

NOVATION CAMPUS

Madison, WI



PROFILE / Campus Overview



Situated at the Beltline/Rimrock Road interchange, the development of the Novation Campus is guided by a master plan calling for the construction of over 1,000,000 square feet of Class “A” office, retail, and flex space, as well as supporting uses including a hotel and multifamily housing.

A modern, contemporary architectural aesthetic along with comprehensive landscaping planning ensures design compatibility throughout the Campus. Existing infrastructure includes fiber optic connectivity, redundant power from two MG&E power plants, and regional stormwater systems, ensuring that all your needs in a business location are met.

All structures at Novation campus provide underground parking or ample “at the door” parking with high parking ratios.

Location

Centrally located along two of Madison’s primary thoroughfares (Beltline Highway at Rimrock Road and Highway 14), the Novation Campus offers unparalleled access to downtown Madison, Dane County, and the Interstate System. In addition, Novation is accessible via Madison’s network of bike paths and the Madison Metro bus system.

Vitals

- Traffic Count: Seen by 150,000+ cars/day
- Easy on/off access to the Beltline from Rimrock Road
- 5-mile population radius of over 155,000
- Over 1,300 employees currently on campus

PROFILE / Sustainability

The Novation Campus is a shining example of sustainable development. Constructed on a remediated brownfield site, the campus has promoted urban infill rather than continued sprawl.

This previously underutilized site is now the premier location for Class “A” Office, Retail and Flex space in the Madison Region: the campus is uniquely situated close to Downtown Madison with access to major transportation corridors such as the Beltline.



URBAN INFILL

Urban infill development preserves greenspace and utilizes existing roads and infrastructure, maximizing efficiency for local government and avoiding the excessive energy usage and environmental damage required to develop urban sprawl.

ENERGY EFFICIENCY

State-of-the-art energy efficient electrical, HVAC, and plumbing systems.

