



# 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 visited the mall.

For a questionnaire intended for people who worked at the mall. please...

➡ [Fill out our business questionnaire!](#)

Thank You!

- Project Lakeside Mall

🔑 Have a memory or photo to share?

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

🔑 Did you work at the mall?

➡ [Fill out our business questionnaire!](#)

🔑 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.

Age \*

Sex \*

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

If "Other", please specify:

#### Social Network User Name

#### 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: 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 business-related questions, please...

⇒ [Fill out our business 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:

0/2000

Introductory questions are limited, but good enough for those who are restricted on time.  
In-person interviews of these intro questions can take as little as one (1) minute of your time.

1. What is the **first** thing which comes to mind, when you think of the mall?

0/2000

2. What is your **best** memory of the mall?

0/2000

3. What is your **worst** memory of the mall?

0/2000

Please take your time to answer as many (or as little) questions as possible.

The more you answer, the better we can make this project!

1. How **significant** was the mall to **you, your family** or **your friends**?

1 2 3 4 5

Not Very

Very

2. When was your **first** visit to the mall? Were you at the mall at its **grand opening** (March 1976)?  
What was the **reason**?

0/2000

3. What **period** of your life did you most frequently visit the mall? What **decade**?

0/2000

4. When was your **last** visit to the mall? Were you at the mall at its **closing** (June 2024)? What was the **reason**?

0/2000

5 – 7. What do you **recall** of or **feel** about *M-59 (Hall Road)*:

Author's Note: it was planned at one point that the M-59 freeway was to be extended past downtown Utica, past Clinton Township. It is a question if this would have benefited local traffic and made Hall Road easier to navigate.

Image below: South east corner of Hall and Schoenherr roads (1983). Source: Vintage Aerial. Retrieved June 30, 2025.

5. What do you **recall** of or **feel** about *M-59 (Hall Road)*: **before, during, and after construction** of the mall? Also, how has **development** of *Hall Road* changed since?

0/2000

6. What do you **recall** of or **feel** about *M-59 (Hall Road)*: **during** the business years of the mall?

0/2000

7. What do you **recall** of or **feel** about *M-59 (Hall Road)*: **Now**, after the mall's closure?

0/2000

8. At the mall, what was your **favorite activity**?

0/2000

9. At the mall, what was your **favorite holiday**?

New Year's

Valentine's Day

St. Patrick's Day

Easter

Mother's Day

Memorial Day

Father's Day

Independence Day

Woodward Dream Cruise weekend (late August)

Halloween/All Saint's Day

Thanksgiving/Black Friday

Christmas

Other...

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

0/2000

10. Did you ever **work** at the mall? If yes, what was the **job**? What was the **business** or **store name**? Or, was it management/security?

0/2000



Remember any of these locations?



Picture #1: The movie theater "the movies" (screen capture).



Picture #2: The Food Court, as seen from the parking lot. Q: did anyone ever use the Valet service?

**INTRODUCING WINTER TIME WATERSLIDING**  
**hydrotube**



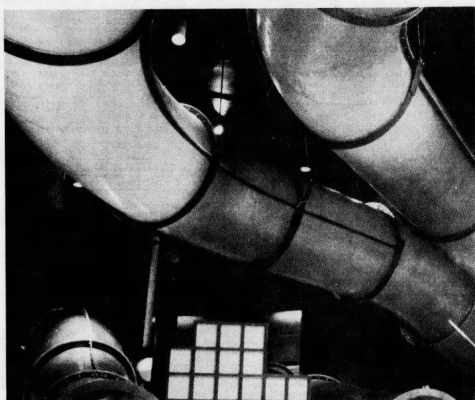
*To Kick Off The Winter Holiday Season*

**hydrotube**

at LAKESIDE MALL presents

**10 THRILLING RIDES FOR ONLY \$1.00**  
**FRI., SAT. & SUNDAY—NOV. 23, 24 & 25**

That's right! To kick off the Winter Holiday Season, 10 (ten) EXCITING HYDROTUBE rides won't cost you more than \$1.00 per 10-RIDE pass. All day Friday, Saturday & Sunday Nov. 23, 24 & 25th from 10 am to 9 pm. Just show up at the HYDROTUBE at LAKESIDE MALL with a towel and a swimsuit, walk in and present your coupon. Enter at the South entrance between Sears and Crowleys. The water's warm, the rides are FANTASTIC and it's only \$1.00. Bring a friend & don't miss the FUN. The water is 95°, there are showers and private lockers. 10 ride passes make super stocking stuffer.



