



# 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:Send us an email at 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](#).

☞ Want to **download** a **fillable PDF** version?

☞ [Download from our archive](#).

## 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) \***

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

**Age \***

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

**Your Last Name (optional)**

**Sex \***

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

**Telephone Number**

**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)

**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

## 2. How did you hear about us?

Advertisement or Flyer

News

Social Media

Word of mouth

Other

## Section 6: Introductory Questions (recommended)

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

## Section 7: Main Questions (preferred)

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** (for Lakeside, March 1976)? What was the **reason**?

0/2000

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

0/2000

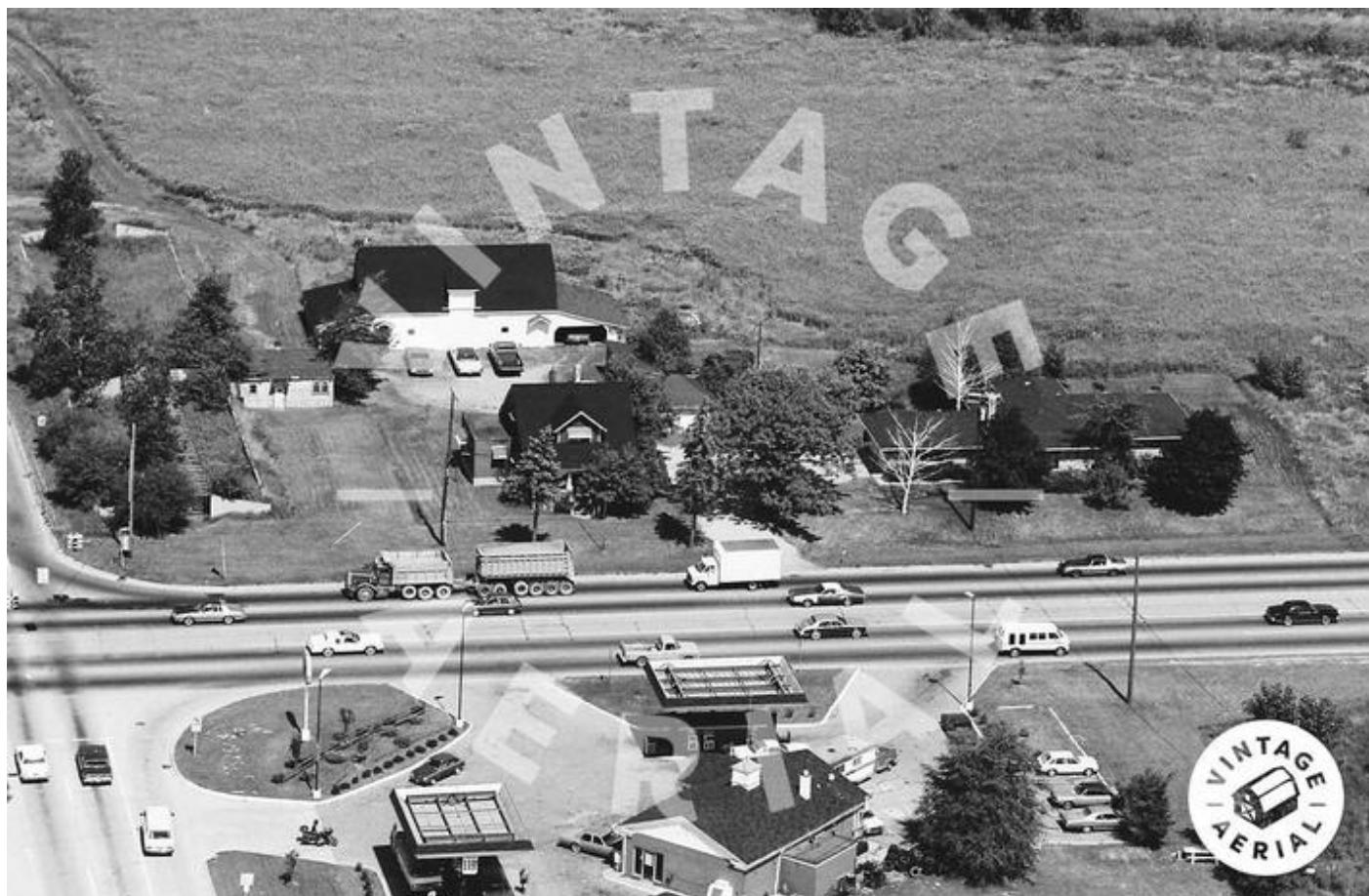
### 4. When was your **last** visit to the mall? Were you at the mall at its **closing** (June 2024)? What was the **reason**?

