

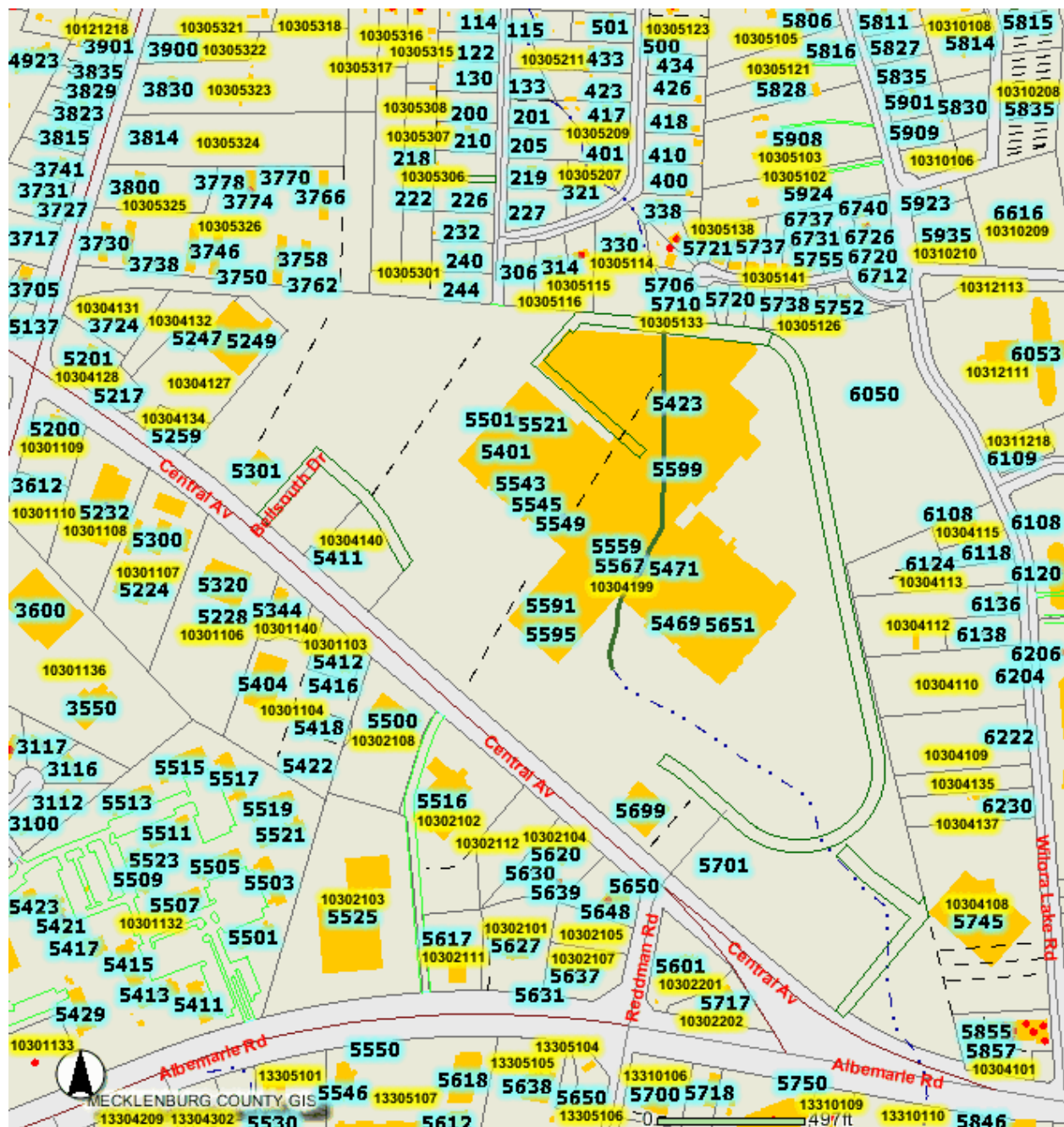


## **Survey and Research Report**

### **on the**

## **Eastland Mall Signs**

- 1. Name and location of the property:** The property known as Eastland Mall is located at 5595 Central Avenue, Charlotte, N.C.
- 2. Name and address of the current owner of the property:**  
  
City of Charlotte  
600 East Fourth Street  
Charlotte N.C. 28202
- 3. Representative photographs of the property:** This report contains representative photographs of the Eastland Mall Signs.
- 4. A map depicting the location of the property:**



5. **Current Tax Parcel Reference and Deed to the property:** The tax parcel number for the property is 10304199. The most recent deed for the property is recorded in Mecklenburg County Deed Books 27628-851.
6. **A brief historical sketch of the property:** This report contains a brief historical sketch of the property prepared by Stewart Gray.
7. **A brief architectural description of the property:** This report contains a brief architectural description of the Eastland Mall Signs, prepared by Stewart Gray.

