



Location  
907 South Park Street

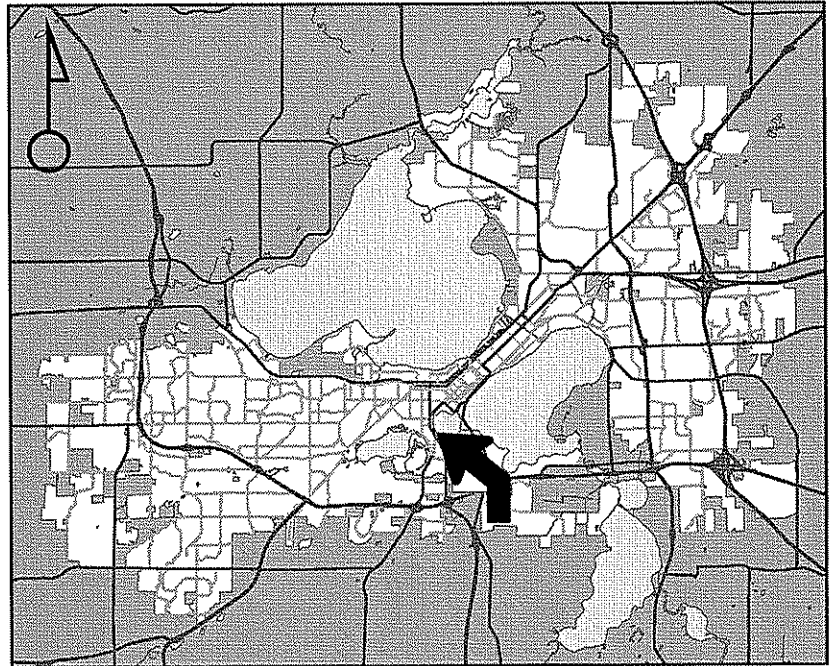
Project Name  
Octopus Car Wash

Applicant  
Octopus Car Wash