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

**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

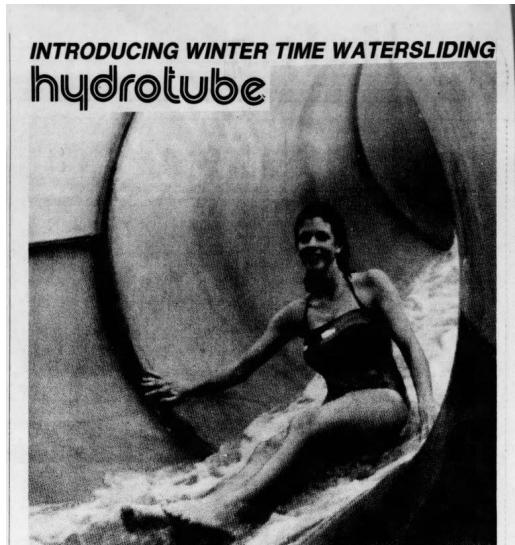
Remember any of these locations?



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?



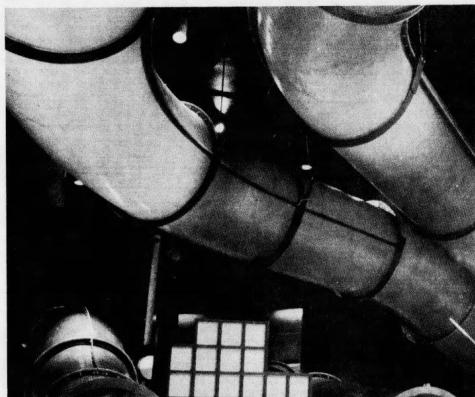
To Kick Off The Winter Holiday Season

# hydrotube

at LAKESIDE MALL presents

**\$1.00**  
10 THRILLING RIDES FOR ONLY  
**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 Crowley's. 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.*

\$1.00	\$10.50 VALUE	\$1.00	\$1.00	\$10.50 VALUE	\$1.00	\$1.00	\$10.50 VALUE	\$1.00
<b>10 RIDES</b> for <b>\$1.00</b>			<b>10 RIDES</b> for <b>\$1.00</b>			<b>10 RIDES</b> for <b>\$1.00</b>		
coupon good for up to 3 10 ride passes for \$1.00 each EXPIRES NOV. 25, 1984			coupon good for up to 3 10 ride passes for \$1.00 each EXPIRES NOV. 25, 1984			coupon good for up to 3 10 ride passes for \$1.00 each EXPIRES NOV. 25, 1984		
hydrotube at Lakeside			hydrotube at Lakeside			hydrotube at Lakeside		
\$1.00 COUPON	\$1.00		\$1.00 COUPON	\$1.00		\$1.00 COUPON	\$1.00	

Picture #3: Promotional ad and coupon for the Hydrotube (1984 or later).

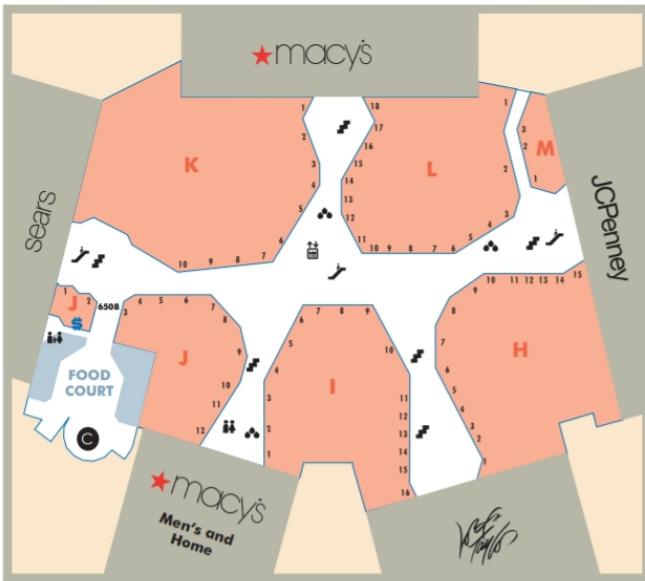
**11. Do you remember any of the following locations?**

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

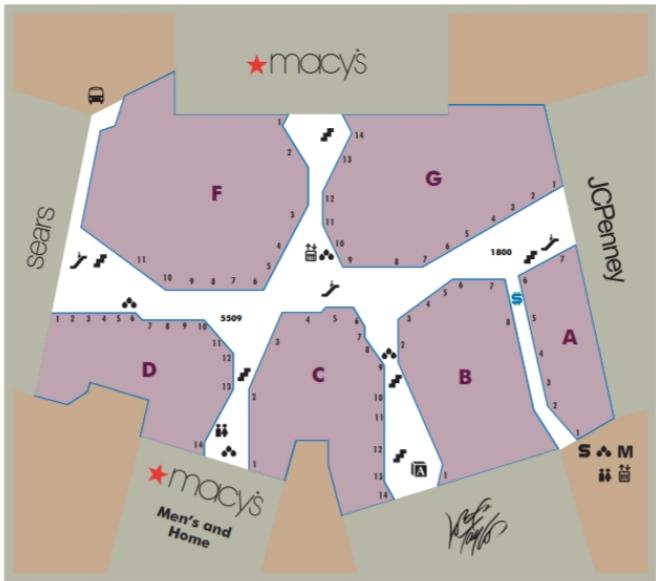
**12. Which anchor stores did you visit over the years at the mall?**

