



# ASQ ENERPAC BALCONY

6/3/2024

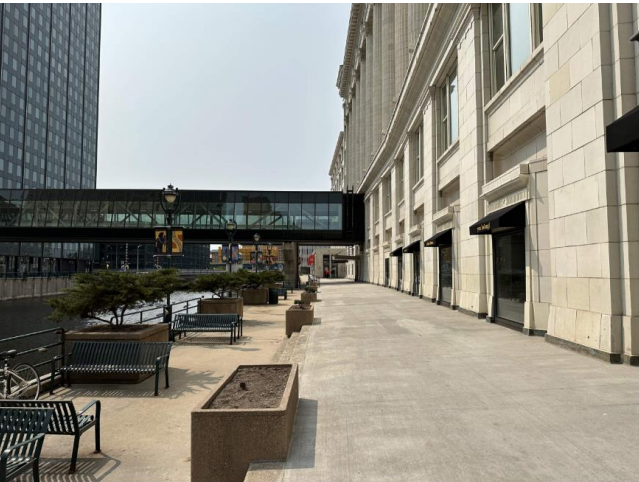
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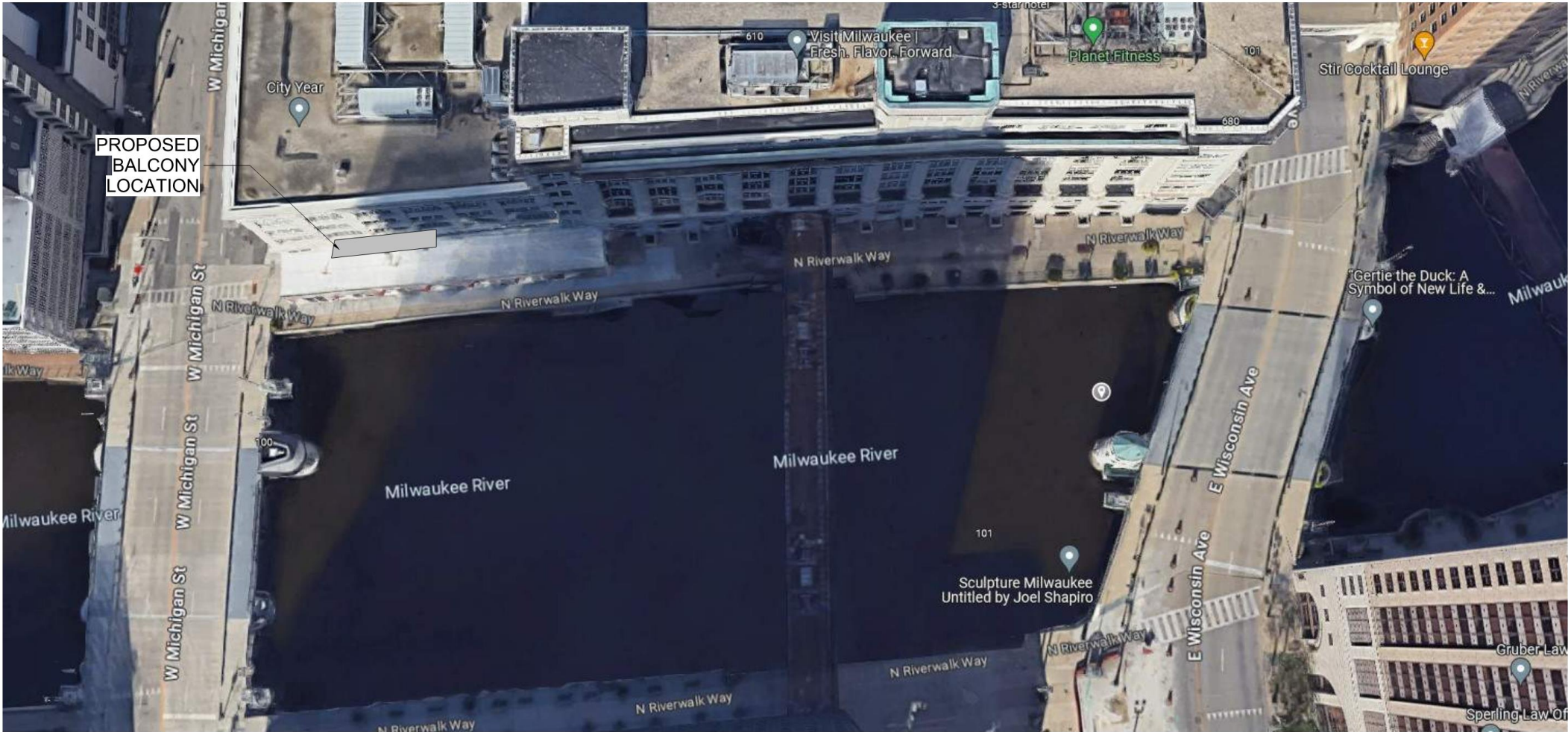
## EXECUTIVE SUMMARY:

- *Enerpac Tool Group Corporation announced moving their Global Headquarters to downtown Milwaukee to occupy 56,000 sq. ft. of space at the fourth floor of the ASQ Center (648 N. Plankinton Ave.), located within the Riverwalk SPROZ, and to be renamed Enerpac Center.*
- *A small balcony is proposed on the fourth floor of the less ornate South building, facing the river, which will further help activate the Riverwalk corridor.*
- *The balcony and access to outdoor space was a key consideration in Enerpac's decision to relocate its Global Headquarters, and also a key selling point for employees (who currently enjoy access to significant outdoor space at the company's existing suburban headquarters location).*
- *The proposed balcony uses a minimally intrusive means of attachment and has been designed and engineered to be removable, if desired by a future owner or tenant, allowing full and easy restoration of building. This preserves the historic elements, consistent with the standard in the SPROZ.*
- *The proposed balcony is sensitive to the building's architectural proportions and design, and utilizes timeless materials that relate to several areas of the Riverwalk. This is consistent with the standard for appropriate design and scale in the SPROZ*
- *The footprint of the proposed balcony does not extend over the river, or beyond the current dock line or the dock line of the original historic building. The balcony footprint is significantly smaller than, and contained within, the footprint of the existing ground floor addition.*
- *While the Center has some historic significance, the South building exhibits far fewer features compared to the North building, is not locally designated, and does not have an official listing or record of taking tax credits from the state or federal government. Several stark modifications were previously added to both the South and North buildings which are not in keeping with any historical design elements. The current building as it exists today is not "pristine" by any historical standards.*
- *If owners or tenants are not permitted to make changes to downtown structures like this (even relatively minimal changes with a very minimalistic design), then these buildings will risk falling into disuse and ultimately likely torn down in favor of newer structures. The applicant feels it is far better to allow minor changes that preserve the existing historical elements with the current structure*

