

Packet Additions



Re: Seven Hills

From Fred Gilstorff <fire@peninsulatownship.com>
Date Thu 10/2/2025 11:05 AM
To Elise Loud <planner@peninsulatownship.com>

Hello,

No, I do not have any additional besides what was in my last email and the request for a seating chart. Yes, maximum occupancy under roofs is 99 and I have nothing for the area not under a roof. Please let me know if you need anything else. Have a great day.

Fire Chief Fred Gilstorff
Cell Phone: 231-463-0330
Station Phone: 231-223-4443
Email: fire@peninsulatownship.com



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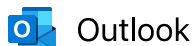
From: Elise Loud <planner@peninsulatownship.com>
Sent: Thursday, October 2, 2025 10:46 AM
To: Fred Gilstorff <fire@peninsulatownship.com>
Subject: Fw: Seven Hills

Hi, Fred. I'm bringing this before the Planning Commission next Tuesday, October 7. I realized you hadn't responded after Ray provided the more detailed plan with seating shown. Do you have any additional comments to offer? Thank you.

And, to be sure I'm crystal clear on the updated plan: the maximum allowed occupancy is 99 people within the interior, covered patio, and covered front entrance space (under roofs). There is no maximum occupancy provided for exterior spaces without a roof. Is that right?

Sincerely,

Elise Loud, Planner
Peninsula Township
13235 Center Road
Traverse City, MI 49686



Re: 7 October PC Meeting

From Kevin Beard <duneclimber55@yahoo.com>
Date Mon 10/6/2025 10:27 AM
To Armen S <armen.planningcommission@gmail.com>
Cc Elise Loud <planner@peninsulatownship.com>

Thanks, Armen. We will share this with the other commissioners.
Kevin

Sent from my iPad

On Oct 5, 2025, at 7:24 AM, Armen S <armen.planningcommission@gmail.com> wrote:

Hi Kevin,
As mentioned, I unfortunately will be unable to attend this Tuesday's meeting.

I did have a few comments on a few agenda items:

- Seven Hills
 - Regarding their request #5, that all outdoor activities be allowed after 10:00pm
 - Although I find the request reasonable, I am concerned by the history that large gatherings have resulted in complaints in the past.
 - Given that we have a noise ordinance that can be enforced (including suitable penalties for violation, etc), and that the proprietors will commit to managing this appropriately, I would support approval of this change
 - Regarding request #6, that food trucks/mobile bars be allowed on site
 - I find the argument 'These land uses are currently not allowed in the C-1 zoning district...' to be compelling. Thus, regardless of whether it may be a commercial use, it is not allowed within our current zoning ordinances
 - The argument that it is allowed under their existing MLCC license does not supersede the need to follow our zoning ordinances
 - IF we make a change to our overall zoning ordinances on this issue, then this item should be reconsidered
- Short Term Rentals
 - It appears inconsistent to allow advertising for a specifically prohibited activity
 - If the suggested language is consistent with best practices in our surrounding townships, then it should be appropriate to include in our ordinance language
 - The question would be whether the penalty structure would apply to the advertiser; that is, if an advertisement for an STR is posted for 15 days before being removed, does that result in the monetary penalty associated with a 15 day violation of actually renting the STR?

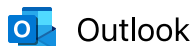
- Regardless, some penalty should be associated with advertising for an explicitly prohibited activity, as it implies that the Township implicitly allows such activity. And without penalty, there is no reason to NOT do said activity
- Hotel/Motel building height
 - I am supportive of the recommended course of action, removing 8.10.2(6) as proposed, and addressing the other details as the rewrite process continues.

If appropriate, please include this email in the amended meeting packet for Tuesday.

Best,

Armen

Armen Shanafelt
Peninsula Township Planning Commissioner
armen.planningcommision@gmail.com



Outlook

Letter to Township and Planning Commission regarding amendment No. 4 to SUP of OMP, Seven Hills Development, LLC.

From Pete Morrison <j.pete.morrison@gmail.com>**Date** Mon 10/6/2025 1:32 PM**To** shipman.parks@gmail.com <shipman.parks@gmail.com>; Kevin Beard <duneclimber55@yahoo.com>; lwdloski@gmail.com <lwdloski@gmail.com>; Randy Hall (rand.plancom@gmail.com) <rand.plancom@gmail.com>; dsh_44@yahoo.com <dsh_44@yahoo.com>; Becky Chown <clerk@peninsulatownship.com>; jualexanptpc@gmail.com <jualexanptpc@gmail.com>; jp.peninsulatruster@gmail.com <jp.peninsulatruster@gmail.com>; dave.peninsulatruster@gmail.com <dave.peninsulatruster@gmail.com>; Elise Loud <planner@peninsulatownship.com>; jualexanptpc@gmail.com <jualexanptpc@gmail.com>; Armen.planningcommission@gmail.com <Armen.planningcommission@gmail.com>**Cc** kmorrison75@comcast.net <kmorrison75@comcast.net>

**PENINSULA TOWNSHIP PLANNING COMMISSION MEMBERS
PENINSULA TOWNSHIP BOARD MEMBERS**

Re: Seven Hills Special Use Permit 35, Amendment 4

For the October 7, 2025 Public Hearing

All:

I have been a summer resident of Peninsula Township for 69 years, and my family members have been summer residents for 100 years. We live on Bowers Harbor.

