



hanson **international**

REPORT BACK AND INITIAL PLANNING

Phase 1: Learn + Visualize

Concept Design

Our process is geared to reveal your deep knowledge of your areas of expertise, identify your management technique and discover your culture. We clarify and report back at each step. Our process is deliberately thorough because we desire to help you do more than you might think is possible. We are planners at our core and we love the power of design when partnered with a strategic approach to the business and operational end of what you do. Design, when properly deployed, has the power to help your team be more Happy, Healthy and Connected. This is our mission and we are delighted to be considered for this important partnership.

Meeting 1 - Discovery Workshop - Completed

- Meet with your leadership / management team for a 3-hour interactive day of exploration
- Fun activities to help you explore your ideas and define the project goals and vision
- Intersect will present about workplaces today to help you think about opportunities
- Identify your space and workflow needs and the experience of how your workplace should feel
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We will document the existing building layout to create a basic background drawing for our planning efforts

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Meeting 3: Final Design Direction + Budgeting - @ Intersect Studio To Be Scheduled

- Single conceptual floor plan
- Visual Character design direction + 3D massing model of key office areas for general design direction and brand incorporation. Virtual Reality headset will be utilized to help you better imagine the design direction
- Present total project cost budget draft. This will be a magnitude of cost budget range based on the conceptual plan utilizing general square foot costs. We will also help you budget for all potential project cost items in order to set a potential project budget target.

Meeting 4: Next Steps: - To Be Scheduled

- Once you have had time to consider the direction you desire, we will connect to discuss next steps, budget, construction partner, timeline, etc.

Project Goals and Considerations

Initial Goals

- Better organize the workplace layout and calibrate to required tasks
- Enhance connection / teamwork within workgroups
- Open up visual connections between all workgroups
- Create more + better places for collaboration
- Provide design character that supports the mission and company identity
- Celebrate the brand + customer immersion
- Provide amenities that provide a supportive and healthy work environment: wellness, recharge, etc.
- Support and represent process
- Celebrate the strong team and culture

Considerations

- Budget
- Keeping confidential information confidential
- Downtime for production / logistics of construction
- Some people might be worried they are going to lose ownership of their space - change management



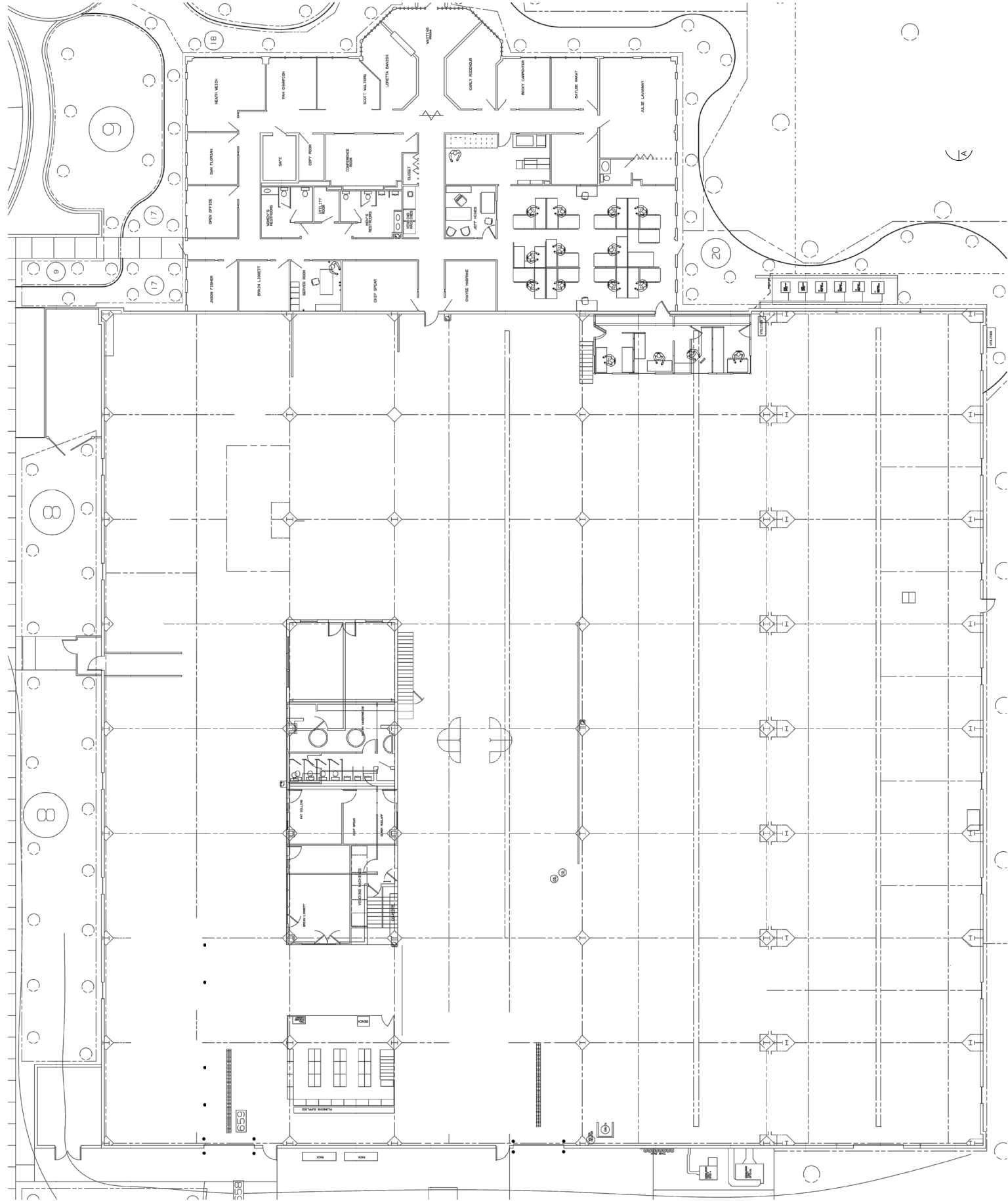
Site Plan



Existing Site Plan
Scale 1:60'



Existing Plan



Existing Main Level Plan
Scale 1:40'





WORKING TOGETHER
to define culture



Culture

Core Values

- The success of our companies depends on all of our teammates working together.
- We will be truthful with and respectful to our teammates.
- We will base teammate advancements on performance capabilities.
- We will strive to maintain facilities in first class condition both inside and outside.
- We will emphasize our teammates' safety.
- We will honor our commitments to teammates, customers, vendors, banks, and business partners.
- We will support and be involved in the communities where our facilities are located.

Culture

- | | |
|---|---|
| <ul style="list-style-type: none"> • Seasoned Leadership open to change • "Doors open" culture • Community-focused • Celebratory culture - measure and celebrate success • Existing chemistry • Pride in excellent customer service • Collaboration with clients | <ul style="list-style-type: none"> • Teamwork • Solving puzzles • Create / ideate • Trust • Family • Fostering • Rich history • Community staple • "Push the envelope" |
|---|---|

Culture Cards



Trust



Strategy / Planning



Quality



Family



All Hands on Deck

Workshop Results

Keep

- Windows / daylight
- HR / Accounting proximity
- Print area
- Team concepts / chemistry
- Family concept
- Open shop layout

Toss

- Reception desk area
- Boxy offices
- No visibility throughout
- Artwork
- Walls
- Beacon Metal Statue
- Insufficient layout / space utilization
- Outdated storage
- Office furniture
- Wall between manufacturing shop and office
- 1980s stuffy vibe
- Wallpaper

Create

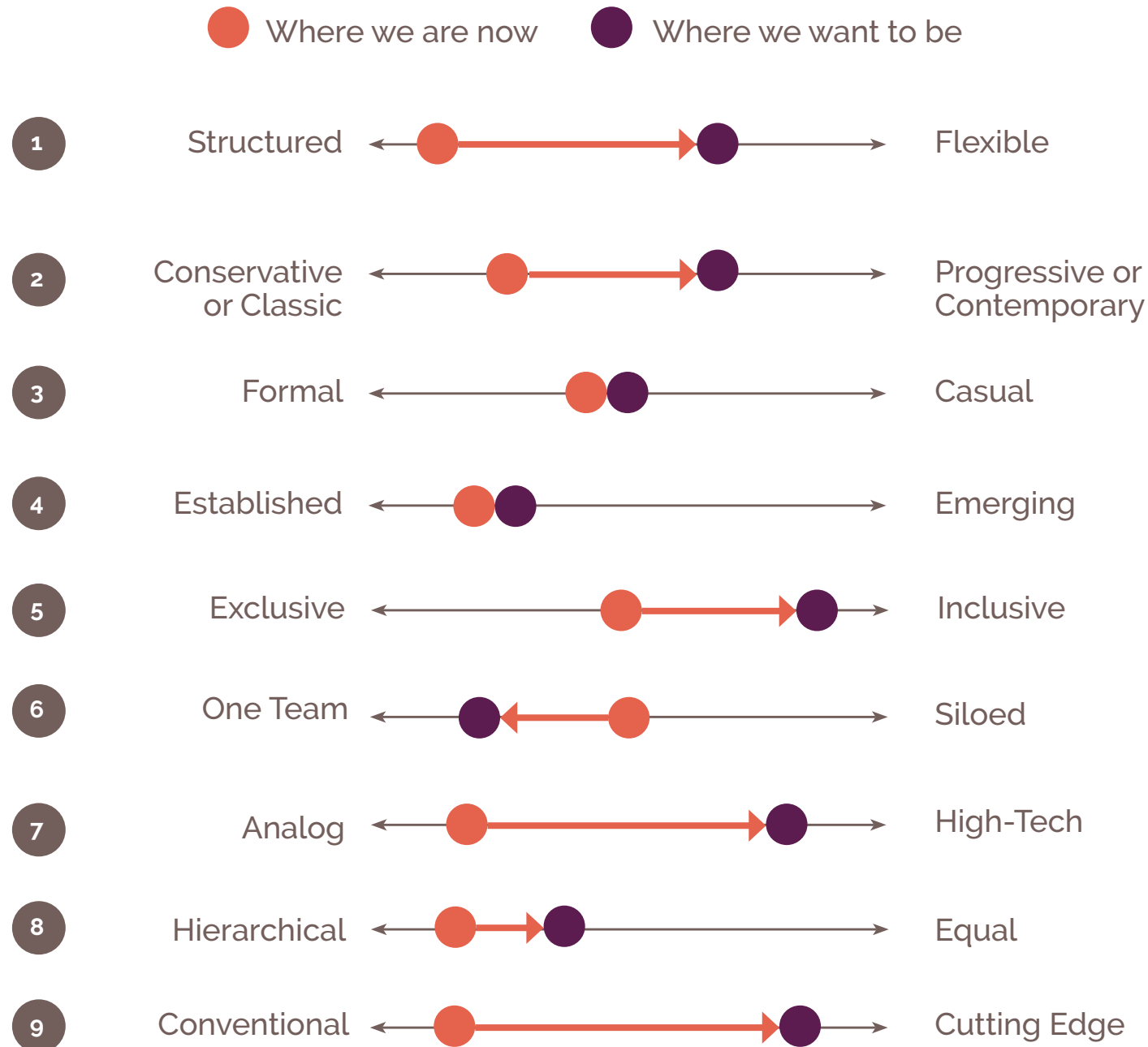
- Personal storage
- Interview / visitor space
- Small huddle areas
- Eating space
- Integrative tech
- HR / Accounting private meeting space
- Larger conference room
- Wellness space
- Variety of conference / connect areas
- Shop Supervisor workspace
- Standardized shop workstations
- Shop huddle areas
- Dedicated server room
- Transparency between spaces
- Lockable HR / Finance offices