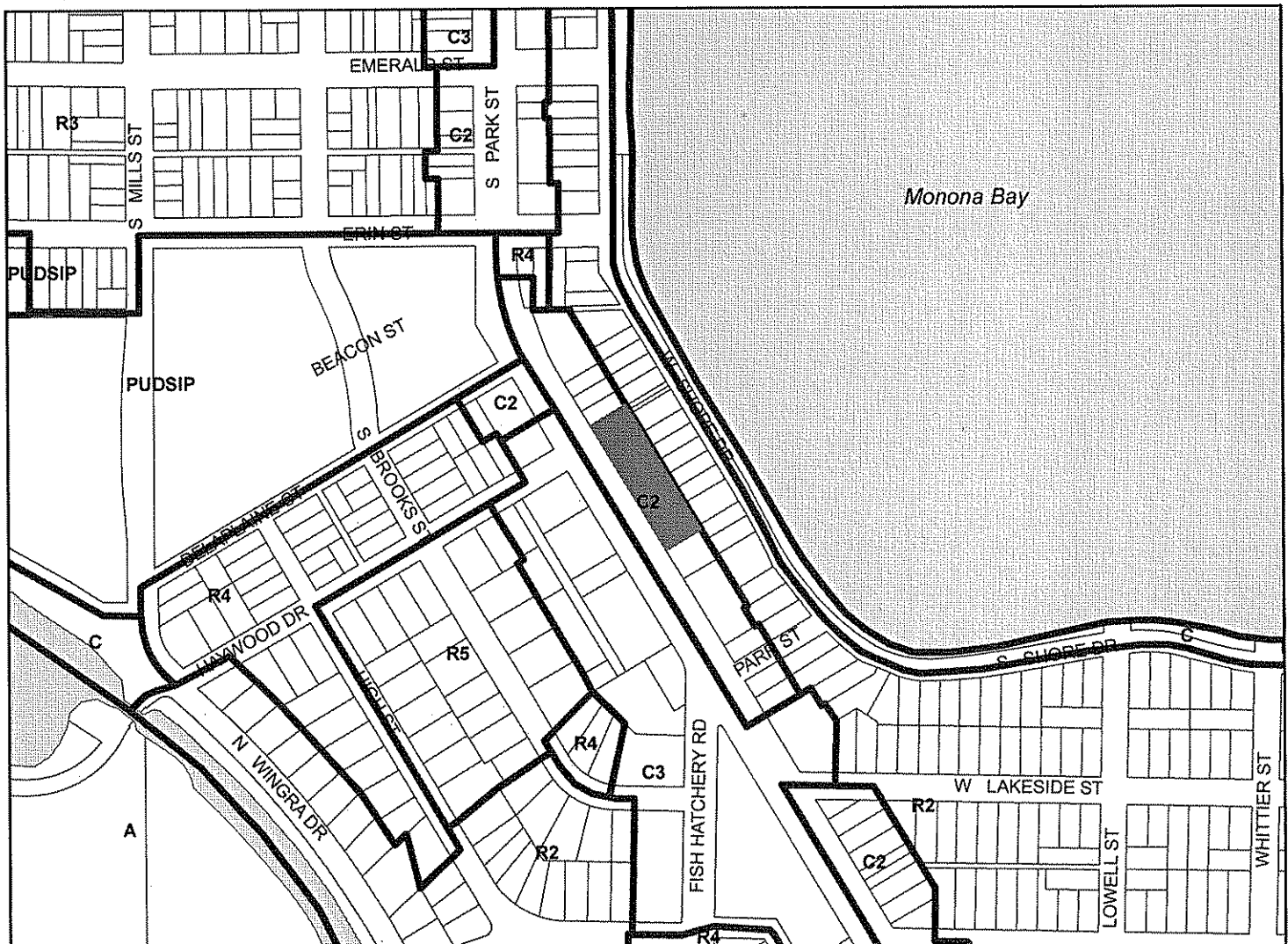
Existing Use  
Octopus Car Wash

Proposed Use  
Consider Alteration to Approve the  
Repainting of Octopus Car Wash