**8. Documentation of why and in what ways the property meets the criteria for designation set forth in N.C.G.S 160A-400.5.**

**a. Special significance in terms of its history, architecture and/or cultural importance:**

The Commission judges that the property known as the Eastland Mall Signs possess special significance in terms of Charlotte-Mecklenburg. The Commission bases its judgment on the following considerations:

- 1) The Eastland Mall Signs are potentially the only significant architectural artifacts of Eastland Mall that may be saved when the mall is demolished.
- 2) The opening of Eastland Mall was a significant historical event in terms of the social and economic history of Charlotte in the second half of the 20<sup>th</sup> century.
- 3) The development of Eastland Mall had a significant and long-term impact on the development of East Charlotte as a whole.
- 4) Eastland Mall was the work of Henry Faison and Van Weatherspoon, who went on to form Faison Associates, a successful, and prolific Charlotte development company.

**b. Integrity of design, setting, workmanship, materials, feeling and/or association:** The Commission contends that the architectural description prepared by Stewart Gray demonstrates that the Eastland Mall Signs meet this criterion.

**9. Ad Valorem Tax Appraisal:** The Commission is aware that designation would allow the owner to apply for an automatic deferral of 50% of the Ad Valorem taxes on all or any portion of the property which becomes a "historic landmark."

**10. Portion of the Property Recommended for Designation:** The four round signs and associated letter signs attached to the Eastland Mall building.

**Date of Preparation of this Report:** May 30, 2013

**Prepared by:** Stewart Gray

## **Historical Essay**

Before World War Two there were no significant suburban shopping centers in Charlotte. The expansion of roads and the dominance of the automobile as a transportation choice after the war led to several small scale shopping centers, the largest was the Sedgefield Center off of South Boulevard. It opened in 1950 and featured a dozen stores, and several medical offices. But most shopping still occurred in Uptown Charlotte, centered on Trade and Tryon streets. This pattern did not change until after 1954 when the US Congress approved a change in tax laws to allow for accelerated depreciation. Accelerated depreciation allowed a building owner to deduct most of

the value of their building from their income taxes in as little as seven years. Accelerated depreciation changed the world of commercial real estate and led to an explosion of commercial development. As a result, large shopping centers sprang up across the nation.<sup>1</sup>



**Charlottetown Mall - 1961**

The nationwide trend of the rapid development of shopping centers after 1954 was well reflected in Charlotte. The first big shopping center to be built in the city was the Park Road shopping

center. Soon afterwards, the Charlottetown Mall opened near downtown in 1959<sup>2</sup> as the first fully enclosed shopping mall in the South. Six miles away in south Charlotte, South Park Mall opened on 100 acres of farmland in 1970. The opening of South Park posed a significant threat to Charlotte's accepted shopping practices, and resulted in a 25% drop in sales during the first year at the downtown stores that lined Trade and Tryon streets, the city's traditional shopping district.<sup>3</sup>

## **Eastland Mall**

Planning for Eastland started in 1969. The project was developed by Masten-Faison-Weatherspoon Realty Company and the New-L Development Company, a family partnership headed by Charlottean C. Morris Newell. Newell, a 1949 Davidson Collegegraduate, founded the Morris Investment Company in 1955, developing his family's properties in Union and Mecklenburg counties.<sup>4</sup> The New-L Development Company owned the site of the future mall, an eighty-four acre parcel along Central Avenue between Albermarle and Sharon Amity roads, outside of the Charlotte city limits. Masten-Faison-Weatherspoon Realty Company was the partnership of Van Weatherspoon, Henry Faison, and Bill Masten. The company was formed in 1966. Weatherspoon and Faison were the firm's shopping center developers. Faison was a 1956 Davidson College graduate who turned to the real estate profession in 1962 after failing as a boat builder. Van Witherspoon attended UNC on a football scholarship and graduated in 1954 with a business degree.<sup>5</sup>

As South Park Mall, which was built by the Belk and Ivey's companies, neared completion in 1969, Faison pushed to develop another large mall in Charlotte. The firm had experience developing the Cotswold and Freedom Drive shopping centers in Charlotte. Faison narrowed his search to three suburban locations: Freedom Drive and I-85, Idlewild and Independence Boulevard, and the Central Avenue site. Faison decided that the Freedom Drive site was too "far out," and that the Independence and Idlewild site lacked good access. Local and state DOT officials confirmed to Faison that Central Avenue, Albemarle Road, and Sharon-Amity were all slated to be widened to four lanes. Faison concluded that "Morris Newell had the only game in town." According to Faison, Newell was skeptical that Charlotte would support another large Mall in addition to South Park. It took a letter of intent from Belk before Newell was convinced.<sup>6</sup> Faison and Weatherspoon then secured agreements from JC Penny's, Ivey's, and Miller and Rhodes. With four anchor tenants committed, the developers went public in 1972 with their plans as they sought re-zoning for the property. When talking with the press, Faison described the "east land" that they were hoping to develop, and the name Eastland stuck.<sup>7</sup>