**hydrotube**

*So come on in, the water's warm and the rides are fantastic. 10 ride passes make super stocking stuffers.*

<p>\$1.00 \$10.50 \$1.00              VALUE</p> <p><b>10 RIDES</b>  <b>\$1.00</b></p> <p>for              coupon good for up to 3              10 ride passes for \$1.00 each              EXPIRES NOV. 25, 1984</p> <p><b>hydrotube</b>              at Lakeside</p> <p>\$1.00 COUPON</p>	<p>\$1.00 \$10.50 \$1.00              VALUE</p> <p><b>10 RIDES</b>  <b>\$1.00</b></p> <p>for              coupon good for up to 3              10 ride passes for \$1.00 each              EXPIRES NOV. 25, 1984</p> <p><b>hydrotube</b>              at Lakeside</p> <p>\$1.00 COUPON</p>	<p>\$1.00 \$10.50 \$1.00              VALUE</p> <p><b>10 RIDES</b>  <b>\$1.00</b></p> <p>for              coupon good for up to 3              10 ride passes for \$1.00 each              EXPIRES NOV. 25, 1984</p> <p><b>hydrotube</b>              at Lakeside</p> <p>\$1.00 COUPON</p>
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Picture #3: Promotional ad and coupon for the Hydrotube (1984 or later).

11. Do you **remember** any of the following locations?

the "Lakeside Ice Arena"

the "Hydrotube"

the play areas (the fruits, the breakfast foods, the cars)

movie theatre: "the movies"

the video arcade: "Tilt"

the "Food Court"

the photobooths

Other...

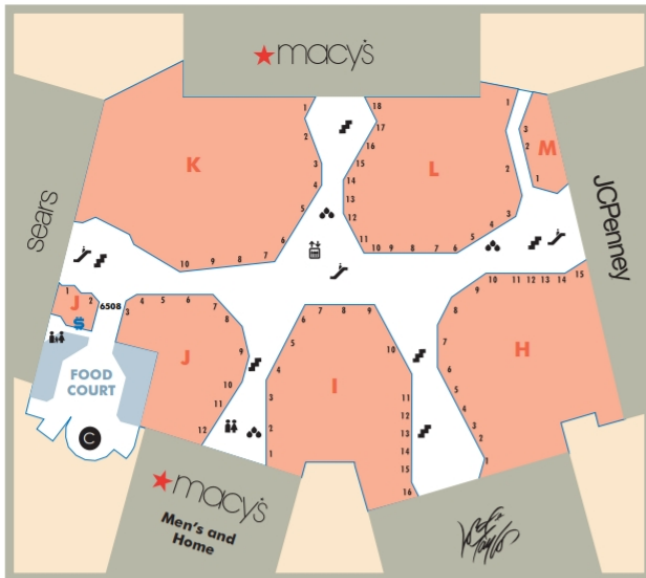
11. (continued) If "Other", please specify:

0/2000

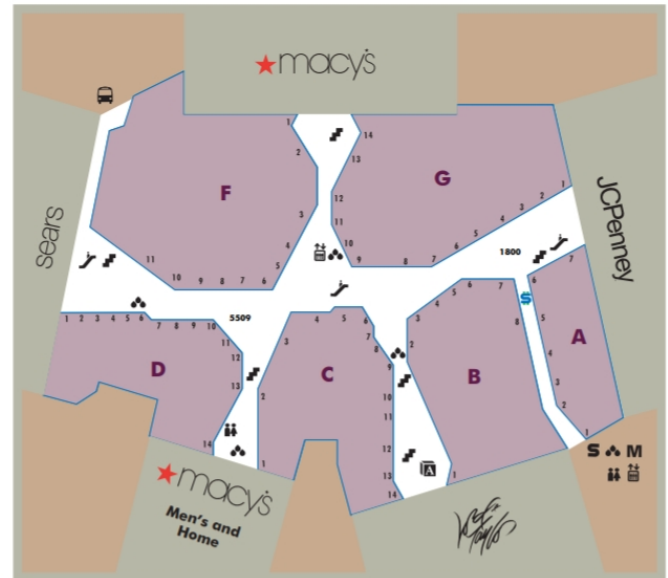
12. Which **anchor stores** did you visit over the years at the mall?

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

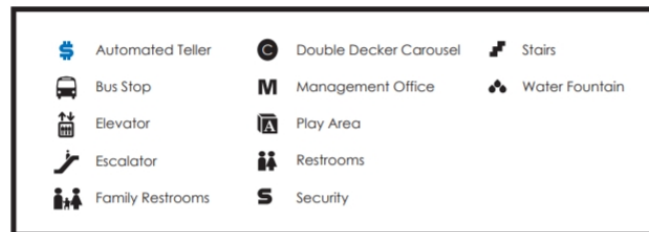
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## UPPER LEVEL



