

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.

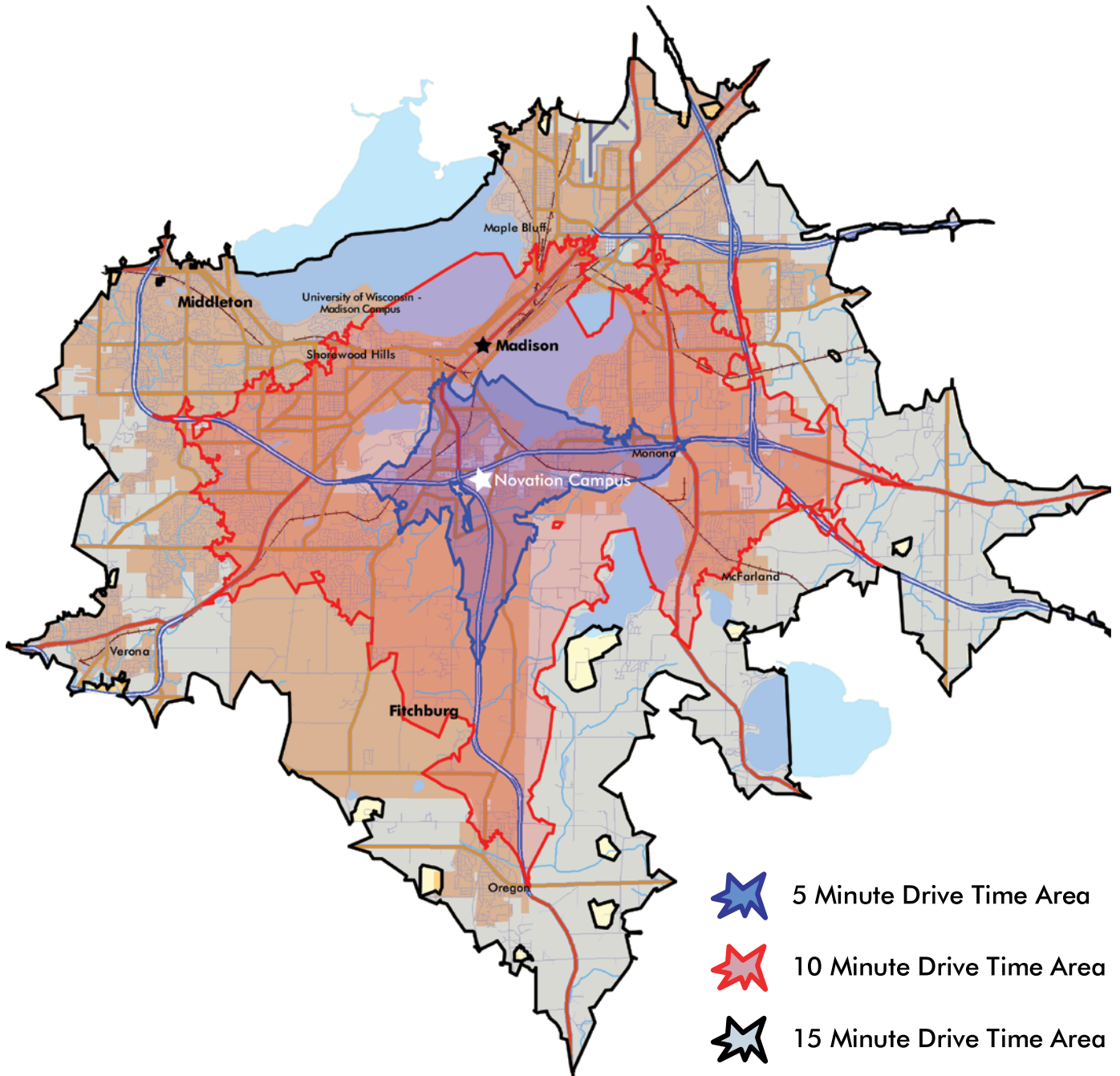
SUSTAINABLE LANDSCAPING

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



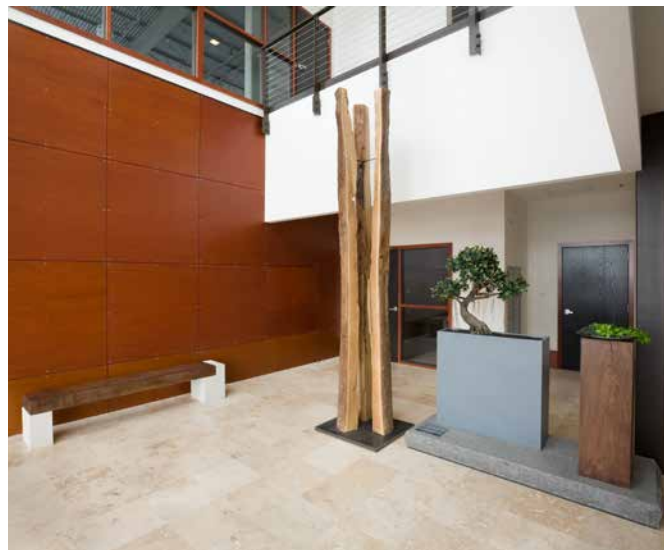
With easy access to the Beltline and Highway 14, Novation Campus is ideal for users seeking space that features a professional