

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 10, 2017

TITLE: 3758 East Washington Avenue –  
Redevelopment of the Klein Greenhouse  
and Garden Center in UDD No. 5. 17<sup>th</sup> Ald.  
Dist. (44222)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: May 10, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Rafeeq Asad, Lois Braun-Oddo, John Harrington, Tom DeChant, and Amanda Hall.

**SUMMARY:**

At its meeting of May 10, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of redevelopment of the Klein Greenhouse and Garden Center located at 3758 East Washington Avenue in UDD No. 5. Appearing on behalf of the project were Ed Linville, Pat Saiki, Dan Groh, Dann Haendel, Jerry McAdow and Peter Fortlage, all representing Klein’s Floral Greenhouses. Changes since the informational presentation were discussed, including the addition of a small car entry along the street frontage, simple materials to include band board (light gray over darker), glass along East Washington Avenue and polycarbonate (primary material), and a concrete knee wall. Selected landscaping will be displayed outside (depending on what comes into market) and will vary depending on the season. A raised 2-foot high planter wall to berms and a low fence have been added along the road and southeast of the lot. Two Ginkgo and Kentucky Copper trees have been added, a trellis along the internal sidewalk will frame the outdoor space and a decorative picket fence will outline the courtyard. They have lost some parking along the street frontage due to an easement but are still 10 stalls under the cap allowed by Zoning.

Comments and questions from the Commission were as follows:

- Frame entry with flanking trees.
- Add a light-filtered shading tree.
- Overall fine with the landscaping.
- Two grey, hardiboard siding materials...would want more contrast to break up the façade (darker above).
- Problem trying to figure out the corner element based on the 2 elevations. Rendering would help.
- Is that a wood planter on the roof?
  - Essentially along the roofline there would be planters that would allow plants to be visible and to cascade, instead of just having this roof stop we’re using it for vegetation. It goes around the 45 degree element. It’s noted as wood, but could be wood color.
- Would the guardrail be behind the plant?

- It has to be safe so it has to be kind of right there, but could be behind. I emphasized it a little bit to show it but in my opinion it will disappear on the backside of the planters.
- I really like the design. I want to thank the Klein family for sticking with us. A project like this one in Madison is not for the faint of heart; we have very high standards here.

Kevin Firchow of the Planning Division spoke to staff issues including fence details of screening, entrance orientation off the courtyard. There is a zoning requirement that there be a street oriented entrance and previously the concept discussed had a gazebo or pergola feature that provided an entryway into this outdoor area and the Zoning Administrator did determine that that did meet the standard for having a street oriented entrance. The latest version doesn't show that feature.

(Applicant) There are cantilevered trellis elements along the front of the building. The whole concept was to create a garden walk to get back to the so called main feature.

- Most people are coming to look in the greenhouse, the current front door on East Washington Avenue isn't really the main door anyway.
  - Maybe we could work together on that.
- I wonder if that western-most pergola were taller it could signify the main entrance from the street.
- Is there a reason you could not enter the courtyard that comes towards the curve instead of having to take the sidewalk all the way back?
  - The primary reason we haven't done that is control of the check out and merchandise.
- When you look at getting a stronger contrast in materials, that 45 degree corner, look at that being the darker material.

### **ACTION:**

On a motion by Harrington, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

## Firchow, Kevin

---

**From:** Aiello, Susan  
**Sent:** Thursday, June 01, 2017 8:52 AM  
**To:** Firchow, Kevin  
**Subject:** Klein's Floral Remodel Project

Good Morning,

I would like to encourage the Planning commission to approve the ongoing remodel project at Klein's Floral on East Washington Avenue. The streets division on the East side is a neighbor to them and consider the business a good member of the neighborhood. The business has been in the neighborhood long before most of us and they are an anchor to this area. A remodeling project is welcomed!

Sue Aiello  
City of Madison Streets Division  
4000 Sycamore Ave  
Madison WI 53704  
Ph: 608-246-4533

**Firchow, Kevin**

---

**From:** Patrick Kearns [mailto:patrick.kearns@madisonwi.com]  
**Sent:** Thursday, June 01, 2017 5:24 AM  
**To:** Firchow, Kevin  
**Subject:** RE: Klein's garden center

Dear Planning Commission,

Please approve Klein's garden center remodeling project directly. This is a fabulous member of the community, located in an area that needs the injection of more position, family friendly businesses.  
Sincerely,

Patrick Kearns  
Madison

**Firchow, Kevin**

---

**From:** Jim Bradley [REDACTED]  
**Sent:** Monday, June 05, 2017 11:30 AM  
**To:** Firchow, Kevin  
**Cc:** Sue Klein  
**Subject:** Support for Klein Floral project

Kevin,


I'm writing to express Home Savings Bank's support of the Klein Floral expansion/renovation project. Home Savings Bank has owned and operated a bank facility immediately adjacent to Klein Floral for the past eleven years. The bank and Klein Floral have operated our businesses as supportive neighbors during that time. The bank believes the Klein Floral project is consistent with and complimentary to surrounding business uses. We encourage approval of their project.

We will be happy to provide any additional information that will be helpful to the approval process for the Klein Floral; questions and information requests can be sent to me directly.

Jim Bradley  
President and CEO



[REDACTED] East Washington Avenue  
Madison, WI 53704  
Direct: [REDACTED] 16  
Toll-free: 8 [REDACTED] 15  
Fax: 6 [REDACTED]  
[www.home-savings.com](http://www.home-savings.com)

 Equal Housing Lender | Member FDIC | NMLS# 457695



Please consider the environment before printing this message

Home Savings Bank email is intended for business purposes only. This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail.

**Firchow, Kevin**

---

**From:** Kathleen Fritz [REDACTED]  
**Sent:** Friday, June 02, 2017 9:45 PM  
**To:** Firchow, Kevin  
**Subject:** Kleins Floral & Greenhouse vote

Let me preface my remarks by saying I have been a seasonal employee at Kleins for the last 10 springs. So I do come with a bias. But I can, without any question, say that the whole Klein family, the phenomenal full-time staff, and the ancillart staff have, for over a century, provided ctting-edge products and excellent customer service.

But we need your help in continuing this long-standing tradition of quality and service. 100+ years takes its toll on a building and it's ability to meet the challenges of the future. Hopefully, with your approval, Kleins can move forward with its endeavor to remodel the facilities for the greater good of the family/busines, the city s and the customers who are part of the larger "Kleins family." Thank you for your consideration.

Kathie Fritz

Sent via the Samsung Galaxy Note® 4, an AT&T 4G LTE smartphone