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Downtown Appleton's Newest Resident: Hoffman, LLC

Appleton, Wis. – Downtown Appleton has a new resident as Hoffman, LLC (Hoffman), a planning, architectural, and construction management firm, has recently moved its headquarters to the City Center East building (on the corner of East College Avenue and Morrison Street [main entrance]). Hoffman, located at 122 East College Avenue, Suite 1G, was previously headquartered in the Greenville Center on County Highway CB since 1999.

Hoffman has extensive experience with planning, design, and construction of new and renovated buildings that demonstrate responsible, environmentally-friendly solutions. "Through adaptive re-use of an existing building in a prime location, the City Center East location provides us with an excellent opportunity to deliver a world-class sustainable solution for a prominent commercial building

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in Downtown Appleton," states Paul J. Hoffman, owner and chief executive officer.

"Hoffman is a leader in integrated, sustainable project delivery," points out Hoffman. "Our previous headquarters in Greenville was the first generation of Hoffman sustainable buildings. Now, seven years later, we're in our fifth generation of green building design and construction."

Hoffman conceived and began planning the design and construction of their office building in the Greenville Center in 1997. Since then, much progress has been made with newly-developed integrated design and construction strategies, energy and water efficient mechanical, electrical, and plumbing systems, environmentally-friendly materials, and sustainable technological advancements. Hoffman's commitment to sustainability is evident within the new office space through the use of advanced design and construction methods featuring innovative lighting and daylighting; low-emitting materials, such as adhesives, sealants, paints, coatings, and carpet systems; regional materials that have recycled content; the diversion of over 75% of construction waste from landfills; and the renovation of a vacant space in a building on a previously developed site.

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"By moving into an existing building in the heart of Downtown Appleton, Hoffman is providing a vibrant work environment without the need for the magnitude of materials and the associated energy required for a new building," said Mark Hanson PhD LEED AP®, Hoffman's Director of Sustainable Services. "We were 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. In addition, this highly productive work environment is provided without adding any new parking capacity as the adjacent parking ramp is being used."

Along with the opportunity to work within an environmentally-friendly office space, the downtown area offers other benefits to Hoffman employees, such as fitness and daycare facilities, shopping, banking, restaurants, and parks, all within walking distance.

"Hoffman has always promoted healthy choices among our employees," explains Hoffman. "In fact, positively impacting people's lives and their environment is part of our mission." With the new downtown location, employees have the option of walking, biking, or riding public transportation to work.

"We believe in Downtown Appleton and are committed to supporting what has become a very successful and healthy revitalization," continues Hoffman.

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As a company, Hoffman has contributed to the success of Downtown Appleton through their work on the Johnson Bank renovation and assistance in the project management for The Building for Kids expansion, the CopperLeaf Boutique Hotel and Spa, Evans Title, and the City Center Plaza renovation.

Hoffman maintains its commitment to its original vision of a sustainable campus at Greenville Center. Hoffman states, "We've truly enjoyed our seven years in Greenville; with convenient access and proximity to the Outagamie County Airport, it is an attractive location for environmentally conscious businesses. And while Hoffman no longer calls the Greenville Center office building home, it remains an environmentally-friendly development for businesses to locate to in the Fox Cities."

Additional sustainable features of the new Hoffman headquarters:

Building Design and Products Used

- All space outfitted by reusing existing furniture systems.
- Recycled, highly-reflective ceiling tiles located 12' high provide maximum lighting and openness.
- Task lights installed in 100% of the work stations provide extra light for detailed project work.
- A highly controlled HVAC (heating, ventilating, and air conditioning) system with a CO_2 monitor in a high density area provides the ability to deliver, monitor, and adjust indoor air quality.
- The use of BIOFIBER™ Wheat boards (made of wheat-straw) on cabinets and Dakota Burl® decorative wood panels (made with sunflower hulls) provide attractive environmental alternatives to hardwood.

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- Cork Oak, an aesthically-pleasing and rapidly renewable resource, was selected in place of a heavy-textured vinyl wall covering to improve the acoustics in the main conference room.
- The use of self-healing, low light-reflecting tack board in various conference rooms makes productive use of wall space.
- PaperStone Certified, made of 100% post-consumer recycled paper, was used in walls caps and window sills, while banana fibers were used in the plastic laminates for countertops.

Construction Waste Management

- Separate dumpsters used for metal recycling, cardboard recycling, and waste removal, plus additional recycling containers.
- Separate dumpsters used for dry wall recycling (no dry wall in waste dumpster).
- Multiple scrap products, such as aluminum, wood, and empty paint cans, were removed from the site for personal reuse, resulting in minimal products being transported to landfills.
- Old heating ducts were brought to a recycling plant.

Maintenance Benefits

- Flooring is comprised of carpet and exposed concrete (little or no maintenance involved).
- Non-carpeted areas are made of polished, densified concrete flooring which provides durability, is completely fire resistant, and improves floor surface reflectivity.
- A low volatile organic compound (VOC) water-based stain was applied to exposed floors providing a contemporary feel at low cost and great performance (no cleaning products needed, simply wipe clean with water).
- Carpeted areas are manufactured with a high percentage of recycled materials and low VOC content.

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***Hoffman, LLC**, (www.hoffman.net) based in Appleton, Wis., is a planning, architectural, and construction management firm established in 1892. Having been involved in more than 16 LEED certified projects, Hoffman's mission is to make a positive impact on people's lives and their environment by providing creative ideas and responsible solutions.*