

# 2500 RIMROCK

Madison, WI



# 2500 RIMROCK / At Novation Campus

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2500 Rimrock holds a prominent location on Rimrock Road, providing unmatched visibility.

Join these businesses at Novation Campus:

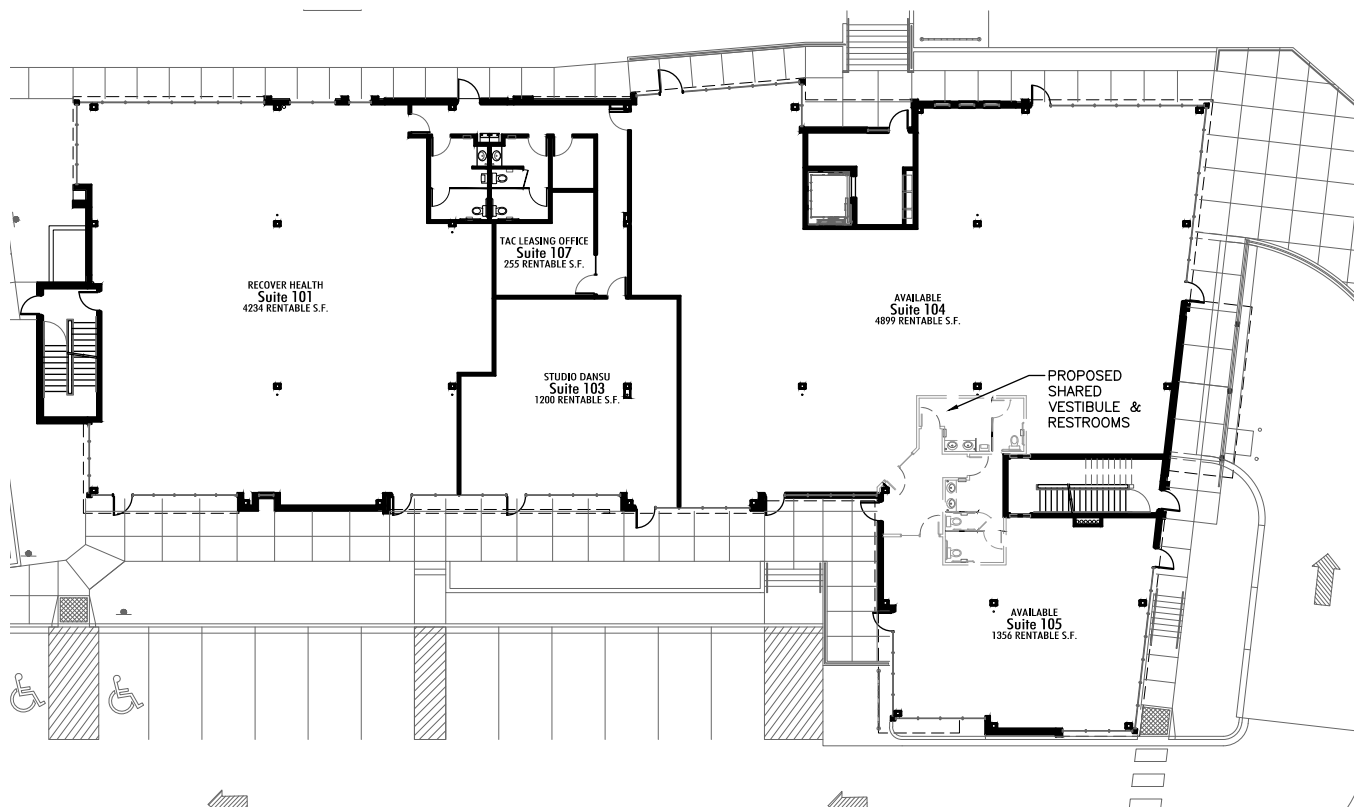
- *Meriter Health Care*
- *Exact Sciences*
- *Zimbrick European and BMW*
- *Summit Credit Union*
- *ITT Technical Institute*
- *Great Wolf Lodge*
- *Cardinal Health*
- *Rockin' Jump - Ultimate Trampoline Park*
- *Milio's Sandwiches*
- *Capital Petroleum and Convenience Store*



# 2500 RIMROCK / The Details

Retail opportunities at 2500 Rimrock will benefit from future expansion and growth of the Novation Campus, which is planned to house over 1,000,000 square feet of commercial space.

