



Business Questionnaire (Written Interview)

We're **creating** a documentary about Michigan malls. We'd **love** your help.

EVERY STORY MATTERS.
TELL US YOURS.

STOP! Please read before you continue!

This questionnaire is intended for people who worked at the mall.

For a questionnaire intended for people who visited the mall, please...

➞ [Fill out our questionnaire!](#)

Thank You!

- Project Lakeside Mall

🔑 Have a memory or photo to share?

➞ [Fill out our questionnaire!](#)

🔑 Did you work at the mall?

➞ [Fill out our business questionnaire!](#) (you are here!)

🔑 Want to do a short on-camera interview?

➞ [Schedule a video interview!](#)

🔑 Wish to contact us or collaborate?

➞ [Contact us by our online form.](#)

➞ [Send us an email at \[projectlakesidemall@gmail.com\]\(mailto:projectlakesidemall@gmail.com\).](#)

➞ [Join our Discord.](#)

🔑 Follow us:

➞ [Visit our YouTube channel.](#)

➞ [Connect with us on Facebook.](#)

➞ [Check out our Instagram.](#)

🔑 Help us spread the word! Please share us with your friends and family.

➞ [Please share our Linktree.](#)

➞ [Please share our website.](#)

Please read the Disclaimer below.

Disclaimer

This is a free, non-profit project with no commercial gain. All interviews, whether written or video, are conducted on a voluntary basis. The purpose of this project is educational, historical, and entertainment-focused. The project seeks to preserve stories and insights for archival purposes of a currently closed cultural and commercial icon.

Have you read, and agree to the "Disclaimer" above? *

Yes.

Please read the Privacy Notice below.

Privacy Notice

Providing personal information is optional.

If you wish to remain anonymous, you are within your right to do so. You are doing a great favor to this project. You should mind your best interests before helping others.

The intent of this project is to collect the minimum necessary details for survey use and inclusion in a video documentary. Details may include: answers to interview questions, and limited Personal Information (Identity). Identity shall only include: first name, age, and/or sex.

This project shall inquire Contact Information. Contact Information includes: a telephone number, or an email address, or a social network user name. This project shall require at least one (1) form of contact information. The choice is yours if you wish to provide more.

You may specify that your Identity be kept separate from any responses you provide.

Your contact information shall be private and not shared publicly.

You may specify any responses you provide be kept anonymous from other responses you provide. Please be explicit.

Have you read, and agree to the "Privacy Notice" above? *

Yes.

Are you an adult (18 years of age or older)? Select "Yes". If your answer is "No", please stop and do not continue further. Otherwise, this questionnaire will be discarded.

Are you an adult? *

Yes.

Your First Name (required) *

Your Last Name (optional)

Why is this required? See "Privacy Notice" above.

Sex *

Age *

Why is this required? See "Privacy Notice" above.

Why is this required? See "Privacy Notice" above.

Contact Information

Please provide Contact Information for at least one (1) of the following fields.

Email Address

example@example.com

Social Network Platform Name

Social Network User Name

If "Other", please specify:

Telephone Number

Anonymity Notice (1 of 2)

Which of the following Personal Information do you wish to remain private?

Note: Contact Information will remain private.

Note: answers to consecutive questions (later sections) may be public, unless you request otherwise.

Select which responses to "Personal Information" questions to remain private: *

First Name

Last Name

Sex

Age

None of the Above.

Note: you will be asked another Anonymity Notice (2 of 2). You are welcome to remain anonymous, regardless of your response to any question.

Note: Please feel free to answer as many (or as little) questions as you can. You are doing a great favor to this project. Thank you very much!

Note: for more non-business-related questions, please...

⇒ [Fill out our other questionnaire!](#)

PLEASE READ

This project will primarily focus on Lakeside Mall, and Partridge Creek Mall (given its proximity). You are very welcome to speak about any mall.

If your mall of choice still exists, some questions may or may not be relevant.