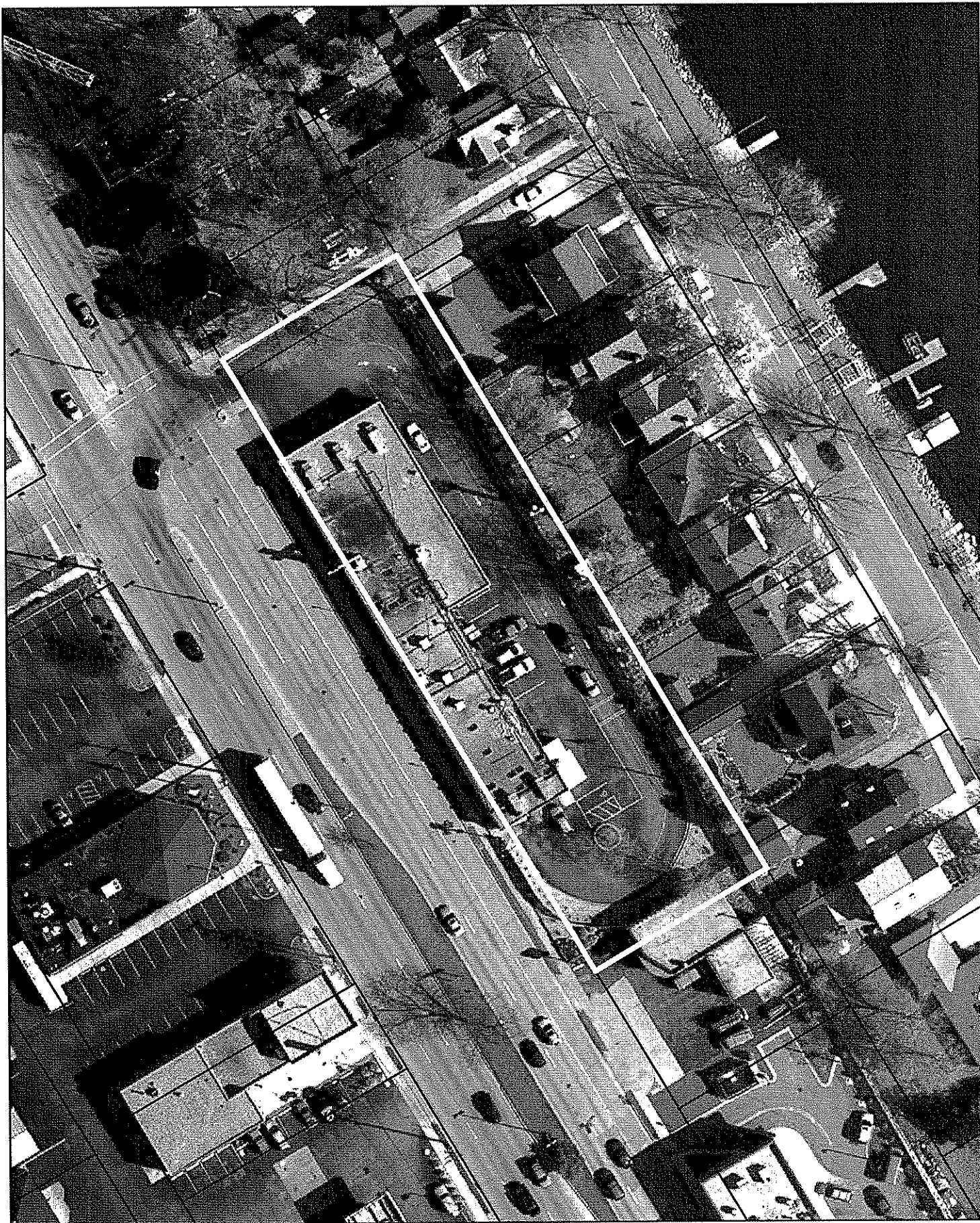
Public Hearing Date  
Plan Commission  
18 May 2009



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'



APPLICATION FOR ALTERATION OF EXISTING CONDITIONAL USE  
City of Madison

Date

4/14/09

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make minor alterations to an existing conditional use.

|   |  |                |    |
|---|--|----------------|----|
| 1. Location of Property/<br>Street Address: | 907 South Park Street  | Ald. District: | 13 |
| 2. Legal Description of Property:           | Octopus Car Wash<br>Full Service Car Wash  |                |    |
| 3. Existing Conditional Use:                | Full Service Car Wash  |                |    |
| 4. Proposed Alteration (Describe):          | Octopus is asking for approval on existing exterior paint colors, orange trim, white base. |                |    |
| 5. Zoning District:                         | C-2  |                |    |

This application must be accompanied by two (2) sets of construction and plot plans indicating the proposed alteration, if there are no exterior changes. Five (5) sets of construction and parking lot plans are required, if exterior changes are proposed.

Section 28.12(10)(h)2. states: "No alteration of a conditional use shall be permitted unless approved by the City Plan Commission provided, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Planning Unit Director and are compatible with the concept approved by the City Plan Commission and the standards set forth in Section 28.12(10)(g).

Respectfully submitted,

Name

Address

Telephone No.

Troy Gile  
1039 East Washington Ave  
Madison WI  
608-209-5344

ZONING ADMINISTRATOR'S COMMENTS:

|   |  |
|---|--|
| Occupancy Certificate Status  | OK   |
| Outstanding Orders  | Exterior Rendering                         |
| Conditions of approval met  | Yes  |
| Compatibility of proposed alteration with concept approved by Plan Commission | OK-  |
| Compatibility of proposed alteration with standards of 28.12(11)(g)           | OK-  |
| Alderman's Recommendation   | Very recommended for approval JSK, 5-12-09 |

