



FOR LEASE

2500
RIMROCK

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2500 RIMROCK

2500 Rimrock Road
Madison, WI 53713

Space Types retail, office, restaurant

Parking underground, surface,
and dedicated “at-the-door” retail
parking options are available

Situated at the Beltline/Rimrock Road interchange, 2500 Rimrock offers retail, restaurant, and office opportunities that will benefit from the expansion and growth of the Novation Campus, which is guided by a master plan calling for the construction of over 1,000,000 square feet of a variety of uses.



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Novation CAMPUS

vitals

- Traffic count: seen by 150,000+ cars per day
- Easy on/off access to the Beltline from Rimrock Road
- 15-minute population radius of over 275,000
- Over 1,300 employees currently on campus
- Ample surface and underground parking options available
- Access to Madison bike paths and Madison Metro transit routes
- Variety of campus-serving amenities on-site and nearby
- Additional planned development including multi-family and hospitality uses



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Novation CAMPUS

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.

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

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 efficiencies consist of:

- Central location
- Served by Madison Metro and connected to 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 back



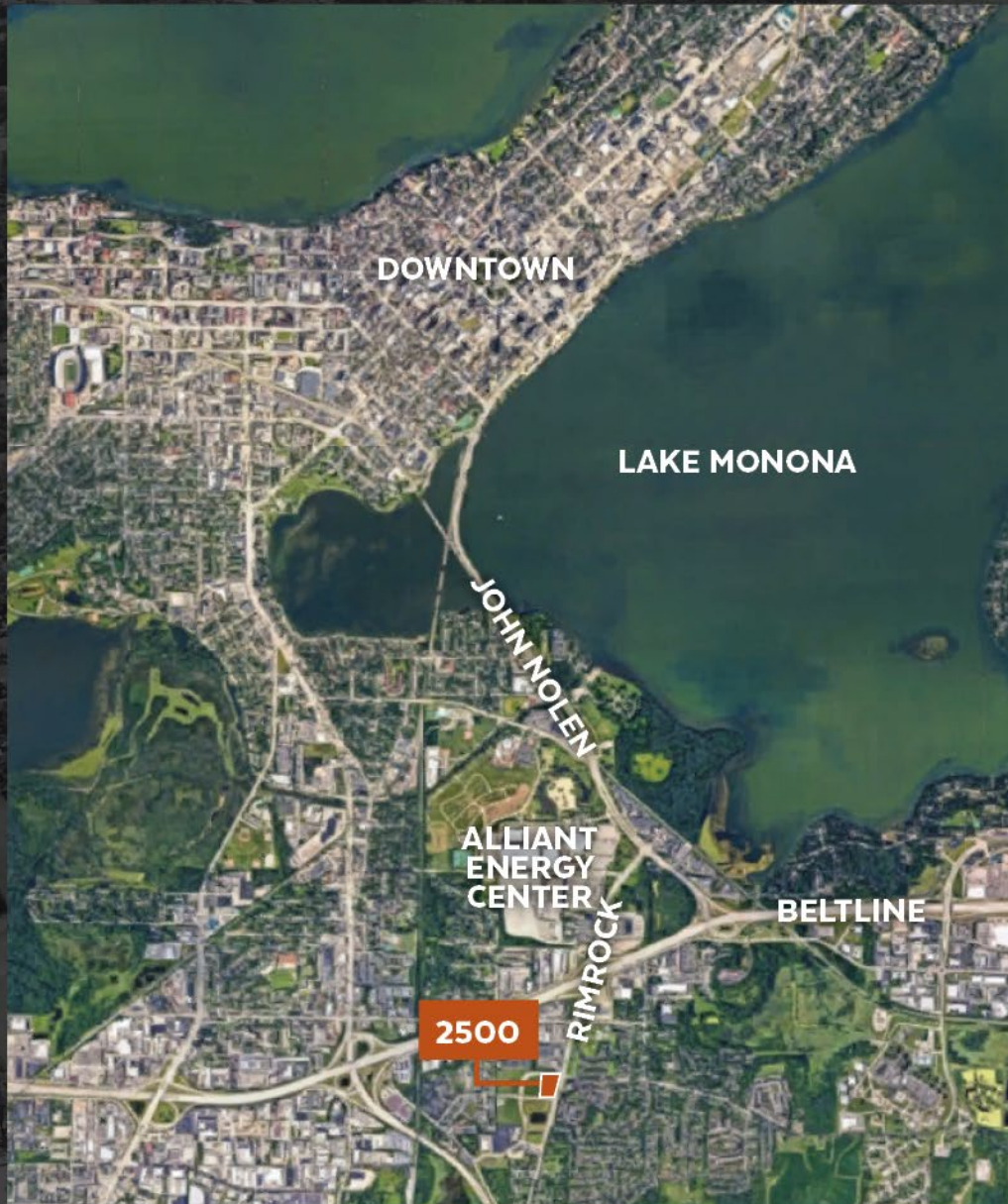
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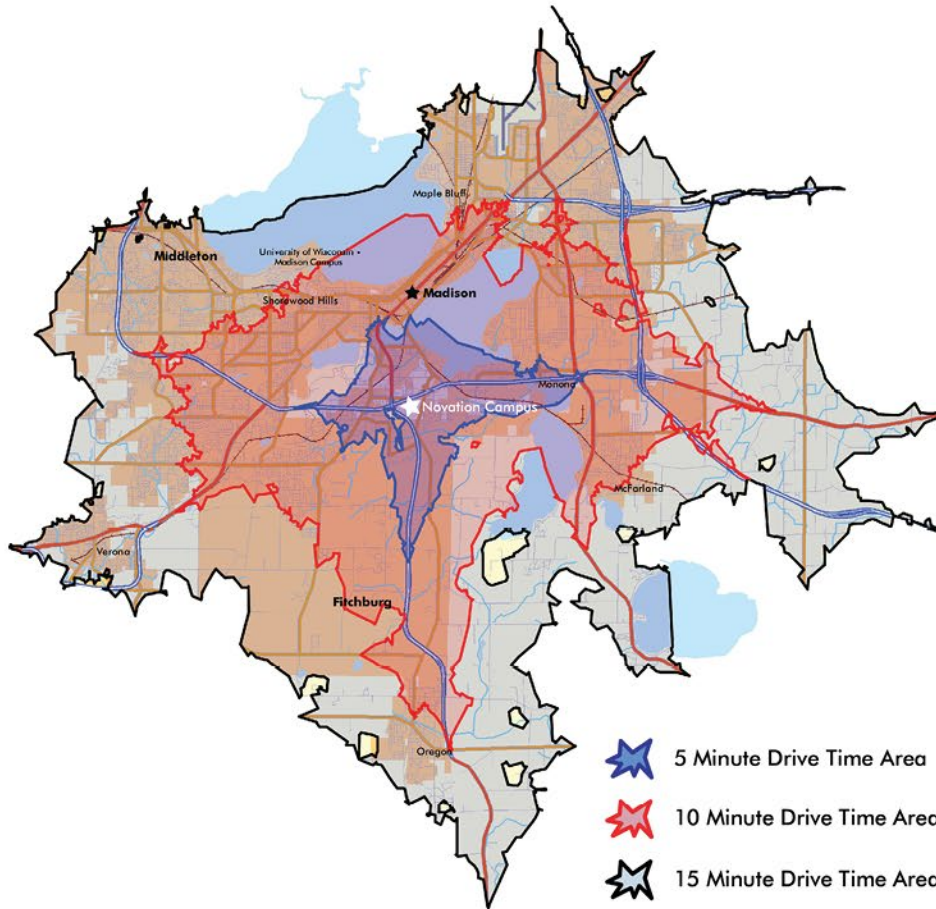
2500 RIMROCK

Centrally located along two of Madison's primary thoroughfares (Beltline Highway at Rimrock Road and Highway 14), 2500 Rimrock at the Novation Campus offers unparalleled access to downtown Madison, Dane County, and the interstate system.

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 plants, and regional stormwater systems, ensuring that all your business needs are met.

