



City of Madison

Conditional Use

Location

2025 S Stoughton Road

Project Name

Paradigm Gardens

Applicant

Oakleaf Properties Inc. / Edward Berna Ledo Ltd. of Madison

Existing Use

Multi-tenant commercial

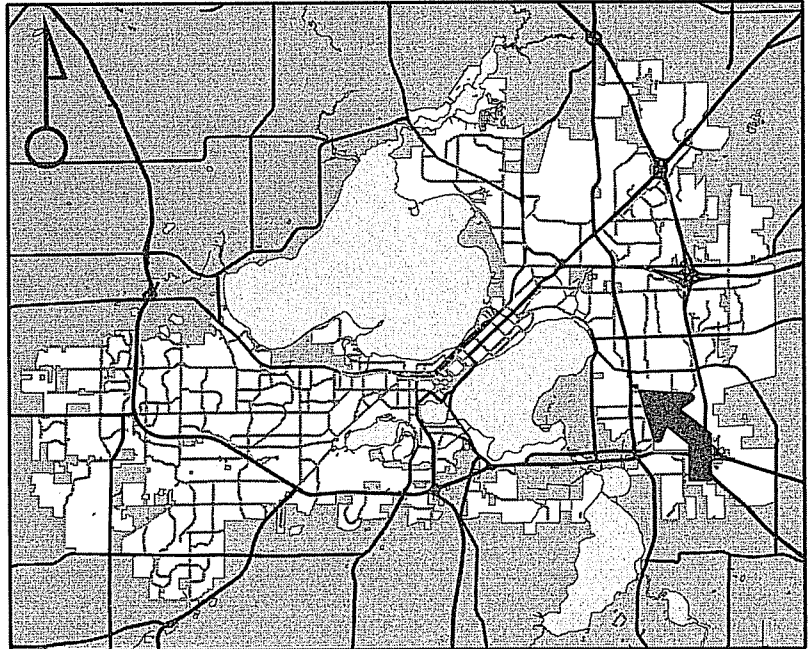
Proposed Use

Establish garden center in multi-tenant commercial complex

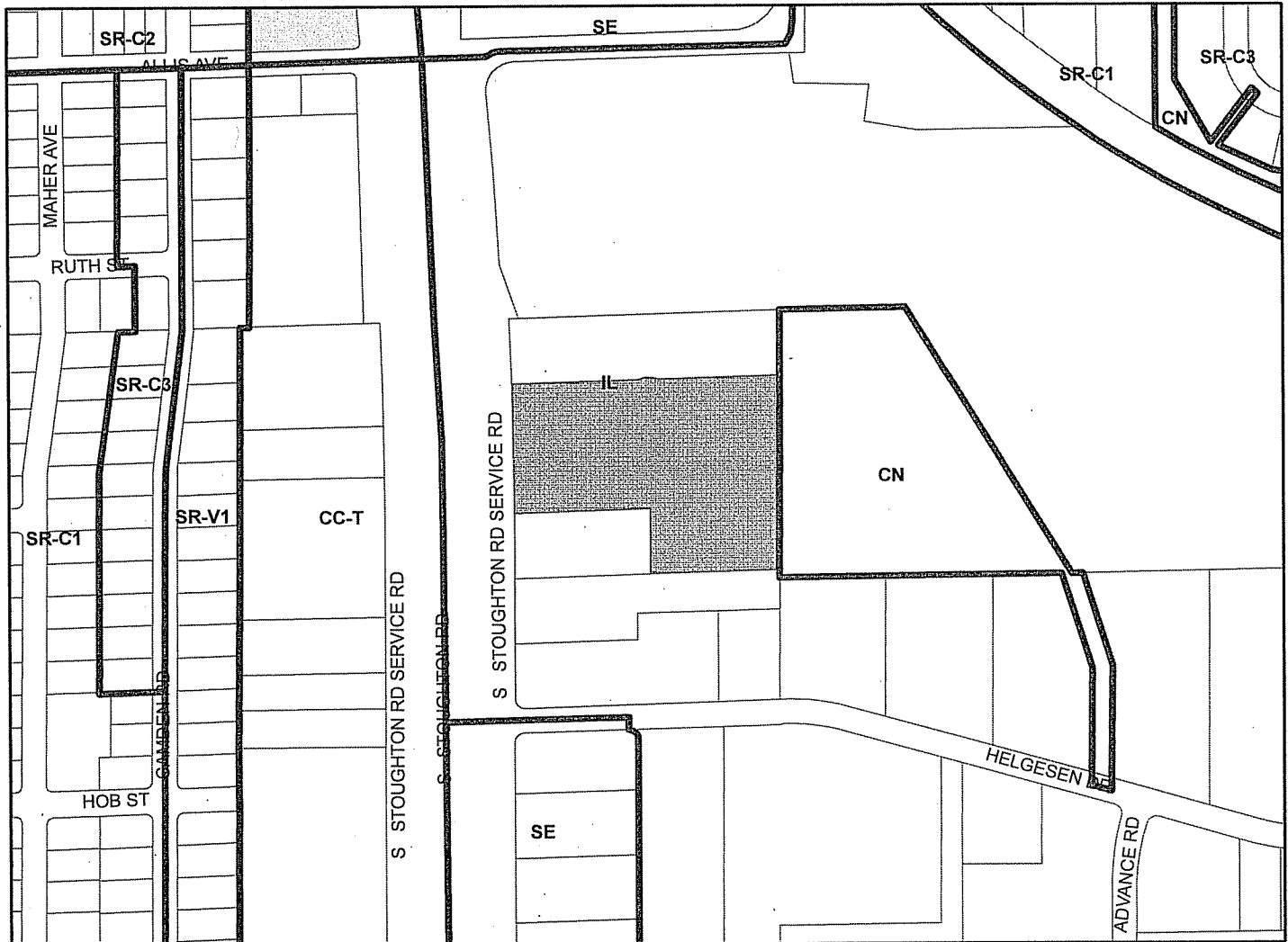
Public Hearing Date

Plan Commission

08 January 2018

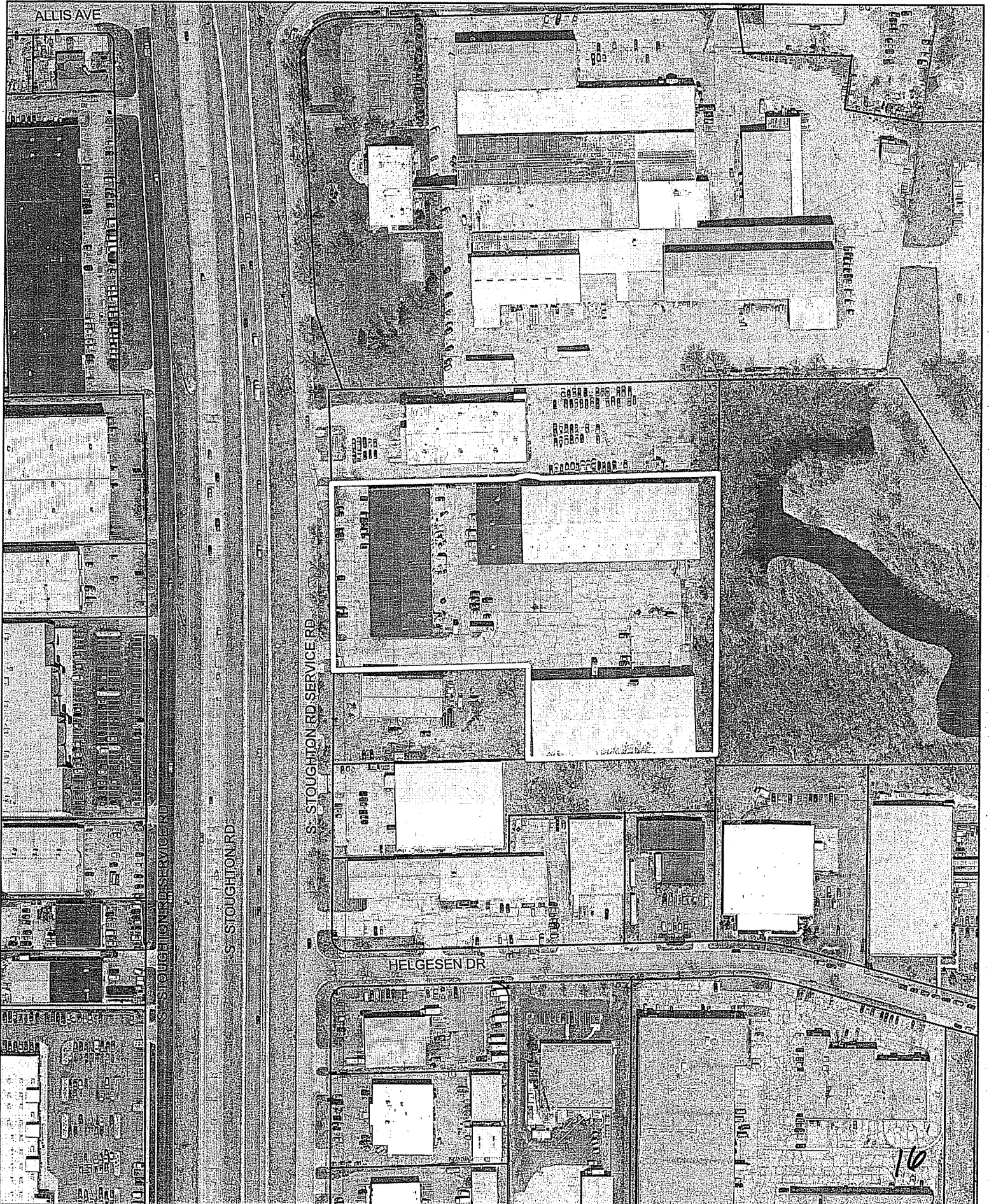


For Questions Contact: Sydney Prusak at 243-0554 or sprusak@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 3 Jan 2018



LAND USE APPLICATION

LND-B

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Parcel # _____
Aldermanic district _____
Zoning district _____
Special requirements _____
Review required by _____
 UDC PC
 Common Council Other _____
Reviewed By _____

All Land Use Applications must be filed with the Zoning Office at the above address.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application found on the City's web site.

1. Project Information

Address: 2025 & 2027 South Stoughton Road Madison WI 53716
