



Worker 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 **worked** at the mall.

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

⇒ [Download as PDF.](#)

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

⇒ [Fill out our visitor 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 (optional)

Age *

Sex *

Anonymity Notice (1 of 2)

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

Specify which "Personal Information" responses to remain private:

First Name

Last Name

Sex

Age

Section 5: Contact Information

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

Email Address

Telephone Number

If "Other", please specify:

Social Network Platform Name

Social Network User Name

Section 5: 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 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 8: Questionnaire (2 of 5): Environment

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

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

Section 9: Questionnaire (3 of 5): Reflections

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

0/2000

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

0/2000

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

0/2000

Section 10: Questionnaire (4 of 5): 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 **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 major anchor stores (2010s → present).

II. **Transmutation** of original anchor stores (*Crowley’s* → *Hudson’s* → *Macy’s*).

C. Transition to **online shopping**:

I. *Amazon* (founded 1990s, took off in early 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*.

6. (see above)

0/2000

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

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 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 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. *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.

4. (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 (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 12: Anonymity Notice (2 of 2)

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

Specify which any "Questionnaire 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/>.