WORKSHOP REPRESENTATIVES:

- Julie Lavanway
- Baylee Boyer
- Chip Spear
- Elmer Rudlaff
- Heath Weich
- Jeff Hines
- Jim Reits

Scale of Direction



NOTES

- 2 Being pushed along with clients to be more progressive
 - Technology
 - Evolve to stay in business
- 3 Used to be even more rigid
 - Lunch exactly at noon
 - Couldn't wear jeans 5 years ago
- 4 Emerging in the way of:
 - Technology
 - New equipment
- 5 Inclusive in the way of:
 - Bringing on talent
 - Current building is too intimidating
 - Wants to be more prestigious / mysterious
 - Social media age is improving approachability
- 9 Cutting edge in the way of:
 - Machinery
 - "Wow factor" of equipment

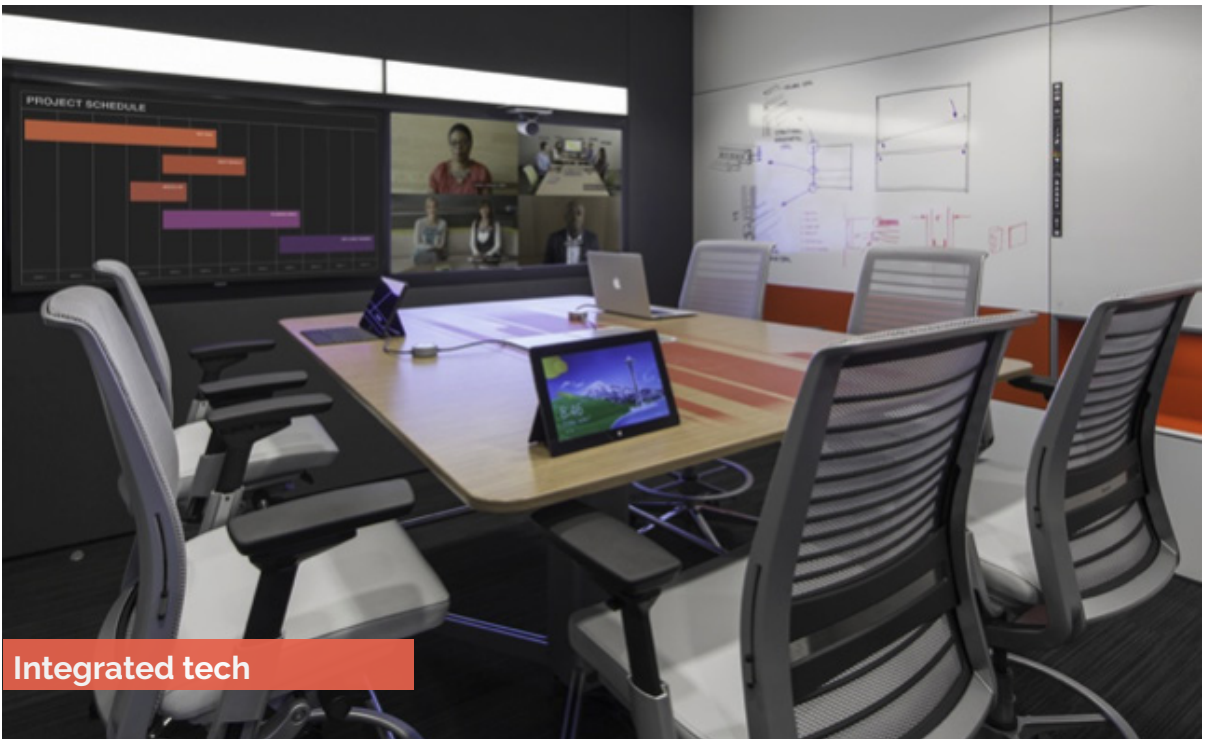
Visual Preference Survey Results



openness + palette



Intentional meeting space: board room



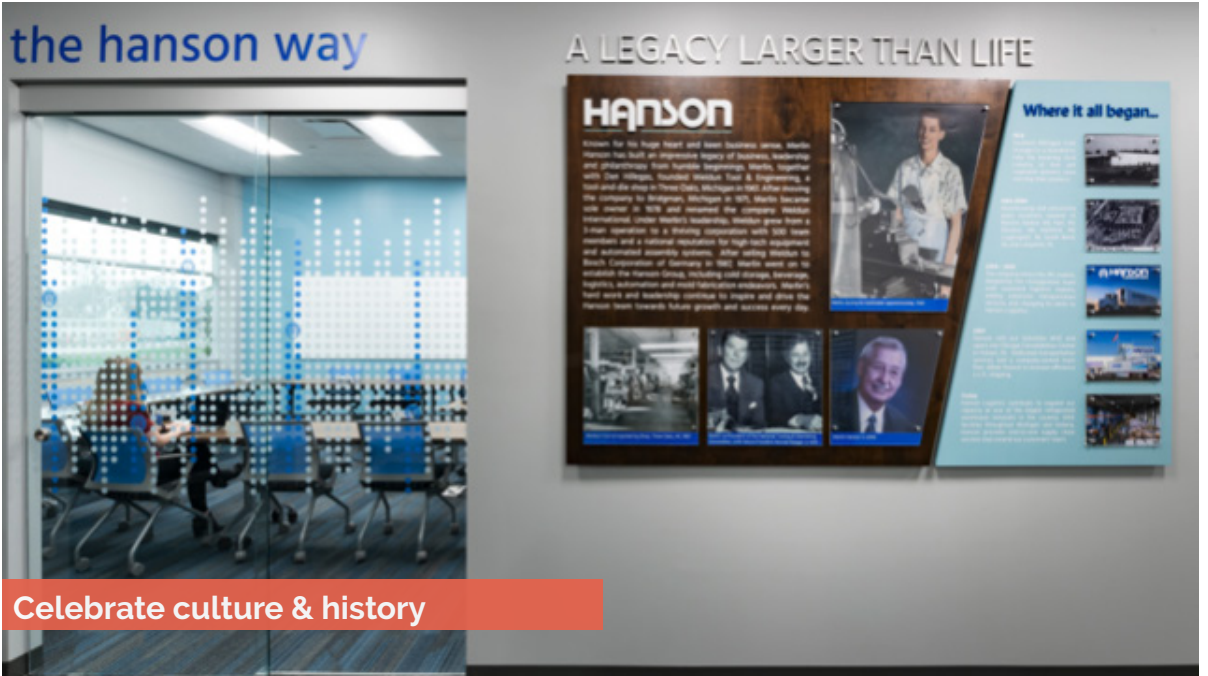
Integrated tech



furniture, palette + adjacency



clean + bright



Celebrate culture & history



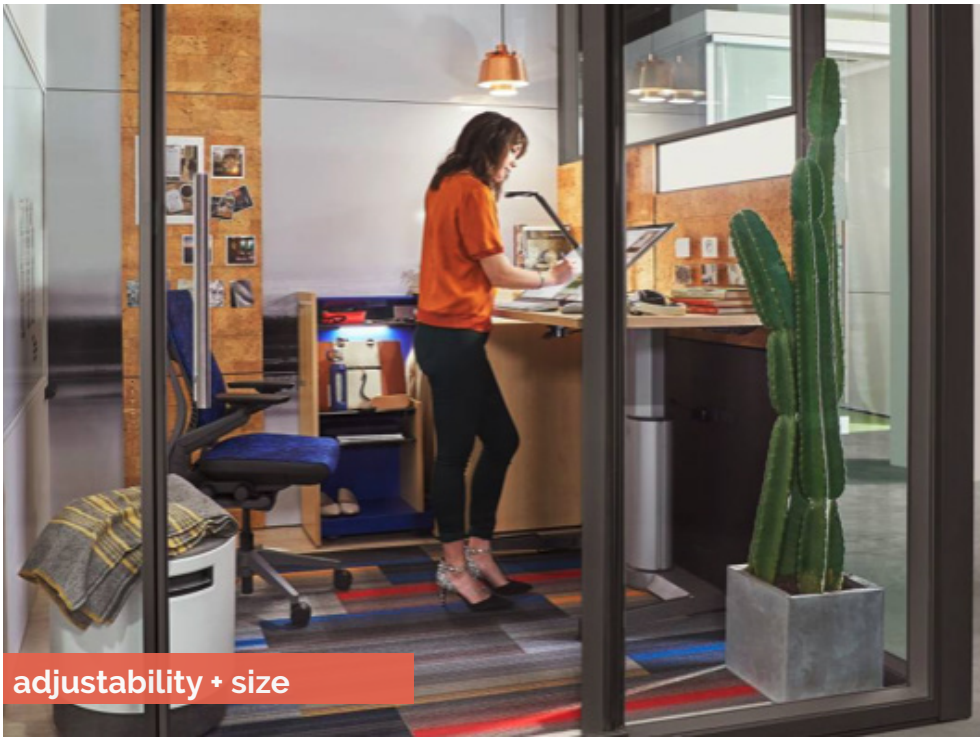
Visual Preference Survey Results



warm + refreshing



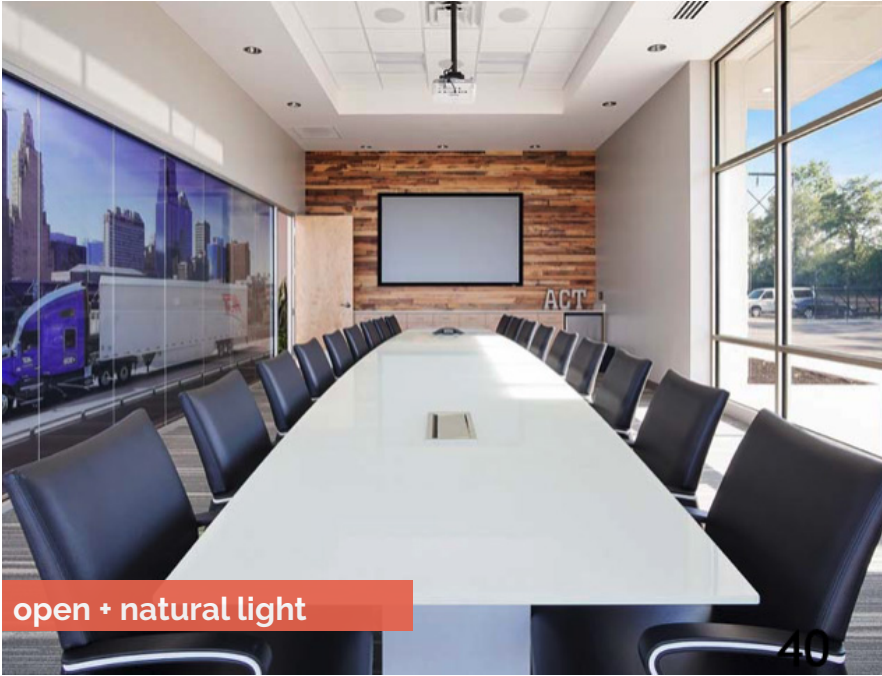
convenient + collaborative



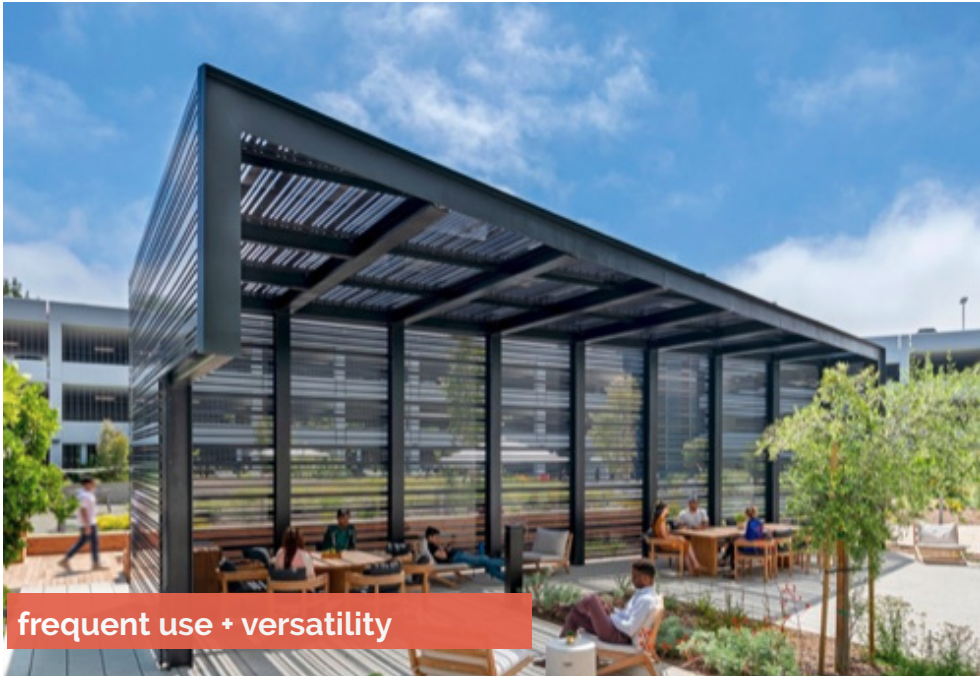
adjustability + size



tech + functionality



open + natural light



frequent use + versatility

WORKGROUP PROGRAMMING
survey highlights



Survey Result Highlights

80%

would use a comfortable outdoor space to recharge

70%

feel very connected to immediate workgroup

65%

would use a relaxing break room

Access to technology and natural light

were the highest rate of importance impacting effectiveness and happiness

“Everyone has a part to play”

70% of participants voted this as being a key part of Hanson International's culture.

26%

of in-person interactions would ideally take place in a casual lounge / comfortable setting

47%

of in-person interactions would ideally be an impromptu meeting at workstation

66%

On average, 66% of their day is spent at their personal workstation

60%

of respondents feel neutral about their connection to other workgroups

of respondents would often use an acoustically separate space to perform tasks

of respondents collaborate multiple times per day



Vision

Create an **enthusiastic** and **inspiring** workplace that fosters the connection of teams working toward a common goal, while maintaining the celebratory nature of the existing culture.