In 1972 the then undeveloped eighty-four acre Eastland Mall site was zoned for apartments, office and business use. For the project to move forward the Faison and Weatherspoon had to apply to the Charlotte-Mecklenburg Planning Commission for zoning changes that would allow for a million-square-foot mall. The Commission staff recommended that the rezoning petition be denied, they believed a mall in that location could result in severe traffic problems. The

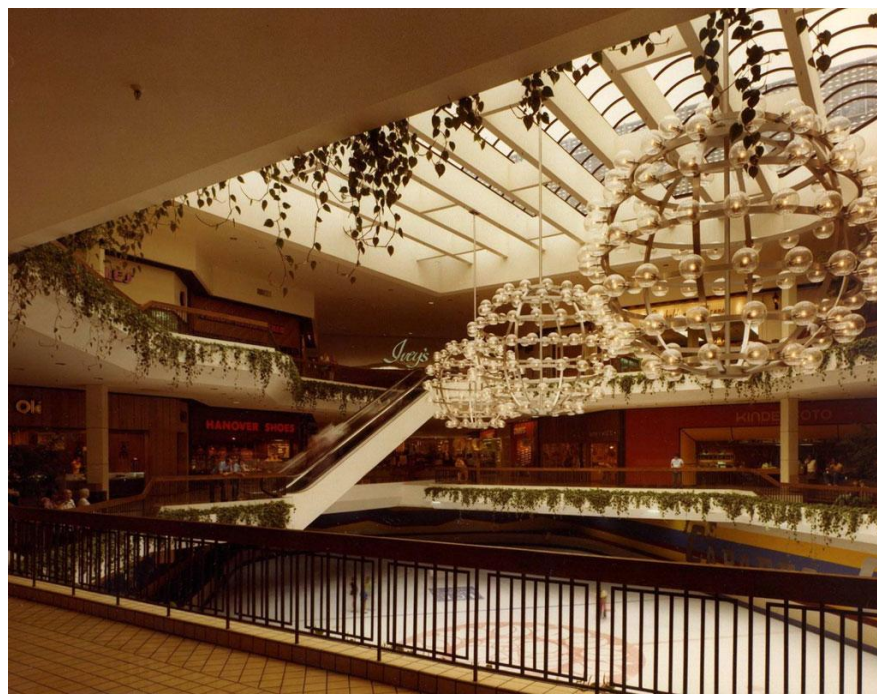


developers hired traffic consultants who argued that future road widening would accommodate the traffic. The Planning Commission was convinced, went against staff's recommendation and voted unanimously to approve the rezoning. The Board of County Commission followed suit and also approved the rezoning unanimously.<sup>8</sup>

With the proper zoning in place, designing the mall began in earnest. Charlotte architect Bill Little of Little and Associates was engaged. Faison, Weatherspoon and Little visited malls across the United States and Canada to develop ideas for the new mall. In a Toronto mall they found a model for clustering restaurants around a common dinning space. In California they found an ice skating rink in a mall. But Faison and Weatherspoon did not like the idea of a big rink taking up a big chunk of space between the stores, using up valuable space and impeding foot traffic. Little came up with the solution of putting the ice rink at the basement level surrounded by balconies that extended over the ice.<sup>9</sup>

In March of 1973 John Belk, at that time mayor of Charlotte and president of Belk Department Stores, expressed his confidence in the Eastland Mall project, but doubted if it would be completed before 1976.<sup>10</sup> Land clearing at the site began in April of 1973<sup>11</sup>. Around this time Faison and Weatherspoon formed Eastland Ltd with Morris Newell and acquired the mall property from the New-L Development Company. Masten-Faison-Weatherspoon Reality Company continued as the developers of the mall.<sup>12</sup>

Faison and Weatherspoon hired Alfred Klope of Katzman and Klope Associates of New York to design the mall, and retained Little and Associates to manage the project. David and Jones Construction Company of Raleigh was chosen as the general contractor. Engineer Coy Shields, P.E. joined Eastland Ltd. to supervise the massive construction project.



Alfred Klope was responsible for Eastland Mall's elaborate and futuristic design. Most of the eye-catching interior design elements were concentrated around the ice rink in the center of the mall. The mall corridors turned into tiered balconies above the ice, that dipped and projected to afford good views and seating. Modern clean-lined escalators connected the levels, and huge globe-framed chandeliers hung above the ice, suspended from framing that also supported massive barrel-vaulted skylights. Secondary courtyards resembled pocket parks with lush plantings, including mature trees, skylights and fountains. On the relatively simple exterior of the mall, Klope designed Eastland's iconic signs. The signs depict an abstract sun/face, with puffed-up cheeks and puckered lips, as if the sun were in the act of blowing air. The sun's corona resembles a ring of leaves.



