Hoffman™

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For Hoffman, LLC, a planning, design, and construction management firm, 2007 was a year of change, refocusing, dedication, and rejuvenation. It culminated with a move to a new corporate headquarters. Selecting a vacated site within the City Center East building in downtown Appleton, Hoffman saw the location capable of satisfying two prominent goals: a) provide a responsible business solution and b) strengthen the company's TPM^{g} story which details their commitment to **Total Project Management: Vision Taken to the Power of Green (TPM^{g})** and sustainability.

Hoffman Headquarters

Appleton, Wisconsin

Since 1999 Hoffman's corporate home was located in Greenville Center, a highly visible, desirable site adjacent to the Outagamie County Regional Airport. However, after an evaluation of alternative office options, the company determined that a move downtown was the revival it needed. With the move, Hoffman found the business solution it was seeking and is reaping the rewards.

- Annual occupancy costs reduced by over $130,000.
- Increased local visibility.
- Office's central location is ideal for entertaining clients and its interior design serves as a unique marketing tool.
- Office design finds all employees on one floor (versus two in the previous building), increasing productivity and enhancing communication.
- The office's efficient use of space decreased the usable square footage which contributed to the decreased occupancy cost per employee.
- New work environment provides a refreshing "change of place" and adds to employee morale and camaraderie.
- Office located within walking distance to fitness and daycare facilities, shopping, banking, restaurants, and parks.
- Employees can now walk, bike, or ride public transportation to work.

The move has also helped strengthen Hoffman's sustainable story. The City Center East location was initially envisioned as a LEED® certified building (similar to their previous headquarters). However, in keeping with their commitment of doing what's best for their clients (in this case, themselves), Hoffman decided that increasing the rent by $4 per square foot to achieve certification wasn't a responsible business solution, especially when all other sustainable components were met.

Among "sustainable solutions" employed was the use of a) advanced design and construction methods featuring innovative lighting and cool daylighting; b) low-emitting materials; and c) regional materials with recycled content, such as PaperStone Certified panels. In addition to diverting over 75% of construction waste from landfills, Hoffman was able to use the current building's infrastructure while adding limited interior walls, high-performance lighting, and connections to the existing heating and cooling system.

The new office space, which provides employees with an energetic work environment, has given Hoffman a responsible business solution and another successful "green" commercial renovation project to enhance their TPM^{g} story of integrated, sustainable project planning, design, and construction management.

Scope/Area
Renovation
12,120 sq.ft.

Completed
November 2007

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