The space should support **future growth** within a changing industry and emphasize the **specialized** and **individualized** approach of the products Hanson provides to their clients.



Workshop Results

Programming - Places Needed

- Client calls / drop by - 2-8 people
- Lunch + Learns - 8 people
- All-Hands - 15 people
- Board meetings - 9 people
- Client Meetings - 15 people
- Potential for space for internal training
- HR Interview Room
- Design to Manufacturing work hub
- Huddle / Focus spaces for Sales + Accounting
- Supportive Break Space

Blue Sky Thinking

- Clearstory windows for shop
- Ways to connect and recharge outdoors - potential for a sports park with: direct access; badge in / badge out; walkable path
- Parking for sales cars
- Second floor balcony - open; wow factor; more space
- Screens / projection boards everywhere: displaying goals; paperless in plant
- Ability to host community events - marking apprenticeship; education-focused; supportive tech
- In-house daycare

- All new shop floor - lighter; brighter; long-term solution
- Higher level of security - second line of defense
- Ability to host internal parties - less cumbersome; more accessible; less manpower
- New shop equipment - higher tech; multi-million dollar budget; challenging lead times
- Filtration system for shop - cleanliness; improve life of equip.
- Better curb appeal - FOH / BOH

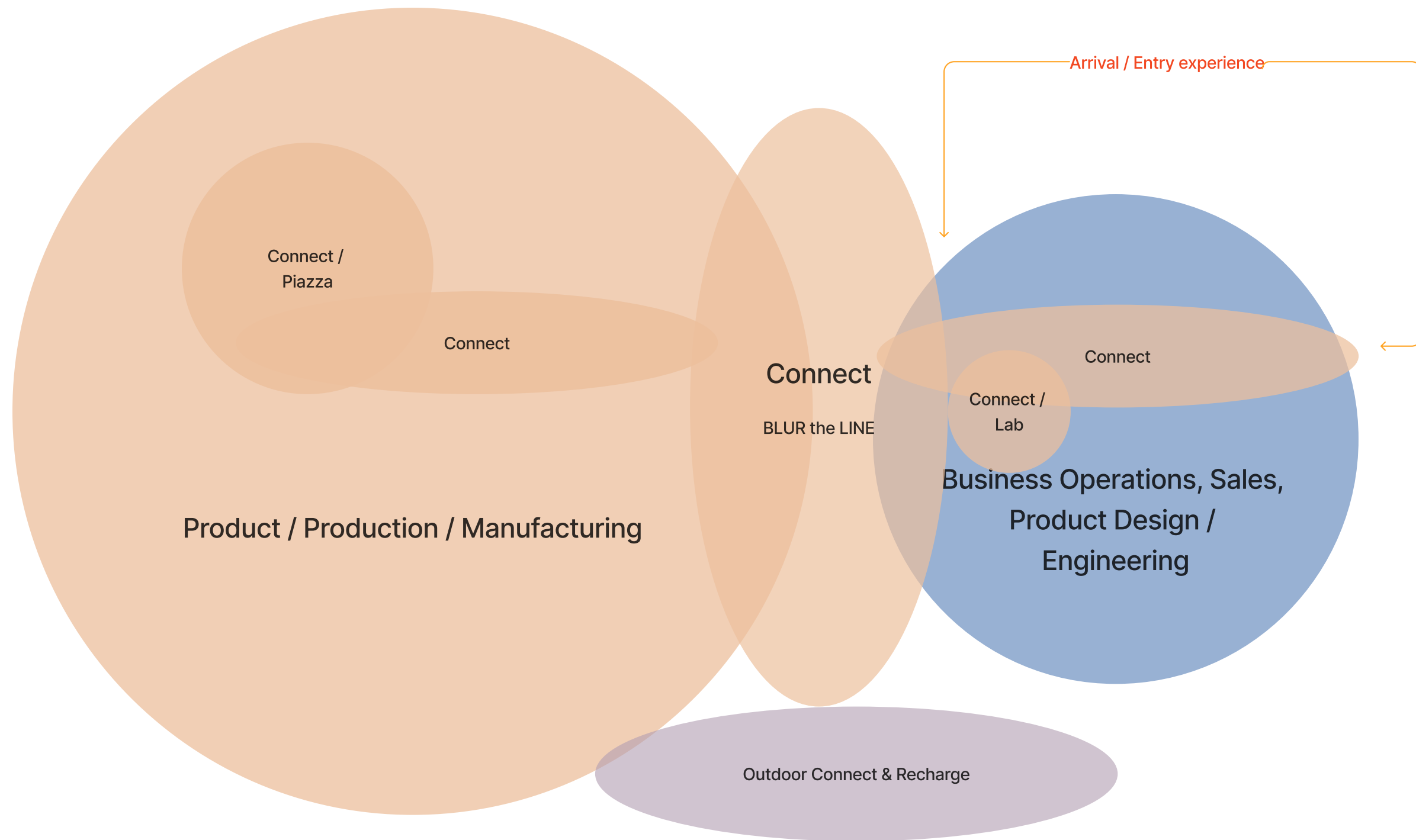
intersect Design Strategy Architecture
DATE: 11/03/2023
UPDATED:

HANSON INTERNATIONAL

Hanson International Architectural Program

AREA	PEOPLE			ROOM NAME	Remarks / Description / Features	NEEDS			
	CURRENT	TOTAL	ADDF			RATIO	QTY	SF	TOTAL
Arrival Experience					Subtotal Entry	1/2	1	50	50
Welcome / Entry					Subtotal Welcome	1/2	1	370	370
Connect					Subtotal Connect	1/2	2	1,560	1,560
Focus					Subtotal Focus	1/2	1	120	120
Recharge					Subtotal Recharge	1/2	1	50	50
Business Operations	5	5	5		Subtotal Business Operations	1/2	1	640	640
Sales	6	6	6		Subtotal Sales	1/2	1	480	480
Engineering	6	6	6		Subtotal Engineering	1/2	1	660	660
Programming	4	4	4		Subtotal Programming	1/2	1	168	168
IT	1	2	3		Subtotal IT	1/2	1	42	42
Manufacturing FOH	2	2	2		Subtotal Manufacturing	1/2	1	250	250
Support FOH					Subtotal Support Areas	1/2	1	4,849	4,849
					Subtotal - Programmed Area - FOH			14,555	14,555
					Estimated Total Area - FOH			30% circulation	6,304
Manufacturing SHOP	60	0	60		Subtotal Manufacturing	1/2	1	1,980	1,980