Eastland Mall would encompass approximately 980,000 square feet, and initially contain space for one hundred and four stores. The builders and designers faced many challenges in constructing such a large and innovative building. The electrical wiring needs for the building were extensive, requiring approximately 300,000 feet of conduit, and an early computer system was employed to keep the mall's power demand undulating, to prevent power spikes. The heating, ventilation, and air conditioning system required 78,500 pounds of sheet metal to form the square ductwork, in addition to over two miles of prefabricated round-pipe ductwork. Three-and-a-half miles of chiller pipe located in massive cooling units on the mall's roof were used to meet the air conditioning demands. The ice rink required special ventilation, with a layer of seventy degree air at shoulder height designed to keep cool moist air from rising and condensing on the huge skylights in the ceiling fifty feet above the ice.<sup>13</sup>

Eastland Mall cost \$25 million to construct, and involved approximately sixty construction firms. Development financing was provided by the Charlotte firm of Cameron-Brown through First Union Bank and Irving Trust of New York. Permanent financing was provided by the National Life and Accident Insurance Company. Timing was good for Faison and Weatherspoon who secured their financing before interest rates skyrocketed to nearly 12% in late 1974.<sup>14</sup> Their salesmanship and marketing must have been good, the mall was 95% leased before it opened, and 90 stores were ready for business during the grand opening (South Park at that time housed just 84 stores). When the mall opened, approximately 2,500 employees had been hired by the mall and merchants.<sup>15</sup>

The Monday night before Eastland Mall opened, the developers hosted a private party and a tour of the building. When the guests left, Faison and Weatherspoon, the two men who essentially made the mall, spent the night shoveling dirt and cleaning up the parking lot. This last minute chore is emblematic of how hard Faison and Weatherspoon had worked to make the multi-million dollar mall happen. And Eastland had not been their only project. By 1975 the two, along with Masten, had been involved in developing or leasing 39 shopping center projects in the South, including the 1.2 million-square-foot Cross Creek Mall in Fayetteville.<sup>16</sup>

## **The Opening**

When Eastland Mall opened at 10am on Wednesday, July 30<sup>th</sup>, 1975 it was front page news. Hours before it opened, a steady stream of cars filled with shoppers and sightseers, streamed into the new 5,700 space parking lot.

Early arrivals in the crowd were given bright colored balloons. Someone handed out free flowers and others distributed lollipops and free food.

It could have been a rock festival.

But it was the opening of Eastland Mall – Charlotte's newest and fanciest shopping center. And in shopping-center-crazy Charlotte, the event was something like a Woodstock for the suburban set... "It's more than just a place to



shop. It's entertainment," said Mrs. Bertie Ashby of Charlotte..."There's a lot of culture here. The top architects in the country must have designed all this," she said motioning to splashing fountains and shining chandeliers, "This is a work of art."<sup>17</sup>

The day before, a thirty-page special advertising section was published in the Charlotte newspapers. The thick insert was packed with exhaustive details of the new mall, its development, and its two-story design "Twice the shopping area with one-half the walking." Perhaps the most newsworthy elements of the new mall were its amenities.

"The entertainment center within the mall features an Ice Capades Chalet, the only three auditorium theater in North Carolina, Gourmet Gardens featuring 13 specialized food service restaurants,...Four mini-parks within the mall, each with its own skylight, benches, and lush planting give a relaxing atmosphere. These parks feature 30ft high tropical trees and 2 beautiful fountains."<sup>18</sup>

The ads described the nearly one hundred stores, forty of which were new to the Charlotte market. The advertising features discussed the physical characteristics of some stores more than the merchandise. "Wood accents Belk's Modernistic Interior." And "Ivey's Overlooks Skaters and has Glass Elevator."<sup>19</sup>

The opening was by all accounts a success. Before the stores opened, hundreds of people lined the balconies above the mall's basement-level skating rink. Down on the ice, officials prepared for a ceremonial ribbon cutting. Charlotte mayor John Belk, wearing skates, was escorted by two Ice Capades staff to the center of the rink. A third rink staffer pushed a chair along behind the mayor, just in case he fell over backwards. County Commission Chairman Liz Hair, skated out with only one attendant. They were joined by Chamber of Commerce President Don Bryant, who declared "This is a prime example of the American economic system at its best," as Belk and Hair cut the ribbon. The Rev. John L. Newton prayed that the mall would help to "overthrow the tyranny of economic want." It was estimated that between sixty and seventy thousand people visited the mall that day.<sup>20</sup> The opening of Eastland Mall was a significant event for Charlotte in the mid 1970s.