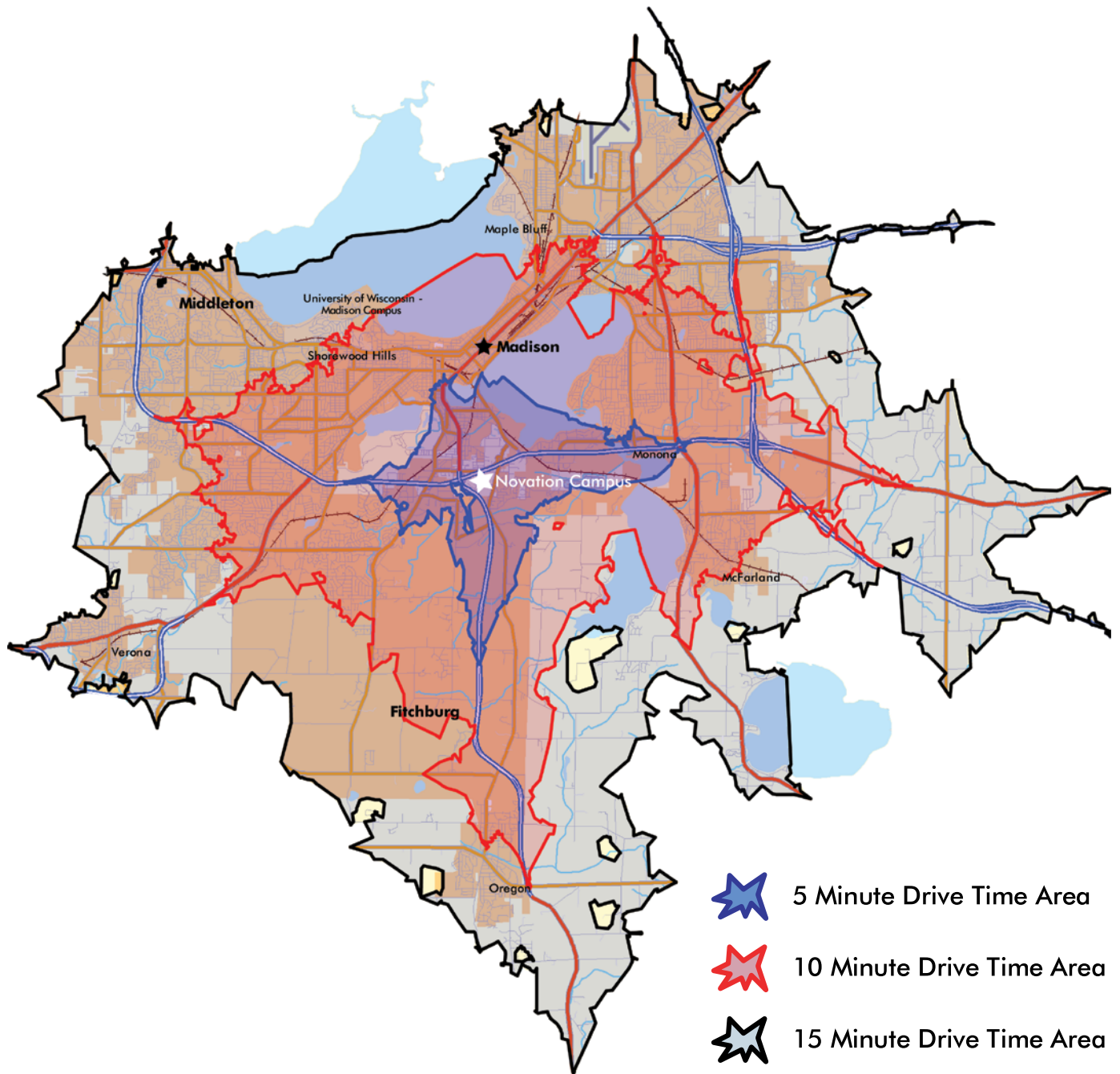
SUSTAINABLE LANDSCAPING

Stormwater management systems and drought resistant local plants reduce runoff, naturally purify stormwater, promote infiltration, and reduce the need for continuous watering.

INFRASTRUCTURE AND TRANSPORTATION EFFICIENCY

- *Central location*
- *Served by Madison Metro*
- *Connected to extensive bike path networks*
- *Mix of uses designed to promote a walkable neighborhood*
- *Complete streets: designed for bicyclists, pedestrians, and transit.*
- *Pedestrian design: buildings are close to the street with parking in the back.*

PROFILE / Drive Time Map



- *Central Location. Maximized efficiency for business owners, customers and employees.*
- *Easily Accessible from two of Dane County's primary thoroughfares: HWY 14 via McCoy Road and the Rimrock Rd. / Beltline interchange.*

- *5 minutes from downtown Madison.*
- *10 minutes from the East and West sides.*
- *Access to Interstate System via the Beltline Highway.*

SPACE TYPES / Flex



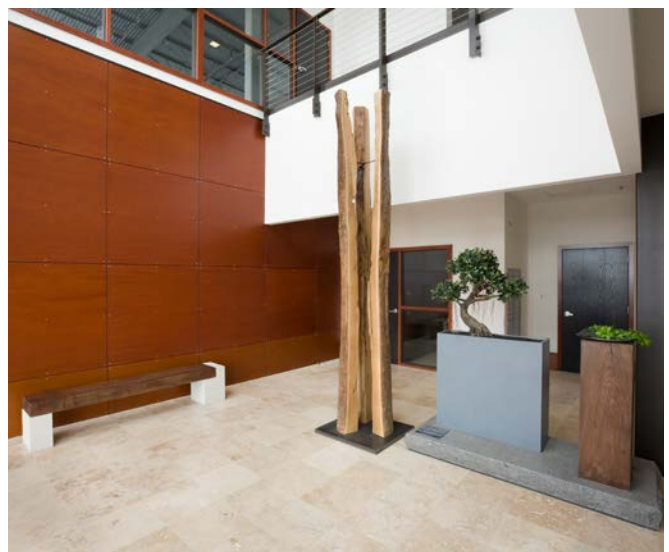
With easy access to the Beltline and Highway 14, Novation Campus is ideal for users seeking space that features a professional exterior look for front office activities and the utmost interior flexibility for all areas of your business. These structures offer loading docks and full bay door access for delivery and distribution of products. Ample “at-the-door” parking is provided along with state-of-the-art infrastructure and amenities.



SPACE TYPES / Class “A” Office



Novation Campus' Class "A" Office buildings utilize contemporary exterior design and stunning common areas to ensure the best possible first impression upon clients. Custom build-outs are implemented to suit individual businesses and assist in achieving long-term goals. All Class "A" office space at Novation Campus features heated underground parking and ample "at-the-door" exterior parking for visitors. Secure 24-hour access to all buildings is achieved by a keyless entry system.



SPACE TYPES / Build-To-Suit



The Novation Campus can accommodate businesses of any size through its build-to-suit development capability. The Alexander Company, a nationwide leader in real estate development, manages the process and executes all necessary services in-house (including architecture and design) providing a single source of communication and accountability. The build-to-suit process results in a structure that accommodates any and all possible needs for any type of business. Both lease and sale options will be considered.