Experience Diagram



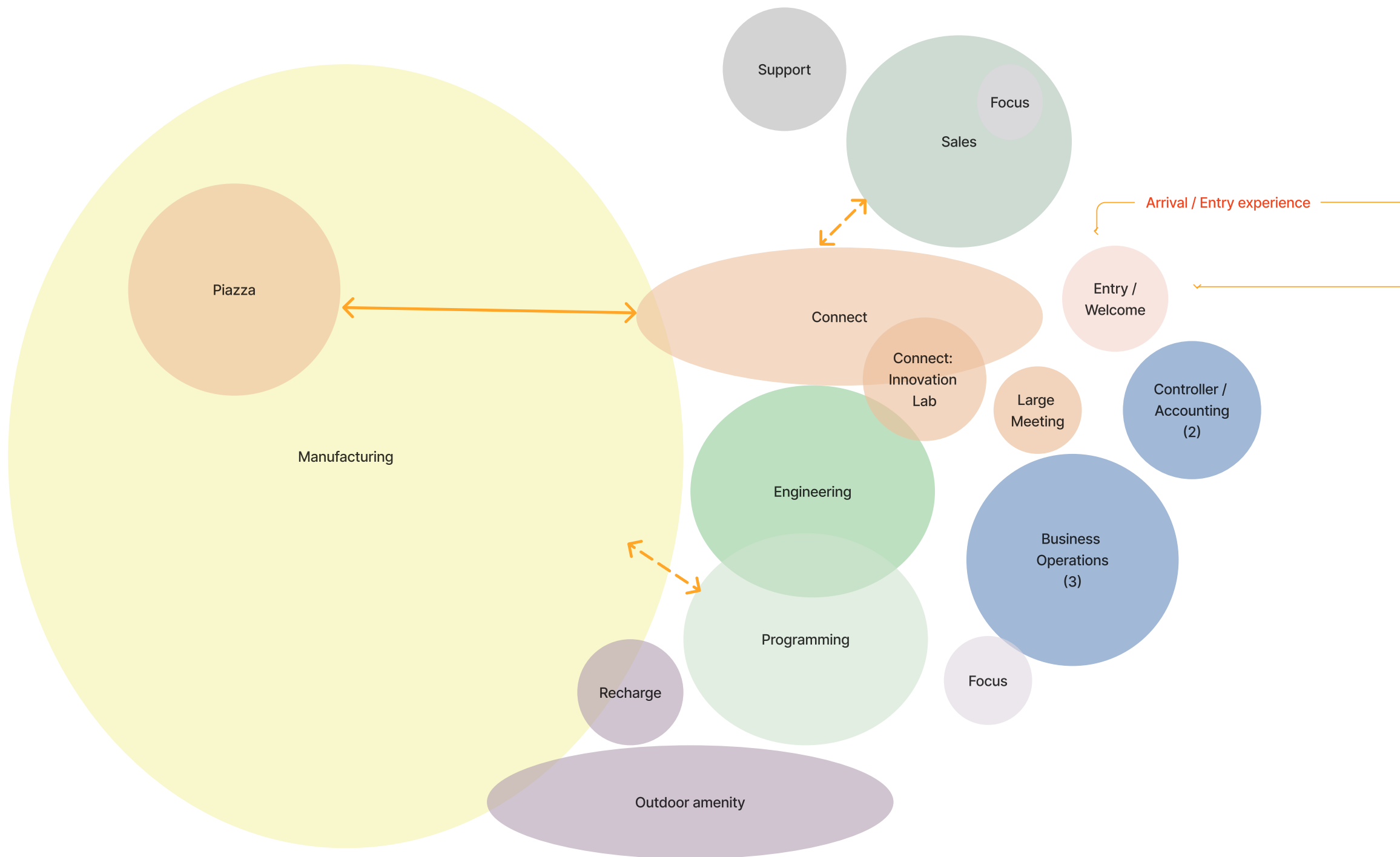
NOTES

Color Key

- Circulation
- Connect
- Business Operations
- Engineering
- IT
- Sales
- Manufacturing
- Recharge
- Focus
- Support



Adjacency Diagram

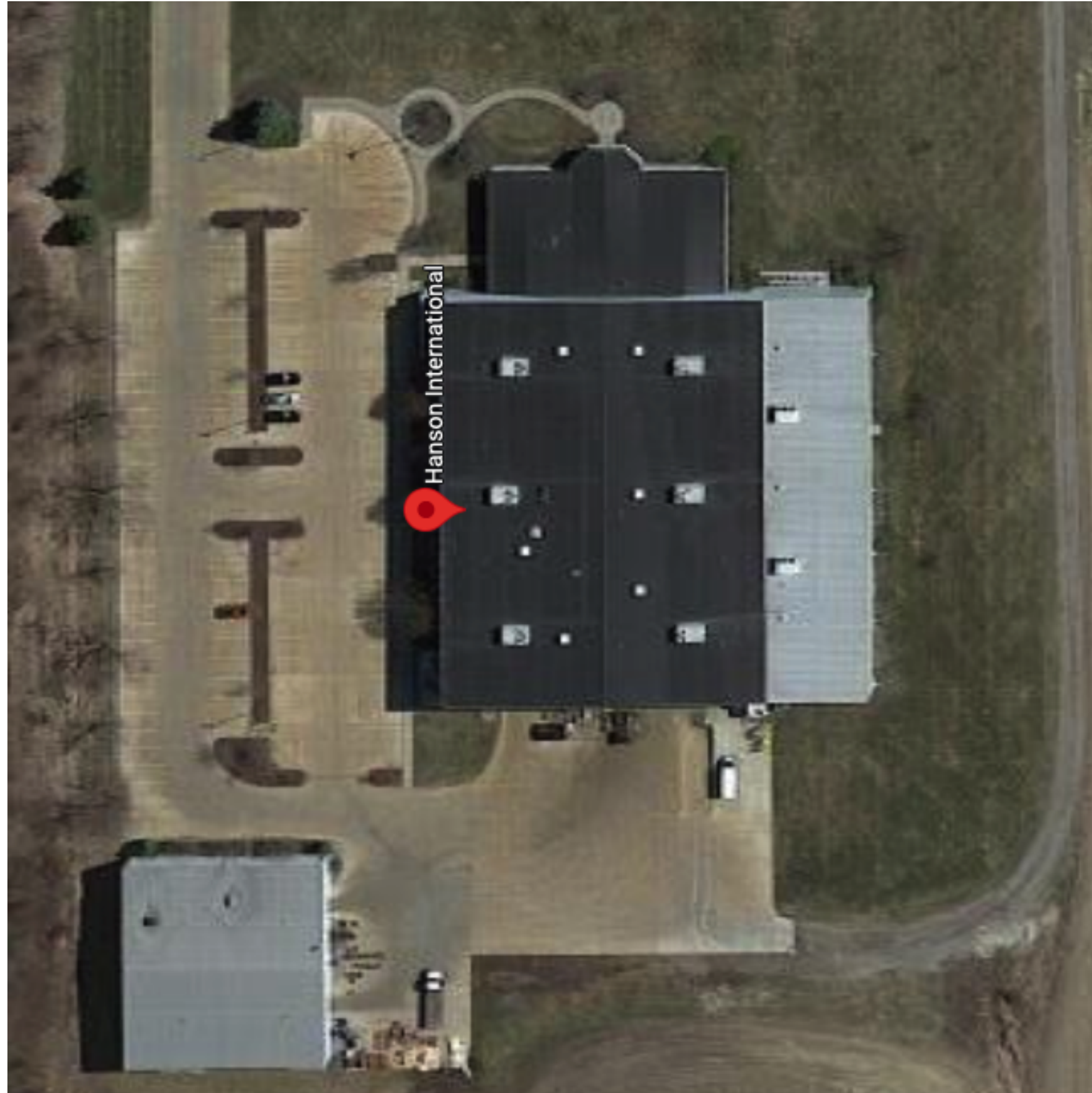


NOTES

Color Key

- Circulation
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- - -> Indirect Adjacency
- > Direct Adjacency

