

The Global Peace Museum (GPM)

MARKET & FEASIBILITY STUDY

FINAL REPORT

[2014 - In Memoriam - 50th Anniversary of Dr. King's Nobel Peace Prize Speech]

"The Quest for Peace & Justice"

January 1, 2014

"Global Family Day"



[All are invited to build this new international tourist destination being envisioned on 7 PRIME acres next to ["the world's busiest airport"](#) (with ~100 million annual passengers) and connected (via the new/futuristic [ATL-SkyTrain](#)) to [the Georgia International Convention Center](#), The City of College Park ("[Georgia's Global City](#)") and thr [Phoenix Communities R.E.A.C.H. Campus](#)]

PREPARED BY:



A project and gift from Atlanta: City of Peace, Inc. (ACP) which greatly benefits and supports our extended family (our Global Family) and more specifically the goals of Metro-Atlanta's City of College Park ("Georgia's Global City"), The Georgia International Convention Center (GICC), The Phoenix Communities R.E.A.C.H. Campus, The ATL SkyTrain, the Hartsfield-Jackson Atlanta International Airport, The Metropolitan Atlanta Rapid Transit Authority (MARTA), "Tourism: The World's Biggest Peace Industry", plus 'Beloved Community' Stakeholders and Peace Builders (local-global).

TABLE OF CONTENTS:

A. Fair Use Notice 3 B.
Executive Summary 3-6 B.1)
Introduction
 B.2) Goals of the Project
 B.3) The GPM 'KEY' Stakeholder
 B.4) The GPM Stakeholder Group
 B.5) The New I.D. Number for GPM #83
 B.6) Museums Are Economic Engines & Popular
 B.7) Museums Propel & Educate Communities
C. Conclusions: 6-8 C.1)
 Gathered Data
 C.2) Evaluated Data
 C.3) Market Research
 C.4) Project Comparisons
 C.5) Summary Findings
 C.6) Initial Suggestions
 C.7) Facility Alternatives
D. Recommendations: 8-11 D.1)
 Aerotropolis Propelled
 D.2) Synergistic Revenues
 D.3) Exquisite Next Steps
 D.4) Planning Excellence
 D.5) Revenue Streams
 D.6) Collaborator Synergies
 D.7) Creation of Master Plan
E. General GPM-Market Characteristics: 11-14 E.1)
 Economic Viability
 E.2) Regional Location
 E.3) Public Transportation
 E.4) Major Highway Access
 E.5) Air Transportation
 E.6) Local Collaborators
 E.7) Metro-Atlanta Collaborators
F. The Development and Design Process 14-19 F.1
 Ideal Developer - Grove Street Partners -ATL
 F.2 Ideal Designer - Verner Johnson, Inc. - Boston
 F.3 Design Charrette - Concepts: One, Two, Three
 F.4 Preferred Concept
 F.5 Implementation Plan
 F.6 Phasing
 F.7 Education / Zoning
G. Leadership Biographies 19-22 H.
Appendix 22-29 H.1
 Appendix - Proposed Public Meeting Presentation #1
 H.2 Appendix - Proposed Public Meeting Presentation #2
 H.3 Appendix - Proposed Public Meeting Presentation #3
 H.4 Appendix - Proposed Public Meeting Presentation #4
 H.5 Appendix - Proposed Final Presentation
 H.6 Appendix - Proposed Preferred Master Plan
 H.7 Appendix - Study Graphics