SPACE TYPES / Retail



FEATURING

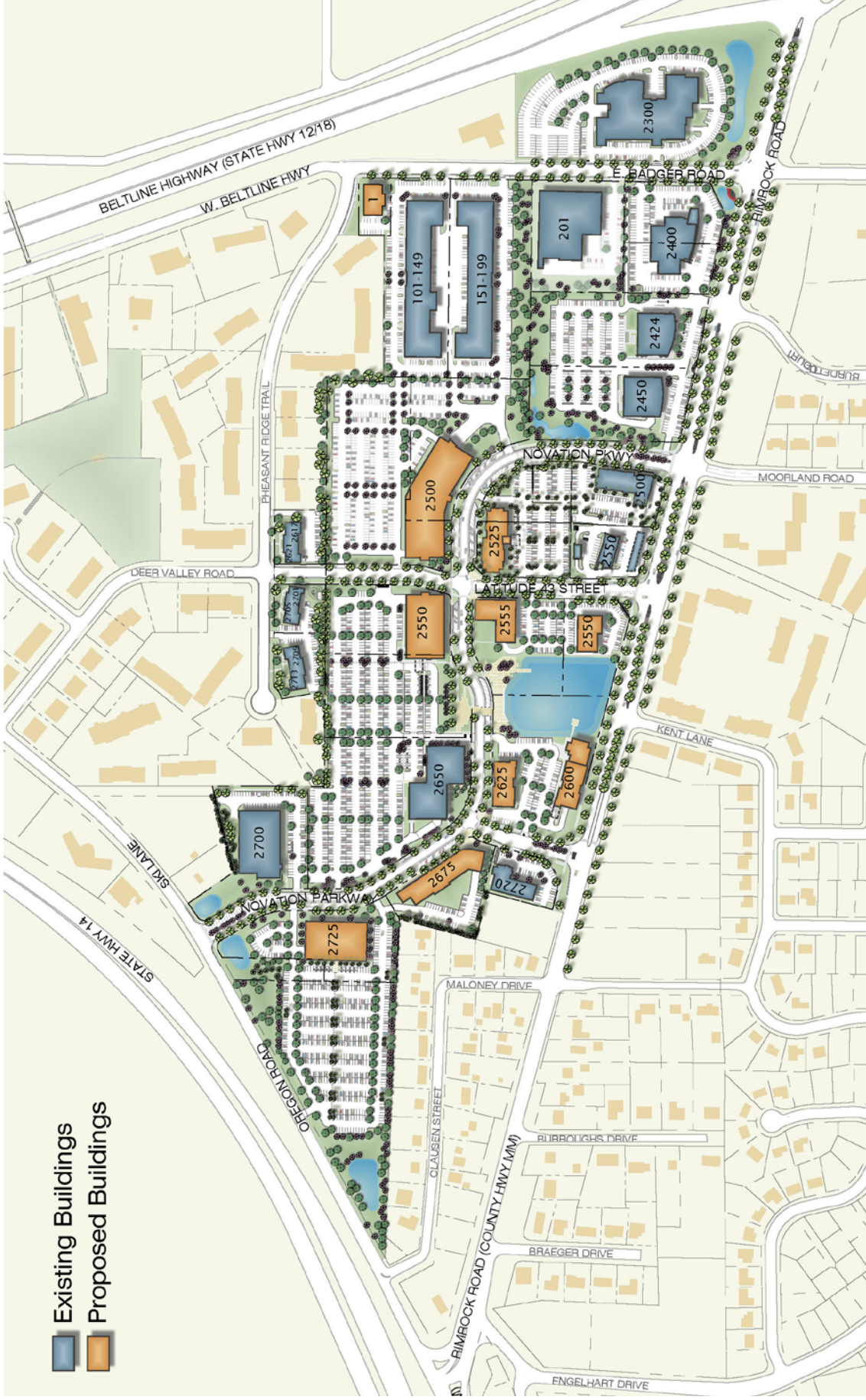
Brand New Retail Opportunities at 2500 Rimrock Road

High visibility | Building signage available | Dedicated “at-the-door” parking
Expansive glass storefronts | Ready customers with upper-level residential

With easy access from the beltline Highway and Highway 14, Novation Campus is ideal for retail uses that can easily serve commuters and daytime traffic alike. Existing businesses including ITT Technical Institute, Zimbrick BMW and European, Capital Petroleum, Great Wolf Lodge, Rockin’ Jump Trampoline Park, Studio Dansu, Milio’s Sandwiches and Summit Credit Union already make the Novation Campus a destination for people seeking a variety of needs.

In addition, on-site office users, including Meriter Business Center / Physicians Plus and Exact Sciences, assist in creating a captive on-site audience of over 1,300 employees and growing.





Novation Campus Master Plan

CONTACT

Johnson, Block & Company, Inc.

Andrew negotiated a very favorable lease... at a very competitive rate. He has continued to work with us after the lease was signed to make sure that the build-out is progressing as promised.

- Janice Froelich, CPA



Andrew Schmidt

PRINCIPAL BROKER

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Summit Credit Union

Alexander Real Estate Services has a feel and knowledge of the local real estate market, which makes them an asset to work with.

- Brian Novinska



Gregory Frahm

**BUSINESS DEVELOPMENT
& COMMERCIAL BROKERAGE**

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Great Wolf Resorts

We continue to be satisfied clients.

- Kelly Kittleson, Corporate