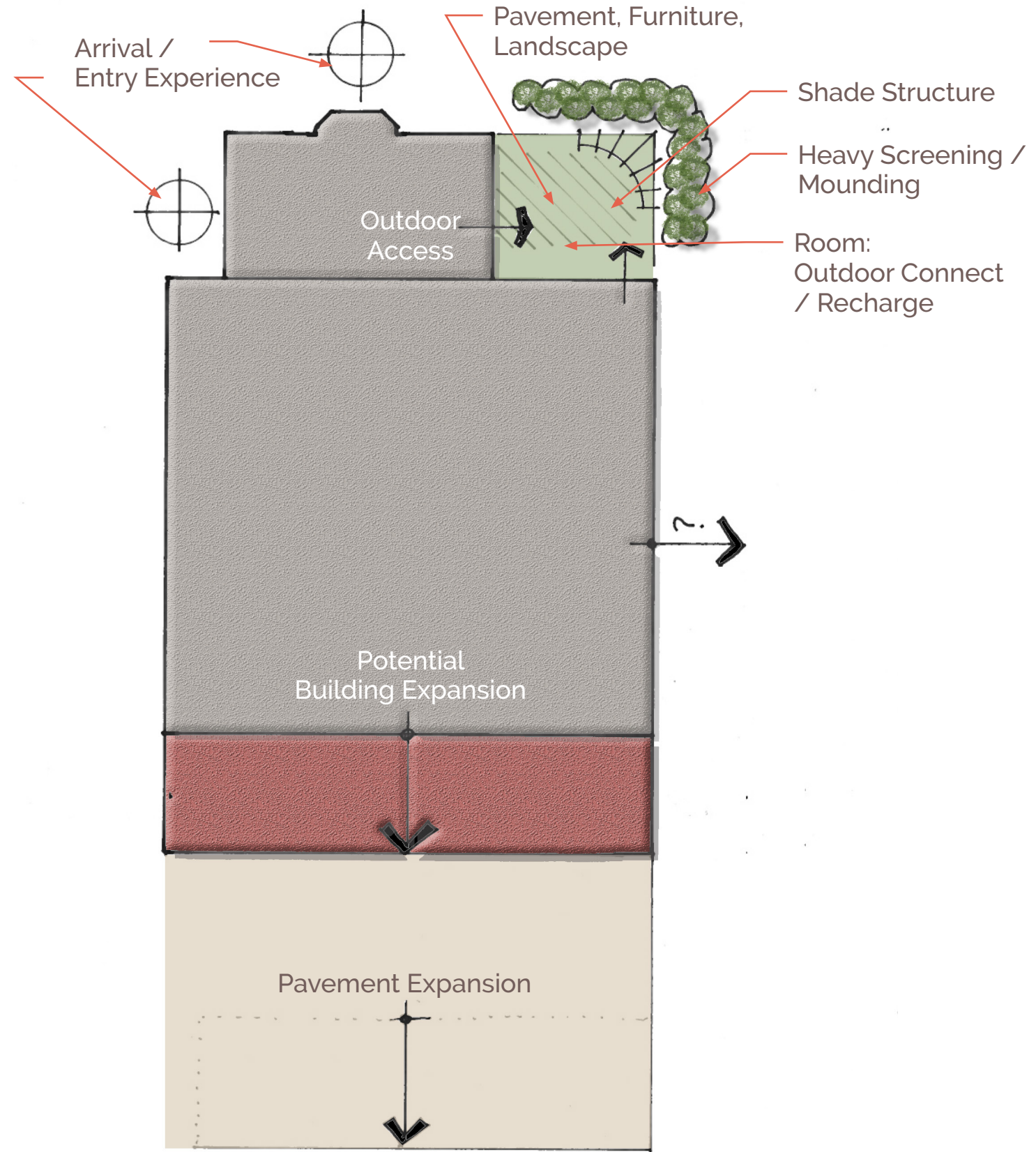
Site Plan



 Existing Site Plan
Scale 1:60'



Site Plan



NOTES

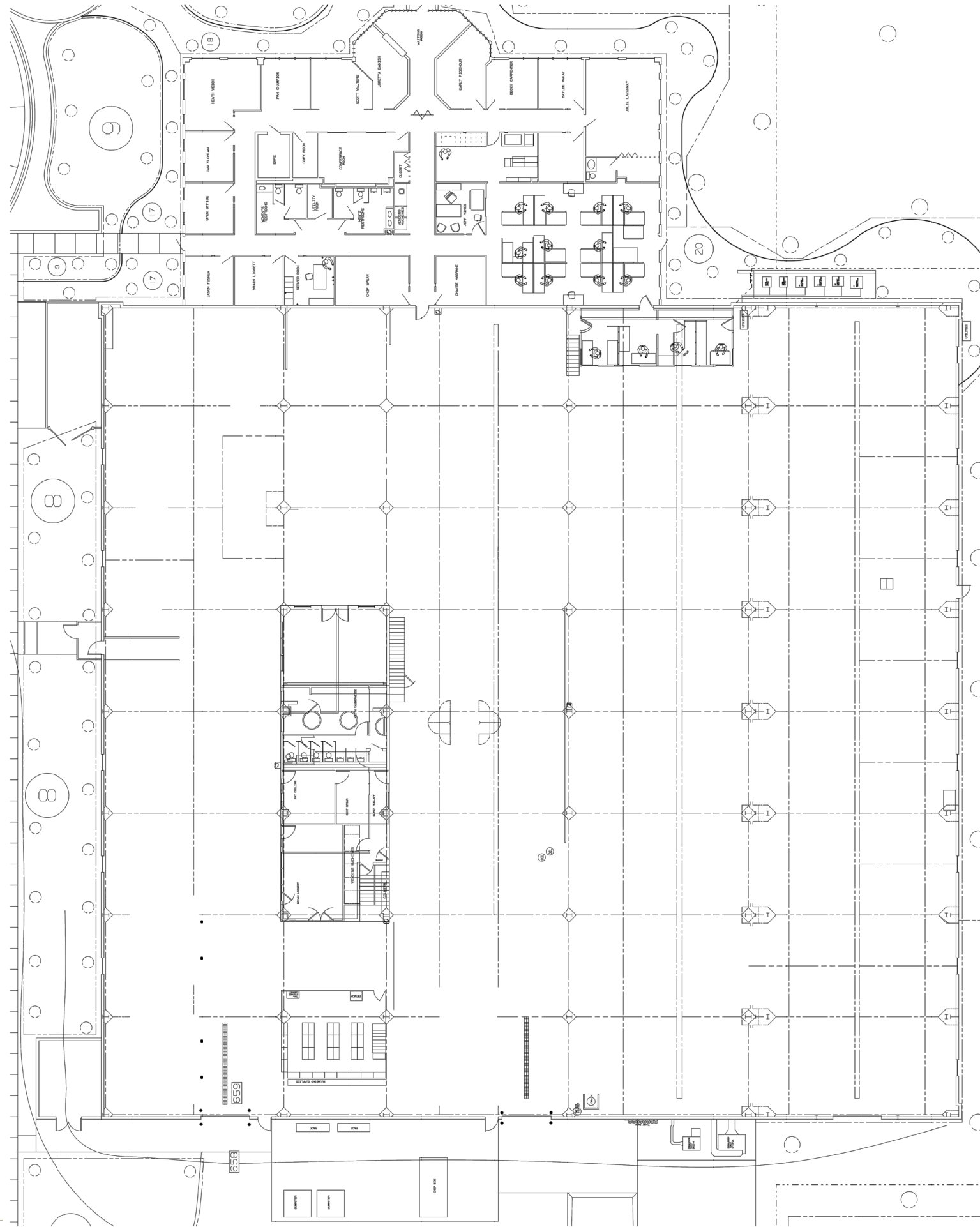
Color Key

- Existing Building
- Potential Bldg. Expansion
- Pavement
- Green Space
- Landscape

Site Plan - Option
Scale 1:60'

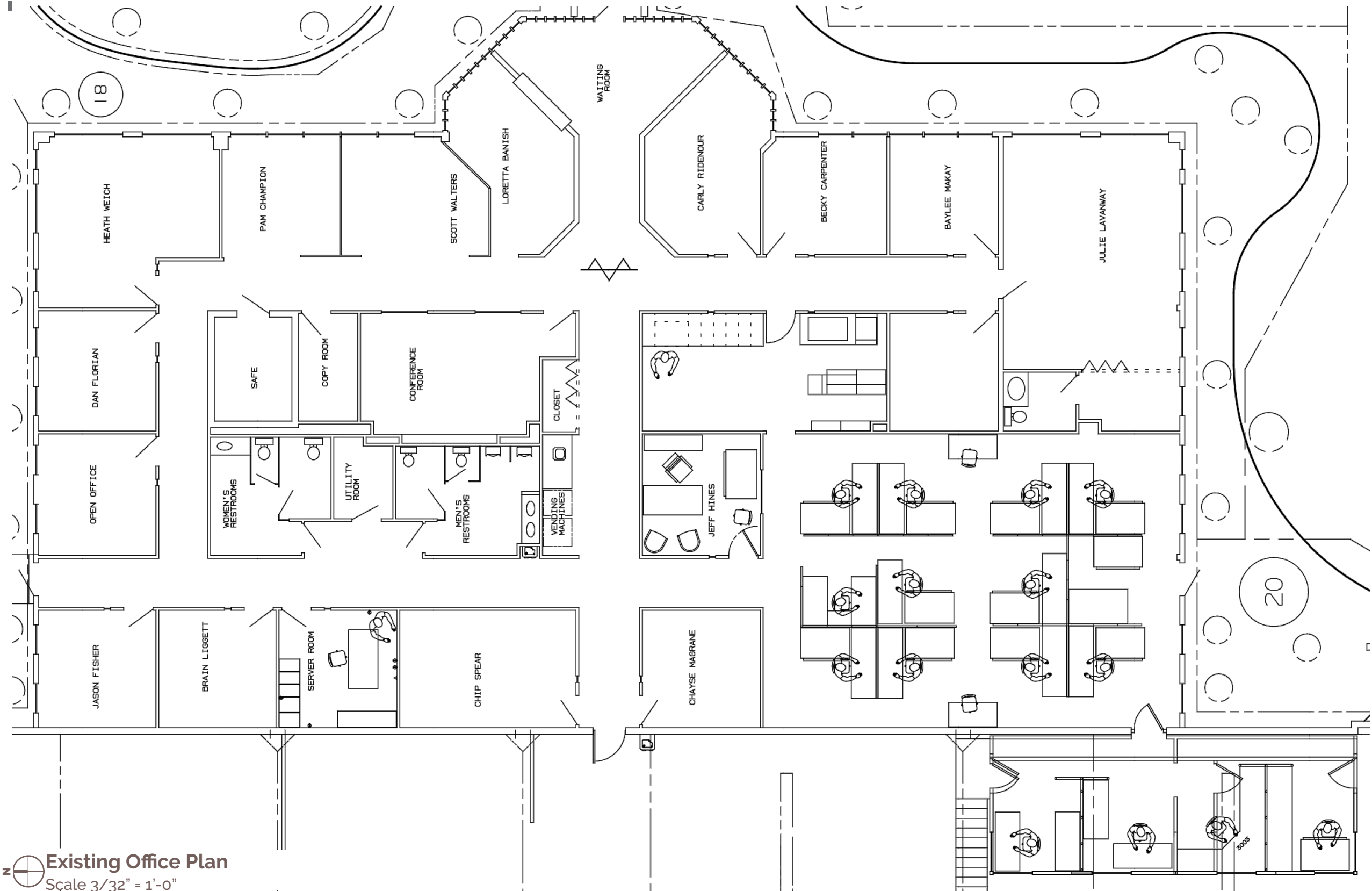


Existing Plan



Existing Main Level Plan
Scale 1:40'