### **A Fantastic New and Modern Public Space in Charlotte**

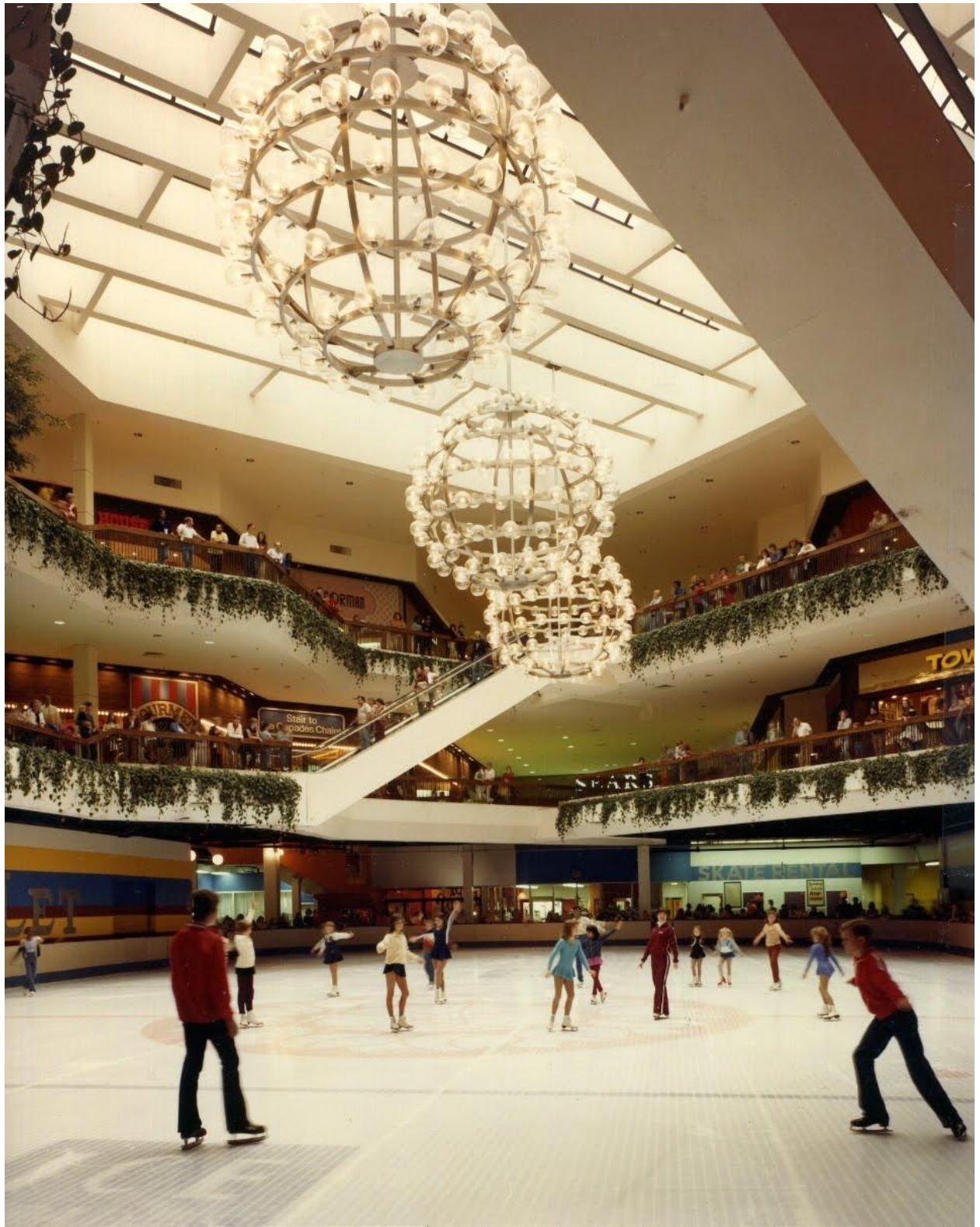
Despite the fact that it was not Charlotte's first mall, Eastland represented something new. It definitely marketed itself as something new.

Eastland Mall...a bright new day in shopping and entertainment  
There is something new under the sun – Eastland! Its two-level, fully-climatized mall brings together a marvelous blend of 105 stores to serve you and your family – including Belk, Ivey's and J.C. Penny. But, that's just the beginning It's a place to enjoy all day long, not only exploring the shops, but discovering such spectacular entertainment as the huge indoor ice rink as well. And there's a new

dining experience around every corner. The beautiful courts are green with lush plantings and offer a relaxing place to rest or meet a friend. Eastland is truly the dawn of a new day in central shopping pleasure and convenience. And every inch of it was planned with you in mind.<sup>21</sup>