Title: Paradigm Gardens Conditional Use Application

2. This is an application for (check all that apply)

- Zoning Map Amendment (rezoning) from _____ to _____
- Major Amendment to an Approved Planned Development-General Development Plan (PD-GDP) Zoning
- Major Amendment to an Approved Planned Development-Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other requests

3. Applicant, Agent and Property Owner Information

Applicant name Edward Berna Company Ledo Ltd of Madison dba Paradigm Gardens
Street address 3025 S Stoughton Rd City/State/Zip Madison, WI 53716
Telephone 402.595.8711 Email edward@paradigmgardens.com

Project contact person Edward Berna Company Ledo Ltd of Madison dba Paradigm Gardens
Street address 2025 S Stoughton Rd City/State/Zip Madison WI 53716
Telephone 402.595.8711 Email edward@paradigmgardens.com

Property owner (if not applicant) Oakleaf Properties, Inc.
Street address 4740 Pierceville Rd. City/State/Zip Cottage Grove, WI 53527
Telephone 608.358.2674 Email Johnny@oakleafmadison.com

4. Project Description

Provide a brief description of the project and all proposed uses of the site:

We are moving and need a conditional use permit for an occupancy permit and other permits.

Scheduled start date _____ Planned completion date 9/1/17

5. Required Submittal Materials

Refer to the Land Use Application Checklist for detailed submittal requirements.

- Filing fee
- Pre-application notification
- Land Use Application Checklist (LND-C)
- Land Use Application
- Vicinity map
- Supplemental Requirements
- Letter of intent
- Survey or existing conditions site plan
- Electronic Submittal*
- Legal description
- Development plans

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to pcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

For concurrent UDC applications a separate pre-application meeting with the UDC Secretary is required prior to submittal. Following the pre-application meeting, a complete UDC Application form and all other submittal requirements must be submitted to the UDC Secretary. An electronic submittal, as noted above, is required. Electronic submittals should be compiled on a CD or flash drive, or sent via email to udcapplications@cityofmadison.com.