1. Which **mall** do you wish to **talk about**? *

Lakeside Mall / Sterling Heights, MI

Fairlane Mall / Dearborn, MI

Great Lakes Crossing Outlets / Auburn Hills, MI

Macomb Mall / Roseville, MI

Oakland Mall / Madison Heights, MI

Partridge Creek Mall / Clinton Township, MI

Somerset Collection / Troy, MI

Twelve Oaks Mall / Novi, MI

Other...

1. (continued) If "Other", please specify:

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1. What was the name of the **business** you operated or worked for?

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2. What was the initial **reason** you came to work at the **mall**?

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3. How **long** did you work at the mall? How long did your **business operate** at the mall?

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4. What were the daily or periodic **responsibilities** of your **business**?

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Part 1: Environment

1. How would you describe the mall's **atmosphere**? How about during its **prime**? What made it **standout**?

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2. What **seasons, holidays, or events** do you recall most? How did they **affect business**?

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3. What **changes** did you observe in **foot traffic** and **shopper behavior**?

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4. Did the **customer base** or **surrounding community** change over time?

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5. Did any **construction** or **layout changes** occur in your time at the mall? Did any **disrupt business**?

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6. How much did **mall management** and **rental costs** affect your **business** over time? Did **rent increase** significantly over time?

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7. Was your **departure** voluntary or involuntary? May we ask, what was the **reason**?

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Part 2: Reflections

1. What **experience, takeaways, or skills** did you gain from your time **working** at the **mall**?

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2. What will you most **miss** about **working** at the **mall**?

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3. If given the chance, would you **work** at any **mall** again?

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Part 3: Operations

1. How were the **relationships** between **workers, management**, and **security**?

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2. Did you ever experience any **disputes** with **customers, management** or **neighbors**?

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3. What was your **average customer** like?

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4. What was your **worst customer** like?

0/2000

5. How did your **business** handle extraordinary **moments: thefts, emergencies**, etc.?

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6. How did broader factors affect your business?

Examples, given the timeline of malls in Michigan (1960s → present):

1. lock downs in response to “pandemics” (2020 and later).
2. Lakeside Mall
 - A. loss of remaining major anchor stores (2010s → present).
 - B. transmutation of original anchor stores (Crowley’s → Hudson’s → Macy’s).
3. transition to online shopping:
 - A. Amazon (founded 1990s, took off in early 2010s).
4. market crashes:
 - A. Black Monday (1987)
 - B. Dot-com bubble (about 1997 – 2000)
 - C. Global Financial Crisis (2007 – 2008)
5. currency inflation:
 - A. constant inflation of the U.S Dollar (and prices of goods) since the Federal Reserve Act of 1913.

6. (see above)

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7. What was the **physical condition** of **non-public** (employee-only) **areas** like?

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8. How did you **prepare** for **holidays** or big **retail events**?

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9. Does the mall have any **secret rooms, passages, or unknown areas**?

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10. What is the **strangest story** which happened to you or someone else at the mall?

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11. Do you have one or more **little-known** or **unknown facts** about the mall? If so, what do you **know**?

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1. If you have any home movies, photos, or souvenirs, would you be interested in sharing a copy (if applicable)? You will receive full credit, and may request any faces/properties be blurred/obfuscated. Note: this is entirely optional, and an incredible favor to help preserve the history of the mall.

1. (see above)

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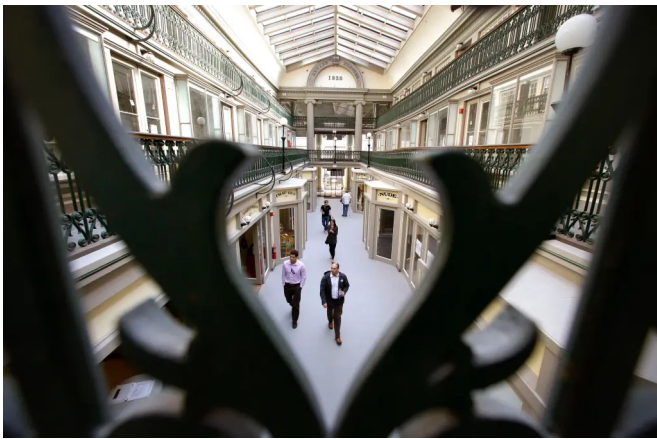
2. What did you or will you **pursue** after leaving the **mall** (if applicable)?

