



Jessica VanHouzen Stroud, RA LEEDAP
Architect

607 West Orchard Dr.
Traverse City, MI 49686

231-631-4376 cell
jvanhou@gmail.com

5-14-25

Garfield Township Planning & Zoning
3848 Veterans Drive
Traverse City, MI 49684

Jessica VanHouzen Stroud, RA LEEDAP
607 W. Orchard Dr.
Traverse City, MI 49686
jvanhou@gmail.com
231-631-4376

RE: Renovations to an Existing Building for a New Sport's Bar and Night Club at 1212 W. South Airport Rd., Traverse City, MI

To Whom it May Concern:

All interior walls separating the Night Club portion of the building from the rest of the building will include Rock Wool sound insulation. There is also existing 2'x2' acoustical ceiling tile that will remain in the Night Club area which will also absorb sound and prevent its transfer to other spaces. Also, the existing bathrooms, corridor and office spaces act as a sound barrier/buffer between the Night Club portion of the building and the north exterior wall of the Building.

Thank You,

Jessica VanHouzen Stroud



Karen Leaver

From: Steve Hannon
Sent: Tuesday, May 13, 2025 12:08 PM
To: Karen Leaver
Subject: Fw: Night Club Plan for Cherryland Mall

Hello Karen,

Can you please include the email below as correspondence for the Planning Commission meeting tomorrow evening?

Thanks,



Stephen Hannon, AICP

Deputy Planning Director
Charter Township of Garfield

phone (231) 225-3156
fax (231) 346-5984
email shannon@garfieldmi.gov
website www.garfieldmi.gov
address 3848 Veterans Drive
Traverse City, MI 49684

From: r.nink@charter.net <r.nink@charter.net>
Sent: Tuesday, May 13, 2025 11:11 AM
To: John Sych <jsych@garfieldmi.gov>; Steve Hannon <shannon@garfieldmi.gov>
Subject: Night Club Plan for Cherryland Mall

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My wife and I live at 1744 Woodward Avenue located just behind the Cherryland Mall parking lot. We strongly feel that the location for this Night Club is a **very poor** choice backing right up to a residential area. Especially given the size of the proposed night club. The parking lot for this club is located right in front of our condo. The noise from the club (bass sound from the music travels long distances) and cars leaving the club at all hours of the night would make our lives a living hell.

We also believe there are a lot better uses for this area (like a grocery store, etc.) something that would support the residential area and improve our quality of life here.

We would strongly request that this proposal for a Night Club in this location be **denied**.

Sincerely,
Robert & Alice Nink
1744 Woodward Avenue

Karen Leaver

From: Steve Hannon
Sent: Wednesday, May 14, 2025 12:16 PM
To: Karen Leaver
Subject: Fw: Concerns Regarding Proposed High Tops Development at Cherryland Center

Hello Karen,

Please see below for an email regarding the High Tops application. Can you please distribute this to the Planning Commission as correspondence for tonight's meeting?

Thanks,



Stephen Hannon, AICP

Deputy Planning Director
Charter Township of Garfield

phone (231) 225-3156
fax (231) 346-5984
email shannon@garfieldmi.gov
website www.garfieldmi.gov
address 3848 Veterans Drive
Traverse City, MI 49684

From: Christopher Remy <cpremy@gmail.com>
Sent: Wednesday, May 14, 2025 11:55 AM
To: Chris DeGood <cdegood@bria2.com>; John Sych <jsych@garfieldmi.gov>; Chris Barsheff <cbarsheff@garfieldmi.gov>
Cc: Steve Hannon <shannon@garfieldmi.gov>
Subject: Concerns Regarding Proposed High Tops Development at Cherryland Center

Caution! This message was sent from outside your organization.

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Dear Members of the Garfield Township Planning Commission,

I'm writing as a resident with serious concerns about the proposed High Tops development in the former Younkers building at the Cherryland Center. While I appreciate the applicant's willingness to revise elements of the original plan—such as downsizing and reorienting the entrance toward the front—I still believe this project is not a good fit for our neighborhood or this specific property.