6. Applicant Declarations

- Pre-application meeting with staff. Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff Chris Wells Date 9/12/2017
 Zoning staff Matt Tucker Date 9/12/2017

- Demolition Listserv
- Public subsidy is being requested (indicate in letter of intent)
- Pre-application notification: The zoning code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), business association(s), AND the dates you sent the notices:

The alderperson and the Director of Planning & Community & Economic Development may reduce the 30-day requirement or waive the pre-application notification requirement altogether. Evidence of the pre-application notification is required as part of the application materials. A copy of the notification letters or any correspondence granting a waiver is required as part of the application materials.

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of applicant [Signature] Relationship to property LESSOR

Authorizing signature of property owner [Signature] Date 10-23-17



Paradigm Gardens has relocated to 2025 South Stoughton Road. Our previous home of eight years, 4501 Helgesen Drive was located just around the corner. In the process of permitting, we have learned that zoning language had changed.

We are currently considered a Garden Center, which is “an establishment that includes indoor and outdoor retail sales of plants not grown on site, lawn furniture and garden supplies.” We also have Contractor Showroom and Wholesale functions to our business model.

Smaller retail uses are already allowed as Conditional Uses in the IL zoning district. The solution has been presented to allow *Garden Center* use as a Conditional Use.

This has been our fourth move since 1999, trying to match our model with the unique Madison real estate market. We project that this new smaller space will allow us to be more efficient and allow us to serve our community with additional locations in the coming years. We find that our logistical uniqueness consists of a blend of “light industrial”, retail and passerby walk-in traffic. The new, move in ready, location is 5000 square foot compared to a 20,000 square foot previous space. We have 2 full time employees and are searching for additional part-time employees, once settled in and permitted.

Paradigm Gardens is a family owned specialty store, committed to providing excellent quality progressive gardening products. Our first store, located in Omaha, Nebraska, was opened in 1999. Our second store in Madison, Wisconsin opened its doors in 2000.

Paradigm Gardens offers a premium selection of:

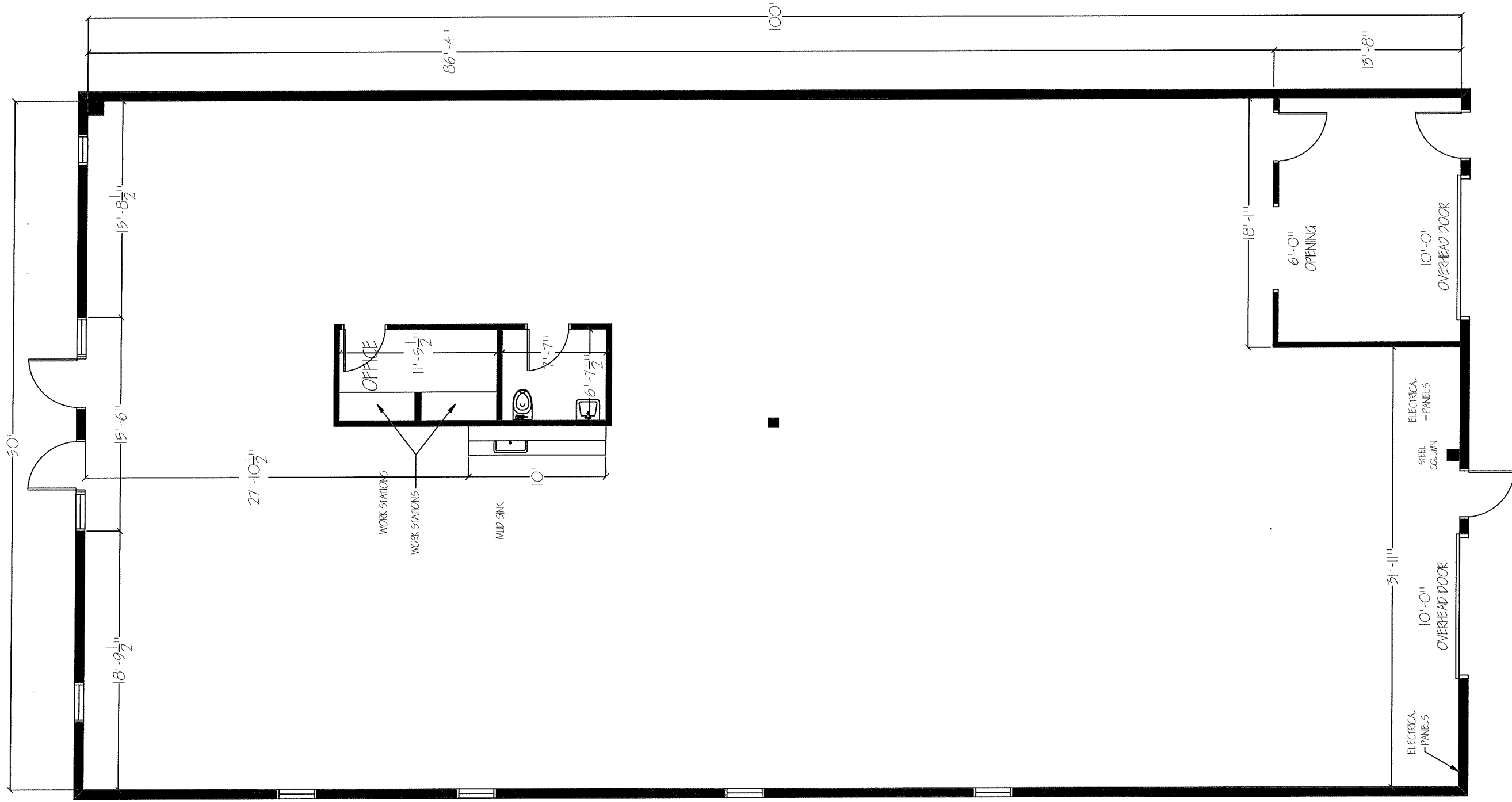
- Horticultural Lighting
- Fully Automated Growing Systems
- Environmental Controls
- Plant Nutrients and Supplements
- Soil & Soilless Growing Medias
- Specialty & Urban Gardening
- Water-Wise Gardening Products
- Organics