# ASQ CENTER EXISTING CONDITIONS

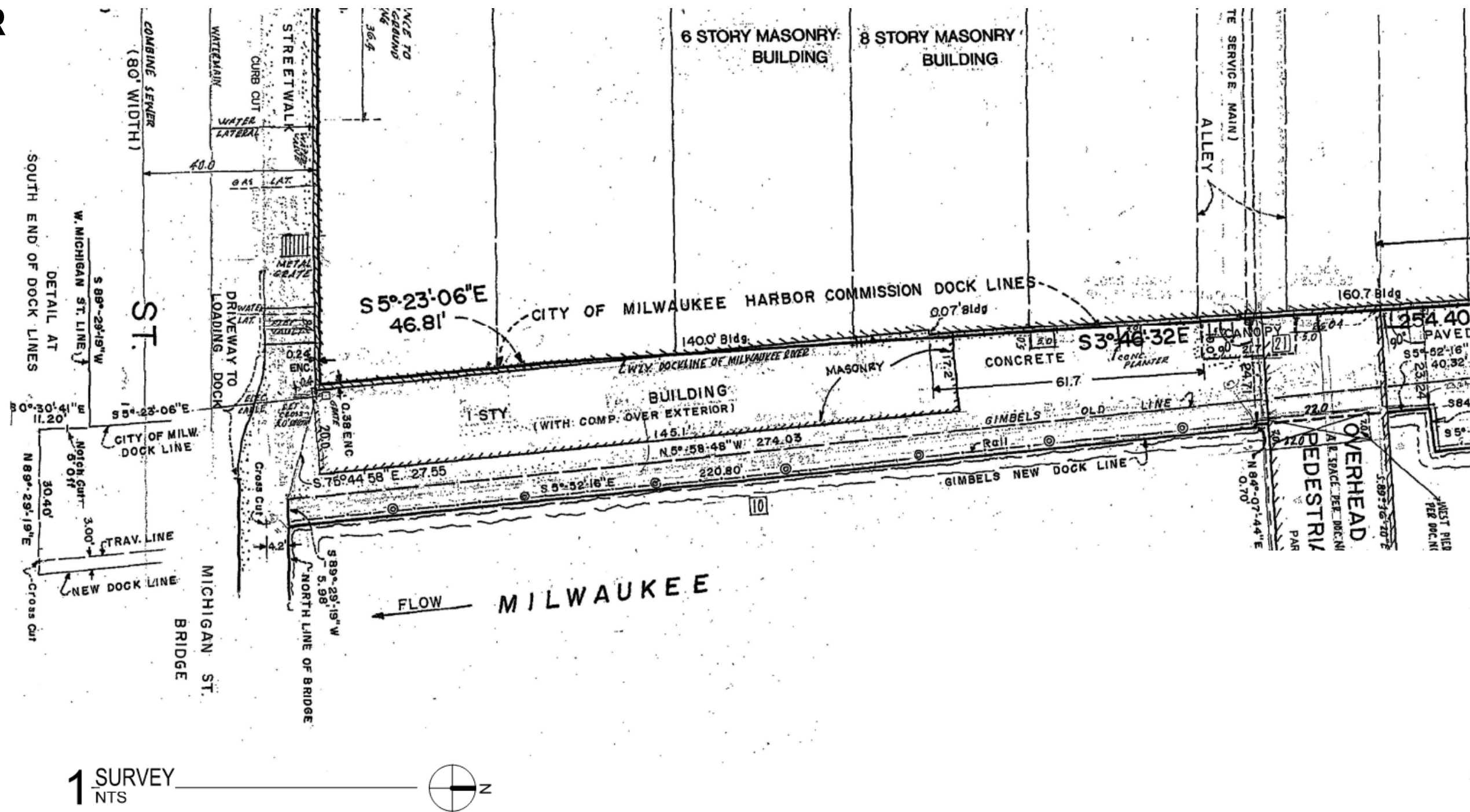


EXISTING CONTEXT PHOTOS  
NTS



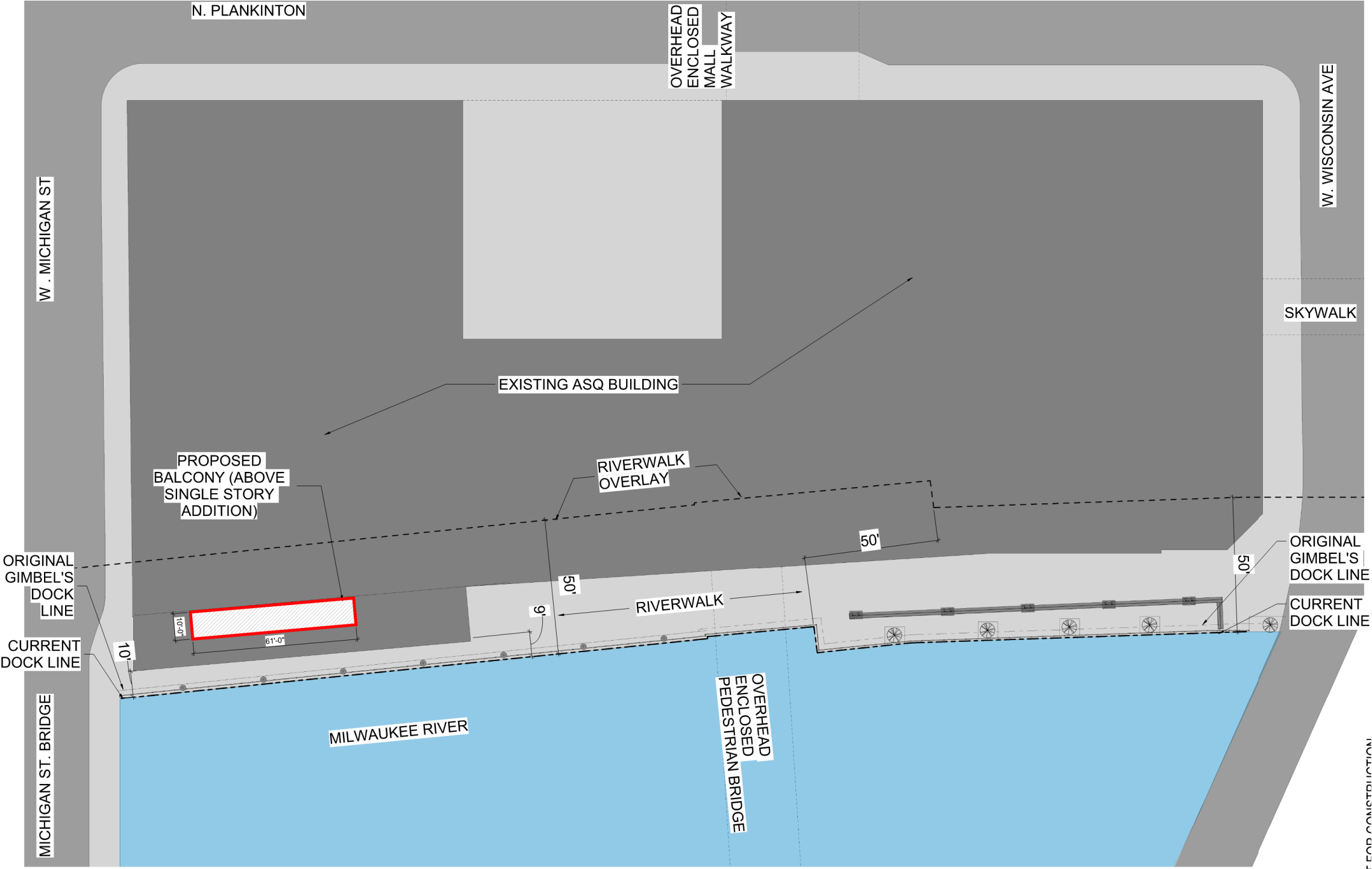


ASQ CENTER  
EXISTING  
SURVEY



