

Fox Commons Press Release (June 2nd, 2023)

The latest installment of Appleton's downtown revitalization will continue in summer 2023 with significant renovations to City Center Plaza. The property, located at 10 E College Ave., will be renamed Fox Commons, a 180,000 sq. ft. healthcare, housing, retail, and mixed-use community hub. Dark Horse Development and Boldt have partnered to re-develop this former shopping mall to create a renewed community destination offering an array of quality services and amenities. Coming alongside the Fox Commons team are three prominent Appleton institutions that will take space in the project, including Lawrence University, Mosaic Family Health, and Prevea Health. The commitment by these anchor partners ignites this significant investment in Downtown Appleton. The shared vision and cooperation amongst these groups will allow the once thriving mall to again become a valuable asset that will serve as an urban hub in the heart of Appleton for many years to come.

"Thanks to the partnership with Lawrence, Mosaic, and Prevea, and the invaluable support from our community, such as The City of Appleton staff, Appleton Downtown Incorporated, and Fox Cities Chamber, Dark Horse and Boldt are excited to bring forward this development that promises to enhance our downtown area," says Sam Schmidt, Vice President of Business Development for Dark Horse.

Lawrence University will be spearheading an expansion of their student housing offerings by adding approximately 190 student beds within Fox Commons, seamlessly integrating with the core of Downtown Appleton. This strategic expansion is exciting growth that will continue to provide high quality offerings to the Lawrence students and greater LU community and one of many ways Lawrence is maintaining its position as one of the premier higher educational institutions in the country.

"The Fox Commons development will allow Lawrence to create a living-learning community unlike anything we have done in the past," said President Laurie A. Carter. "For seniors, and perhaps some juniors, who desire to live off campus, it allows the blending of apartment-style living with the opportunity for collaboration and mentorship with the partner organizations. Shared spaces within Fox Commons, for example, will allow students who are pursuing business and entrepreneurship and pre-health majors to study and work alongside organizations in their field of study. We're excited to see how interactions in a community such as this will bolster student engagement and foster greater academic success while offering new housing options for our upper-level students."

Mosaic Family Health will relocate their existing practice, currently at 229 S. Morrison St., to Fox Commons, enhancing its services and expanding urgent care capabilities as it continues its mission of providing comprehensive healthcare for all ages. Mosaic's commitment to this project will significantly contribute to the Fox Commons' objective of fostering a vibrant and comprehensive urban community with complimentary partners that serve an array of needs all in one place. Mosaic's mission aligns with Dark Horse and Boldt in our goal to provide a variety of high-quality offerings to the Appleton Community. Healthcare is local and with quality access to these care offerings, the community benefits greatly.

"Mosaic's new home within this revitalized space in the center of our city has been long in the making. The goodwill and expertise of the partners – Dark Horse and Boldt - along with the generosity of a federal ARPA grant from the State of Wisconsin, make it possible for Mosaic to create a state-of-the-art facility to enhance and expand its services, integrate with other

agencies, and collaboratively improve the health of our community,” says Dr. Lee Vogel, Mosaic’s Executive Director. “Our owners – Ascension and ThedaCare - also look forward to Mosaic’s new home, and the positive impact it will have on training resident family physicians at the Fox Valley Family Medicine Residency, the clinic’s educational partner.”

“Ascension Wisconsin is proud to support the Fox Valley Family Medicine Residency and Mosaic Family Health and we’re excited about this new space in Fox Commons that will expand and grow services in the Fox Valley region, for years to come,” said Michael Bergmann, Northeast Wisconsin Regional Hospital President, Ascension Wisconsin. “We want to recognize and thank Dr. Lee Vogel and Dr. Elizabeth Menzel for their work developing a strong program for our region. We look forward to continuing this successful collaboration, working together to live out our shared mission to improve the health of our community by increasing essential access for our neighbors who need it most.”

“ThedaCare is proud to support Fox Valley Family Medicine Residency and Mosaic Family Health which are important partners that help advance local health care by developing and training new physicians in our region, ensuring our communities have access to the best care possible,” said Mark Cockley, MD, ThedaCare Chief Clinical Officer and President of the ThedaCare Health Network. “We look forward to the opportunity for the partners to thrive in the new space at Fox Commons and provide convenient access to care for those in the area.”

Prevea, a trusted primary and specialty health care provider in Northeast Wisconsin for more than 25 years, will also be a key anchor tenant. They will offer physical therapy, health and wellness services, and behavioral care including counseling and psychiatric consultations. This new location will be Prevea’s third in the Fox Valley, with additional health centers located in Grand Chute and Appleton. The health care provider is also partnered to meet the health care needs of various employers and school districts throughout the Fox Valley region.

“At Prevea, we’re led by doctors committed to putting the wellbeing of our patients first,” said Dr. Ashok Rai, President and CEO, Prevea Health. “We take great pride in caring for our communities and look forward to offering the Fox Valley greater access to our high-quality medical care, focusing on mind and body, with our new and upcoming location in downtown Appleton.”

As Dark Horse and Boldt continue moving forward on the redevelopment, they are committed to maintaining strong partnerships with the existing tenants who have been long-standing favorites of the downtown for decades and are excited to share more as those commitments are finalized.

In addition to the existing and new anchor tenants, Dark Horse and Boldt will begin a robust marketing campaign to attract new synergistic users to be a part of our vibrant hub and come alongside healthcare, student housing, retail, learning, and mixed-use environment. The new Fox Commons will draw a significant influx of visitors and residents and help bolster the downtown economy. With 20,000 square feet of space available for lease on the ground floor, businesses wanting to come to downtown Appleton are encouraged to reach out to the leasing department at www.foxcommons.com for leasing inquiries.

The combined efforts of Dark Horse Development, Boldt, Lawrence University, Mosaic Family Health, and Prevea are set to create an exceptional destination at Fox Commons, reinvigorating

downtown Appleton and helping businesses, students, and the local community grow. Stay tuned for further updates on this exciting urban redevelopment project.