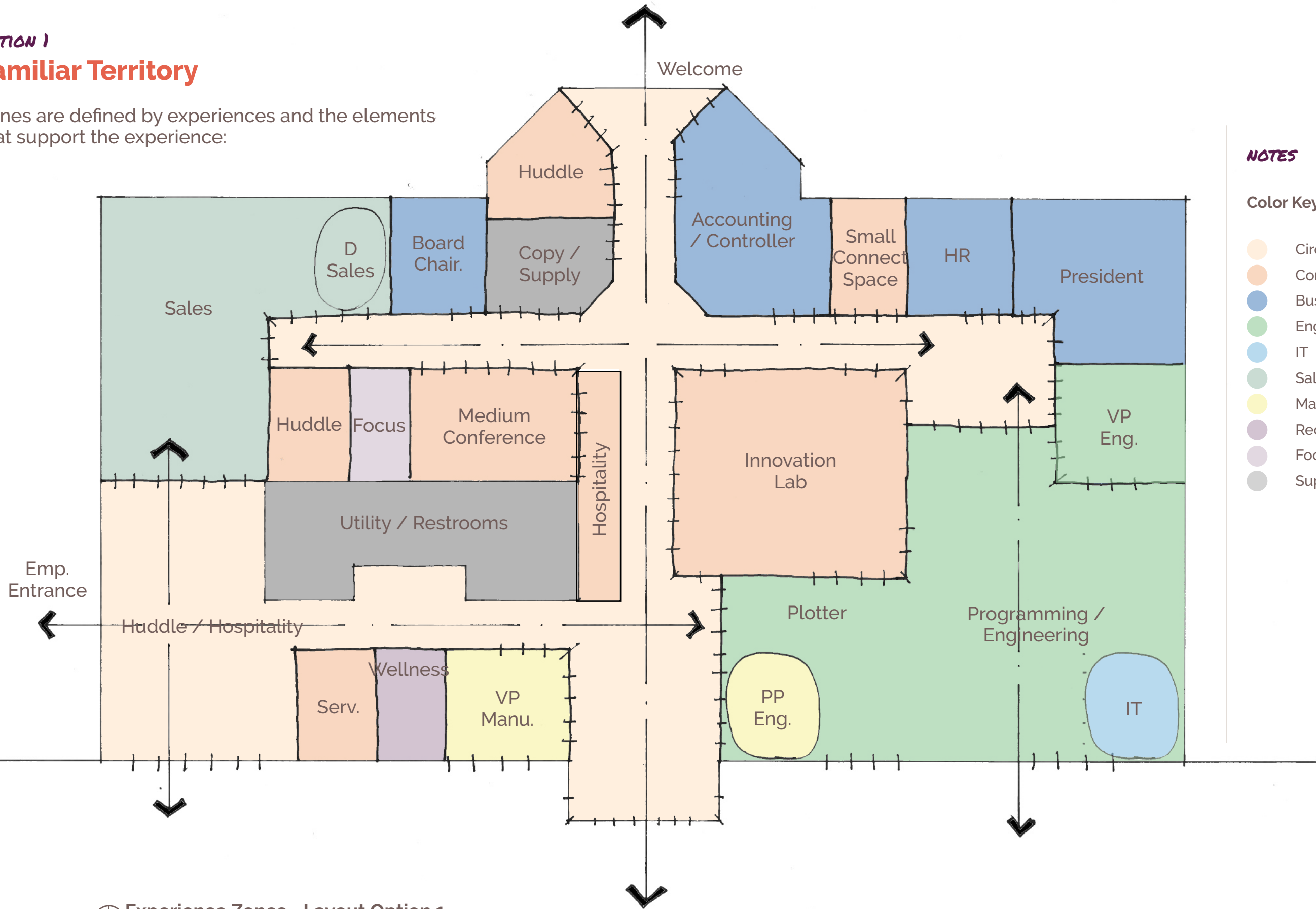
Existing Plan



Existing Office Plan
Scale 3/32" = 1'-0"

OPTION 1
Familiar Territory

Zones are defined by experiences and the elements that support the experience:



NOTES

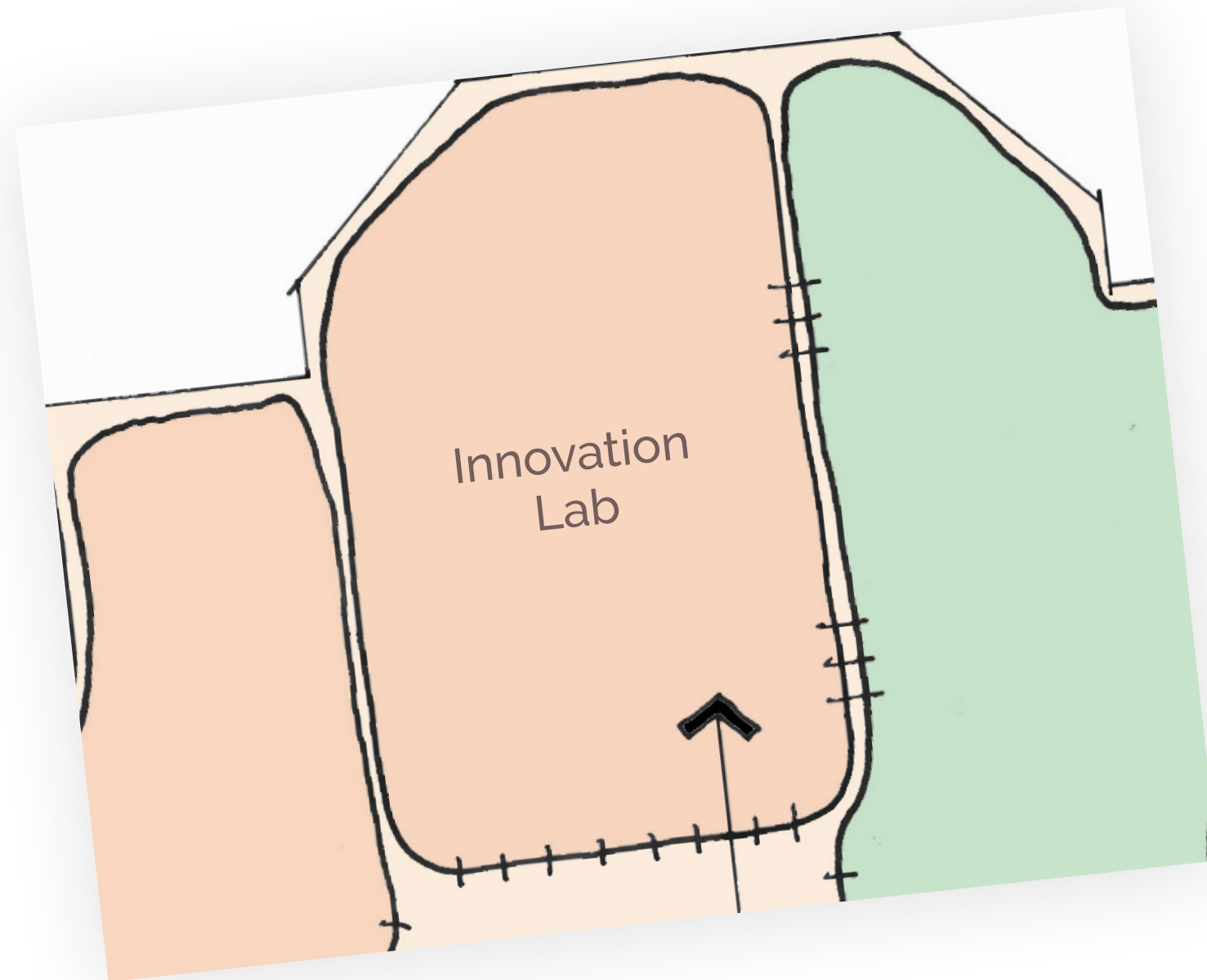
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⊕ Experience Zones - Layout Option 1
 Scale 3/32" = 1'-0"

Innovation Lab Name

We looked for inspiration in Hanson's marketing material along with die-casting terms that could also be used as a room name.



NAMING IDEAS

The Shot

When metal is injected so quickly that it can be compared to the shooting of a gun

The Chamber

A component of a die

The Foundry Lab

A foundry is a place where metal is melted and poured into molds

The Cavity

The space within the die casting die that is the size and shape of the part to be cast

The Parting Line

Represents where the two different sides of the mold come together

Performance Lab

A keyword in Hanson marketing

The Workshop

A space where skilled workers and technicians engage

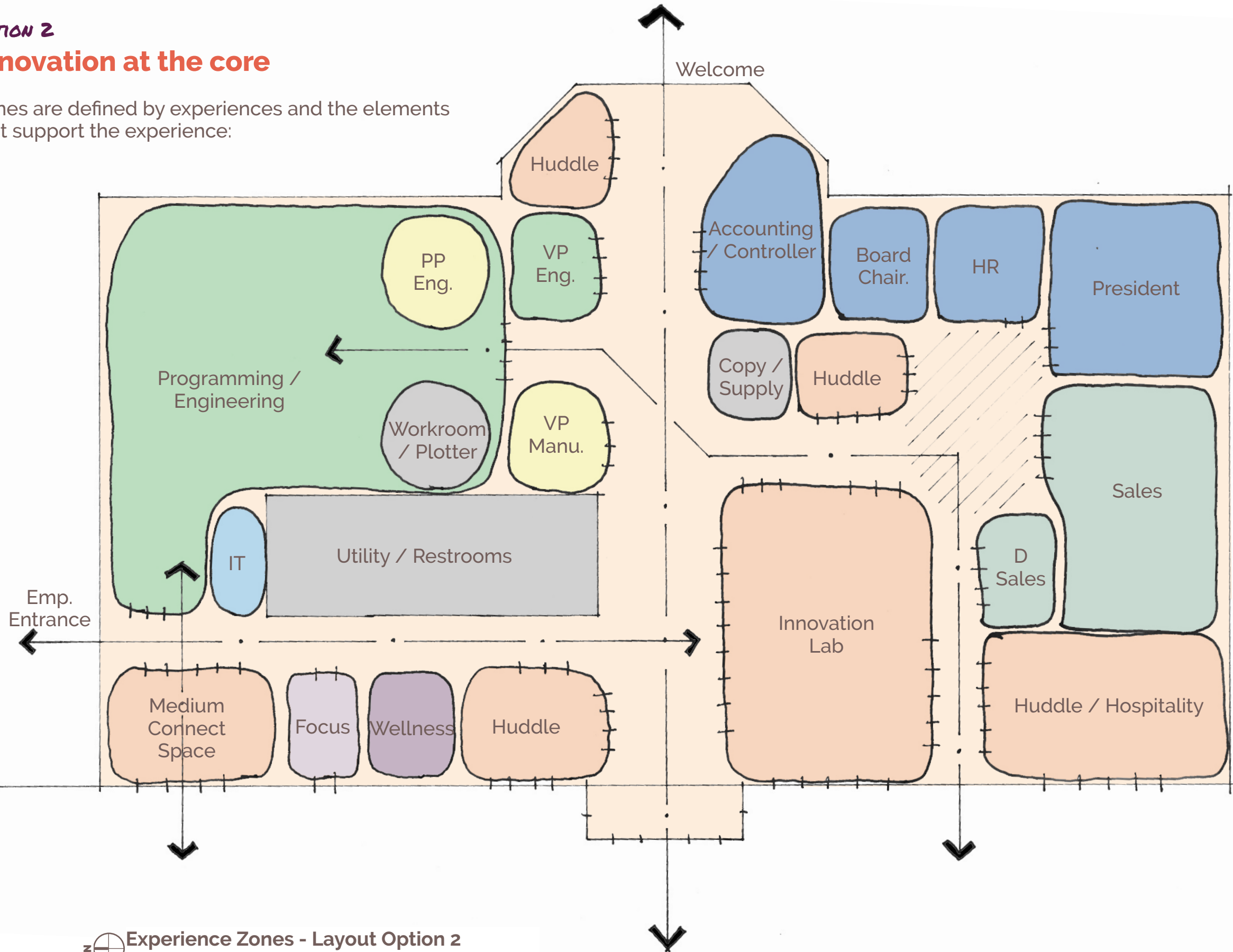
The Press Lab

A designated area within a manufacturing facility where hydraulic or mechanical presses are used to shape and form metal components