The years leading up to the opening of Eastland Mall had been tumultuous for the United States. The 1973 OPEC Oil Crisis shook the nation's economy significantly for the first time since World War Two, and began a significant recession that lasted until 1975. President Nixon resigned in 1974 after the Watergate Scandal. The war in Vietnam went badly for the United States, with the last American officials being airlifted out of Saigon on April 29, 1975, just three months and one day before the opening of Eastland Mall. With these national troubles in the recent past, Charlotte was looking to the future, a bright future. The old Charlotte was gone. Long considered a textile manufacturing town, the last fully functioning textile mill in Charlotte, the Highland Mill, closed in 1975.<sup>22</sup> Blighted Neighborhoods in the center part of the city were being bulldozed. New residential neighborhood and shopping centers pushed out in all directions. Charlotte schools had been successfully desegregated through busing, and the southward expanding city had avoided drastic "white flight" out of the municipality. Liberal state banking laws lead to a robust banking industry in Charlotte<sup>23</sup>, and an ambitious thirty-nine-year-old Hugh McCall had been made President of NCNB in 1974<sup>24</sup>. Interstate 77 reached Charlotte in 1975, crossing Interstate 85 and enhancing Charlotte's longtime position as a significant transportation hub. With improved interstate access, Charlotte's well established trucking industry flourished.<sup>25</sup>

Perhaps the most prominent symbol for the city's optimism in the mid-1970s and the city's affinity for the future was Eastland Mall. Its development as a new one-million-square-foot mall reflected the city's impressive growth. That it attracted over forty new retailers to the city demonstrated that the Charlotte's consumers demanded the best retail the nation had to offer. Its interior architecture and amenities were new, futuristic, and unlike anything that had come before it in the city.



Pat Richardson visited the mall the week it opened. "It was so new, exciting and different, South Park was only one level and didn't have a food court. For a teenager, Eastland was a dream come true."<sup>26</sup> He recalls that his cousins "who lived near South Park would cross town to visit the newer, hipper mall."<sup>27</sup> The adjectives "new" and "modern" were liberally used in the initial promotion of the mall. In 1975 the nostalgia for the past that accompanied the bicentennial had not yet dislodged the public's affinity for the future. An ad for the Eastland clothing retailer Webster Clothing was typical: With today's newest and most exciting fashions for young contemporary me....Thoroughly modern...ultra progressive."

### **Eastland Mall's Initial Success Continued**

"It was like Times Square on New Year's Eve, every day for 30 days," said Maria Karatsamis, whose restaurant, Taso's Pizza, opened with the mall. "They came from all over – Statesville Monroe. I used to ask people, 'Where are you from?' and they'd say 'I came down on a bus.' They had excursion trips to come to Eastland!"<sup>28</sup>

Soon Eastland Mall was 100% leased. First year sales were approximately \$65 million. By 1977 the assessed property value was \$36 million. The mall also led to tremendous development in the surrounding area. Restaurants, fast-food establishments, banks, two movie theaters, and two supermarkets were all attracted to the vicinity because the mall brought in people. And the people came cars. Six months after the mall opened, city traffic officials counted 28,000 cars a day entering and exiting the mall property through its four entrances. Six months before the mall opened a traffic count on Reddman Road near Albermarle Road counted 767 vehicles a day. Six months after the mall opened that count jumped to 3,795 vehicles a day. In what had been a predominantly residential suburban neighborhood before mall was built, the impact of the traffic and commercial development was severe. The Rev. Tim Nohls of the Lake Forrest Homeowners Association complained that the traffic was "unbelievable," and was unhappy about the tremendous amount of strip shopping that had sprang up around the mall. Other neighbors were worried about air and water pollution. "Said one woman, whose home stand almost in the shadow of Eastland: 'It's a real convenience. But I guess I never expected to have a shopping center right in my backyard.'"<sup>29</sup>

Despite problems for some of the neighbors, Eastland Mall prospered. The mall's retail space was soon 100% leased, and in 1977 Eastland Ltd. added a \$1 million 480 space parking deck. In 1985 the mall celebrated its tenth anniversary and people continued to travel to visit Eastland Mall. An employee of the Garibaldi and Bruns jewelry store bragged that customers came from "Salisbury, Seaport, Rockingham, Laurinburg and as far off as the coast."<sup>30</sup> 1985 may have been the apex for the successful Eastland Mall.



## Eastland Mall Begins to Decline

In 1988 Belk embarked on a renovation of their Eastland Mall store. In contrast to a recently completed “glitzy” renovation of the South Park Belk store, the Eastland remodeling was more modest.<sup>31</sup> This business decision by Belk was a reflection of the demographic changes that were taking place around Eastland Mall.<sup>32</sup> The more affluent people tended to leave the area, and less affluent people moved into the area. It is probable that the congestion associated with the development of Eastland Mall contributed to this trend. This demographic shift was accompanied by an increase in residential rental properties in East Charlotte, as described in a report by the UNC Charlotte Urban Institute:

“As people passed away or moved out, many of the properties became rentals,” she said. Many of those became permanent rentals, often used for Section 8 subsidized housing, a federal program that gives rent vouchers to low-income families.... “This has led to a destabilization of our neighborhoods,” Lindsay said. “Many landlords have not maintained their properties or invested in needed upkeep, and some will only rent to those with Section 8 vouchers because they guarantee income.”... (there have been) negative impacts on nearby shopping centers. “In areas with large pockets of low-income residents, there is not enough disposable income to support commercial development, and the neighborhood suffers.”<sup>33</sup>