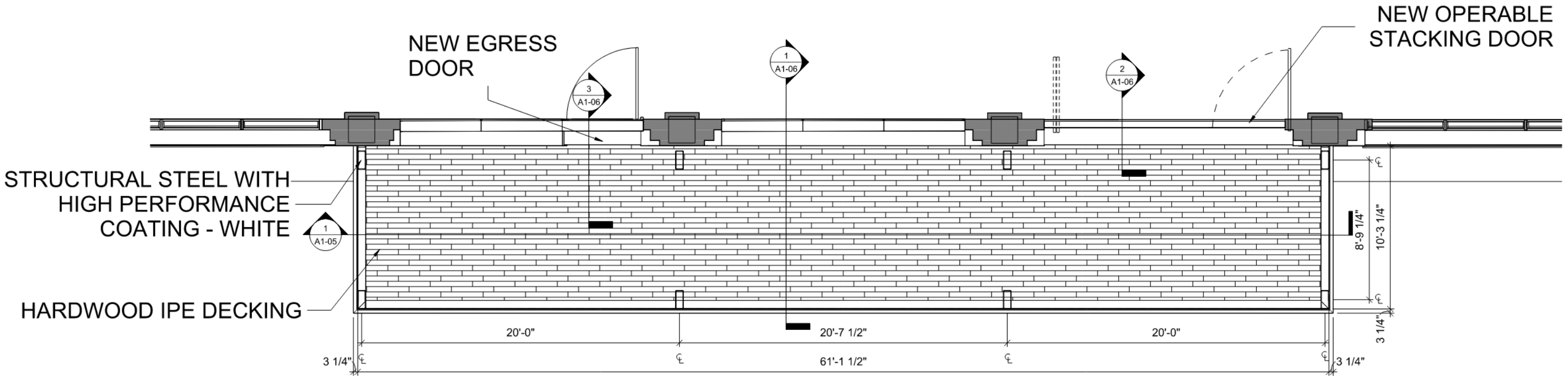
# SITE PLAN

- *PROPOSED BALCONY  
CONTAINED WELL WITHIN  
OUTLINE OF THE EXISTING  
FIRST FLOOR ADDITION*



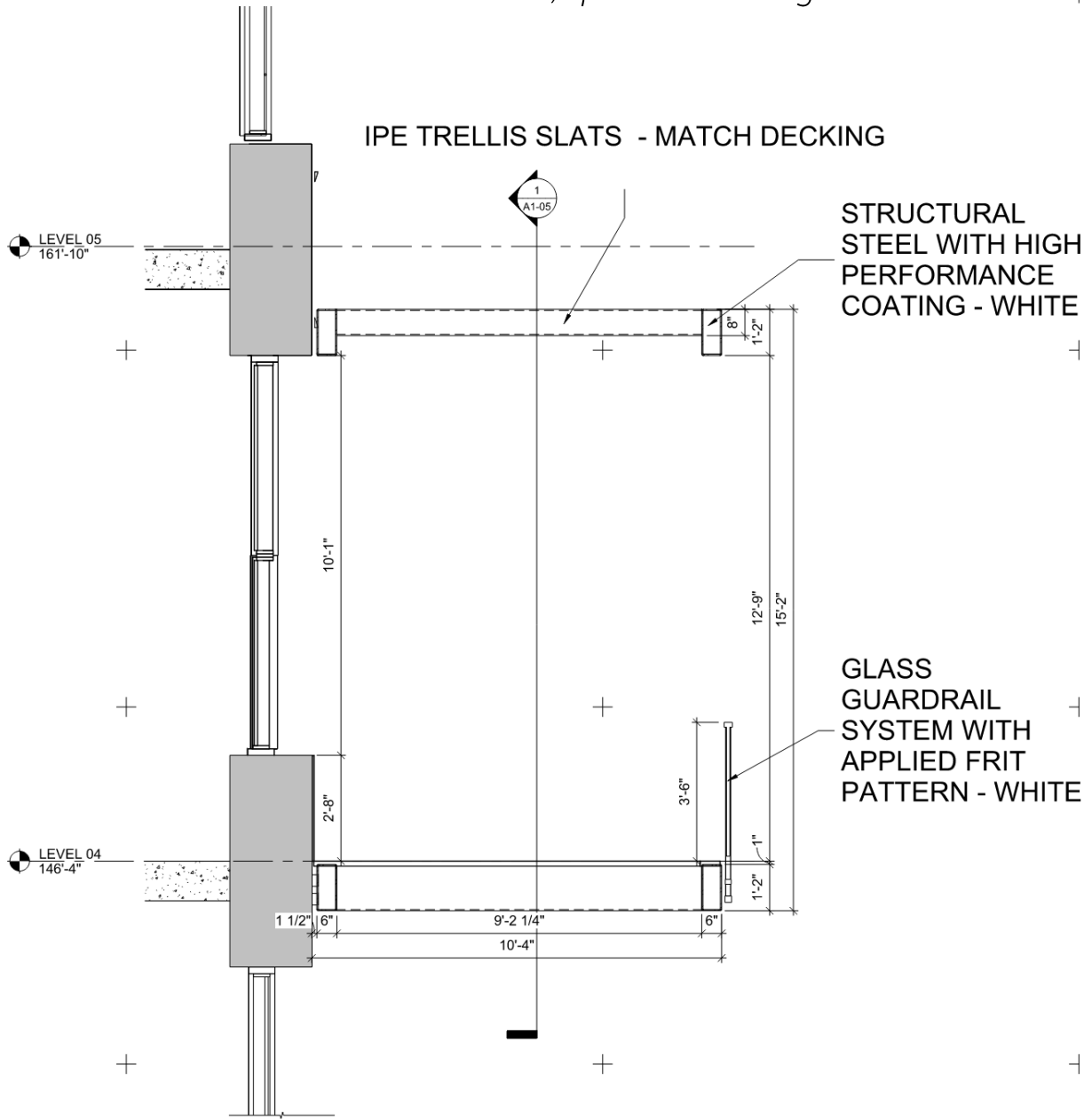