## LOWER LEVEL



### DEPARTMENT STORE

JCPenney  
Lord & Taylor  
Macy's Women's  
Macy's Men's & Home  
Sears

### ACCESSORIES

Beverly Hills Body Jewelry 6508  
Bonjour Boutique L13  
Claire's Boutique M1  
Natural Wigs & Beauty G13  
Sunglass Hut L10

### CHILDREN'S APPAREL & TOYS

Crazy 8 I9  
The Children's Place I7  
Gymboree D10  
H&M F10  
Justice H11  
Kid's Footlocker G7  
Toy Box F3

### MEN'S APPAREL

Abercrombie & Fitch C4  
American Eagle Outfitters B7  
Buckle H10  
Express F2  
Guess I6  
H&M F10  
Hollister Co. L6  
Hot Topic D11  
Johnston & Murphy I4  
Pac Sun H13  
President Tuxedo C8  
rue21 L5  
SF & E Clothing & Alterations K8  
Tilly's L7  
VIP Wear B6  
Zumiez I10

### WOMEN'S APPAREL

Abercrombie & Fitch C4  
American Eagle Outfitters B7  
Buckle H10  
Charlotte Russe K9  
Express F2  
Forever 21 J6  
Guess I6  
H&M F10  
Hollister Co. L6  
Hot Topic D11  
Katia's Kloset I6  
Maurices G6  
Motherhood Maternity D8  
New York & Co. G4  
Pac Sun H13  
rue21 L5  
Tilly's L7  
Torrid H9  
Victoria's Secret K4  
Waltz K3  
Windsor G5  
Zumiez I10

### FINE JEWELRY

Diamond Galleria G10  
Fred Meyer Jewelers L11  
Kay Jewelers K5  
MJ Diamonds C6  
Tony's Jewelers I3  
Twin Jewelry D4  
Zales J8

### SERVICES

JCPenney Portraits H15  
LensCrafters J11  
Mr. Sam Tailor J11  
SF&E Clothing & Alterations K8

### SPORTING GOODS & APPAREL

Champs Sports B8  
DC Sports G1  
Detroit vs. Everybody K7  
Finish Line D9  
Footlocker/House of Hoops H8  
Game On L17  
Lids J2  
Zumiez I10

### SHOES

Champs Sports B8  
Finish Line D9  
Footlocker/House of Hoops H8  
Johnston & Murphy I4  
Journeys F8  
Kid's Footlocker G7  
Manic Shoes L9  
Payless ShoeSource D1  
Shoe Dept. Encore K10  
Underground by Journeys J4

### ELECTRONICS & ENTERTAINMENT

AT&T L18  
Carousel Food Court D12  
f.y.e. B1  
Jeepers C12  
Joe G's Games H7  
Metro PCS

### CARDS & GIFTS

Bath & Body Works C3  
Godiva Chocolatier F5  
Spencer Gifts H14  
Teavana F6  
Things Remembered G11  
Werner's Hallmark F9  
White Barn Candle Co. G9  
Yankee Candle K6

### HOME FURNISHINGS

Gibraltar Rugs F11  
& Furniture Outlet C1  
JCPenney Furniture  
Macy's Sleep Shop

### HEALTH & BEAUTY

90's Nails I14  
Bath & Body Works C3  
Custom Eyes Hair Salon A3  
Cutie Cuts C10  
GNC (General Nutrition Center) A7  
Healing Touch G12  
JC Hair Salon F1  
JCPenney Salon  
LensCrafters H15  
Macy's Premier Salon  
MasterCuts J5  
Nail Studio of Lakeside K2  
Perfumania L15  
Pretty Eyes G14  
Sears Home Health Care  
Sears Optical  
Sears Premier Salon  
Victoria's Secret K4  
Vitamin World J1

### SPECIALTY STORES

Anime GT K1  
Customized Teez 5509  
Game On L17  
Snacks N' Things A6  
Spencer's Gifts H14  
Teavana F6  
Things Remembered G11  
White Barn Candle Co. G9  
Yankee Candle K6

### FOOD COURT

A&W All American Food  
Charley's Philly Steak  
Flaming Wok  
Kerby's Koney Island  
Masala Grill  
Taco Bell  
Villa Pizza

### RESTAURANTS

Macy's Lakeshore Grill  
Panera Bread G2

### SPECIALTY FOODS

Auntie Anne's Pretzels C9  
Cinnabon L16  
The Coffee Bureau J9  
Godiva Chocolatier F5  
Ice Age F4  
Macy's Fruigurt Yogurt B4  
Mrs. Fields Cookies  
Starbucks at Macy's  
Surf City Squeeze  
Teavana F6  
Wetzel's Pretzels I12

Picture #4: Layout of Lakeside Mall / store directory (2010s). Source unknown.

13. Which **stores** do you remember? Which stores did you **frequent** or **visit**? **Note:** list may be inaccurate or incomplete.