We pride ourselves on our knowledgeable sales staff and friendly service. Paradigm Gardens is dedicated to providing a healthy work environment for its workers, paying a fair wage and ensuring a safe, exciting shopping experience for our customers. Our hours of operation are Monday to Friday, 11-7pm, Saturday 10-5pm and Sunday 11-5pm.

The future health of our Earth and communities are important to us. We promote earth-friendly, water-wise and organic gardening practices. We now also design, consult and build growing systems for homeowners, businesses, non-profits and university clients.

Photo Examples of Store and Warehouse



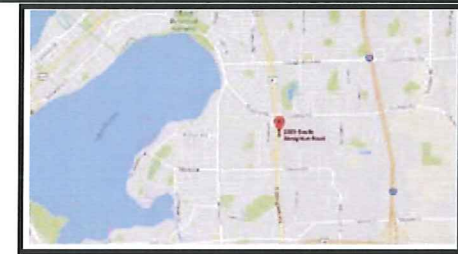


DWG-2
1 of 1

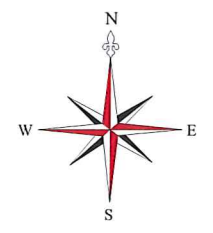
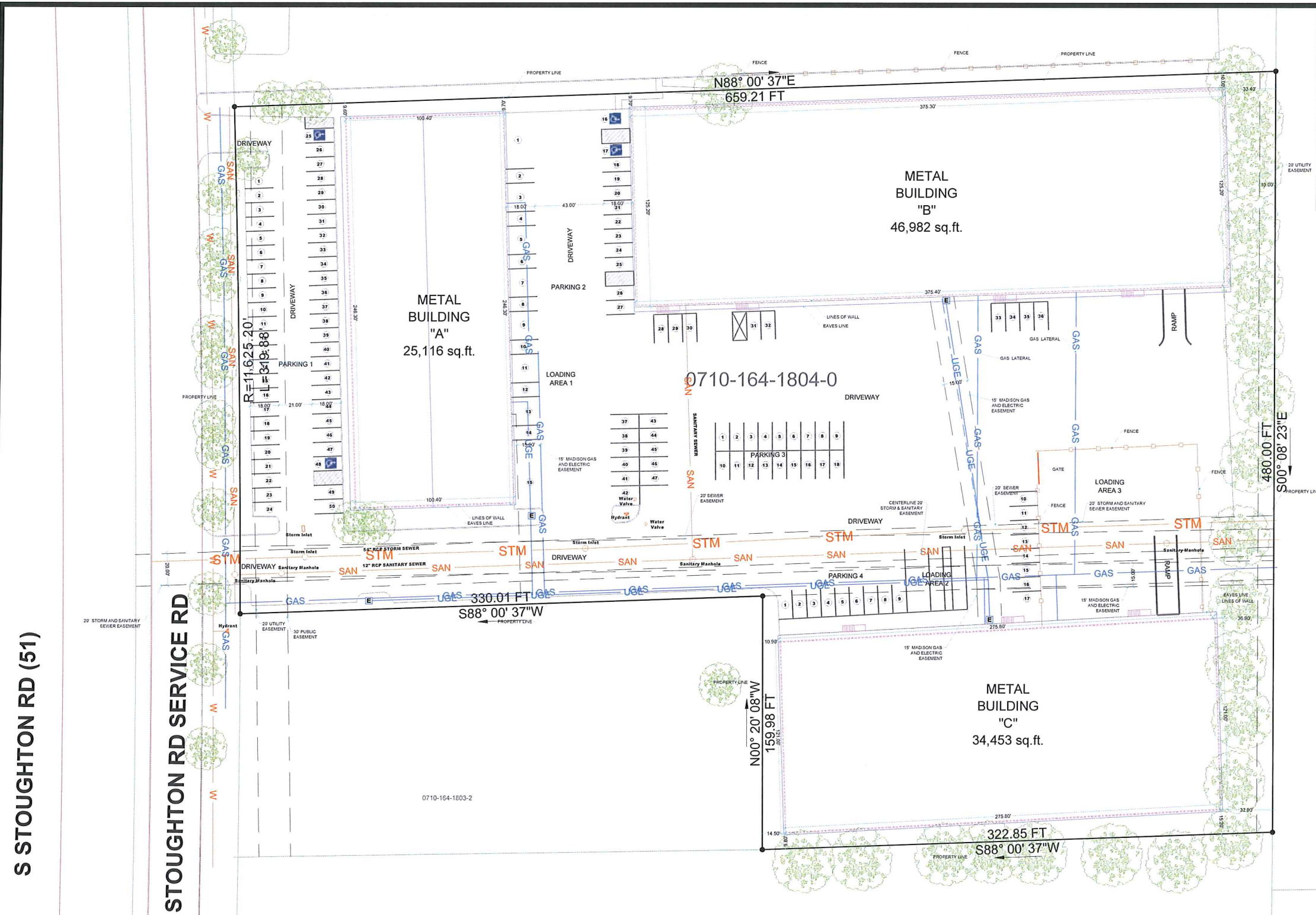
2025-27 S. STOUGHTON ROAD, MADISON WI
DESCRIPTION: Overall Plan

DATE: 10/24/17
SCALE: 1/8" = 1'-0"

OAKLEAF PROPERTIES INC.
J. Blaska
(608) 358-2674



VICINITY MAP



S STOUGHTON RD (51)

STOUGHTON RD SERVICE RD

SITE PLAN

PARCEL #:0710-164-1804-0
2009-2079 S STOUGHTON RD, MADISON, WI 53716
AREA:261,074.00 sqft (5.993 acres)



0710-153-0404-2

0710-153-0401-8

0710-164-1803-2

0710-164-1802-4

0710-164-1804-0

METAL BUILDING "B"
46,982 sq.ft.

METAL BUILDING "A"
25,116 sq.ft.

METAL BUILDING "C"
34,453 sq.ft.