TRAFFIC ENGINEER'S COMMENTS:

|  |
|--|
|  |
|  |
|  |

|  |   |      |
|--|---|------|
| Approved according to 28.12(10)(h)2.   | <input type="checkbox"/> Director of Planning & Development | Date |
| Disapproved - Refer to Plan Commission | <input type="checkbox"/> Director of Planning & Development | Date |

February 20, 2004-b:\Documents and Settings\blgch\Local Settings\Temp\Alt CU.doc

\* Request Public Hearing, Neighbor Input Desired. (mt)

For the past 33 years Mike O'Brien, General Manager and Jeff Rupnik, Chief Operations Officer for Octopus Car Washes had many duties and responsibilities. During their last 5 years of employment in these capacities with the company, I was informed that both Mike & Jeff made several mistakes, especially the two I allude to in the following that led to their resignation in June of 2008.

In the summers of 2007/08 the City Street Department were tearing up the road in front of 907 S. Park St. Mike and Jeff were informed by the owner, Jeff Jurkens to attend public meetings that we were invited to since Mr. Jurkens was going to be out of town, Mike and Jeff were to voice Mr. Jurkens concerns as representatives of Octopus Car Wash. The City was proposing shortening the turning lane that brings traffic into our property and Mr. Jurkens knew that would be detrimental to Octopus. Mike and Jeff failed to attend any of the city meetings therefore, Mr. Jurkens concerns were not shared with the City of Madison for it's consideration and inevitably the turn lane was shortened by the length of 2-3 cars. As a result of Mike and Jeff not attending these public meetings, Octopus lost traffic volume, repeat business, and therefore revenue especially from our older clients who have a difficult time figuring out how to enter and exit our location.

The second issue was the fence on the west side of our property that I have included photos of, Octopus has also agreed to repaint the fence to a color that is suitable for everyone. Mike and Jeff were reminded by Mr. Jurkens on several occasions that these were their responsibilities to follow-up, to make sure that this situation was handled carefully to avoid problems with the city and our neighbors. The ensuing problems concerning the fence due to Mr. O'Brien's mishandling of the issue is history and has now been rectified. Let's just say this was the proverbial straw that broke the camel's back and led to the resignation of Messrs. O'Brien and Rupnik. Although a hot issue at the time, Mr. Jurkens handled it to the neighbor's satisfaction and the issue is settled.

I started at Octopus Car Wash in June of 2008, assuming the two positions formerly held by Mr. O'Brien and Rupnik. At that time Mr. Jurkens shared with me his ideas and concerns about keeping the image of Octopus Car Wash strong in Madison and the surrounding community. Mike and Jeff didn't understand that concept; they felt the only thing important was washing cars and collecting their check and bonuses. Mr. Jurkens also told me how in years past he had invited the surrounding neighbors to attend a catered meeting to address any concerns from the neighbors regarding the upcoming building remodeling at Park St and how Octopus would do what we could to make everything better for everyone. To this day, Mr. Jurkens still constantly stresses the importance of having good relations with our neighbors and the surrounding businesses. In his words; "It's critical to our longevity and continued success in Madison".

After 2-3 months on the job, concerns were brought by management and confirmed by customers and the Mystery Shopper service we hire regarding the appearance of the exterior of the building, comments such as; "dull and dreary", "exterior needs to be painted", etc. Our Octopus logo has remained the same for 50 years and we considered