My primary concerns include:

- **Noise and Disruption:** While soundproofing measures are appreciated, they do little to mitigate the real issue—noise from patrons outside the venue. Drunken behavior, loitering, revving engines, and even fighting until 2am are highly disruptive and not the kind of activity our neighborhood should be exposed to.
- **Neighborhood Character:** A large, late-night entertainment complex of this nature—including a nightclub, sports bar, lounge, and event space—is not in keeping with the character of our residential neighborhood. This is fundamentally different from quieter, more community-oriented uses, such as the Traverse City Philharmonic, which has proven to be a respectful and welcome neighbor.
- **Traffic and Parking Congestion:** Increased traffic flow and parking demands—especially with an estimated capacity of 1,300 for the nightclub alone—will place significant strain on surrounding roads and parking lots. Additionally, a rear egress remains part of the plan, which is something the community has voiced concerns about repeatedly.
- **Overconcentration of Liquor Licenses:** If this plan is approved, the Cherryland Center could end up with three separate liquor licenses on one property (High Tops, K1 Speed, and Two Brothers Dog Park Café), not to mention that High Tops itself proposes *three venues under one roof*. This seems excessive for a single site and raises legitimate questions about how much alcohol service is appropriate in one location.
- **Project Scope and Transparency:** While the applicant describes the revised project as a “downsized” version, it seems more like a redistribution of the original plan across multiple applications. This raises concerns that the same large-scale development is being moved forward incrementally—a kind of Trojan horse approach that avoids direct scrutiny of its full impact.

In short, this proposal, in its current form, does not align with the needs or character of the surrounding neighborhood. I urge the commission to reconsider approval of this project and to prioritize the voices and quality of life of local residents in your deliberations.

For additional context, I’m including a recent article from *The Ticker* summarizing the proposed development: [More Cherryland Center Changes on the Way](#) by Beth Milligan, April 10, 2025

Thank you for your time and for considering the concerns of your constituents. I appreciate your service to our community and hope that thoughtful, neighborhood-appropriate development will continue to guide your decisions.

Sincerely,

Chris & Stacy Remy
1705 Woodward Ave
231-735-1986

More Cherryland Center Changes on the Way

By Beth Milligan | April 10, 2025

High Tops – a new nightclub, sports bar, and restaurant [originally planned](#) for the Grand Traverse Mall and then the former Sears building at the Cherryland Center – now has a new space in sight. Garfield Township planning commissioners are expected to review a site plan application on May 14 from owner Philip Beehler to open High Tops instead in the former Younkens building. Other changes are also on deck for the Cherryland Center, including the property’s potential designation as a redevelopment area – a move that could allow K1 Speed and more mall businesses to obtain liquor licenses.

High Tops hopes to occupy the portion of the Younkens building not being used by Two Brothers Dog Park Cafe and Taphouse, which [received township approval in December](#) to open in approximately 7,000 square feet in the back portion of the 47,900-square-foot building. Two Brothers is slated to open later this year. Beehler’s plans for High Tops to occupy the rest of the building are similar to what he originally proposed in 2024 for the Sears space, though a “little more downsized,” according to Township Planning Director John Sych. Those plans include a nightclub/venue area with an estimated capacity of 1,300 for concerts, comedy, karaoke, and other entertainment, such as possible line dancing and a mechanical bull.

Plans also call for a sports bar with an estimated capacity of 400 featuring “multiple TVs to watch sports and pay-per-view main events, a game room with pool tables, darts, cornhole, shuffleboard, and an American food menu that has not been determined yet,” the application states. An adjacent lounge will offer “more of a relaxing feel, center fireplace with jazz/piano-type music,” according to the application. An event hall will be available for parties and special occasions. Beehler estimates investing \$2-\$2.5 million into the project and employing roughly 50 full and part-time employees, with planned hours of 10am-2am Monday-Saturday and 10am-midnight Sunday.

When High Tops was [previously proposed for the Sears building](#), planning commissioners worried about the site’s rear-facing main entrance and parking area combined with plans for late hours and music, fearing the operation would be disruptive to neighbors on Woodward Avenue. That feedback appeared to contribute to the proposed move to the Younkens building, where High Tops will now be oriented toward the front entrance, Sych says. Rear access is available but could be restricted during late hours. Beehler wrote in his application that employee parking would be in the rear, “and we are trying to do a 12am lockout on the doors where you can leave but cannot enter the building after that time – both deterring guests from parking in the back.”

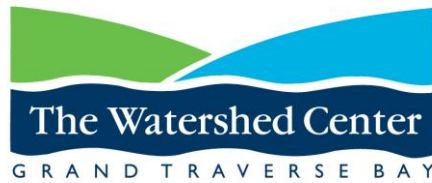
Beehler said the space will have sound-dampening walls and drop ceiling. Other Cherryland Center tenants have also deployed soundproofing: When Two Brothers was before the township, Traverse City Philharmonic Executive Director Dr. Kedrik Merwin said his organization welcomed the dog park as a neighbor, noting that “we have put a lot of soundproofing in our buildout and at this point aren’t even hearing airplanes as they go overhead.”