In 1989 Faison Associates sold the mall to Eastland Mall Associates LP, which was owned by two pension funds, but Faison and Associates continued to handle the leasing and management of the property. In 1990 South Park Expanded to 1.3 million square feet to become larger than Eastland, and was “positioned in southeast Charlotte (to attract) higher income shoppers from its more affluent surrounding neighborhoods.”<sup>34</sup> More competition for Eastland lay on the horizon with the Carolina Place Mall in Pineville set to open in 1991. But despite these challenges sales at Eastland remained strong, continually beating projections, and remaining 100% leased. Eastland held a 15<sup>th</sup> anniversary celebration in August 1990, which coincided with a \$5 million renovation of the mall. While Eastland may have no longer been the premier shopping destination in Charlotte, it was still successful.

Problems with crime began to affect the mall as early as 1992. A lawsuit filed by a mall tenant claimed that, “beginning in 1992 and continuing thereafter, numerous criminal incidents at Eastland Mall occurred and the general unacceptable behavior of people at the mall was allowed to exist and grow by (the owner).” The suit claimed that the tenant’s sales fell 40% “because of an impression in the community that the mall was a dangerous place.”<sup>35</sup> Police reports show that 1,728 crimes were reported at Eastland from January 1995 to March 1997, which is 52% more crime than was reported at South Park Mall for the same period. Around the beginning of 1997 three retail stores, the cinema, and three restaurants in the mall closed.<sup>36</sup> In 1998 Glimcher Realty Trust purchased the mall from Eastland Mall Associates LP for \$54 million.<sup>37</sup>

Glimcher had some initial success with new tenants and increased security, but the mall could not weather the increased competition that occurred with opening of the 1.4 million square-foot Concord Mills mall in 1999 just north of Charlotte on Interstate 85. After a disappointing 1999 holiday season, Wendy Parks, the manager of Eastland's new Aeropostale clothing store stated "The mall wasn't very busy."<sup>38</sup> Soon came the opening of the North Lake Mall near Huntersville in 2002. The openings of Wal-Mart and Target stores on Albemarle Road around the same time also hurt the mall's business.

JC Penny, one of the mall's four anchor stores, closed in 2002. That same year Belk Inc. began to consider moving its Eastland store to another East Charlotte location. John Belk, chairman of the department store chain and the former mayor who cut the ribbon in 1975 to open the mall stated, "The culture and the demographics have changed since we opened there...Eastland is going down."<sup>39</sup> In 2006 Belk Inc. announced they would close the Eastland Mall location. In 2007, with the mall in decline, and its decline affecting a greater area of East Charlotte, the Charlotte City Council asked the Washington-based Urban Land Institute to look at the problem. The Institute recommended that the mall be demolished.<sup>40</sup> In 2008 Dillards announced it would close, and in 2009 Sears, the last of the longtime anchors, closed their Eastland store. Without anchor stores, business withered and the nearly empty mall closed on June 30, 2010.<sup>41</sup>

In 2005, Glimcher Realty Trust had put the mall up for sale with no success. By 2008 Glimcher had defaulted on their \$42 million mortgage. Around the time the mall closed, Boxer Properties of Texas bought the principal section of the mall (not the four anchor store sites) for \$2 million, with plans to redevelop the mall. Nothing came of it, and in July 2012 the Charlotte City Council voted to buy the entire mall, including the anchor stores for \$13 million. In May of 2013 the City Council voted to demolish Eastland Mall to allow for new development on the site. Demolition is expected to begin in late 2013.



### **The Eastland Mall Signs**

Eastland Mall is an approximately 1 million square-foot masonry building laid out in a rough cross form. The building sits on approximately eight acres, most of which is paved. The site is a low area, with the mall set between ten and twenty feet below the adjacent roads. The tall two-story building has a flat roof. A two level parking deck is located on the north side of the building.

Four round signs depicting a puffed-cheeked sun are located on the exterior of the building identifying entrances to the mall. Three of the round signs are approximate 13' in diameter. A fourth sign is approximately 6' in diameter. The round signs feature an aluminum skin, painted gray, and crimped around a shallow metal frame. The image of the sun and corona were cut out

of the skin, and these cut-outs were filled with translucent acrylic panels cut to fit the openings. Some of the panels are layered to give the sign depth. The signs are back-lit by florescent fixture inside of the frame. Below the round signs, "Eastland" is spelled out in a flowing print style by back-lit letters. The "s" and "t" flow together with the top of the "s" crossing the "t."

---

<sup>1</sup> Thomas Hanchett, *Sorting Out the New South City*, UNC Press, 1998. Pp 241- 243.

