



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