In addition to High Tops’ upcoming site plan review, other potential changes are on deck for the Cherryland Center. Township trustees Tuesday indicated their support for designating the mall as a redevelopment area for the purposes of the Michigan Liquor Control Commission (MLCC). That would make additional liquor licenses beyond the township’s normal quota available to businesses specifically within the Cherryland Center. [Similar designations are also in place](#) in the Traverse City Downtown Development Authority (DDA) district and at The Village at Grand Traverse Commons providing additional redevelopment liquor licenses to those areas.

The type of designation Garfield Township is seeking requires a certain investment level in the property over a three-year period – at least \$1 million per 1,000 people in the municipality, or over \$19 million in Garfield Township – [which Cherryland Center has appeared to hit given the recent buildouts](#) of the Traverse City Curling Club, TC Phil, K1 Speed, and more. Township trustees are expected to officially vote on a resolution of support to apply for the redevelopment designation before the end of May so that those investments can be counted before the three-year period expires.

If approved, K1 Speed appears next in line to apply for a liquor license. Owner Dr. Ulysses Walls wryly told trustees he originally opened the go-kart racing franchise because he has children and wondered “why don’t we have something in Traverse City that’s not about drinking.” However, after eight months in operation “we’ve lost a lot of business because we don’t have a liquor license,” Walls conceded. Other K1 Speed locations typically have them, he noted, which helps attract bachelor/bachelorette parties, birthday and holiday groups, and more. The goal isn’t for customers to “drink and drive,” he said, but rather to drive first and then have a party afterward – typically with pizza and beer or wine.

Walls said K1 is a growing business with 25-30 employees and could expand even further with a license. “It’s a very busy go-kart park, and we want to get this liquor license so we can follow the standard franchise model of serving a beer and wine to customers,” he said. “We think it will help expand our business and keep us employing people here in Traverse City.” The redevelopment designation could potentially make more licenses available that could lure additional investment to the Cherryland Center in the future, Walls said. “There’s synergy we’re trying to get going there (among the tenants),” he said. “If we’re able to attract more people, the businesses will grow and thrive.”



May 14, 2025

Charter Township of Garfield
Planning Commission
3848 Veterans Drive
Traverse City, MI 49684

Dear Planning Commissioners,

I am writing regarding the Lake Pointe Village PUD – Major Amendment that you will be discussing at your May 14, 2025, meeting. The Watershed Center (TWC) advocates for clean water in Grand Traverse Bay and acts to protect and preserve its watershed. The Lake Pointe Village PUD is proposed on an environmentally sensitive site with a dense urban tree canopy and hundreds of feet of Boardman Lake shoreline. We offer the following for your consideration.

Boardman Lake is a nearly 300-acre natural lake that supports warm water game fish populations, is home to a plethora of waterfowl, and supports immense cultural, social, and recreational values. The riparian vegetation along the shoreline of Boardman Lake helps control erosion, treats and infiltrates stormwater, provides fish and wildlife habitat, and provides aesthetic values for landowners and lake users. This parcel represents one of the last largely forested lots on the lake since the tree canopy has been under threat from lakeside development in the last several decades.

The intent of Section 535 of the Zoning Ordinance, *Supplemental Shoreline Regulations*, is to “to preserve and protect the water quality of the lakes and streams of our region.” We are pleased to see the preferred image on page 224 of the meeting packet that indicates the applicants intend to preserve some or all of the shoreline trees. However, it is not clear if the development will comply with Section 535(C), *Riparian Vegetative Buffers*. Specifically, subsections (a) and (b) require a 35-foot vegetated buffer strip and prohibit the removal of trees, shrubs, and ground cover vegetation within the buffer strip. We understand that the Boardman Loop Trail currently runs through this 35-foot buffer strip, though portions of the buffer are still vegetated and offer important ecological functionality in an already compromised space. It is unclear if applicants plan to remove additional trees, shrubs, or ground cover vegetation within the 35-foot buffer strip. To ensure Section 535 is adhered to at the site, we encourage the commission to require a site plan depiction or thorough written description of the 35-foot riparian buffer strip, including its width and species composition.

We understand that Planned Unit Development provides a degree of flexibility and creativity. We encourage Garfield Township to simultaneously ensure that the development is compatible with the natural environment and preserves and protects water quality in the region. Thank you for your consideration.

Sincerely,

Heather Smith
Grand Traverse Bay WATERKEEPER®