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

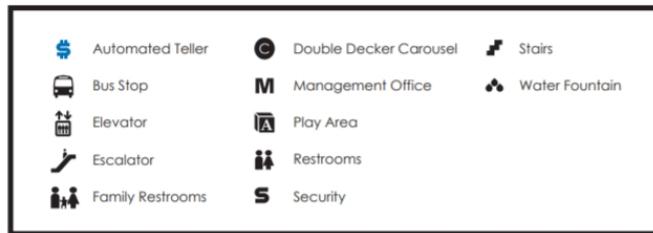
0/2000



**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

G6

Maurices

H8

Motherhood Maternity

D8

New York & Co.

G4

Pac Sun

H13

Pac Sun

I13

Tilly's

L5

Torrid

H9

Victoria's Secret

K4

Waltz

K3

Windsor

G5

Zumiez

I10

#### SPORTING GOODS & APPAREL

Champs Sports

B8

DC Sports

G1

Detroit vs. Everybody

D9

Finish Line

K7

Footlocker/House of Hoops

H8

Game On

L17

Lids

J2

Zumiez

I10

SHOES

B8

Champs Sports

D9

Finish Line

H8

Footlocker/House of Hoops

I4

Johnston & Murphy

F8

Journeys

G7

Kid's Footlocker

L9

Manic Shoes

D1

Payless ShoeSource

K10

Shoe Dept. Encore

J4

Underground by Journeys

H7

#### ELECTRONICS & ENTERTAINMENT

L18

AT&T

D12

Carousel

B1

f.y.e.

C12

Jeepers

H7

Joe G's Games

H7

Metro PCS

I18

CARDS & GIFTS

C3

Bath & Body Works

F5

Godiva Chocolatier

H14

Spencer Gifts

F6

Teavana

G11

Things Remembered

F9

Werner's Hallmark

G9

White Barn Candle Co.

K6

Yankee Candle

H6

#### HOME FURNISHINGS

F11

Gibraltar Rugs

G1

& Furniture Outlet

H1

JCPenney Furniture

I1

Macy's Sleep Shop

C1

#### 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

H15

LensCrafters

H15

Macy's Premier Salon

J1

MasterCuts

J5

Nail Studio of Lakeside

K2

Perfumania

L15

Pretty Eyes

G14

Sears Home Health Care

G1

Sears Optical

G1

Sears Premier Salon

G9

Victoria's Secret

K4

Vitamin World

J1

#### SPECIALTY STORES

Anime GT

K1

Customized Teez

5509

Food Court

L17

Game On

A6

Snacks N' Things

H14

Spencer's Gifts

F6

Teavana

G11

Things Remembered

G1

White Barn Candle Co.

G9

Yankee Candle

K6

#### FOOD COURT

A&W All American Food

J1

Charley's Philly Steak

J1

Flaming Wok

J1

Kerby's Koney Island

J1

Masala Grill

J1

Taco Bell

J1

Villa Pizza

J1

#### RESTAURANTS

Macy's Lakeshore Grill

G2

Panera Bread

G2

**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(s) may be inaccurate or incomplete.

**a. List of store names beginning with 'A' – 'L' .**

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	Gibralter 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

## b. List of store names beginning with 'M' – 'Z' .

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 Grou
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

**c. 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 Simon's athletic show (1980s).

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

Other

**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.

Other

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

Yes.

No.

Other

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

Yes.  
No.  
Other

**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.

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

Yes.  
No.  
Other

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

Yes.  
No.  
Refuse to answer.  
Other

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

Yes.  
No.  
Refuse to answer.  
Other

**22. 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)

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

**5.** 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.

**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.

Other

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

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 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.

Accesssed July 7, 2025.

Original: <https://www.youtube.com/watch?v=J1GIF6VNipE>.

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

Original: <https://www.macombdaily.com/2018/10/01/lakeside-mall-could-make-way-for-downtown-sterling-heights/>.

Archive:

<https://web.archive.org/web/20240701155321/https://www.macombdaily.com/2018/10/01/lakeside-mall-could-make-way-for-downtown-sterling-heights/>.

**3. \$1B proposal would demolish Lakeside Mall, redevelop the site with housing.** *Detroit Free Press*. October 28, 2022. Accessed July 7, 2025.

Original: <https://www.freep.com/story/money/business/michigan/2022/10/28/plan-demolish-lakeside-mall-redevelop-housing/69600089007/>.

Archive: <https://web.archive.org/web/20221028224547/https://eu.freep.com/story/money/business/michigan/2022/10/28/plan-demolish-lakeside-mall-redevelop-housing/69600089007/>.