N88° 00' 37"E
659.21 FT

480.00 FT
S00° 08' 23"E

330.01 FT
S88° 00' 37"W

159.98 FT
N00° 20' 08"W

322.85 FT
S88° 00' 37"W

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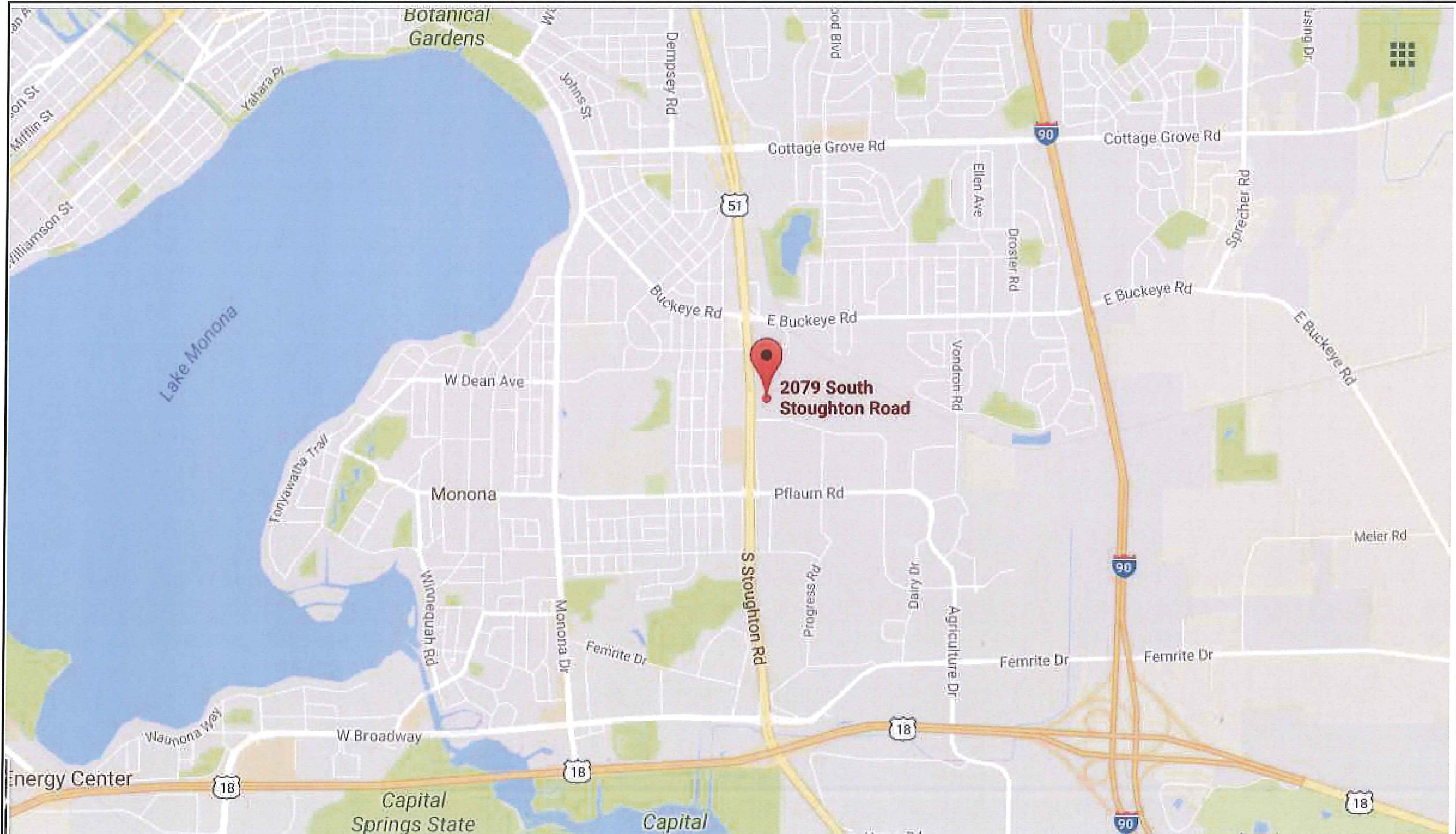
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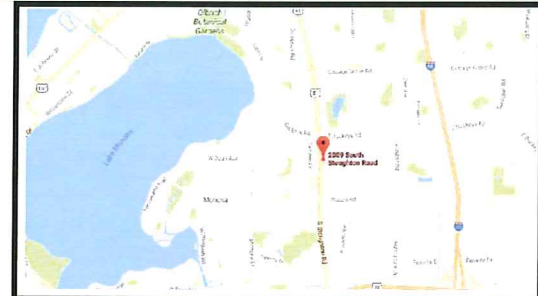


VICINITY MAP

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AREA:261,074.00 sqft (5.993 acres)



