



PROJECT LAKESIDE MALL

EVERY STORY MATTERS. TELL US YOURS.

QUESTIONNAIRE FOR MALL VISITORS

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

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:
word of mouth, social media, advertisement...

INTRODUCTION

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

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

PERSPECTIVE

1. How **significant** was the mall to you, your family, or your friends. (**Scale of 1 to 5**)
2. When was your **first** visit to the mall? Were you at its **grand opening**? What was the **reason**? (*Lakeside* opened March 1976)
3. What **period** of life did you most frequent the mall? What **decades**?

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

Lakeside: How do you **feel** or what do you **recall** about *M-59 (Hall Road)*...

5. **During** the construction of the mall? (1973-1976)
6. **During** the business years of the mall? (1976-2024)
7. **Now**, after the mall's closure?

RETROSPECTIVE

1. At the mall, what was your **favorite activity**?
2. What was your **favorite holiday**?
3. Did you ever **work** at the mall?
If yes, what was the **job**? What was the **store** or **business name**?
4. Do you **remember** anything of the following **locations**?
 - a. the *Lakeside Ice Arena*.
 - b. the indoor water-slide: *Hydrotube*
 - c. the play areas: fruits, eggs, cars, etc.
 - d. movie theatre: "*the movies*"
 - e. the *Food Court*.
 - f. the photo-booths.

5. What **anchor stores** did you visit over the years?
 - a. *Crowley's*
 - b. *Hudson's*
 - c. *JCPenney*
 - d. *Lord & Taylor*
 - e. *Macy's*
 - f. *Sears*
6. What **stores** do you **remember**? Which did you **visit**?
For a huge list of Lakeside Mall's stores, please view the online version of this questionnaire.
7. Did you **go to** any **event, expo** or **show**?
 - a. contest
 - b. car show:
 - c. costume show
 - d. celebrity performance
 - e. clothing expo
 - f. Other...

Continued on the next page.

EVENTS

1. Did you meet a **long-term friend, boyfriend/girlfriend, or husband/wife** at the mall?
2. *Lakeside*: Did you or know of someone who ever **used** the **valet service** at the *Food Court* entrance?
3. Did you ever **participate** at a **show** or **event** at the mall?
4. Have you ever met a **celebrity** (past or present) at the mall?

AUTHOR'S NOTE: Trespassers were banned for five (5) years on *Lakeside Mall's* closing day (June 30, 2024), which in retrospect, *the punishment makes no sense*.

5. Did you ever **witness** any crimes or fights at or near the mall?
6. Have you ever gone **somewhere restricted** inside (back-rooms or service rooms)?
7. Did you ever do **something you should not have** at the mall?
8. 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 will you **miss** most about the mall?
3. Where do you **go** now after the **closure** of the mall (if relevant)?
4. Do you believe that **malls** have **a future**?
5. What are your **thoughts** on the **closure** of the mall (if relevant)? Do you **believe** *management, economics, politics* or *something else* led to it?
6. *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...
7. 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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