

# Highland 75 corporate park gets G.R.A.D certification

## STAFF REPORT

Although the formal announcements on both the state and local levels are pending, Cartersville-Bartow County Economic Development Department officials received word that one of Cartersville-Bartow County's newest corporate/industrial parks has been certified as a Georgia Ready for Accelerated Development site.

About two months ago, leaders applied for the designation for Highland

75 because prospective new industries often decline to consider sites not known to be well prepared for development. The state classification certifies the 400 acres of Phase I on Cass-White Road ready for development.

The G.R.A.D. Site Program was established by Georgia Allies, a marketing collaboration between state government and private corporations, to enhance economic development opportunities, according to the website. It

aims to prepare sites for development with advanced due diligence, which includes zoning designation, utilities, road accessibility, and wetlands and stream delineation.

"It will elevate Highland 75 to the level of some very special properties throughout the state of Georgia that Georgia Allies help market, so it'll get a special marketing push," said Melinda Lemmon, director of Cartersville-Bartow County Economic Development

Department, in an August interview. "... It just makes it really easy for the state to market industrial properties."

The first phase of the mixed-use business park offers 20- to 100-plus-acre sites suited for manufacturing and distribution, industrial, corporate headquarters, technology, and research and development uses. Phase II, about 300 additional acres, could be two or more years out, Lemmon said two months ago.

Highland 75, formerly known as

Cartersville-Bartow County Corporate Park, was launched in 2004, the same year as Cartersville-Bartow County Joint Development Authority, in response to growing industrial interest, Lemmon said on the project's website, [www.highland75.com](http://www.highland75.com).

A Georgia EMC listing of the state's G.R.A.D.-certified sites includes only five locations — one each in Barrow, Bibb, Brooks, Bryan and Liberty counties.