



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 visitor 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.](#)

Section 1: Disclaimer

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.

Section 2: Privacy Notice

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.

Section 3: Consent Statement

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.

Section 4: Personal Information

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

Telephone Number

example@example.com

Social Network Platform Name

If "Other", please specify:

Social Network User Name

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.

Section 5: Choose Your Mall (required)

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.*

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!](#)

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

2. How did you hear about us?

Advertisement or Flyer
News
Social Media
Word of mouth
Other

Section 6: Introductory Questions (recommended)

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

0/2000

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

0/2000

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

0/2000

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

0/2000

Section 7: Main Questions (preferred)

Part 1: Environment

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

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

Part 2: Reflections

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

0/2000

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

0/2000

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

0/2000

Part 3: Operations

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

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

6. How did **broad**er 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)

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

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

0/2000

Section 8: Concluding Questions (recommended)

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.*

Note: this is entirely optional, and an **incredible** favor to help preserve the history of the mall.

1. (see above)

0/2000

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

0/2000

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

0/2000

4. Please review the pictures below for the following question.



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 re-zone: do not demolish, and do redevelop the surrounding parking lots only (original 2018 plan). See **picture #2** above.

D. close, demolish, and re-develop: 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.

Other

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

0/2000

Section 9: Submit

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.

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2. Lakeside Mall could make way for downtown Sterling Heights. *Macomb Daily*. October 1, 2018. Accessed July 7, 2025.

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