We write to oppose proposed amendment 4 to the Special Use Permit of OMP, Seven Hills Development, LLC (Seven Hills), particularly with respect to the request to expand outdoor activities after 10:00 p.m.

Like many of the residents of the Township, we enjoy the natural beauty and serenity of the Old Mission Peninsula. It is like no other place in the country. The existing SUP balances the rights and expectations of the residents and the business owners. While we support Seven Hills' existing facilities and uses, we strenuously oppose expanding the uses that would increase traffic and noise, particularly at night, and that could pose a safety risk. Capping outdoor usage at 10:00 p.m. strikes a reasonable balance. With outdoor usage and the amplified music that invariably accompanies it, maintaining an appropriate noise level for the surrounding neighbors, indeed the entire central part of the OMP. Because of the vagaries and difficulty in enforcing the existing noise ordinance, a limitation of outdoor events and amplified music is a reasonable proxy for preventing the noise accompanied by outdoor evening and night usage from creating a situation that detrimentally impacts the OMP. As a resident of Bowers Harbor, I can attest to the ways in which sound travels at night, especially across the water. Frankly, one can clearly hear people talking over a mile away on the beach in the evening as the sound travels without interference across the waters of Bowers Harbor. We, like most other residents of the OMP, wish to maintain the quiet and tranquility that the OMP provides. I also note that many of the townships in Leelanau County, including Leelanau and Suttons Bay Townships have noise ordinances that begin at 9:00 or 10:00 p.m.

Moreover, later evening hours at what amounts to a bar, also bring the very serious risk that the few roads that OMP has will be subject to an ever-increasing flow of drivers who have been drinking. Narrow, curvy and dark roads make it even more dangerous when adding alcohol to the mix. Any amendment to the SUP that permits longer hours of operation, well into the evening, poses a serious safety risk.

For the reasons cited above, we ask that the SUP amendment no. 4 be denied with respect to expanding the hours of operation, especially outdoors, and that would result in more people driving on our roads after drinking.

Thank you for your consideration,

Pete and Kim Morrison
13998 Bayview Avenue
Traverse City, MI 49686

Alcohol Information Management System

Michigan Liquor Control Commission

(/)

Search Active/Escrowed Licensees

Licensee Details

Licensee Name

OMP SEVEN HILLS LLC

Doing Business As (DBA)

OLD MISSION DISTILLING

Business ID

0275617

Local Governmental Unit (LGU)

PENINSULA TWP

Status

Active

County

GR TRAVERSE

Address

13795 SEVEN HILLS RD TRAVERSE CITY, MI 49686

Phone

310-367-0276

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Insurance / Financial Responsibility

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Name	Type	Insurance Provider	Effective Date (From)	Status
IN-571938	Liquor Liability Insurance	MICHIGAN INSURANCE COMPANY	5/1/2024	Active

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Subordinates

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Name	Relationship To Business	Status
BRIAN PEACE	Member	Active
JOHN MILLIKEN	Member	Active
JORDAN VALDMANIS	Member	Active
TROY DAILY	Member	Active


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Licenses


To view details of a license, please click the  button to expand the license details.

Show entries

License #	Group	Type	Subtype	Status	Issue Date	Expiration Date	Statute
+ L-000448356	Manufacturer	Small Distiller		Active	5/30/2023	4/30/2026	
+ L-000448357	Manufacturer	Consumer Sampling Event		Active	5/30/2023	4/30/2026	
+ L-000448358	Manufacturer	On-Premises Tasting Room Permit		Active	5/30/2023	4/30/2026	
+ L-000462456	Manufacturer	Small Wine Maker		Active	7/17/2023	4/30/2026	
+ L-000465949	Salesperson, Broker, Vendor Representative	Vendor Representative		Active	6/3/2023	4/30/2026	
+ L-000465950	Miscellaneous	Vendor of Spirits		Active	6/9/2023	4/30/2026	
+ L-000469451	Salesperson, Broker, Vendor Representative	Salesperson		Active	8/16/2023	4/30/2026	
+ L-000469728	Salesperson, Broker, Vendor Representative	Salesperson		Active	8/18/2023	4/30/2026	
+ L-000474107	Salesperson, Broker, Vendor Representative	Salesperson		Active	12/26/2023	4/30/2026	
+ L-000474110	Salesperson, Broker, Vendor Representative	Salesperson		Active	12/26/2023	4/30/2026	

Permits

To view details of a permit or permission, please click the  button to expand the permit or permission details.

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Permit #	Type	Specific Purpose	Status	Issue Date
+ 22-797	Sunday Sales (AM)		Issued	5/30/2023
+ 22-798	Sunday Sales (PM)		Issued	5/30/2023
+ 22-799	Entertainment		Issued	5/30/2023
+ 22-800	Outdoor Service Area		Issued	5/30/2023
+ 24-2493	Off-Premises Storage		Issued	5/9/2024
+ 25-328	Beer & Wine Tasting		Issued	3/4/2025

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Violations

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Violation #	Date Violation Occured	Status	Violation Description	Event/Decision
CV-517619	6/3/2024	Closed		6/3/2024 Violation Warning Notice - R 436.1048(1)
CV-521503	8/1/2025	Active	Sold or furnished alcoholic liquor to GR-507, date of birth 12/15/05 (19), who was less than twenty-one (21) years old : (MLCC Invs. Laskey & Flickema/Clerk Ashly Hagen/ID checked)	

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