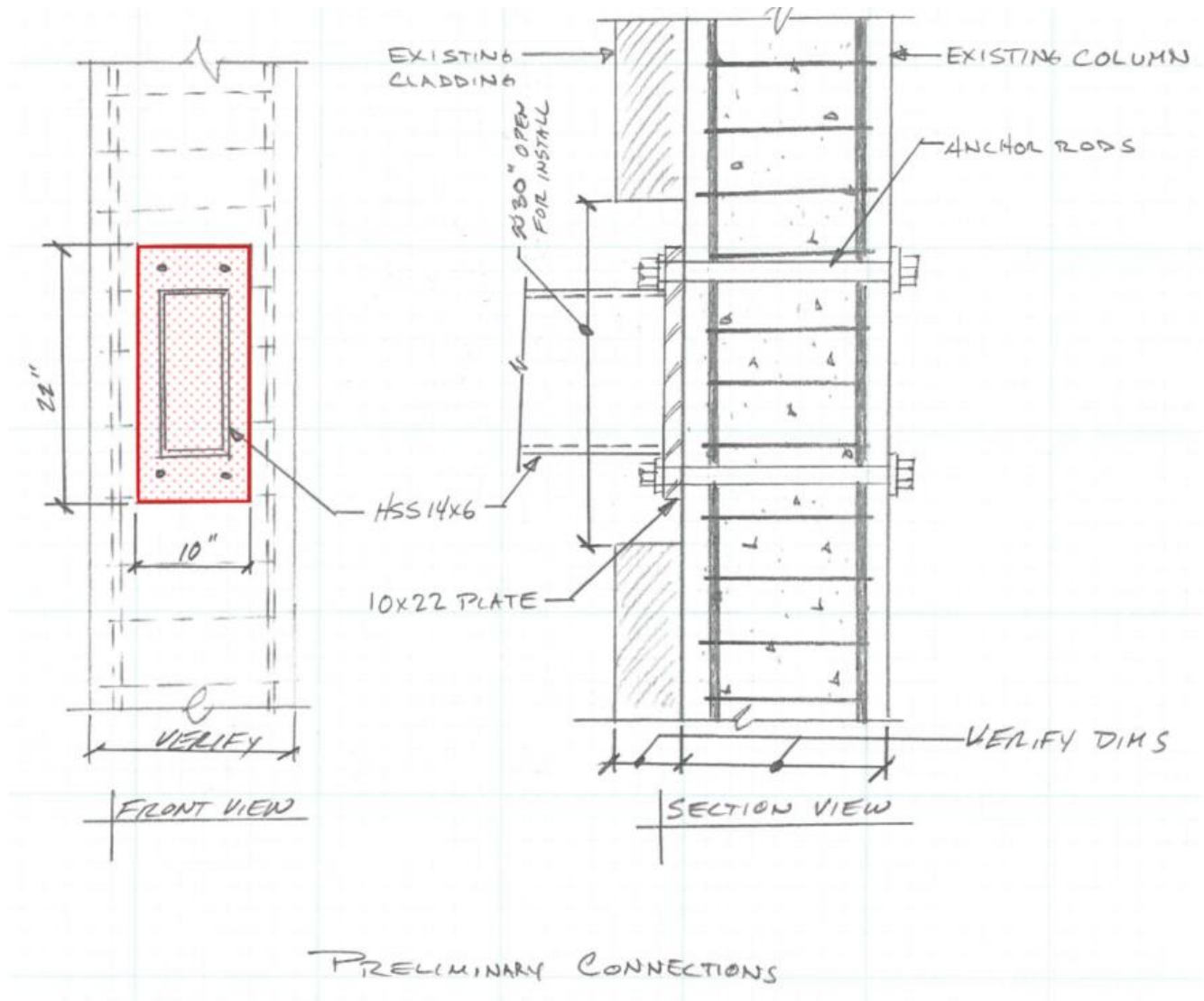
# FLOOR PLAN

- APPROX. 10' X 61' BALCONY
- Minimal disruption to the existing building façade, other than converting 3 windows into a new operable stacking door and placing a new egress door (within an existing window opening) to provide access to the balcony. Existing windows will be kept and stored in case removal of balcony and restoration is desired in the future.



