



# Visitor Questionnaire

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!**

Please feel free to answer as many (or as few) questions as you can. *You are doing a great favor to this project. Thank you very much!*

This questionnaire is intended for people who **visited** the mall.

To **share** or **fill-in** and submit later...

☞ [Download as PDF](#).

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

☞ [Fill out our worker questionnaire!](#)

Thank You!

- *Project Lakeside Mall*

## 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.

The primary scope of the project is *Lakeside Mall*, a currently-closed, soon-to-be demolished, commercial and cultural icon.

However, we extend our scope to and encourage discussion of any shopping mall in the *Detroit* area or any in the *State of Michigan*.

**Have you read, and agree to the "Disclaimer" above? \***

Yes.

## Section 2: Privacy Notice

Please read the *Privacy Notice* below.

### Privacy Notice

1. The intent of this project is to collect the **minimum** necessary details for survey use and inclusion in a video documentary. Details may include: *Questionnaire Responses*, and *Personal Information*.
2. *Personal Information*: If you wish to remain **private** or **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.*
3. *Contact Information*: responses which shall be **private** and **never public**. This project will **require** at least one (1) response.
4. Definitions of key words:
  - "anonymous": any *Questionnaire Responses* that you specify to remain **disconnected** from all *Personal Information*.
  - "private": any *Personal Information* that you specify to remain **disconnected** from any or all *Questionnaire Responses*.
  - "Contact Information": a *telephone number*, an *email address*, and/or a *social network user name*.
  - "Personal Information": *first name*, *age*, and/or *sex*.
  - "Questionnaire Responses": responses to questions.

**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

Why is this **required?** Please read the *Privacy Notice* above in Section 2.

**Your First Name \***

**Your Last Name**

**Age \***

**Sex \***

Must be 18 years or older. Max: 121.

### Anonymity Notice (1 of 2)

The next time you will be **asked** is in Section 12.

**Select which "Personal Information" responses to remain private:**

First Name

Last Name

Age

Sex

## Section 5: Contact Information

Please provide *Contact Information* for at least **one (1)** of the following fields.

**Telephone Number**

**Email Address**

Enter and confirm.

**Social Network Platform Name**

**Social Network User Name**

**If "Other", please specify:**

## Section 6: Choose Your Mall

### 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 7: Questionnaire (1 of 5): Introduction

**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 8: Questionnaire (2 of 5): Perspective

### 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? What was the reason? (Lakeside opened March 1976)

0/2000

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

0/2000

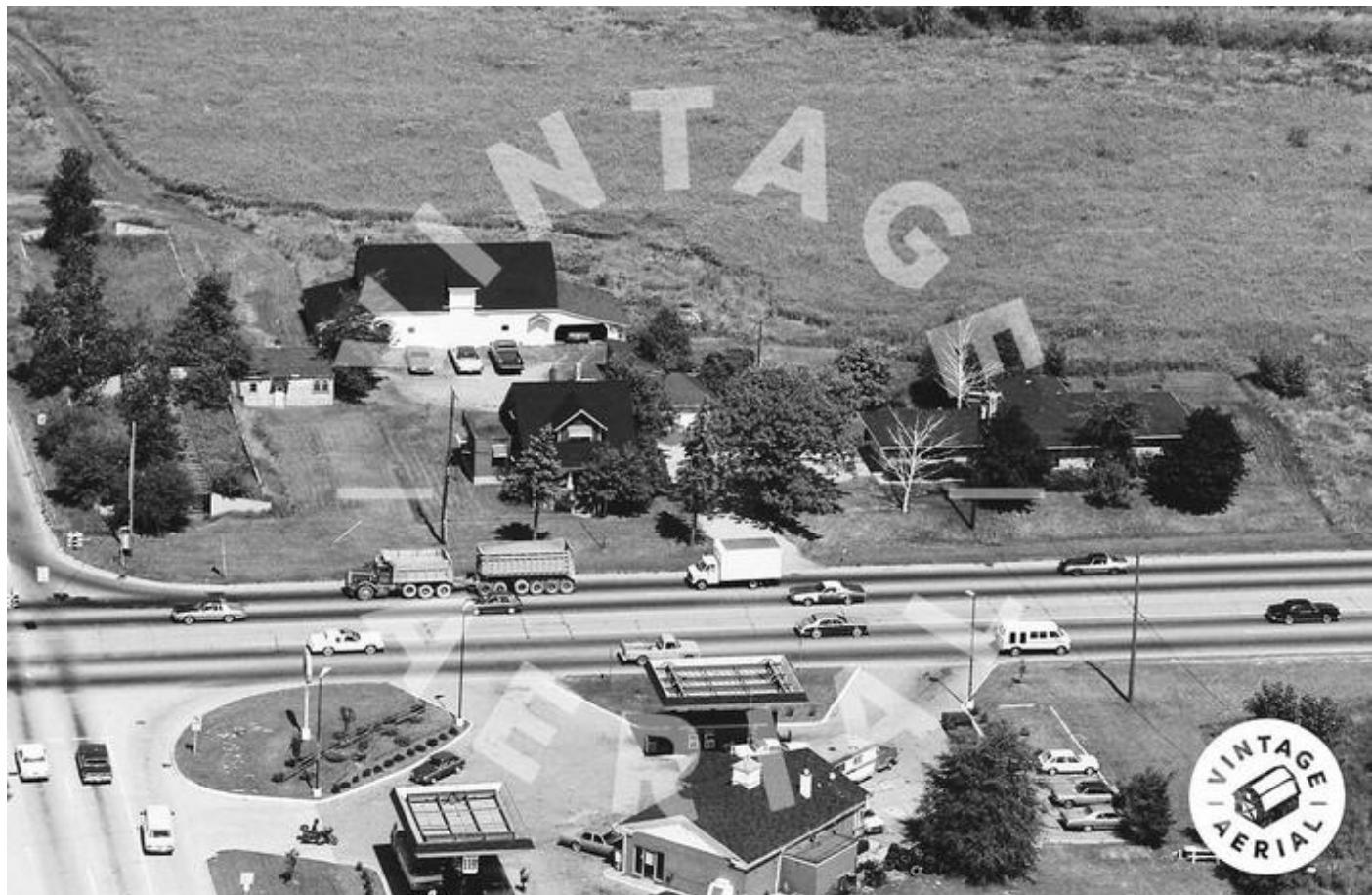
### 4. When was your last visit to the mall? Were you at it's closing? (Lakeside closed June 2024).

