



## PROJECT LAKESIDE MALL

EVERY STORY MATTERS. TELL US YOURS.

### QUESTIONNAIRE FOR MALL WORKERS AND BUSINESSES

This questionnaire is intended for people who **worked** at any mall in the *Detroit* area or in the *State of Michigan*. For a questionnaire intended for people who **visited** the mall, please go **online** to view our *Visitor Questionnaire*.

Participation is entirely **voluntary**. This project is **free, non-profit**, with **no commercial gain**.

You are welcome to remain **private** or **anonymous**, if you wish to do so. Please read our *Privacy Notice* online.

To **answer** this questionnaire, you may find the **online version** at our website or **email us** at [projectlakesidemall@gmail.com](mailto:projectlakesidemall@gmail.com)

#### PREFACE (required)

1. What **mall** do you wish to talk about?  
Examples: *Eastland, Fairlane, Lakeside, Macomb, Oakland, Partridge Creek, Somerset Collection...*

2. How did you **hear** about us? For example:  
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*word of mouth, social media, advertisement...*

#### INTRODUCTION

1. What is the **name** of the business you operated or worked for?  
2. What was the initial **reason** you came to work at the mall?

3. How **long** did you **work** at the mall? How **long** did your business **operate** at the mall?  
4. What were the daily or periodic **responsibilities** of your business?

#### ENVIRONMENT

1. How would you describe the mall's **atmosphere**?  
How about during its **prime**? What made it stand out?  
2. What **seasons, holidays, or events** do you recall the most? How did they **affect** business?  
3. What **changes** did you observe in foot traffic and shopper behavior?  
4. Did the **customer base** or **surrounding community** change over time?

5. Did any **construction** or **layout changes** occur in your time at the mall? Did any **disrupt** business?  
6. How much did **mall management** and **rental costs** affect your business over time? Did rent **increase** significantly over time?  
7. Was your **departure** voluntary or involuntary? May we ask, what was the **reason**?

#### REFLECTIONS

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

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

#### OPERATIONS: PART ONE

1. How were the **relationships** between *workers, management, and security*?  
2. Did you ever experience any **disputes** with *customers, management or neighbors*?

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## OPERATIONS: PART TWO

5. What was your **average** customer like?
6. What was your **worst** customer like?
7. How did your business handle extraordinary **moments: thefts, emergencies, etc.?**
8. How did **broader factors** affect your business?

*Examples, given the timeline of malls in*

*Michigan (1960s → present):*

- a. **Lock downs** in response to "pandemics" (2020 and later).
- b. *Lakeside Mall*
  - i. **Loss** of remaining anchor stores (2010s → present).
  - ii. **Transmutation** of original anchor stores (*Crowley's* → *Hudson's* → *Macy's*).
- c. Transition to **online shopping** (1990s → 2010s).

### d. **Market crashes:**

- i. *Black Monday* (1987)
- ii. *Dot-com bubble* (about 1997 — 2000)
- iii. *Global Financial Crisis* (2007 — 2008)

### e. **Currency inflation:**

- i. constant **inflation** of the U.S Dollar (and prices of goods) since the *Federal Reserve Act of 1913*.

9. How was the **physical condition** of non-public areas?
10. How did you **prepare** for holidays or big retail events?
11. Does the mall have any **secret rooms, passages, or unknown areas?**
12. What is the **strangest story** which happened to you or someone else at the mall?
13. Do you have one or more **little-known** or **publicly unknown** facts about the mall?  
If so, what do you **know?**

## CONCLUSION

1. If you have any **home movies, photos, or souvenirs**, would you be interesting **sharing** it or a copy (if applicable)? *You shall receive full credit, and may request any faces, likenesses, and/or properties be blurred and/or obfuscated.*
2. What did you or will you **pursue** after leaving the mall (if relevant)?
3. Do you believe that **malls** have a **future?**
4. What are your **thoughts** on the **closure** of the mall (if relevant)? Do you **believe** *management, economics, politics or something else* led to it?
5. *Lakeside Mall:* In your opinion, which plan **best** suits the future of *Lakeside Mall*?
  - 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.
  - c. **remain open, and re-zone:** do not demolish, and do redevelop the surrounding parking lots only (original 2018 plan).
  - d. **close, demolish and re-develop:** do demolish and redevelop both the building and the surrounding parking lots (current 2022 plan).
  - e. **return to nature:** turn it back into farmland.
  - f. None of the above.
  - g. Other...
6. Do you have any **shout-outs** or **closing thoughts?** *Please feel free to advertise.*

**Thank you for participating!**

Alex Portell  
*Project Lead & Interviewer*

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ProjectLakesideMall on Instagram, YouTube, Facebook...

[projectlakesidemall@gmail.com](mailto:projectlakesidemall@gmail.com)

<http://projectlakesidemall.com>

Search "Project Lakeside Mall" in quotations.