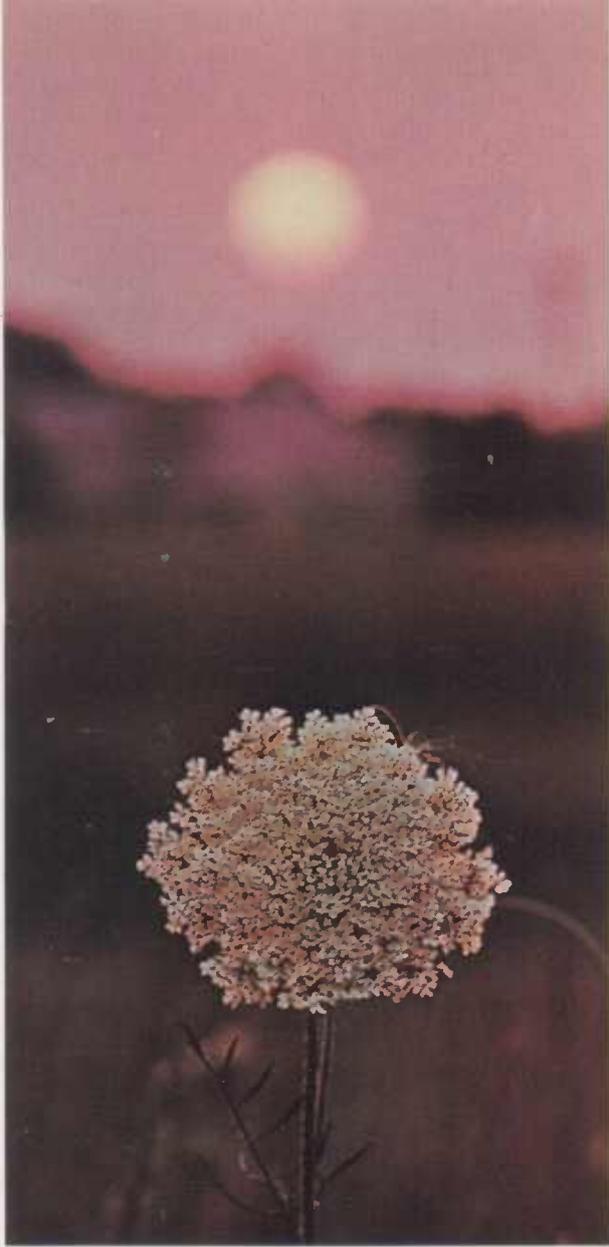
In 1963, the Connecticut General Life Insurance Company examined the concepts and purposes of Columbia, agreed with the principles, promise, and potential of the new city, and provided more than \$20 million for the acquisition of the land. Subsequently, Teachers Insurance and Annuity Association of America and The Chase Manhattan Bank joined in this pioneering development, and a total of \$50 million has been made available for financing of the land acquisition and development costs.

The Rouse Company established its development division in 1957 to engage in

the comprehensive development of major real estate projects, and today has constructed and operates eight major regional enclosed shopping malls in six states. It has six additional centers under development in four states and Canada. The Rouse Company is also planning, developing, and operating The Village of Cross Keys, a self-contained residential, commercial, and shopping complex in Baltimore.

In planning and developing Columbia, The Rouse Company has enlisted the assistance of more than 100 specialists, advisors, consultants, and organizations.

At no time in the history of this nation have so many able and experienced people and organizations devoted their talents to the singular effort of creating a new city so conscientiously devoted to the needs and desires of the American family.



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 A new city; Columbia, Maryland

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AUTHOR
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Construction of Columbia began in 1966. By 1980, it is projected that the city will be completed. During these 15 years, 50 million people will be added to the American population. Millions of acres of land will change from farms to factories, from quiet meadows to suburban developments, from green woods to shops and stores and offices.

Each new structure, each new development, will reflect in some measure man's willingness and ability to master his environment. Unfortunately, in many cases the same random, fragmented, unrelated expansion process that has characterized many waves of development will be continued, and generally deplored.

Columbia is a departure, a new effort to provide better, more meaningful solutions to the problems of expansion and growth. In these sensitive and practical solutions lie unmatched opportunities for people, business, and institutions—opportunities to grow and prosper.

The photographs in this publication were assembled throughout the world, many of them during our studies of cities and the ways in which people live in them. Thirty-four were taken at operating projects of The Rouse Company.

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