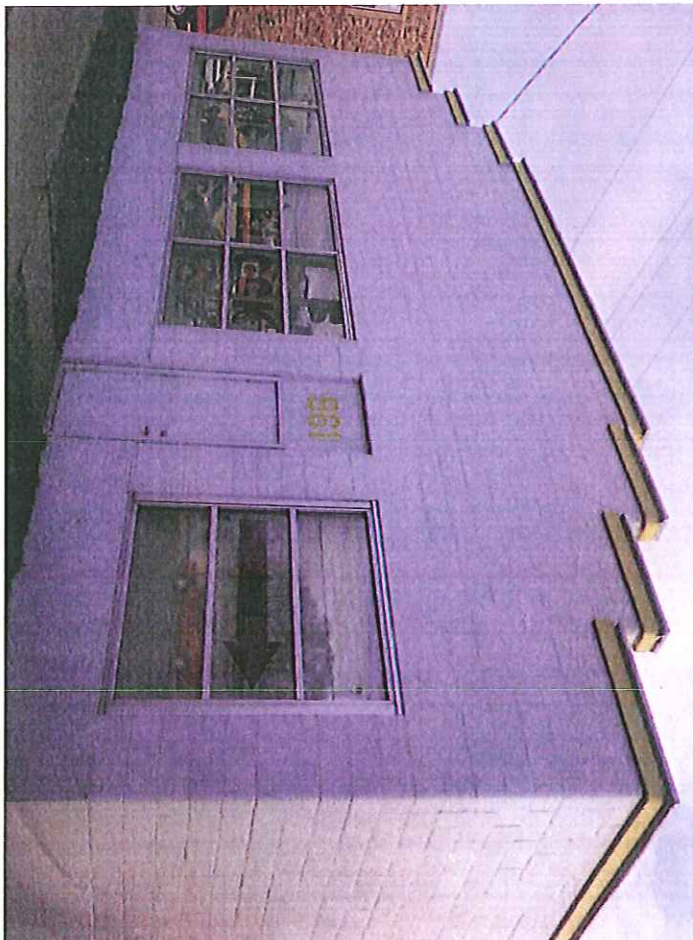
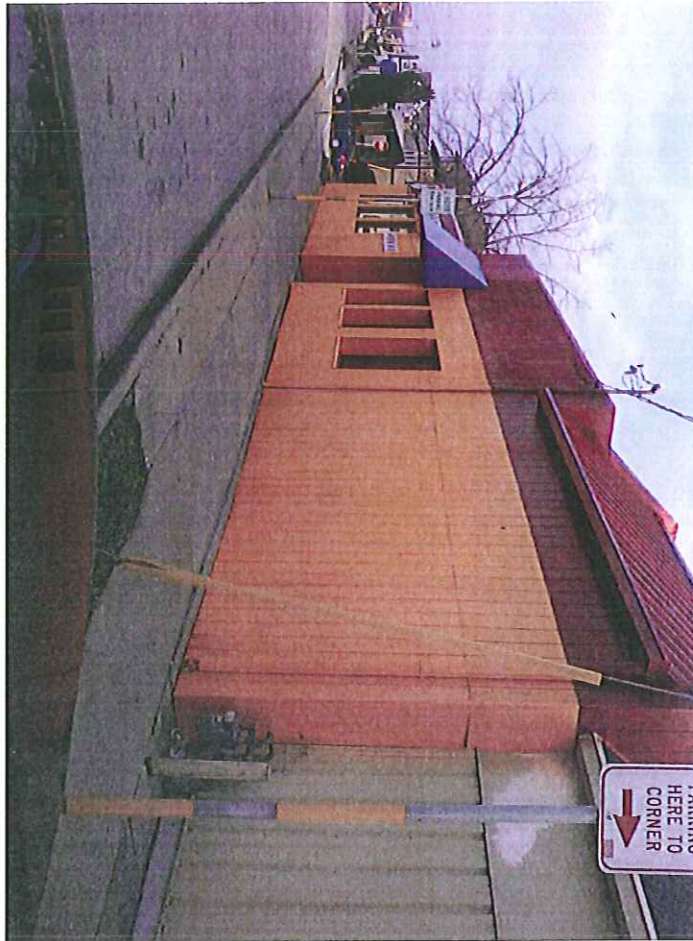
changing the color as well as painting the building to match the new look.. We see many companies doing that and we thought it would also work for Octopus. The logo color and updating of style has been completed and we began painting the exterior of our buildings to match in October 2008. Prior to leaving town, the owner met with me to clarify his instructions, "don't paint the new addition" Troy! We have painted the old portion of the building multiple times he stated with no issues, if we paint the new portion we may need permission. The new addition is decorative stones we left that alone, only painting a 3" metal strip to tie the paint colors together, (attached photos for your review).