<sup>2</sup> "Post World War Two Survey: Transportation" Charlotte-Mecklenburg Historic Landmarks Commission

<sup>3</sup> The Charlotte Mecklenburg Story

<sup>4</sup> <http://www3.davidson.edu/cms/x22057.xml> Fall 2006 Davidson College Memorials and Honors

<sup>5</sup> UNC General Alumni Association awards Distinguished Service Medals, 5-13-13

<sup>6</sup> Roy Covington, "Eastland Developers Dig for Success," Charlotte Observer, 8-3-75. A10

<sup>7</sup> "Eastland, Special Advertising Section," Charlotte Weekly East, 7-29-1975

<sup>8</sup> Widening to Precede Eastland Opening: Road Should be Ready When Mall Is, Leonard Laye, Charlotte New 1975 (undated newspaper clipping)

<sup>9</sup> Eastland Developers Dig for Success Roy Covington, 8-3-75 A10 Charlotte Observer

<sup>10</sup> Lush New East Side Mall May House Belk, Penney, CO A1 3-21-73

<sup>11</sup> Land Clearing Begins at Eastland Mall Site 4-13-73 p 2C

<sup>12</sup> Eastland Mall is a Reality, 7-31-75 Char weekly east

<sup>13</sup> "Eastland, Special Advertising Section," Charlotte Weekly East, 7-29-1975

<sup>14</sup> [http://www.fedprimerate.com/wall\\_street\\_journal\\_prime\\_rate\\_history.htm](http://www.fedprimerate.com/wall_street_journal_prime_rate_history.htm)

<sup>15</sup> Thousands Have Look-See at Eastland Mall Opening A1 CO 7-31-75 and 10 Years...Merchants recall Excitement of First Days p22 CO Special Advertising Section

<sup>16</sup> Char weekly east 7-31-75

<sup>17</sup> "Thousands have Look-See at Eastland Mall Opening," Charlotte Observer, 7-31-1975. P A1

<sup>18</sup> "Eastland, Special Advertising Section," Charlotte Weekly East, 7-29-1975

<sup>19</sup> "Eastland, Special Advertising Section," Charlotte Weekly East, 7-29-1975

<sup>20</sup> "10 Years...Merchants recall Excitement of First Days" Charlotte Observer, Special Advertising Section. P 22

<sup>21</sup> "Eastland, Special Advertising Section," Charlotte Weekly East, 7-29-1975

<sup>22</sup> Charlotte, NC: The Global Evolution of a New South City, Issue 3

edited by William Graves (Ph. D.), Heather A. Smith

<sup>23</sup> P29 Boom for whom?: education, desegregation, and development in Charlotte

By Stephen Samuel Smith

<sup>24</sup> <http://www.businessweek.com/stories/1991-07-14/super-banker>

<sup>25</sup> The growth of Charlotte: A History , Hanchett

<sup>26</sup> A few words on Eastland's last day eli portillo CO, 6-30-10

<sup>27</sup> A few words on Eastland's last day eli portillo CO, 6-30-10

<sup>28</sup> CO Aug 15 1985 page 22 special Advertising section

<sup>29</sup> John Vaughan "Eastland, 1 Year Later" CN A1 7-19-76

<sup>30</sup> "10 Years...Merchants recall Excitement of First Days" Charlotte Observer, Special Advertising Section. P 22

<sup>31</sup> Facelift Coming to Eastland Store CO 5-10-88 10A

<sup>32</sup> Mary Newsome, CO December 15, 2006

East Charlotte's new, Belk-free future. Read more here:

[http://marynewsom.blogspot.com/2006\\_12\\_01\\_archive.html#storylink=cpy](http://marynewsom.blogspot.com/2006_12_01_archive.html#storylink=cpy)

<sup>33</sup> "Melissa Currie, As Society Changes, So Does Rentership," UNC Charlotte Urban Institute, 11-11-2012

<sup>34</sup> Cassandra Foust, Spruced-up Eastland Turn 15 Years Old, CO August 1975.

<sup>35</sup> Arati Sontakay Eastland Sued Over Crime, 3-31-1997

<sup>36</sup> Arati Sontakay Eastland Sued Over Crime, 3-31-1997

<sup>37</sup> Glimcher completes acquisition of Charlotte, N.C., Mall, Columbus Business Journal, 8-20-1998

<sup>38</sup> Lori Johnston, Retailers Feel Effects of New Concord Mall, Charlotte Business Journal, 2-7-2000

<sup>39</sup> Jen Zoghby Belk Confirms Interest in East Charlotte Mall Plan, BJ Oct 28, 2002,

<sup>40</sup> Group recommends razing Eastland Mall, Charlotte Business Journal, Mar 8, 2007

<sup>41</sup> Ely Portillo A few words on Eastland's last day CO Wednesday, June 30, 2010

<http://obswhatsinstore.blogspot.com/2010/06/few-words-on-eastlands-last-day.html#storylink=cpy>



---