- 1,400 - 6,500 SF suites available
- \$16 - \$18 per SF Triple Net
- Generous TI allowance
- Fiber optic infrastructure in place
- Building signage available
- Outdoor seating patio
- Dedicated "at-the-door" retail parking
- Expansive glass storefronts
- Ready customers with upper-level residential units



# PROFILE / Novation Campus Overview

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*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.*

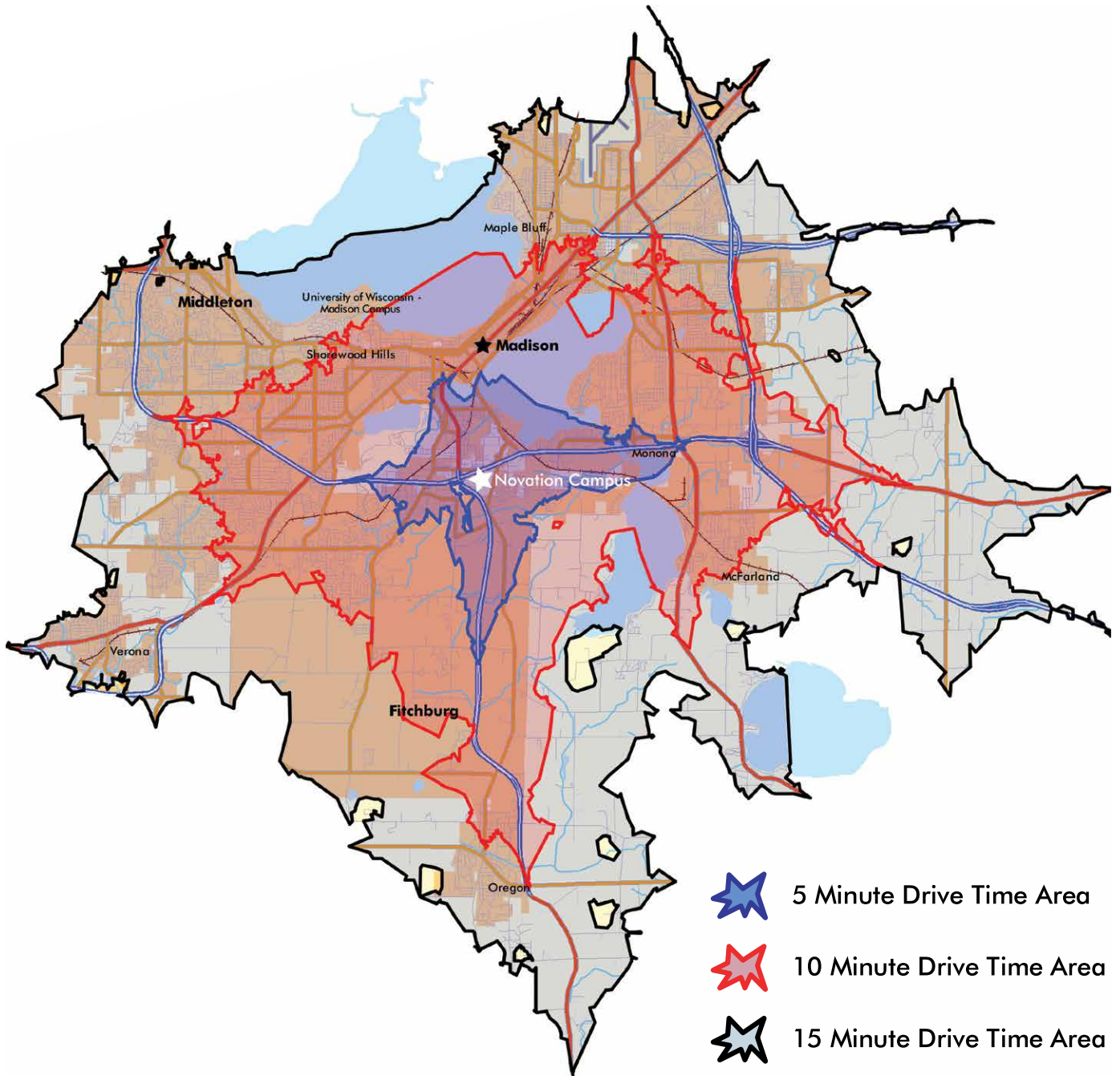
## Location

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.