REMOVABLE  
8-POINT CONNECTION  
DESIGN

Balcony is specifically engineered and designed to be removable in the future. This is not a permanent change to the building structure or façade that cannot be reversed at a later date, if so desired by the building owner and/or tenant.

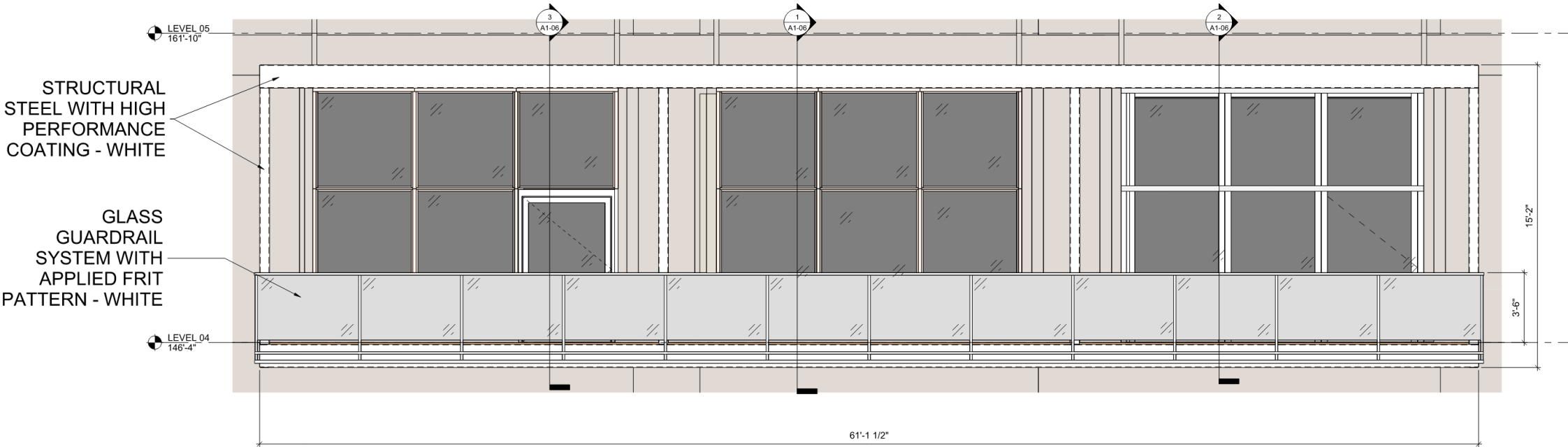


ELEVATIONS

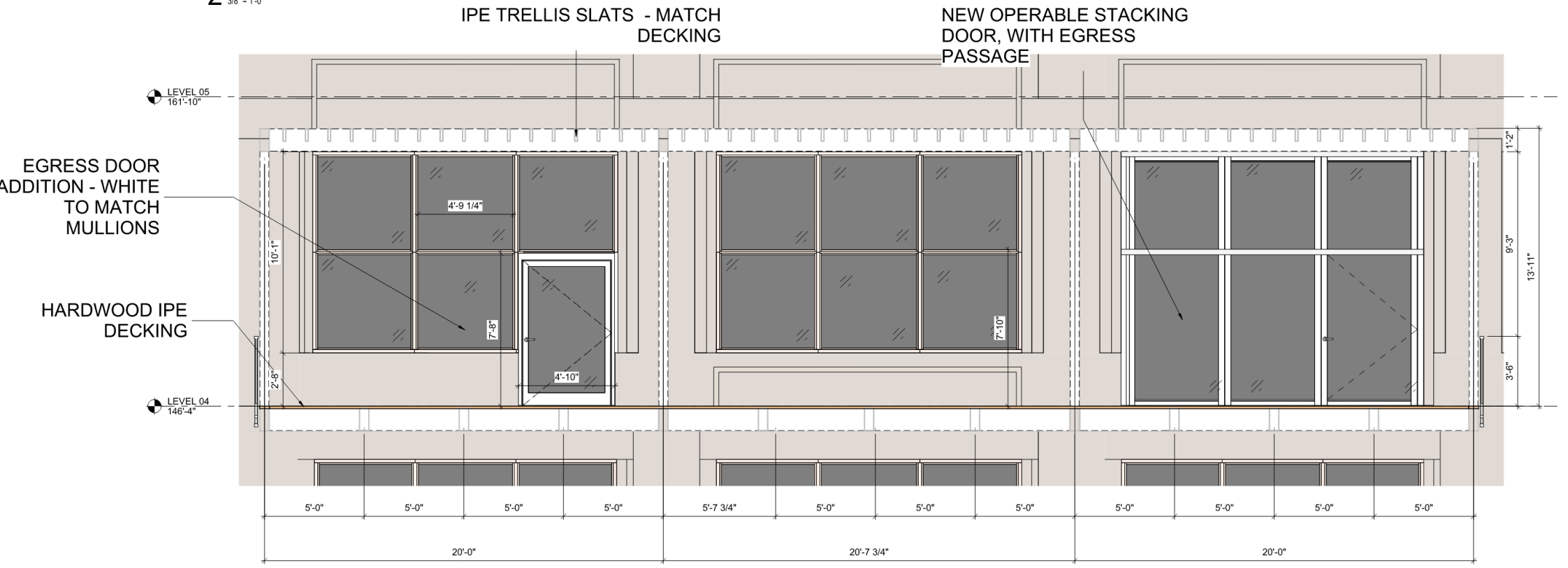




ELEVATIONS



2 BALCONY ELEVATION  
3/8" = 1'-0"



1 BALCONY SECTION LOOKING WEST  
3/8" = 1'-0"

# EXISTING ASQ CENTER HAS ALREADY BEEN HEAVILY MODIFIED IN MULTIPLE WAYS – NORTH BUILDING MODIFICATIONS - NORTHEAST CORNER ALONG RIVER

- *PROPOSED BALCONY AVOIDS NORTH BUILDING THAT HAS SIGNIFICANTLY MORE HISTORICAL ELEMENTS*
- *CHASE TOWER SKYWALK ADDITION*
- *RIVERSIDE THEATER SKYWALK ADDITION*
- *REMOVAL OF FIRST FLOOR STOREFRONTS*





