

January 2023

City of Fitchburg Parks Committee  
Fitchburg, WI 53711

We would like to propose naming the parks in Fitchburg's Hartung Fields development as Farmstead Park, Hartung Park, and Perennial Park Greenway. The naming convention being used for the development as a whole, including street names, is in reference to Hartung Brothers Inc.'s long-standing involvement in agronomy, cultivation, and horticulture. Please find below specifics pertaining to each park area in the development:

**Farmstead Park – 2680 Blaney Rd – Outlot #4 (30,895 SF)**

This urban park will be an oasis bordered by several commercial and multi-family residential parcels. The park will be located adjacent to a multi-use path and has frontage on both Blaney Rd and Harvester Pass. The park is located near the high point of the development with a central location and easy access from all areas of the development. The proposed name coincides with the previous use of the land prior to development of Hartung Fields as the land was previously leased by various farmers and used for the cultivation of a plethora of crops.

**Hartung Park – 2687 Botanical Dr – Outlot #2 (31,925 SF) & Outlot #1 (273,663 SF)**

This park consists of a main entrance on Botanical Drive and is accessible by a multi-use path at the Northern and Eastern edges of the park. The park opens up from a conventional urban park lot on Botanical Drive to a greenway area spanning the length of the developed area between the railroad tracks to the West and the back of the townhome parcels to the East. The proposed name is in homage to the Hartung family that held the land and developed it into saleable lots for development. The Hartung Brothers Inc. sign stood on the site along Lacy Road for many years and became a recognizable name in the area.

**Perennial Park Greenway – No Address – Outlot #6 (1,160,680 SF)**

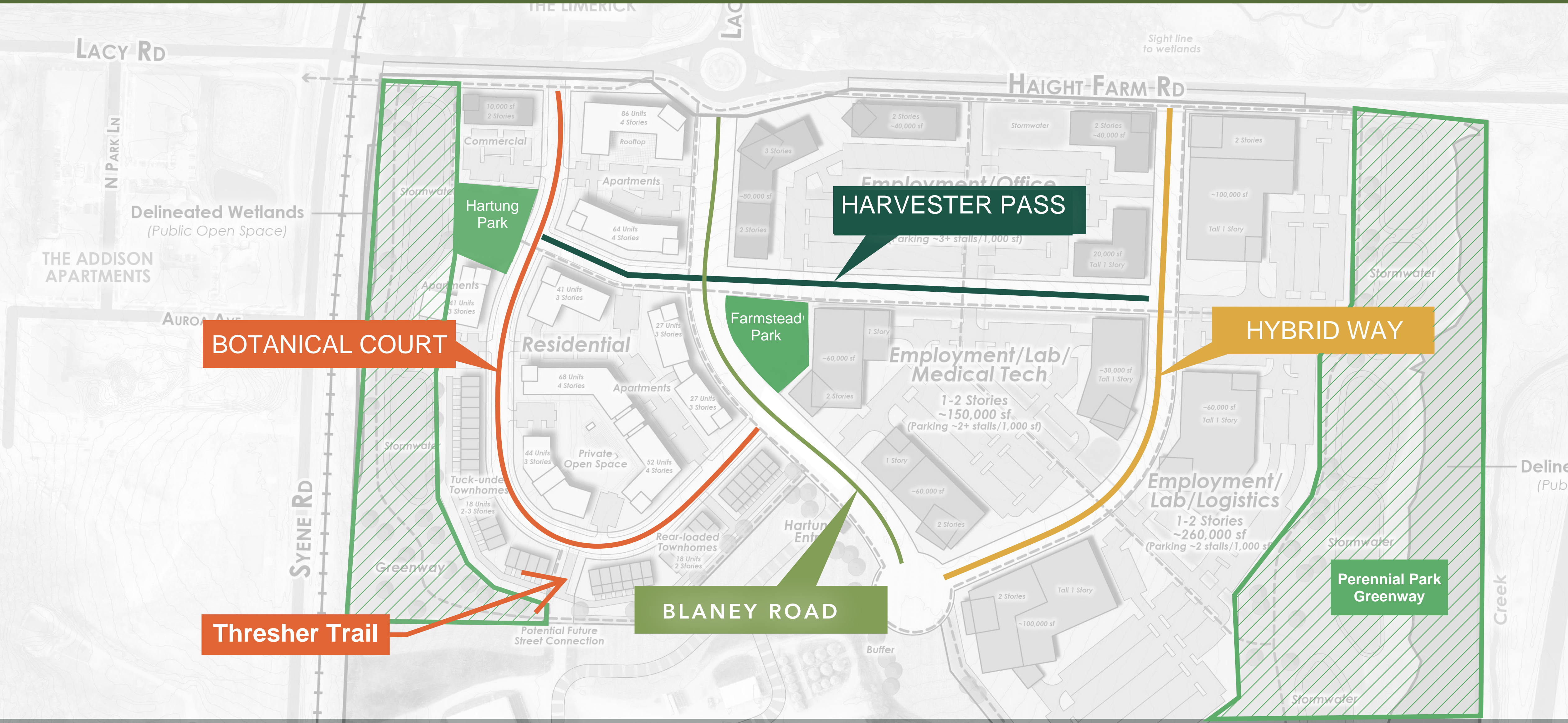
Along the eastern extents of the development lies a tributary of the Swan Creek and natural wetland area that is home to much scenic beauty and wildlife. The greenway includes a combination of high-quality wetlands and previously farmed wetlands that are planned to be restored with the conversion away from agricultural uses. As adjacent lands are developed, it is anticipated that the wetlands and inherent buffer areas along those wetlands will create a regional park corridor that could span from Haight Farm Rd all the way to Fish Hatchery Blvd. In turn, this will afford much opportunity for an expansive natural area with close proximity to urban development. The proposed name for this parkland is in reference to the extended livelihood of a perennial plant that withstands the change of seasons. In a similar fashion, this greenway is expected to cross through various geographic areas, terrains, and properties as it extends to the west through future developments.

It is with great anticipation that the future of these parkland spaces is considered. Please let us know of any questions.

Sincerely,

Dan Hartung  
Hartung Brothers, Inc.  
President

# HARTUNG FIELDS



HARVESTER PASS

BOTANICAL COURT

HYBRID WAY

BLANEY ROAD

Thresher Trail

Perennial Park Greenway