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DRIVE TIME MAP

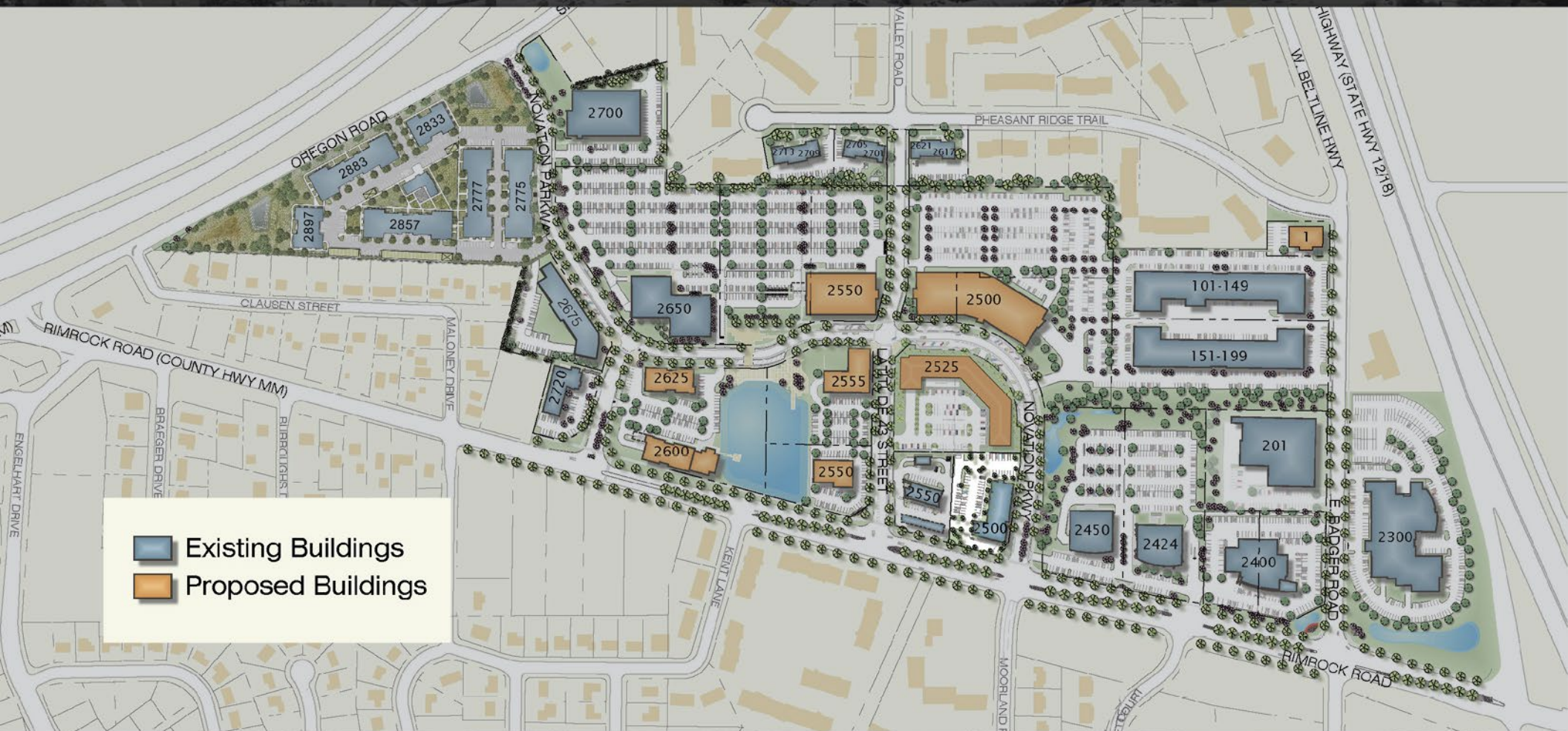


Novation CAMPUS

- 5 minutes from downtown Madison
- 10 minutes from the East and West sides
- Access to Interstate System via the Beltline Highway
- 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 Road / Beltline interchange