# EXISTING ASQ CENTER HAS ALREADY BEEN HEAVILY MODIFIED IN MULTIPLE WAYS – SOUTH BUILDING MODIFICATIONS - SOUTHEAST CORNER ALONG RIVER

- *SOUTH BUILDING HAS LIMITED FEATURES OF PROMINENCE*
- *1ST FLOOR NON-HISTORIC ADDITION ALONG THE RIVER*
- *1ST FLOOR LOADING DOCK ADDITION IS NOT OF THE BUILDING CHARACTER*
- *5TH FLOOR NON-HISTORIC WINDOW REPLACEMENT*





# EXISTING ASQ CENTER HAS ALREADY BEEN HEAVILY MODIFIED IN MULTIPLE WAYS – WEST ELEVATION ALONG PLANKINTON AVE

- *FAUX FACADE AND NON HISTORIC COURTYARD RENOVATION*
- *ENTRY CANOPY ADDITIONS*
- *THE AVENUE SKYWALK ADDITION*





# BALCONY ADDITION IN CONTEXT OF OTHER ELEMENTS

- 8-POINT REMOVABLE DESIGN PRESERVES HISTORIC ELEMENTS AND WOULD ALLOW FUTURE RESTORATION
- FURTHER ACTIVATES RIVERWALK AND ENHANCES THE PEDESTRIAN ENVIRONMENT



**EXISTING VIEW FROM  
EAST SIDE OF RIVER**





**NEW VIEW FROM EAST SIDE  
OF RIVER & W. MICHIGAN ST.**





**NEW VIEW FROM EAST SIDE  
OF RIVER & W. MICHIGAN ST.**