0/2000

5 – 7. Lakeside: What do you **recall** 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

## Section 9: Questionnaire (3 of 5): Retrospective

### 1. At the mall, what was your favorite activity?

0/2000

### 2. 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

### 3. 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

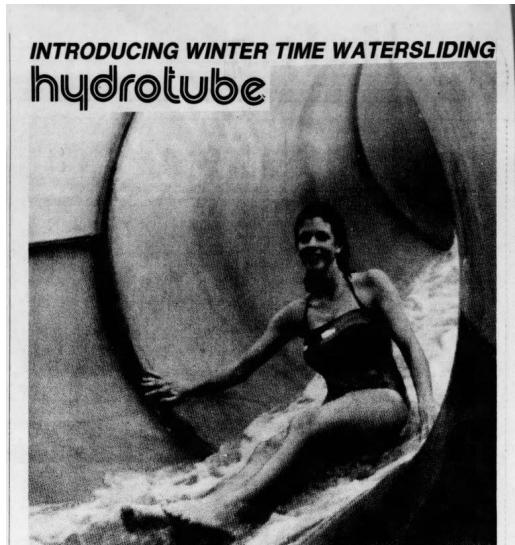
Remember any of these locations?



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?



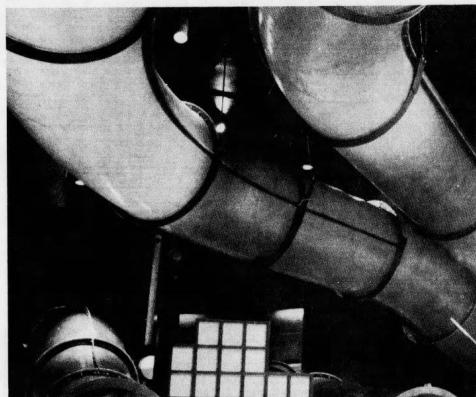
To Kick Off The Winter Holiday Season

# 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.

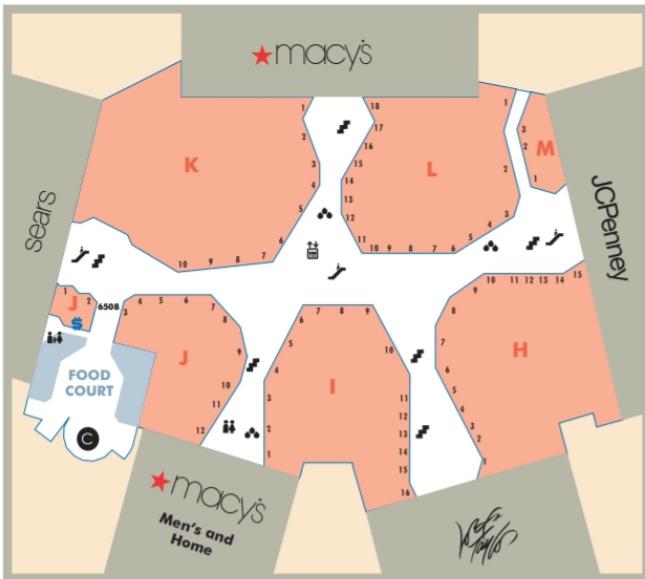


# hydrotube

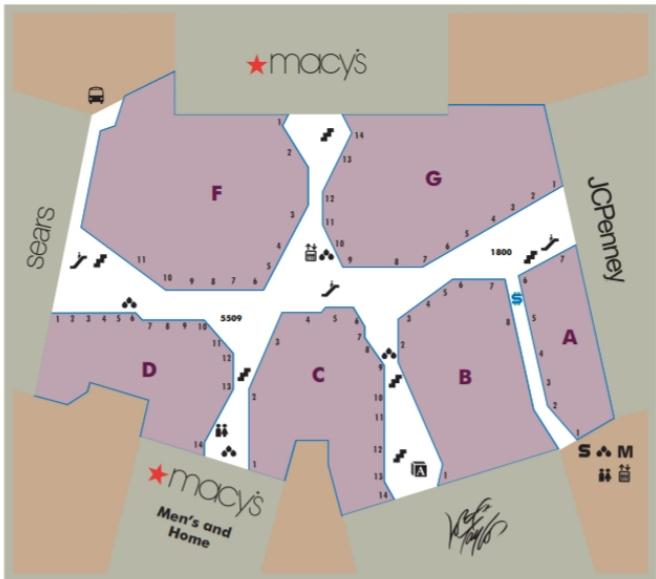
*So come on in, the water's warm and the rides are fantastic. 10 ride passes make super stocking stuffers.*

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

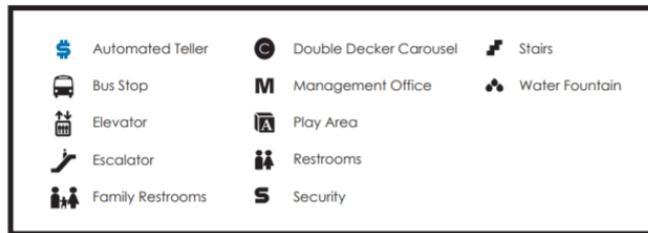
Picture #3: Promotional ad and coupon for the Hydrotube (1984 or later).



**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

L7

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

D9

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

H9

Manic Shoes

I9

Payless ShoeSource

D1

Shoe Dept. Encore

K10

Underground by Journeys

J4

ELECTRONICS & ENTERTAINMENT

L18

AT&T

D12

Carousel

B1

f.y.e.

C12

Jeepers

H7

Joe G's Games

C3

Metro PCS

F5

CARDS & GIFTS

H14

Bath & Body Works

F6

Godiva Chocolatier

G11

Spencer Gifts

F9

Teavana

G9

Things Remembered

K6

Werner's Hallmark

F11

White Barn Candle Co.

H14

Yankee Candle

H14

HOME FURNISHINGS

I15

Gibraltar Rugs

F11

& Furniture Outlet

C1

JCPenney Furniture

H14

Macy's Sleep Shop

H14

RESTAURANTS

H14

Macy's Lakeshore Grill

G2

Panera Bread

G2

#### 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

Game On

L17

Snacks N' Things

A6

Spencer's Gifts

H14

Teavana

F6

Things Remembered

G11

White Barn Candle Co.

G9

Yankee Candle

K6

#### SPECIALTY FOODS

Auntie Anne's Pretzels

C9

Cinnabon

J16

The Coffee Bureau

J9

Godiva Chocolatier

F5

Ice Age

F4

Macy's Frugurt Yogurt

B4

Mrs. Fields Cookies

B2

Starbucks at Macy's

F6

Surf City Squeeze

I1

Teavana

G2

Wetzel's Pretzels

I2

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

**4. 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

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

Crowley's  
Hudson's  
JCPenney  