90's Nails	A & W All American Food
Abercrombie	Aerie
Aeropostale	Aldo
American Eagle Outfitters	Anime GT
Arby's	AT&T
Auntie Anne's Pretzels	Bank of America
Bath & Body Works	Beau Defi
Bebe	Beverly Hills Body Jewelry
Blockbuster Home Video	Body Arts
Body Central	Bonjour Boutique
Boukie's Grill	Brookstone
Buckle	Cache
Cardtronics (ATM)	Carnival Cuts
Carousel	Champs Sports
Charlotte Russe	China Capital Arts
Christopher & Banks	Coach
Crazy 8	DC Sports
Disney Store	Double Decker Carousel
Fischer's Hallmark	Flaming Wok
Fred Meyer Jewelers	Forever 21
Fun 4 Us	Funcoland
Game Crazy	Game Center (Joeg's Game Center)
Game On / Poké Order	Game Play
Game Stop	GameDay Detroit
Ghost Armor	Gibraltar Rug and Furniture Outlet
Glow Golf	GNC
Godiva Chocolatier	Gymboree
Haircuts by Pretty Eyes	Halcyon Spa
Helzberg Diamonds	Hibachi Xpress
Hollywood Video	I Want Candy, Too!
Icing	iRepair & Accessories
JC Hair Salon	Jorkendam Images
Lady Foot Locker	Leather City
Macy's	Macy's Grill
Macy's Men's Store	Macy's Women's Store
Manic Shoes	Manna Chicken & Fish
MasterCuts	Mc Sports
Men's Wearhouse and Tux	Metro PCS
Mini Express	Old School Apparel
Olga's Kitchen	P.S. from Aeropostale
Panera Bread	Piercing Pagoda
Prestige Jewelers	Proactiv Solution

Quindecim Red	Raimi's Curtains (owned by director Sam Raimi's father)
Repair & Games	Rojo Mexican Bistro
rue21	Salad Station
Sbarro	Sears
SF&E Clothing & Alterations	Shoe Dept
Sleep Number	Smile America Portraits
Smooth 2 You	Snacks N' Things
SoHo	Spencer's
Starbucks	Stefanelli Shoes
Stride Rite	Subway
Suit Club	Sunshine Wireless
Surf City Squeeze	Sunglass Hut
Super Life	Taco Bell
Tapper's Gold Exchange	Tax Source Group
Teavana	The Body Shop
The Children's Place	The Limited
The Look Clothing Company	Things Remembered
This, That & The Other Thing	Tilly's Jewelers
Torrid	Toy Box
Twin Jewelry	Underground by Journeys
Vanity	Verizon
Victoria's Secret	Villa Pizza
VIP Wear	Vitamin World
Waltz	Werner's Hallmark
Wet Seal	Wetzel's Pretzels
White Barn Candle Co.	Wilsons Leather
Windsor	Yankee Candle
Zales Jewelers	Zumiez

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

0/2000

14. Did you **go to any event, expo or show?**

Contest (performance, musical)

Car show ("Fun Time Cruzers").

Costume show (example: as seen in a film titled "True Stories", by the band Talking Heads).

Richard Simmon's athletic show (1980s).

A clothing expo (1987) hosted by Connie Seleca (TV star of "Hotel").

Other...

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

0/2000

15. Did you meet a **long-term friend, boyfriend/girlfriend, or husband/wife** at the mall?

0/2000

16. Did you or know of someone who ever **used** the **valet service** (at the Food Court entrance)?

Yes.

No.

17. Did you **participate** at a **show** or **event** the mall?

Yes.

No.

Other...

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

0/2000

18. Have you ever met a **celebrity** (past or present) at the mall?

Yes.

No.

Other...

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

0/2000

19. Did you **witness** any crimes or fights at or near the mall?

Yes.

No.

Other...

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

0/2000



Author's Note: Some people got banned for five (5) years on the last day June 30, 2024, which in retrospect the punishment makes no sense.

20. Have you ever gone **somewhere restricted** inside (back-rooms, service rooms)?

Yes.

No.

Refuse to answer.

Other...

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

0/2000

21. Did you ever do **something you should not have** at the mall?

Yes.

No.

Refuse to answer.

Other...

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

0/2000

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

0/2000

In-person interviews of these outro questions can take as few as one (1) minute to three (3) minutes of your time.

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)

0/2000

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

0/2000

3. Where do you **go** now after the **closure** of the mall (if applicable)?

0/2000

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

0/2000

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 #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.



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.

5. **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 (current 2022 plan). See **picture #3** above.

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

**F. None of the Above.**

**G. Other...**

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

0/2000

6. Do you have any **shout-outs** or **closing thoughts**?

0/2000

### 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](#).