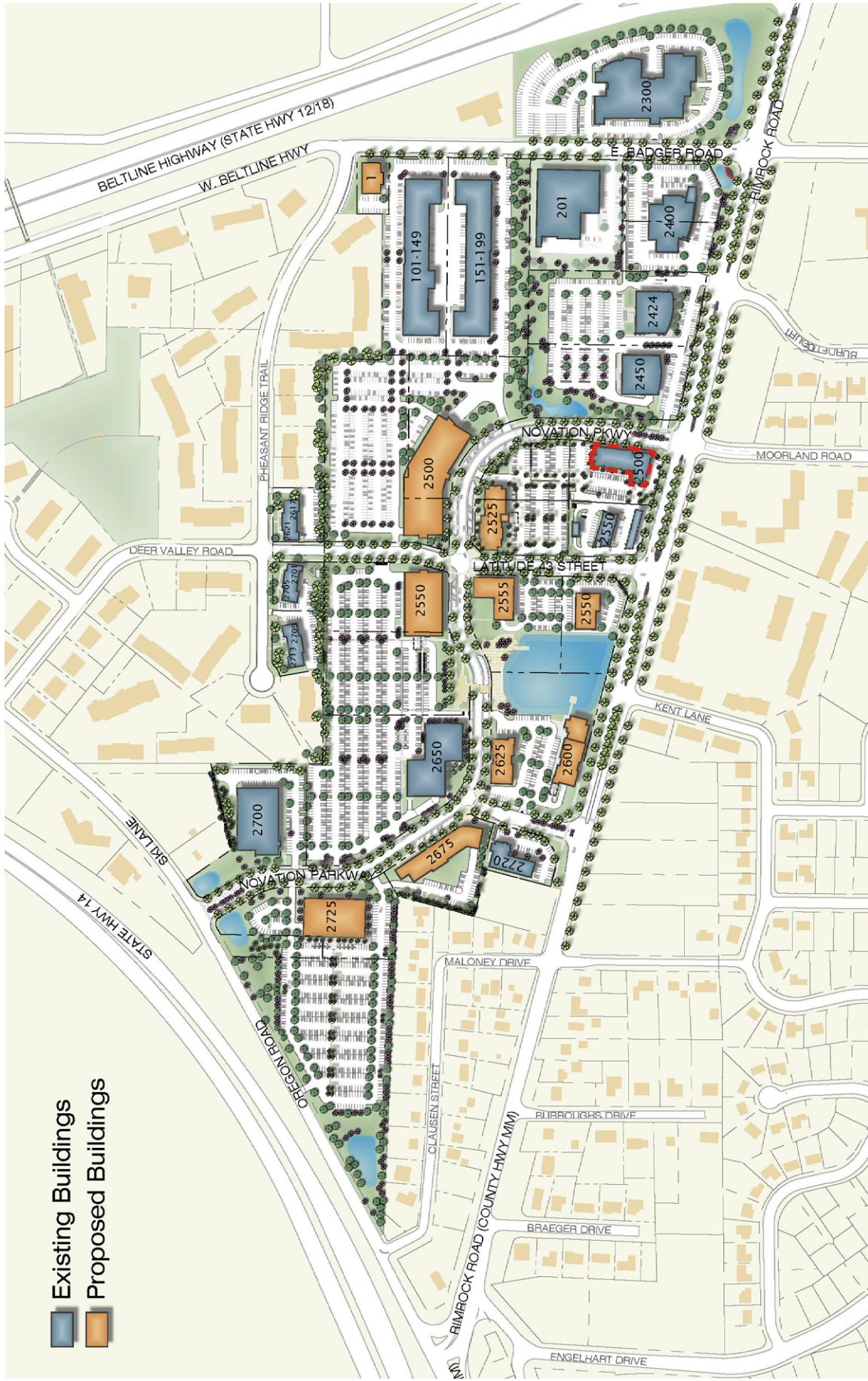
## Vitals

- 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 / Drive Time Map

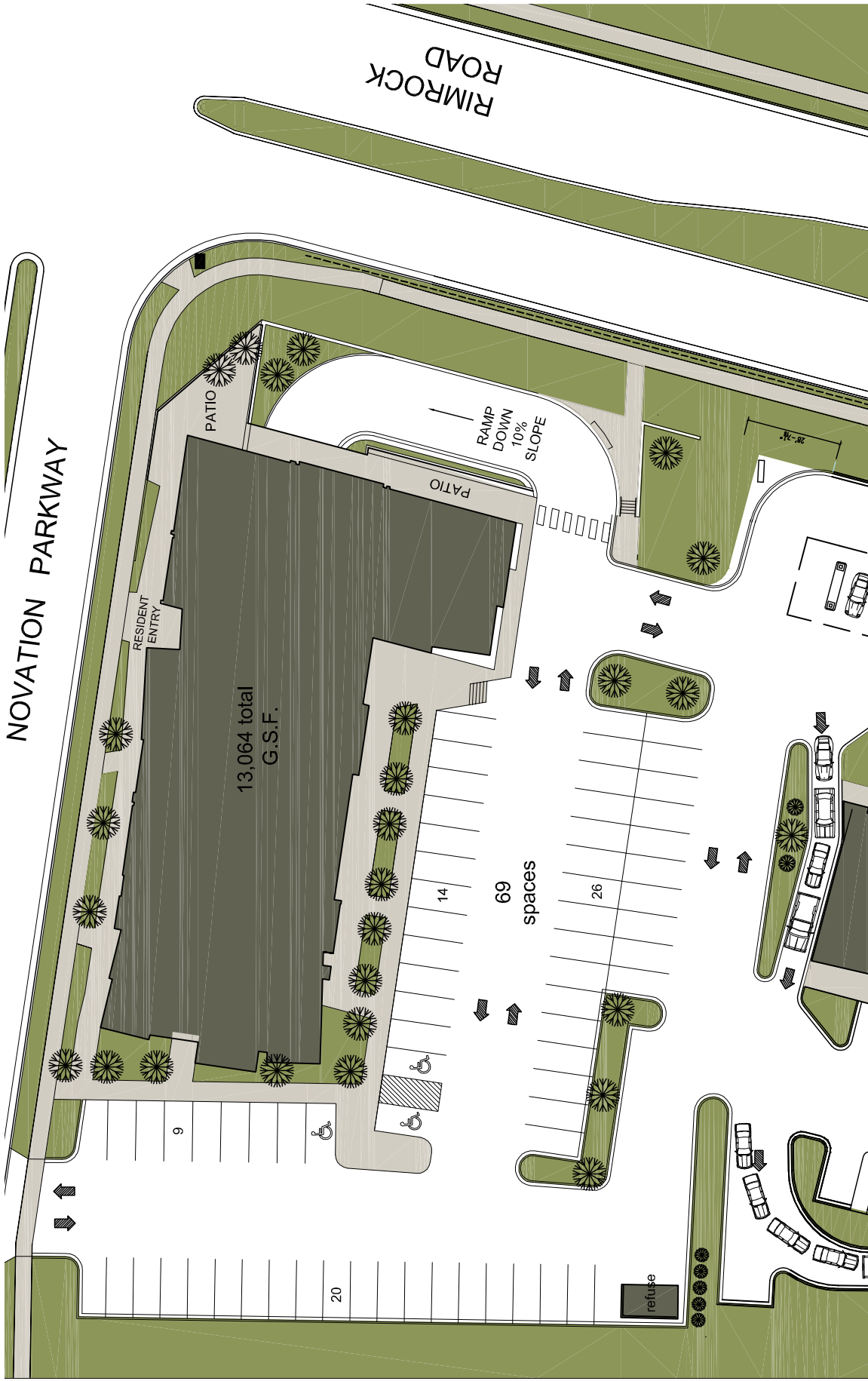


- *Central Location. Maximized efficiency for business owners, customers and employees.*
- *Easily Accessible from two of Dane County's primary thoroughfares: HWY 14 via McCoy Road and the Rimrock Rd. / Beltline interchange.*
- *5 minutes from downtown Madison.*
- *10 minutes from the East and West sides.*
- *Access to Interstate System via the Beltline Highway.*



# Novation Campus Master Plan

[www.AlexanderRE.com](http://www.AlexanderRE.com) / 608.268.8100



## 2500 Rimrock Site Plan

# CONTACT

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## *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*