exterior look for front office activities and the utmost interior flexibility for all areas of your business. These structures offer loading docks and full bay door access for 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



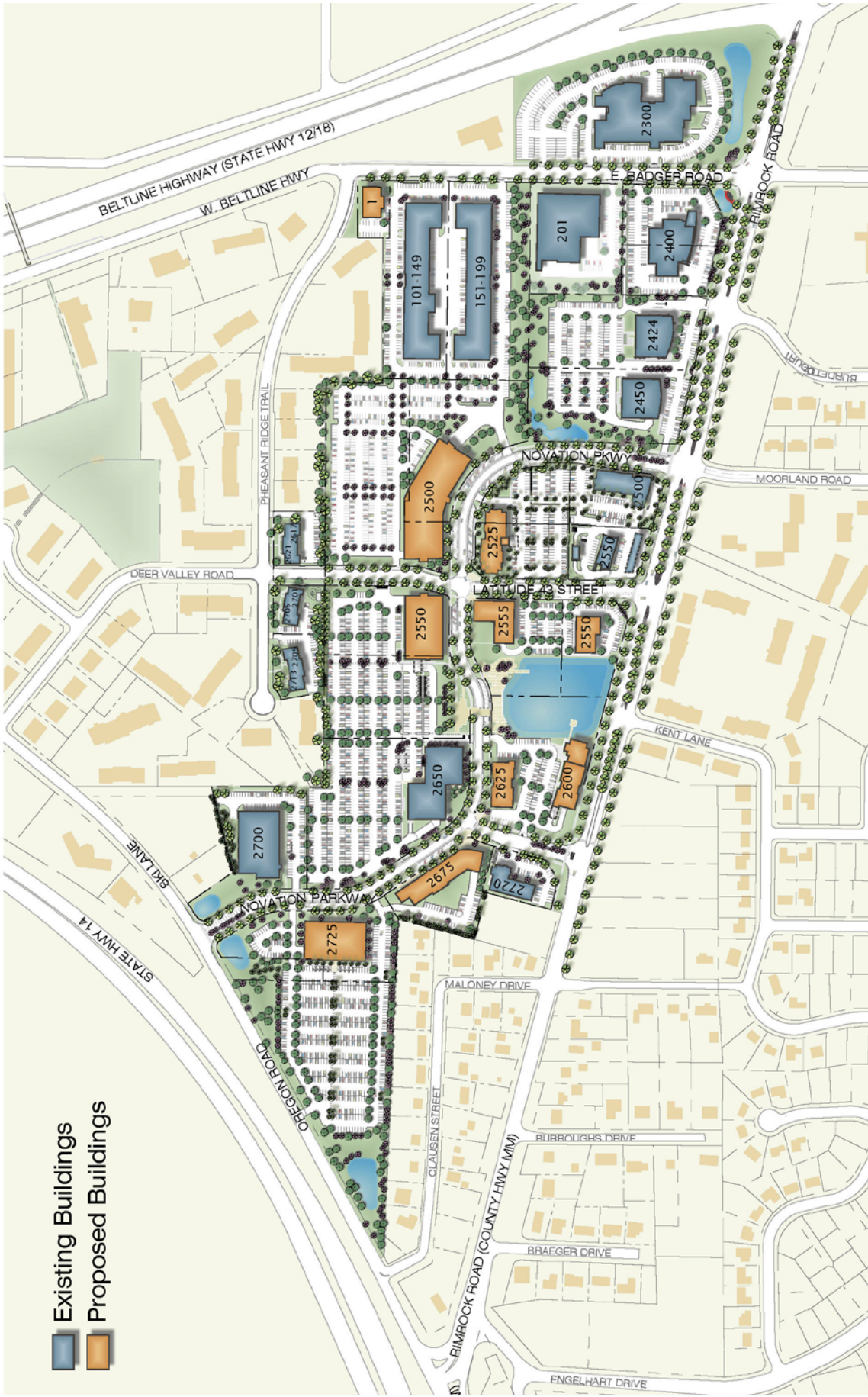
FEATURING

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.