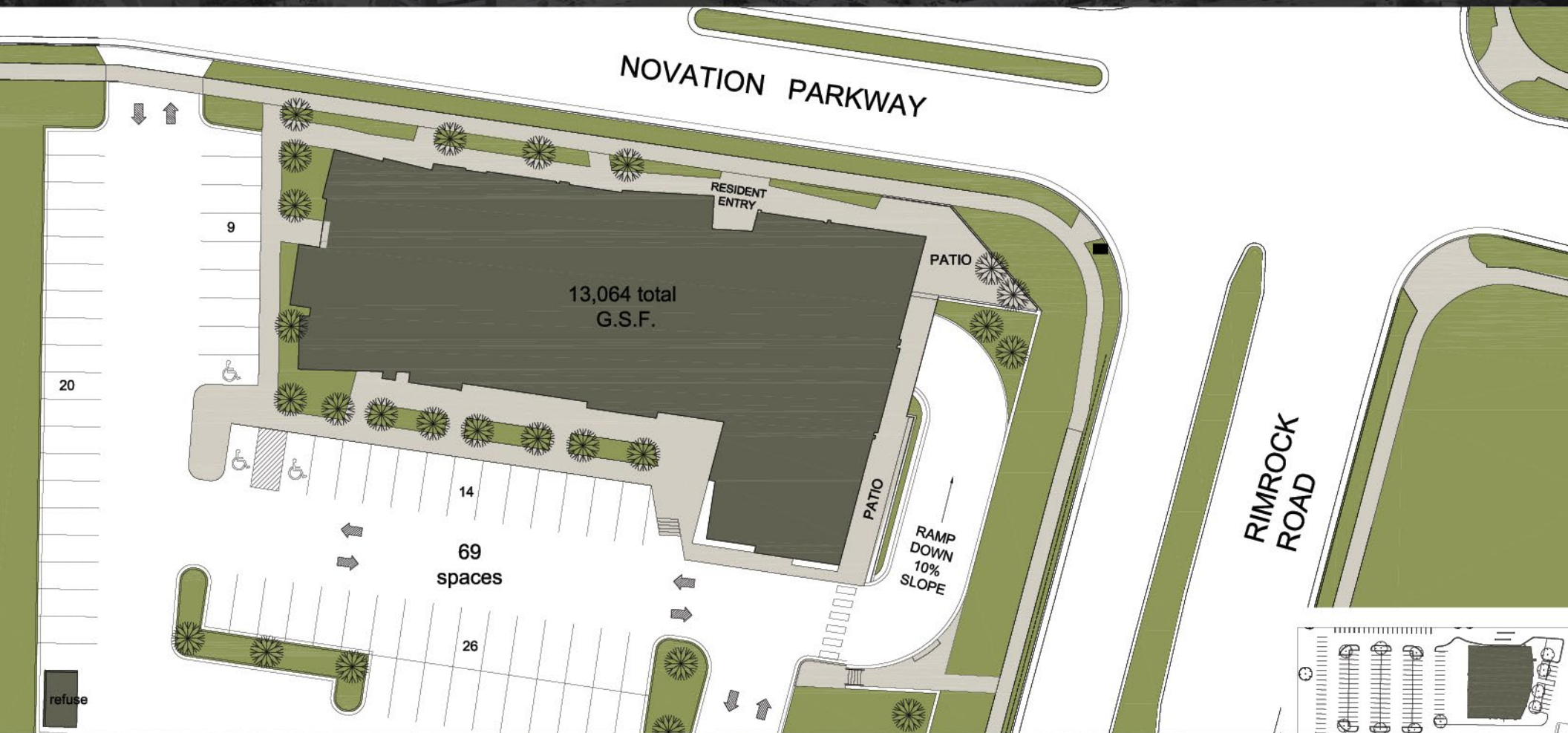
Novation Campus

MASTER PLAN



2500 Rimrock

SITE PLAN



FINCA COFFEE



BUSINESSES

AT 2500 RIMROCK





FINCA COFFEE



DELTA BEER LAB



STARBUCKS

AMENITIES

ON OR NEAR NOVATION CAMPUS



LIBERTY STATION



**ALLIANT ENERGY
CENTER**



**JD'S TASTE
OF CHICAGO**

2500 Rimrock

FLOOR PLAN

2500 RIMROCK

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