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3. Do you believe that **malls** have a **future**? What are your thoughts on the **closure** of the **mall** (if applicable)?

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Note: Please review the pictures below for the following question(s).



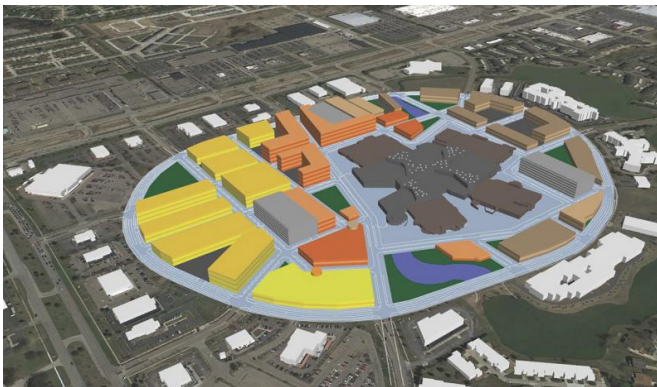
Picture #1: re-zone and re-open.

Note: Multiple malls across the United States have re-zoned for private residence use, which is arguably cheaper than complete redevelopment. See reference #1 at the bottom.



Picture #3: current 2022 plan: Lakeside City Circle.

Note: the process involved will involve complete redevelopment. This is predicted to take up to "10 to 12 years", according to Sterling Heights Mayor Michael Taylor. See reference #3 at the bottom.



Picture #2: original 2018 plan: Lakeside Mall with new surrounding buildings.

Note: this is titled Concept B. The process involved will involve partial redevelopment. See reference #2 at the bottom.

4. **Lakeside Mall:** In your opinion, which plan **best** suits the future of **Lakeside Mall**? (Please review the pictures above)

A. re-open: do not demolish, and do introduce new business-only tenants.

B. re-zone and re-open: do not demolish, and do introduce new non-business tenants; include event hosting, housing/residential, government/municipalities, offices, supermarkets, etc. See **picture #1** above.

C. remain open, and rezone: do not demolish, and do redevelop the surrounding parking lots only (original 2018 plan). See **picture #2** above.

D. close, demolish, and redevelop: do demolish and redevelop both the building and the surrounding parking lots (original 2022 plan). See **picture #3** above.

E. return to nature: turn it back into farmland.

F. None of the Above.

G. Other...

4. (continued) If "Other", please specify:

0/2000

5. Do you have any **shout-outs** or **closing thoughts**? Please feel free to **advertise**.

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Anonymity Notice (2 of 2)

Please list any questions (by number or keyword) you wish to remain anonymous? In other words, which ones do you want not identifiable to you?

Note: these answers may be used, but your personal identity and your other answers and will be kept separate.

Note: if you answered None of the Above to the previous Anonymity Notice (1 of 2), then you may ignore this question. In other words, all questions will be anonymous.

Q: If you wish, please provide a response to the Anonymity Notice (2 of 2):

0/2000

Notes and/or Suggestions (optional):

0/2000

Thank you for sharing us your story! Please click Save and Submit before leaving this page!

References

1. How Shopping Malls Are Being Transformed Into Apartments In The U.S. CNBC. December 5, 2024. Accessed July 7, 2025. [Link](#). [Archived link](#).

2. Lakeside Mall could make way for downtown Sterling Heights. Macomb Daily. October 1, 2018. Accessed July 7, 2025. [Link](#). [Archived Link](#).

3. \$1B proposal would demolish Lakeside Mall, redevelop the site with housing. Detroit Free Press. October 28, 2022. Accessed July 7, 2025. [Link](#). [Archived link](#).