



The Park Collective

Project Narrative

247 Morrissey Drive NE, Comstock Park, Michigan

The Park Collective is a proposed adaptive reuse and hospitality redevelopment of the former Tommy's Boats property located at 247 Morrissey Drive NE in Comstock Park, Plainfield Charter Township, Michigan. The project is intended to transform the existing commercial building and site into a high-quality, community-oriented food, beverage, and gathering destination serving local residents, families, nearby employees, sports visitors, trail users, and the greater Grand Rapids region.

The property is currently developed with an existing commercial building, parking areas, site infrastructure, and a distinctive tower feature that was previously used as part of the Tommy's Boats operation. The site was previously approved as a Planned Unit Development for a boat sales and service use. The proposed project would reuse the existing building and much of the existing site infrastructure, while introducing a new hospitality-focused concept designed to create year-round community activity and long-term reinvestment in the property.

The Park Collective is envisioned as a multi-concept food hall and restaurant marketplace rather than a traditional single-tenant restaurant or bar. The project is expected to include multiple curated food concepts, shared indoor dining, flexible seating areas, an ice cream or dessert component, private or semi-private event space, and a professionally managed beverage program. The intent is to provide variety, encourage repeat visitation, and create a welcoming environment for a broad demographic throughout the day and evening.

The project is designed around hospitality, placemaking, and community connection. Indoor and outdoor areas would be planned to support casual dining, family gatherings, social interaction, sports viewing, small group events, and seasonal programming. The outdoor areas may include patio seating, low-impact social recreation such as cornhole or similar yard games, and carefully managed community-oriented programming. The goal is to create an active but well-operated destination that complements the surrounding area and provides a new gathering place for Comstock Park.

Programming is expected to be family-friendly, community-oriented, and professionally managed. Potential activities may include seasonal events, charitable gatherings, sports-related watch events, small private gatherings, community meetups, and occasional live acoustic or small-scale entertainment. The project team understands that outdoor activity, hours of operation, sound,

lighting, parking, fire access, and site circulation are important review items and will work with Township staff, the Planning Commission, and applicable agencies to address these items as part of the review process.

A unique feature of the property is the existing tower structure. The project team proposes to repurpose the tower as a signature architectural and accessory hospitality feature that supports the overall identity of The Park Collective. Potential uses may include a small private event room, tasting room, observation lounge, local history or art display, brand storytelling exhibit, or other low-impact accessory use. Final programming for the tower will be coordinated with Township staff, building officials, and fire officials to ensure compliance with all applicable building, fire, accessibility, occupancy, and life-safety requirements.

The Park Collective is part of the broader Collective family of hospitality and entertainment destinations developed by the project team in multiple markets. Existing Collective projects, including Liberty Collective in Liberty Township, Ohio and Westfield Collective in Westfield, Indiana, have demonstrated the ability of this model to create active community gathering places centered around food, beverage, social connection, and family-friendly experiences. The Park Collective would adapt that proven model to the Comstock Park and greater Grand Rapids market while responding to the unique character and constraints of this specific site.

Parking

The updated site plan provides one hundred (100) off-street parking spaces to serve the proposed project. Under the Township zoning ordinance, the applicable parking standard for restaurants and establishments serving food, beverages, or refreshments for consumption on the premises is one (1) parking space for each one hundred (100) square feet of usable floor area. The existing building contains less than 10,000 square feet of usable floor area, which corresponds to a requirement of fewer than one hundred (100) spaces under this standard. The one hundred (100) spaces provided on the updated site plan therefore meet or exceed the ordinance ratio for the proposed use.

Anticipated real-world parking demand is also expected to fit comfortably within the existing supply. As a multi-concept food hall and marketplace, The Park Collective generates visitation that is distributed across daytime, evening, and weekend periods rather than concentrated in a single peak seating, and guests typically arrive in groups of two or more persons per vehicle. The site is also expected to capture a meaningful share of walk-up, bicycle, and trail-connected visitors given its proximity to nearby recreational destinations and the surrounding commercial area, further reducing peak vehicle demand.

The outdoor areas are planned as accessory patio seating and low-impact lawn games that primarily serve guests already visiting the food hall, rather than functioning as a separate demand generator. Outdoor use is seasonal in nature and is expected to overlap substantially with, rather than add to, indoor visitation. The project team acknowledges that a significant expansion of outdoor use areas could affect parking needs and requirements, and any such expansion would be evaluated for parking impacts and coordinated with Township staff and the Planning Commission. The project team will continue to refine the parking and circulation plan, including fire access and pedestrian connections, as part of the site plan review process.

Community and Economic Benefits

- Significant private reinvestment into an existing commercial property
- Adaptive reuse of an existing building and site improvements
- Creation of new culinary, hospitality, management, and service-related jobs
- Expansion of dining and gathering options for local residents and visitors
- Increased activity near existing commercial, recreational, and regional destinations
- Support for nearby businesses through additional visitor traffic
- A new year-round community destination in Comstock Park
- Preservation and reuse of a distinctive existing tower feature
- A long-term improvement to the identity and vitality of the property

The project team is committed to developing The Park Collective as a high-quality, thoughtfully operated destination that complements Plainfield Charter Township and the surrounding community. The proposed use is intended to be more than a restaurant. It is intended to become a long-term gathering place centered around food, hospitality, connection, recreation, and memorable shared experiences.

The applicant respectfully requests review and consideration of the proposed adaptive reuse of the existing property for The Park Collective concept. The project team looks forward to working with Township staff, the Planning Commission, and applicable review agencies to refine the proposed use, site plan, parking plan, outdoor seating areas, lighting, landscaping, signage, fire access, utility needs, tower reuse, and any required PUD amendment or related approvals.