

11/20/23

Community & Economic Development Dept.

100 N. Appleton St, Appleton, WI 54911

Dear Community & Economic Development Dept.,

Below is the executive summary for the Fox Commons development, for the CDI Grant Letter of Resolution request.

Dark Horse Development and Boldt are redeveloping Appleton's City Center Plaza into a community-centric space, renamed Fox Commons. Encompassing 185,000 square feet, this urban mixed-use space will host a variety of tenants, including student housing, educational centers, retail, as well as commercial and medical establishments.

A cornerstone to Fox Commons is the proposed Fox Den—a 10,000+ sqft public market, focusing on wholesome food choices and local, micro-retail shops. Located on the first floor of Fox Commons, Fox Den will be a melting pot of diverse vendors and skilled food artisans, providing visitors with a variety of meals and shopping adventures. With designated activity areas, Fox Den promises family-friendly entertainment, such as bag toss, live shows, trivia games, and movie evenings.

Plans for Fox Commons include a revitalization of the central atrium. This redesign will integrate a community stage, public seating areas, and aim to create an inviting atmosphere. It seeks to connect Appleton's main street with the College North Neighborhood development, replacing existing escalators with a pedestrian thoroughfare. This will link the new library and diverse housing options directly to Appleton's downtown and the Fox Den, enhancing connectivity and walkability in the downtown area, thereby stimulating further economic growth.

"The atrium design will allow for a critical connection point between the North College Neighborhood that will soon be home to a newly redeveloped library, an updated city transit center, and several mixed-use residential and commercial developments with the core of the College Ave business district. This important connectivity will help to promote increased use of the transit and greater accessibility for downtown residents, employees, and guests."

-Appleton Downtown Inc.

The transformation of Fox Commons is bolstered by strong public and private partnerships. It aligns with the city's developmental strategies, including the Appleton Comprehensive Plan and the College North Neighborhood Plan, and has garnered substantial community support.

"On behalf of the Fox Cities Chamber, we write to express our support for the grant application submitted by Dark Horse Development and Boldt in support of the Fox Commons Public Market and Atrium expansion project. Dark Horse and Boldt are redeveloping Appleton's City Center Plaza, to transform the 185,000 square foot building into Fox Commons, a vibrant urban mixed-use space. Fox Commons will encompass student housing and educational centers, retail, as well as commercial and medical facilities."

-Fox Valley Chamber of Commerce

Dark Horse and Boldt are seeking the support of the Community Development Incentive Grant, to aid in the creation of the Fox Den and the central atrium. The financial backing sought will facilitate the integration of superior quality finishings, thereby enhancing the ambiance and overall experience within the central atrium and the adjoining Fox Den food hall. This funding will also mitigate the financial strain resulting from reduced rental income, a direct

consequence of dedicating larger spaces for public use. The viability of this venture is dependent on the support from the CDI Grant, without which it would not be financially sustainable.

Warm regards,

A handwritten signature in black ink, appearing to read 'Samuel Schmidt', written in a cursive style.

Samuel Schmidt

VP BUSINESS DEVELOPMENT, DARK HORSE DEVELOPMENT