OPTION 2

Innovation at the core

Zones are defined by experiences and the elements that support the experience:



NOTES

Color Key

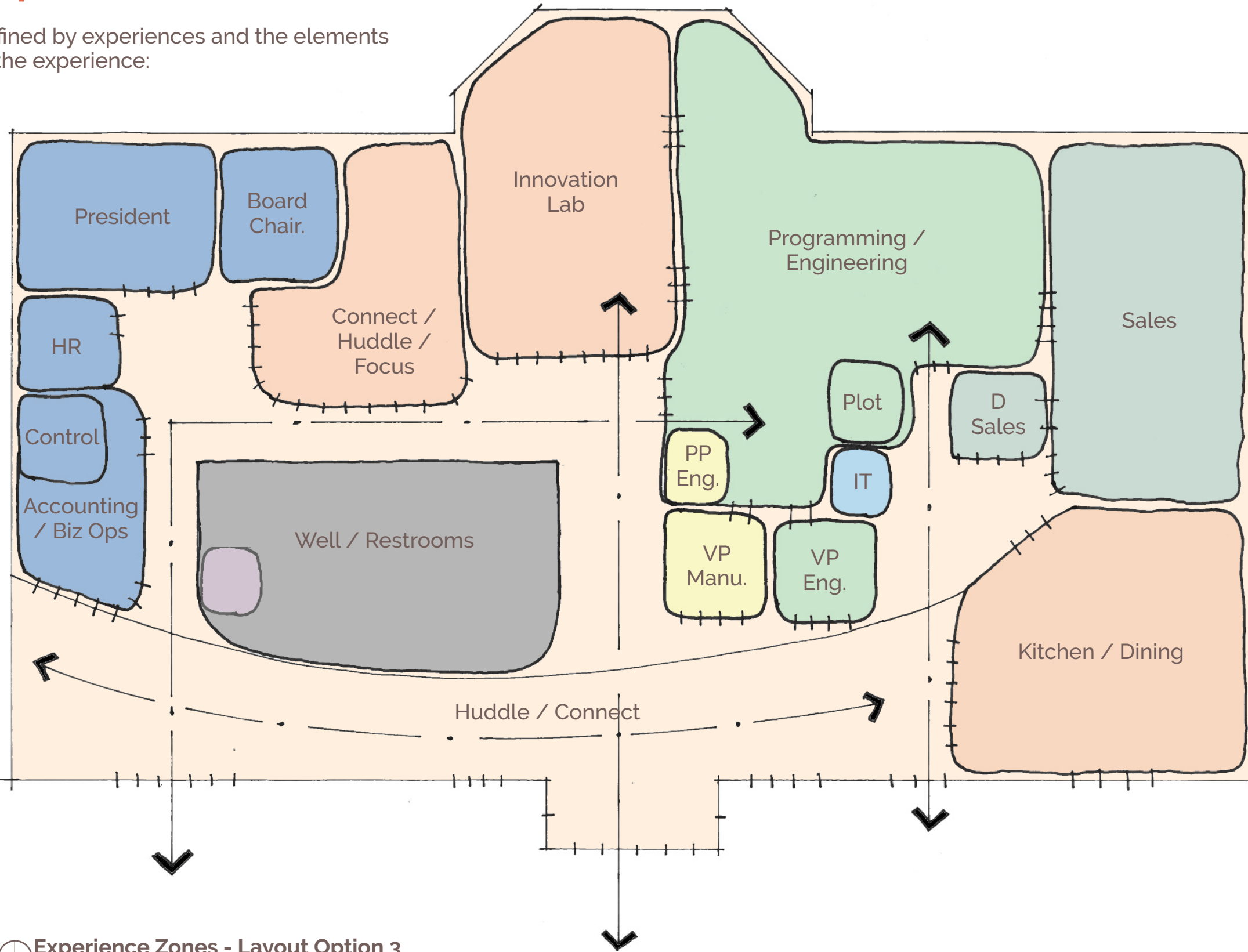
- Circulation
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Experience Zones - Layout Option 2
Scale 3/32" = 1'-0"

OPTION 3

Connect Spine

Zones are defined by experiences and the elements that support the experience:



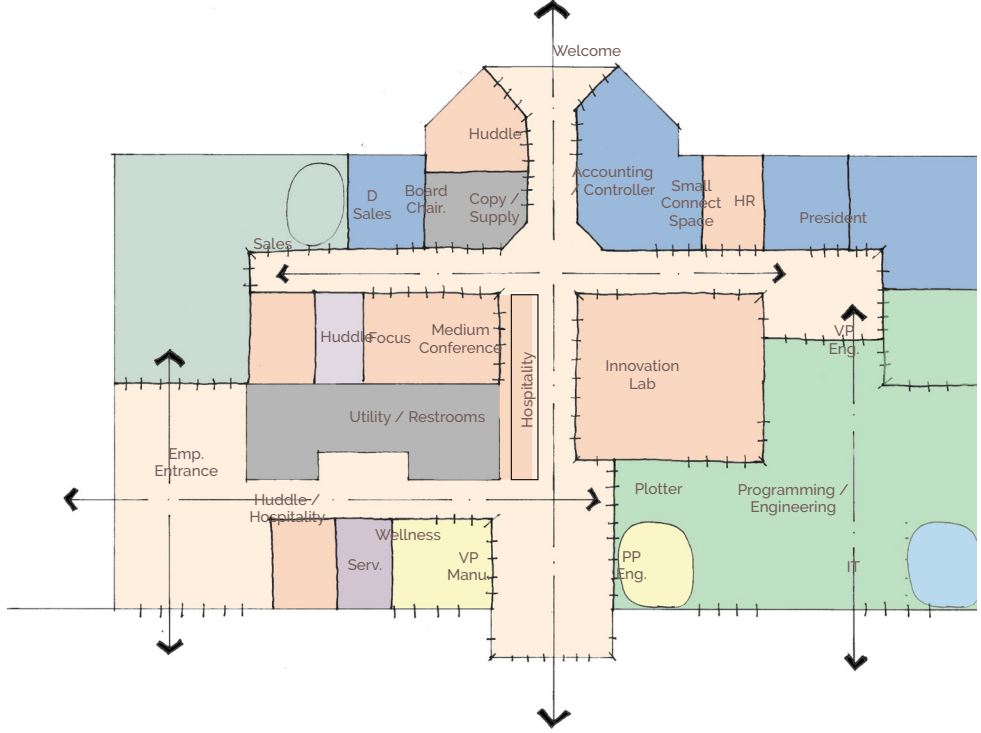
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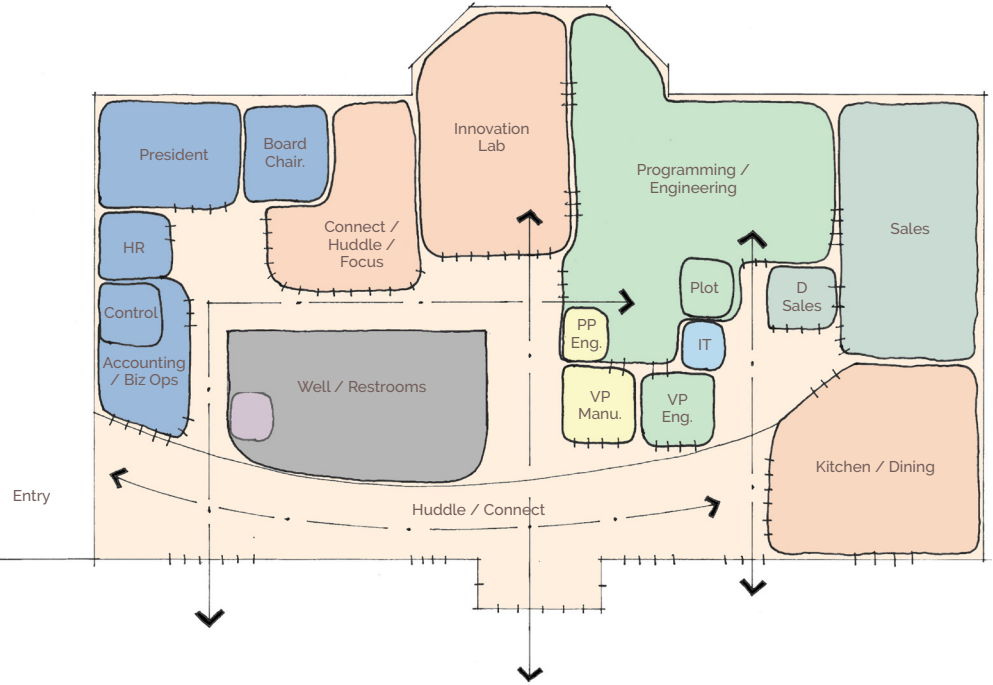
- Circulation
- Connect
- Business Operations
- Engineering
- IT
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- Manufacturing
- Recharge
- Focus
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⊕ Experience Zones - Layout Option 3
Scale 3/32" = 1'-0"

