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## Plans revealed for futuristic theme park in

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## Emerson

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A California-based company has plans to build a digital-age theme park near Paga Mine Road in Emerson.

The city of Emerson submitted a Development of Regional Impact form to the Georgia Department of Community Affairs on Monday that included details about a plan by Avatron USA Development LLC to construct the Avatron Smart Park. The park, according to a business plan provided by the city of Emerson, will reportedly be similar to the Universal Studios theme park in Orlando.

According to [avatronpark.com](#), the park's official website, the park will utilize technology to provide an immersive experience for its visitors.

A description on the site is available as follows: "Unlock your imagination as you enter the doors of Avatron Park, your destination to a new world where entertainment meets fantasy and perception becomes reality. Patrons, young and old, create their own 3D avatar and embark on a voyage through the corridors of a virtual realm. Each

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step forward, guests are more and more entranced by an immersive and interactive experience created with 3D videos, motion capture, 4D sensory technologies, holograms, and augmented reality. Interacting with RFID wristbands and Kinect sensors, the digital theme park transforms reality into an intriguing quest of characters, folklore, legends, and customs. Advanced technology features enable designers to create a unique and limitless experience which extends beyond the walls of Avatron Park through simulated treasure hunts, digital games, and virtual worlds and engages guests to continue to relive the experience within the Park as well as in their own homes. Cutting-edge technology keeps audiences engrossed, intrigued, and encourages them to return. Avatron Park also creates an opportunity for engaging the visitor pre and post arrival. Nightlife at Avatron Park is transformed into an epic journey of music, dancing, and fun. Through the use of sound, light, motion, video, and projection technologies, Avatron offers partygoers a night to remember. After hours, Avatron Park transforms into a nightclub and 10,000 seat amphitheater for memorable music events and DJ concerts.”

The development now awaits approval of DRI designation from GDCA. A DRI form is required to be filed when a large development is being planned in order to alert nearby local governments and the corresponding Regional Commission so that all entities may communicate more effectively and prepare for changes in transportation and other logistics.

“Avatron USA has advised the City of their desire to develop Avatron Smart Park on the Paga Mine property, a +/- 712 acre piece of property, located on Paga Mine Road,” said Emerson City Manager Kevin McBurnett in an email. “Avatron USA has requested approval of a conceptual plan along with approval of a resolution supporting Avatron under the Georgia Tourism Development Act. As required per Georgia law, the City has submitted the project to Northwest Georgia Regional Commission for determination of whether it is a Development of Regional Impact.”

McBurnett also noted that no final action can be taken by the city of

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## City schools make up snow day March 13

Cartersville City Superintendent Dr. Howard Hinesley will recommend to the school board using Friday, March 13, as a makeup day for students for one of the days missed due to the

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Emerson while the DRI approval process is ongoing.

More information is forthcoming about the development. David C. Garrett, chairman and CEO of Avatron Smart Park, has agreed to speak to The Daily Tribune News in an interview. DTN readers are encouraged to check Thursday's edition for more details.

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