



**NOVUS PLACE IS COOKING UP GREAT THINGS  
WITH FOX RESTAURANT CONCEPTS AS ANCHOR TENANTS**  
*FRC to bring three popular concepts trailblazing multi-phased development*

Tempe, Ariz. – April 11, 2023 – Novus Place, the new main street entertainment district in the latest phase of the Novus Innovation Corridor, adjacent to Arizona State University’s (ASU) Tempe campus, is cooking up great things with Fox Restaurant Concepts (FRC) as its new anchor tenant. FRC will bring three popular concepts – Flower Child, Blanco Taco Cocina + Cantina, and North Italia – to the entertainment district in the Novus Innovation Corridor.

Novus Place will ultimately span 275,000 square feet of shopping, dining and entertainment options. Novus Place also will serve as the central gathering place for residents and visitors who want to stroll along shaded walkways, explore on paved bike paths and people-watch at the community’s urban parks and pedestrian promenades.

Under the direction of celebrated restaurateur Sam Fox, Flower Child features an array of delicious, good-for-you salads, bowls, wraps, and plates; Blanco Taco Cocina + Cantina offers a fresh twist on Mexican food and beverage favorites; and North Italia serves up modern Italian cuisine ranging from Chef’s Daily pizzas and handmade pasta to seasonally inspired entrees and craft cocktails.

“There’s great energy coming to the downtown Tempe area, with a central focus on the Novus project,” Fox said. “We look forward to Blanco Cocina + Cantina, Flower Child, and North Italia having a home at Novus Place and serving more of the Tempe community.”

The stand-alone FRC restaurants, each with an outdoor patio, valet parking and take-out spaces, will tentatively open in 2024. The three restaurants will be in an urban park currently in design.

“With their culinary specialties and distinct energy, FRC’s concept will bring Novus Place to life,” said Charley Freericks, senior vice president of Catellus, the project’s developer.

Novus Innovation Corridor is creating a walkable, sustainable neighborhood destined to become a model for modern urban cities. As one of seven ASU Innovation Zones, Novus will empower businesses of all sizes to grow and scale at an impressive speed while contributing a projected \$1.86 billion annually to the local economy.

“The addition of the popular and proven Fox Restaurant Concepts is consistent with Arizona State University’s commitment to best in quality in everything we do within the Novus Innovation District,” said Dr. Morgan Olsen, ASU’s executive vice president, treasurer and chief financial officer. “Our goal is to create a home for employment in cutting-edge industries, access to lifelong learning and education resources and research, with entertainment opportunities and a lifestyle environment that is an asset in the development of the 21st-century university.”

Novus is a public-private partnership between ASU and Catellus Development Corporation. Upon completion, Novus will also encompass 4.5 million square feet of premium Class A office space, hospitality assets and 4,100 residences.

For more information, visit [NovusASU.com](http://NovusASU.com).

### **ABOUT FOX RESTAURANT CONCEPTS (FRC)**

Our story begins with Sam Fox, a man who is passionate about hospitality and endlessly inspired by food and design. He opened his first concept, Wildflower American Cuisine, in Tucson in 1998, and today has introduced over a dozen ever-evolving brands, including [Culinary Dropout](#), [Flower Child](#), [North Italia](#), [Zinburger](#), [Blanco Cocina + Cantina](#), [Doughbird](#), [The Henry](#), and more. Now almost 25 years later, FRC has grown into a team of nearly 6,000 employees in more than 60 locations spanning the country. The Fox Restaurants team is a community of creative thinkers who are passionate about bringing big ideas to life, creating amazing community experiences and sharing stories over incredible food. For more, visit [FoxRC.com](http://FoxRC.com).

### **ABOUT NOVUS INNOVATION CORRIDOR**

Novus Innovation Corridor is a 355-acre, multi-phased development, which at completion, will encompass over 10 million square feet of urban mixed-use developments. Strategically integrated with the ASU campus on Tempe Town Lake, the Novus Innovation Corridor is a partnership between master developer Catellus Development Corporation and Arizona State University, ranked as the nation's "Most Innovative University" by *U.S. News and World Report*. The University Real Estate Development Office leads ASU's Novus activities.

Catellus will oversee approximately 8 million square feet of additional new development in Tempe. Novus will include a variety of sustainable urban neighborhoods that feature office, retail, hospitality and residential activities, creating the potential to bring nearly 34,000 new jobs and 5,000 new residents to the thriving Tempe community. Additionally, Novus will feature a main street retail district, Novus Place, nestled in the core of the development. As Novus' "live, shop, dine" epicenter, Novus Place is designed to be an energetic, mixed-use, pedestrian-friendly district. For more information about the Novus Innovation corridor and development opportunities, visit [NovusASU.com](http://NovusASU.com), call (480) 566-9900 or email [NovusASU@catellus.com](mailto:NovusASU@catellus.com).

### **ABOUT ARIZONA STATE UNIVERSITY**

Arizona State University has developed a new model for the American research university, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.

### **ABOUT CATELLUS DEVELOPMENT CORPORATION**

[Catellus](#) is a national leader in mixed-use development, solving some of America's most complex land challenges. With over 38 years of experience as a land development partner (sometimes referred to as a master developer), Catellus has transformed former airports, military bases and urban industrial sites into thriving retail, residential and commercial communities. Catellus also excels at executing the retail and office components of these complex projects, often serving as the vertical developer.

As a land developer, vertical developer or both, Catellus creates places that thrive in their urban locations and attract some of the nation's top tenants and builders. Anchored by corporate headquarter facilities, hospitals, universities and other service organizations, Catellus' mixed-use developments are highly valued in the local communities they serve.