- Existing Buildings
- Proposed Buildings

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

608.268.8116

aschmidt@AlexanderRE.com

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

Great Wolf Resorts

We continue to be satisfied clients.

- Kelly Kittleson, Corporate

BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

2 **BROKER DISCLOSURE TO CUSTOMERS**

3 You are a customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker
4 who is the agent of another party in the transaction. The broker, or a salesperson acting on behalf of the broker, may provide
5 brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer, the
6 following duties:

- 7 ■ The duty to provide brokerage services to you fairly and honestly.
- 8 ■ The duty to exercise reasonable skill and care in providing brokerage services to you.
- 9 ■ The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless
10 disclosure of the information is prohibited by law.
- 11 ■ The duty to disclose to you in writing certain material adverse facts about a property, unless disclosure of the information is
12 prohibited by law **(See Lines 47-55)**.
- 13 ■ The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information or the
14 confidential information of other parties **(See Lines 22-39)**.
- 15 ■ The duty to safeguard trust funds and other property the broker holds.
- 16 ■ The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and
17 disadvantages of the proposals.

18 Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you
19 need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector.

20 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of
21 a broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

22 **CONFIDENTIALITY NOTICE TO CUSTOMERS**

23 BROKER WILL KEEP CONFIDENTIAL ANY INFORMATION GIVEN TO BROKER IN CONFIDENCE, OR ANY INFORMATION
24 OBTAINED BY BROKER THAT HE OR SHE KNOWS A REASONABLE PERSON WOULD WANT TO BE KEPT CONFIDENTIAL,
25 UNLESS THE INFORMATION MUST BE DISCLOSED BY LAW OR YOU AUTHORIZE THE BROKER TO DISCLOSE PARTICULAR
26 INFORMATION. A BROKER SHALL CONTINUE TO KEEP THE INFORMATION CONFIDENTIAL AFTER BROKER IS NO LONGER
27 PROVIDING BROKERAGE SERVICES TO YOU.

28 THE FOLLOWING INFORMATION IS REQUIRED TO BE DISCLOSED BY LAW:

- 29 1. MATERIAL ADVERSE FACTS, AS DEFINED IN SECTION 452.01 (5g) OF THE WISCONSIN STATUTES **(SEE LINES 47-55)**.
- 30 2. ANY FACTS KNOWN BY THE BROKER THAT CONTRADICT ANY INFORMATION INCLUDED IN A WRITTEN INSPECTION
31 REPORT ON THE PROPERTY OR REAL ESTATE THAT IS THE SUBJECT OF THE TRANSACTION.

32 TO ENSURE THAT THE BROKER IS AWARE OF WHAT SPECIFIC INFORMATION YOU CONSIDER CONFIDENTIAL, YOU MAY LIST
33 THAT INFORMATION BELOW **(SEE LINES 35-36)**. AT A LATER TIME, YOU MAY ALSO PROVIDE THE BROKER WITH OTHER
34 INFORMATION YOU CONSIDER TO BE CONFIDENTIAL.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 **NON-CONFIDENTIAL INFORMATION** (The following information may be disclosed by Broker): _____

38 _____

39 *(INSERT INFORMATION YOU AUTHORIZE THE BROKER TO DISCLOSE SUCH AS FINANCIAL QUALIFICATION INFORMATION.)*

40 **CONSENT TO TELEPHONE SOLICITATION**

41 I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may
42 call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/we
43 withdraw this consent in writing. **List Home/Cell Numbers:** _____

44 **SEX OFFENDER REGISTRY**

45 *Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the*
46 *Wisconsin Department of Corrections on the Internet at: <http://offender.doc.state.wi.us/public/> or by phone at 608-240-5830.*

47 **DEFINITION OF MATERIAL ADVERSE FACTS**

48 A "material adverse fact" is defined in Wis. Stat. § 452.01(5g) as an adverse fact that a party indicates is of such significance, or that
49 is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect
50 the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision
51 about the terms of such a contract or agreement. An "adverse fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence
52 that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce
53 the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
54 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or
55 agreement made concerning the transaction.

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

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Drafted by Attorney Debra Peterson Conrad