I have attached several photos of businesses in the surrounding area. As you will see, we took them into consideration when painting. We looked at Shell and decided that their colors worked for them so it should also be suitable for us as it looks bright and inviting. Famous Dave's, Jade Garden, and the Dairy plant down the street all have similar colors. I can assure everyone that our intentions with painting the building were to increase business, in turn helping the local economy; satisfying our customer base and make it appear as if we were doing well in this tough economic time. We are watching many local businesses close; we wanted to take the necessary steps to ensure that we won't be the next victims of the declining economy. I can assure you that neither Mr. Jurkens nor I were in any way trying to overlook city ordinances.

Sincerely,

Troy Gile  
General Manager  
Octopus Car Wash

|                                |                        |
|--------------------------------|------------------------|
| PLAN/PARKING FACILITY APPROVAL |                        |
| ADDRESS 907 S Oak St           |                        |
| ID# 1374                       | DATE SUBMITTED 4/23/09 |
| ORIGINAL / REVISION#           |                        |
| FINAL SIGN OFF DATE            |                        |
| SIGNED                         |                        |



Pictures submitted by  
applicant, Octopus Car Wash  
(04/2009)

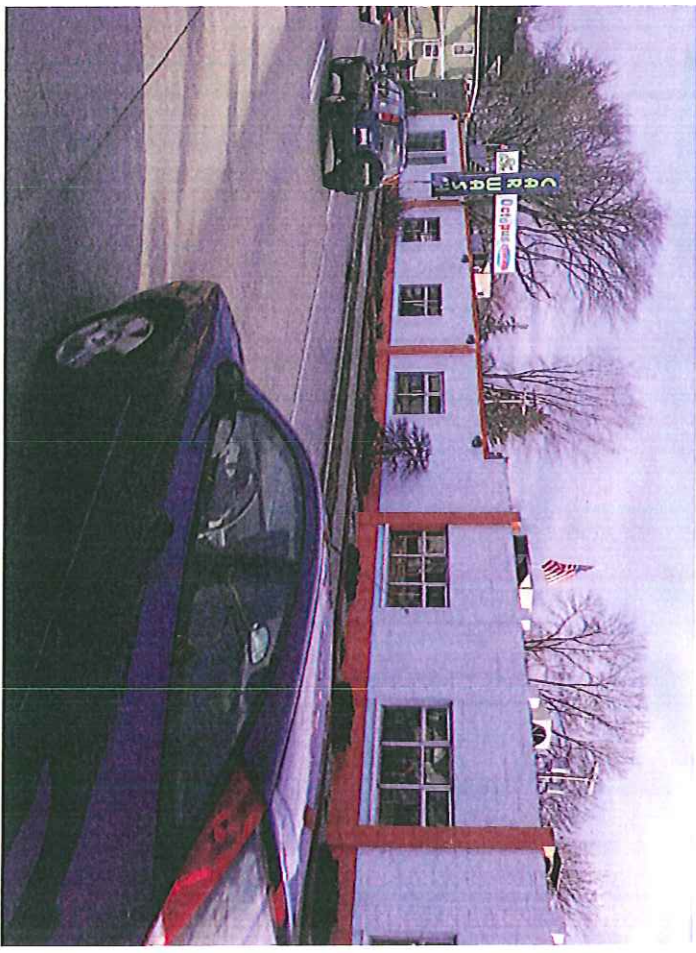
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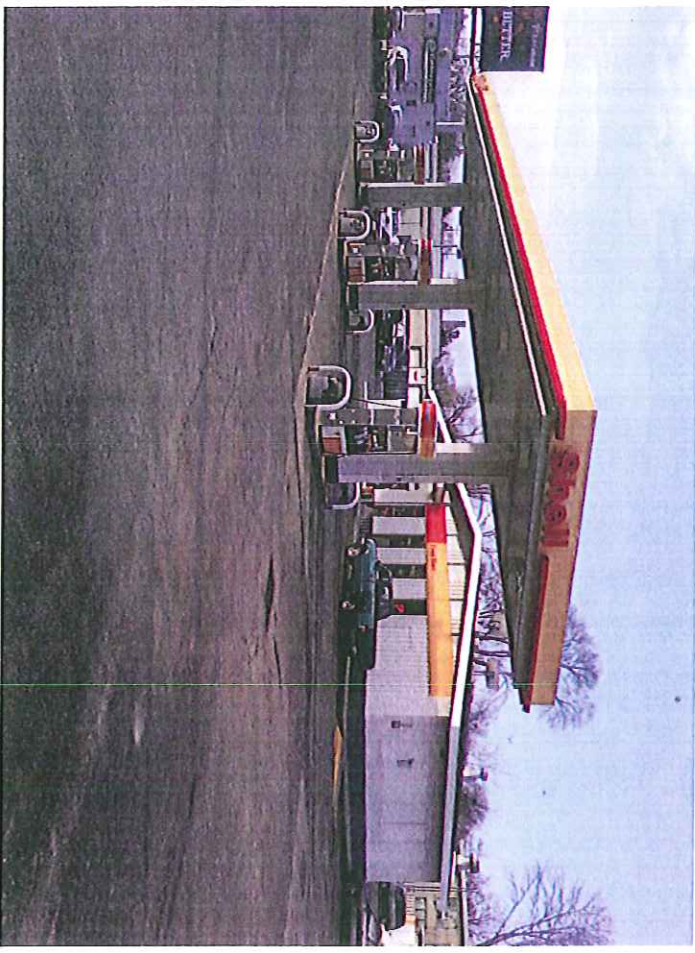
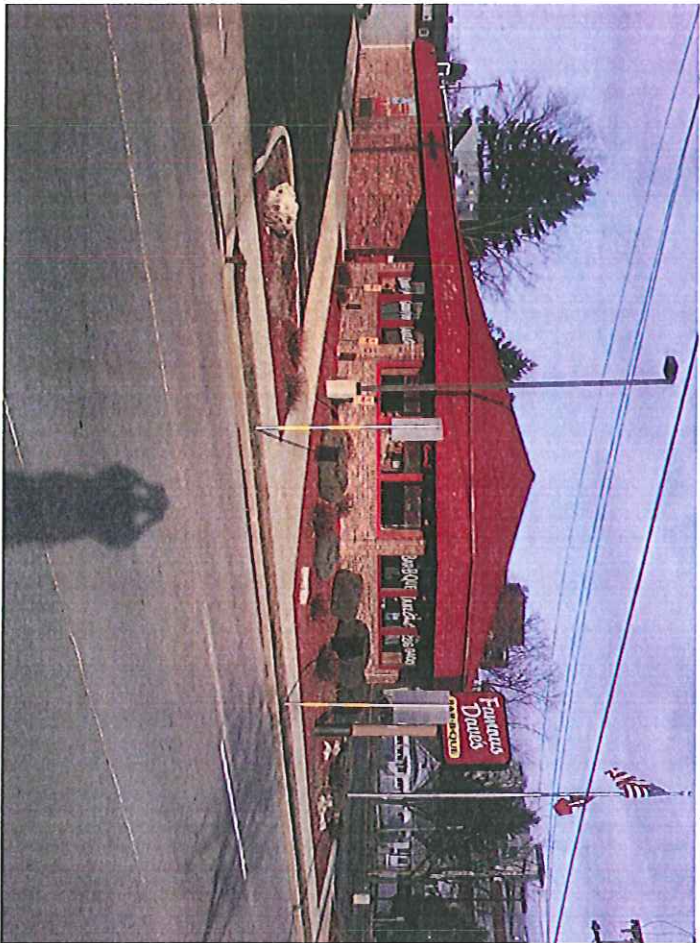
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