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## Site Certifications Here Bode Well for Development

[Editorial](#) (December 7, 2010)

In business, time is money.

When a company is thinking about investing to seize a new business opportunity, every day's delay can cost money and risk the potential of a competitor getting the jump on the idea.

That's why the fact that two industrial parks in Rock County are the first sites in Wisconsin to be certified as "shovel ready" is great news for our beleaguered local economy.

That designation means a company could start building within 30 days and avoid the typical six or eight months needed to assure, for example, that zoning is compatible, that utilities are available and that the site has no contaminants or archaeological concerns.

Certification, of course, does not guarantee that companies seeking workers will be racing to fill these sites. It does, however, give us a key advantage over other communities in competition for economic development.

Rock County 5.0, a public-private initiative, paid nationally known consultants to certify the 224-acre Highway 11 Business Park on Janesville's south side and Beloit's 230-acre Gateway Business Park. While a company might spend tens of thousands of dollars to do its own site analysis, the time and expense no longer will be necessary. Rock County 5.0 will not be passing along the cost to any company that comes to either park.

Ady International, recognized as the top site-selection company in the U.S., teamed up with Austin Consulting on the certifications. Bob Ady, president of Ady International, called certification a trend among cutting-edge communities. "The whole point is to differentiate yourself, and this certification dots all the I's and crosses all the T's to help the community do that," he told Gazette reporter Jim Leute in Wednesday's Gazette.

The companies pored over more than 200 aspects of each site. They addressed everything from ownership to transportation, utilities to community issues. The goal is to eliminate barriers to business. "In doing this, we covered every living, breathing or dead thing that could be an issue," Ady said. "When we certify it, there will be no surprises."

Leaders behind Rock County 5.0, and those generously donating to this organization, deserve applause for this project. We hope certification of these two sites leads to pleasant, surprise announcements of economic development in the coming months.