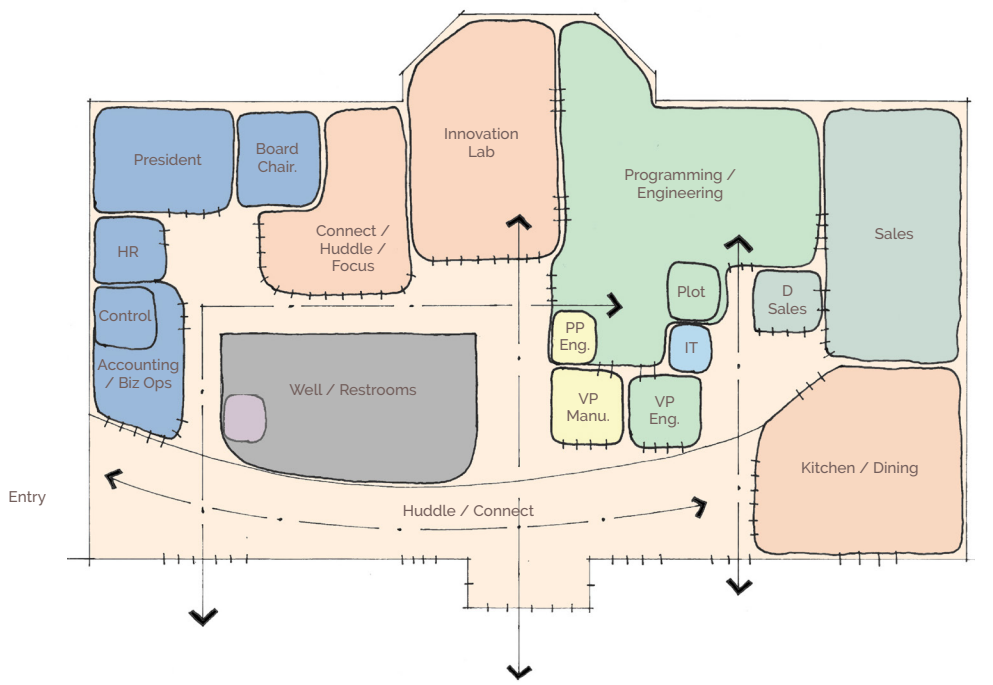
Diagram overview



OPTION 1
Familiar Territory



OPTION 2
Innovation at the core



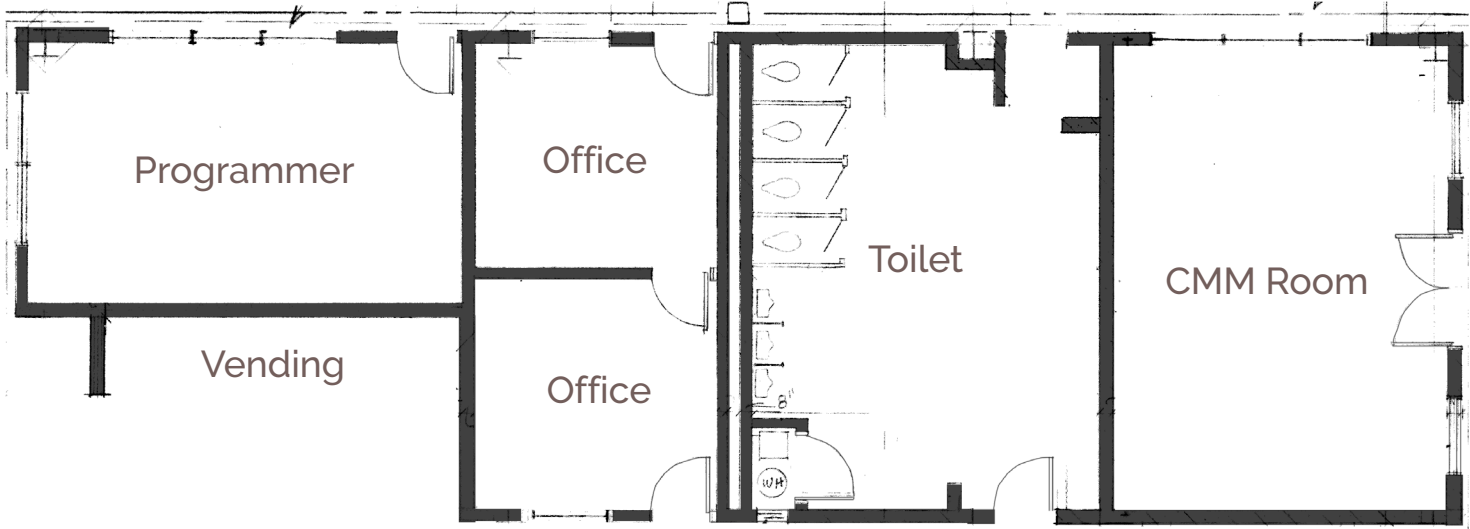
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Connect Spine

⊕ Experience Zones - Layout Option 3
Scale 3/32" = 1'-0"

 Experience Zones - Layout Option 1
Scale 3/32" = 1'-0"



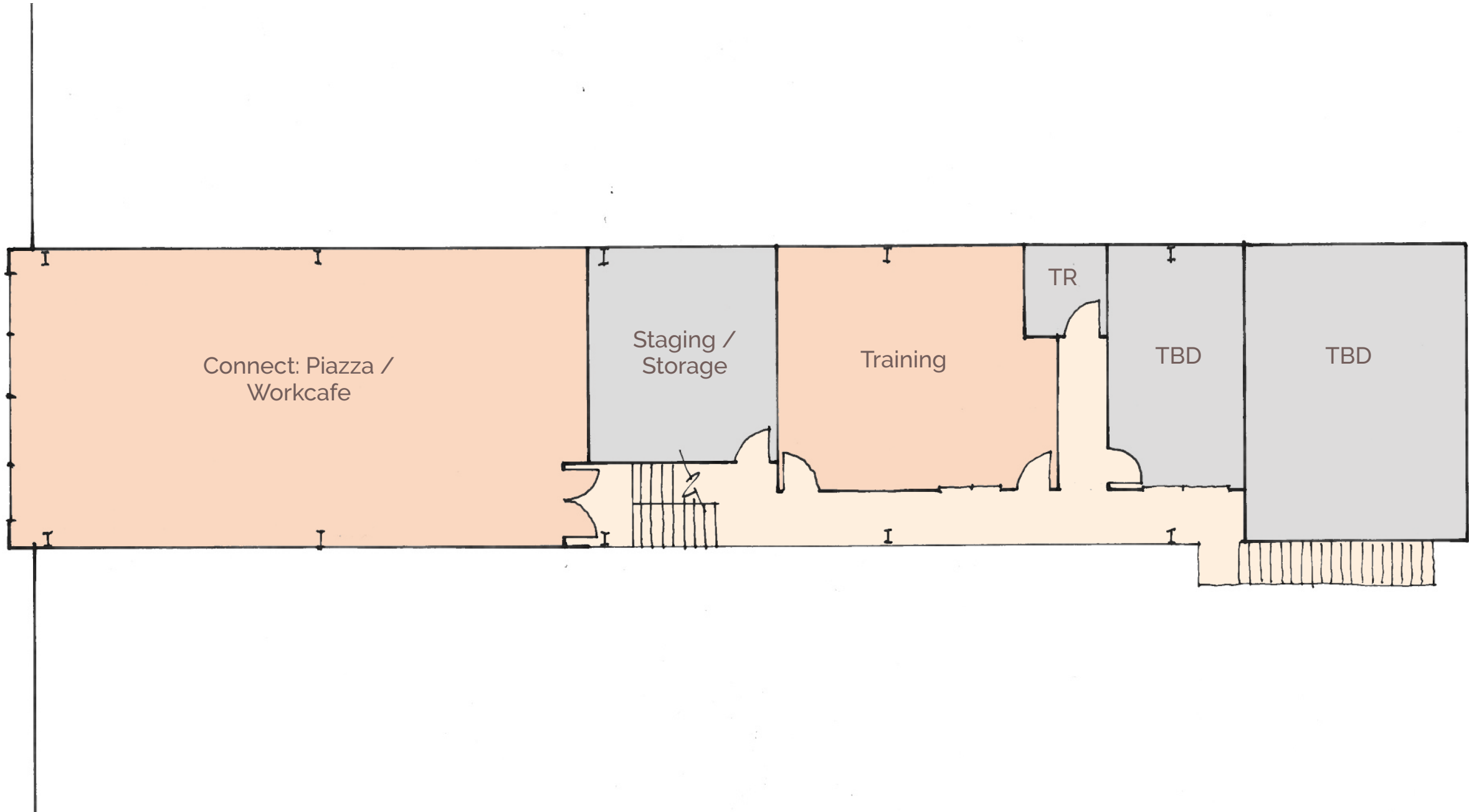
Existing Mezzanine



Existing Mezzanine - Main Level
Scale 3/32" = 1'-0"



Mezzanine



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Experience Zones - Mezzanine Layout Option
Scale 3/32" = 1'-0"

Environmental branding visioning

Branding approach

Our approach to environmental branding starts with the Hanson story.

We look for moments that feature the expertly-engineered products, the team-focused approach, the historical figures that paved the way and the community that benefits.

Branding looks to compliment some of the priority goals of the project like opening the connection between workgroups, enhancing customer immersion and building brand affinity with employees.

We look for moments that add dimension to a space, allow employees to interact, and for customers experience.



Tougher textures and materials like metal, concrete



Industrial Floor Graphics



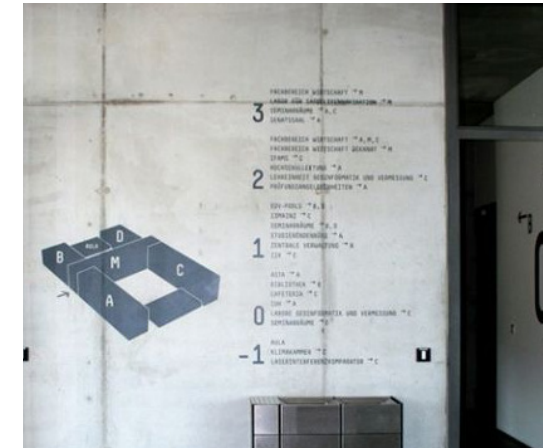
Merging products and message



Elevated and formal



Branding and rally cry at employee entrance



Exposed industrial texture



Surprise moments between spaces



Put your name on it. Proud of the products



Community and employee focused stories

Environmental branding visioning



Product inspired spaces



Wayfinding and messaging on structural elements



Merging products and message



Industrial and bold



Blending analog and digital



Showcase technical expertise



Thermal inspired artwork



Celebrate the community and employees you serve



Product showcase

intersect

Hanson International

Welcome to your project website. Here we will document where we are in the timeline, share

WELCOME TO YOUR
project website

Jump To Workshop Results

intersect-studio.com/hanson

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