Lord & Taylor  
Macy's  
Sears  
Other

6. What **stores** do you **remember**? Which stores did you **visit**? *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

**7. 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

## Section 10: Questionnaire (4 of 5): Events

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

0/2000

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

Yes.

No.

Other

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

Yes.

No.

Other

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

Yes.

No.

Other

**5. Did you witness any crimes or fights at or near 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.

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

Yes.

No.

Refuse to answer.

Other

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

Yes.

No.

Refuse to answer.

Other

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

0/2000

## Section 11: Questionnaire (5 of 5): 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.*

**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**?

0/2000

**5. What are your thoughts on the closure of the mall (if applicable)? Do you believe politics, economics, or something else led to it?**

0/2000

**6. Lakeside Mall:** In your opinion, which plan **best** suits the future of Lakeside? (Please review the pictures below)



**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.

## **6. (see 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 (current 2022 plan). See **picture #3** above.
- E. return to nature:** turn it back into farmland.

Other

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

0/2000

## Section 12: Anonymity Notice (2 of 2)

The last time you were **asked** is in *Section 4: Personal Information*.

**Specify which any questions' responses (by section and question number) to remain anonymous:**

0/2000

## Section 13: Submit Questionnaire

**Notes and/or Suggestions (optional):**

0/2000

Thank you for sharing us your story! Please **click** Save and Submit before leaving this page!

## Section 14: References

**1. How Shopping Malls Are Being Transformed Into Apartments In The U.S.** *CNBC*. December 5, 2024. Accessed July 7, 2025.

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

Archive: <https://web.archive.org/web/20241206000603/https://www.youtube.com/watch?v=J1GIF6VNipE>.

**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/>.