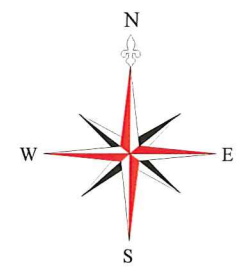
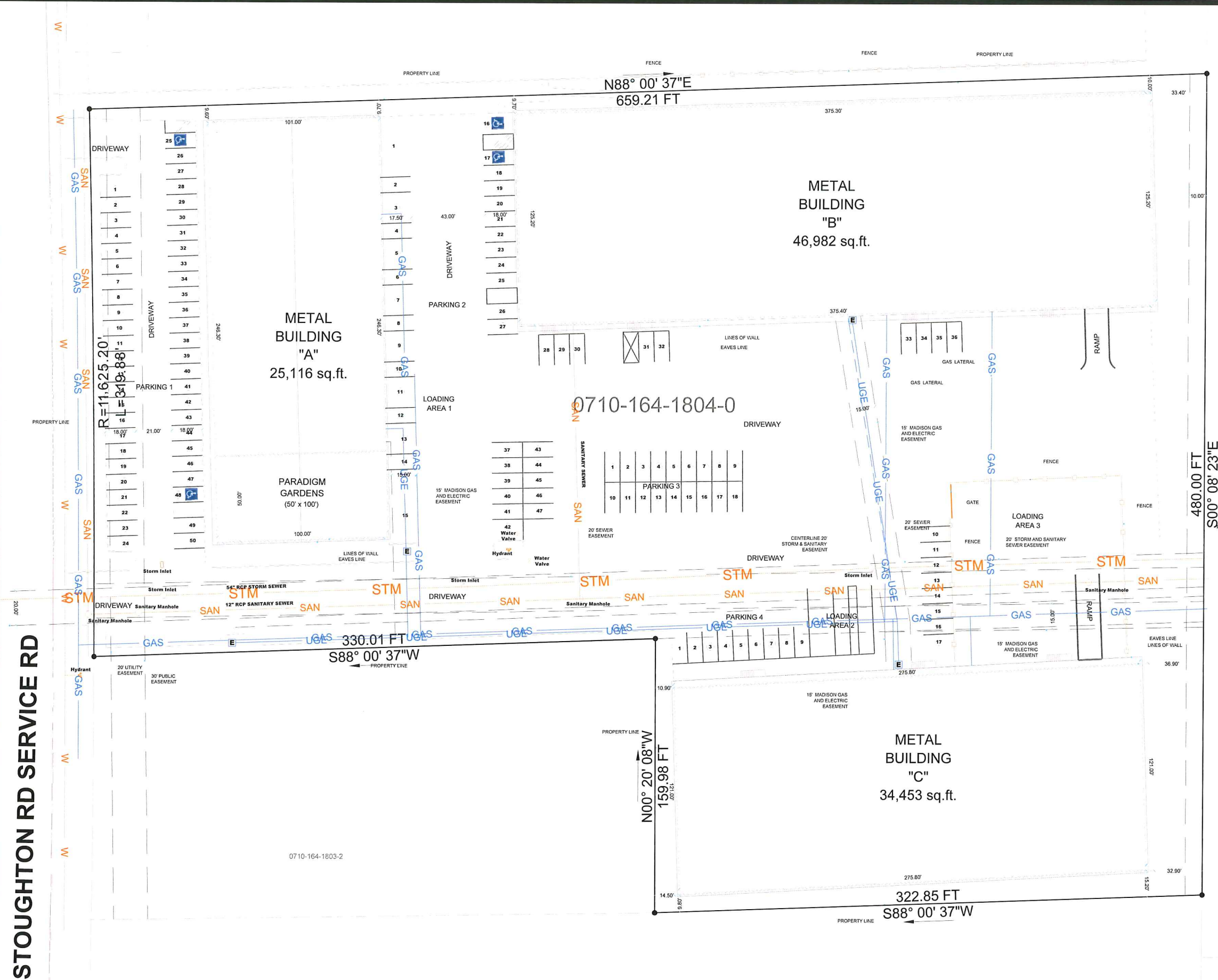
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VICINITY MAP

S STOUGHTON RD (51)

STOUGHTON RD SERVICE RD



SITE PLAN
PARCEL #: 0710-164-1804-0
2009-2079 S STOUGHTON RD, MADISON, WI 53716
AREA: 261,074.00 sqft (5.993 acres)



0710-153-0401-8