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Port Disney : Preliminary Master Plan : Executive Report

Walt Disney Company

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PORT Disney



LONG BEACH, CALIFORNIA

Preliminary Master Plan Executive Report

The Walt Disney Company

July 1990

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**Preliminary Master Plan
Executive Report**

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PORT **Disney**

Executive Summary

The Walt Disney Company has focused its theme park and resort development talents on a unique oceanfront site in Long Beach, California to create a waterfront destination resort called "Port Disney". Port Disney draws upon the rich waterfront heritage of the City of Long Beach while laying a cornerstone for a new vision for the City. Gathered together at Port Disney are a variety of ocean-oriented uses providing recreation and enjoyment for residents from Southern California and visitors from around the world.

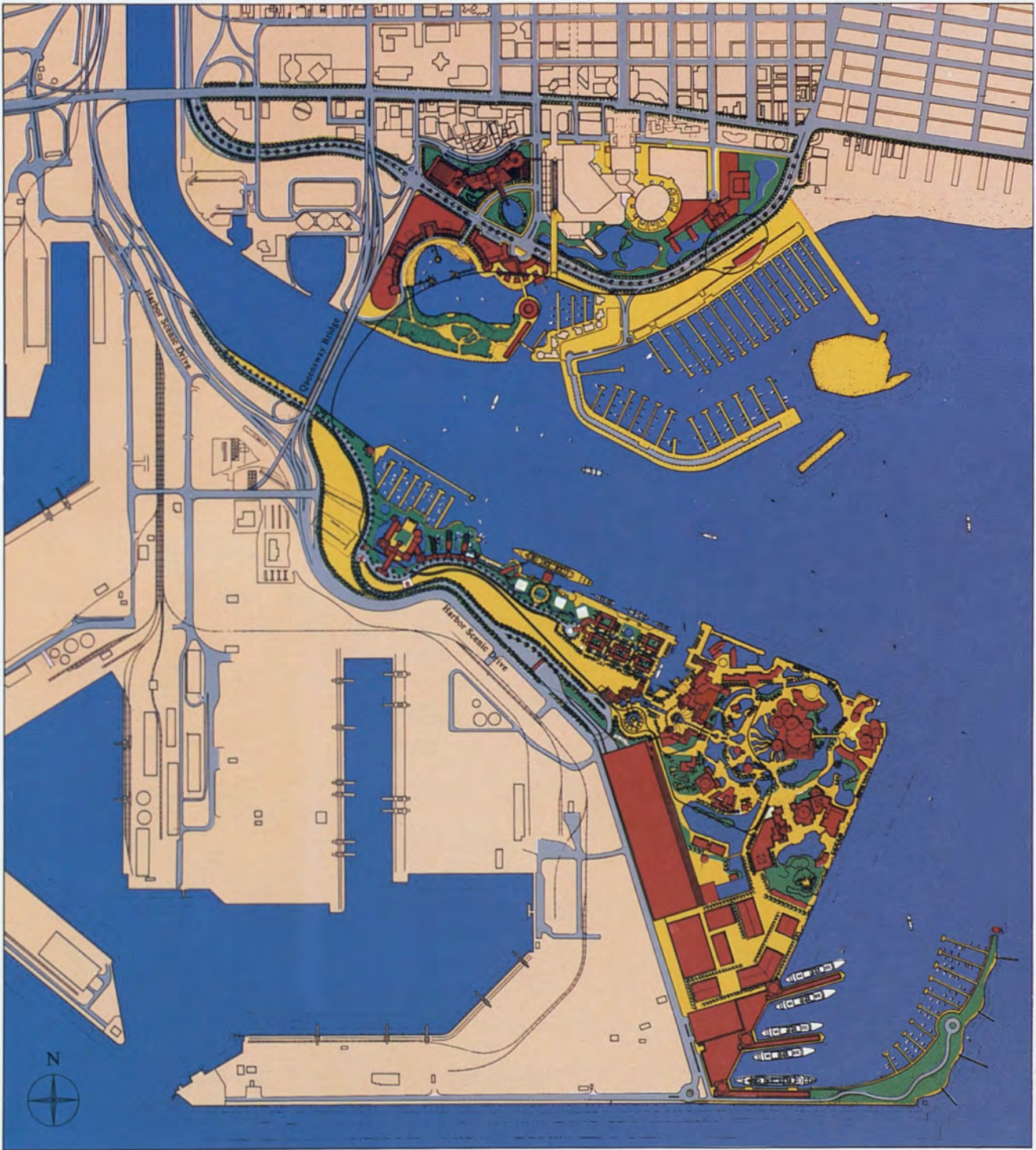
The Preliminary Master Plan, shown in Figures 1 and 2, includes:

- **DisneySea** — This innovative theme park concept promises to be enjoyable, entertaining and educational in the best Disney tradition. DisneySea combines exciting and unusual rides and attractions with activities directed towards developing a better understanding of the ocean.
- **Five New Resort Hotels** — Each environment recalls a different aspect of the world's waterfronts and offers guests an array of lodging choices. The total of approximately 3,900 rooms will be balanced between the downtown waterfront (2,000 rooms) and Pier J (1,900 rooms).
- **Specialty Retail and Entertainment** — On both sides of the Queensway Bay waterfront, shopping, dining and entertainment uses invite local residents as well as tourists to stroll the public promenades and enjoy the many activities and views.
- **A Water Plan** — Boats of every size, shape and origin ply the waters of Port Disney offering rentals, excursions, shows, dining and fun.
- **400 New Marina Slips** — In addition to 250 longterm slips, the plan includes 150 guest slips for day or weekend sailors and special events.
- **A Cruise Ship Port** — Anchoring the southern end of the property, a new five-berth cruise ship port, to be operated by the Port of Long Beach, brings ocean cruising to the Long Beach harbor.
- **A Multi-Modal Internal Circulation Plan** — Movement between project components is easy and enjoyable with the convenience offered by shuttles, water taxis and the potential for a monorail linking the key activity areas on both sides of Queensway Bay.
- **A Well Conceived Transportation Plan** — By directing the majority of traffic to the 710 freeway, and using road capacity primarily during off-peak hours, Port Disney is designed to accommodate its guests with minimal impact on city

streets. The site's proximity to the downtown Long Beach light rail stop offers the potential for even greater mass transit utilization.

- **Enhanced Public Access and Open Space** — Consistent with California Coastal Act objectives, public access to both edges of Queensway Bay is significantly increased under the proposed plan. In addition, a continuous public promenade invites guests to walk or bike through the varied environments of Port Disney.

The elements of the Preliminary Master Plan form an interconnected water-dependent whole. Port Disney provides Southern California residents, as well as guests from around the globe, a chance to enjoy a unique, multi-dimensional waterfront.



Port Disney Illustrative Plan

Figure 1

PORT Disney



Port Disney

Figure 2

PORT DISNEY



Port Disney

- Nighttime view from the water

Figure 3

PORT Disney

PORT *Disney*

1 Port Disney
Description

A. Overall Development Concept

Southern California's premier amenity, the ocean, is the focal point for Port Disney. The Preliminary Master Plan utilizes the water to shape a resort with sufficient appeal and diversity to attract guests for extended stays and repeat visits. These goals call for a variety of uses and experiences, and also suggest the need to link Port Disney to other Southern California amenities.

On the local level, this requires an integration with the downtown Long Beach waterfront. Port Disney continues Long Beach's recent efforts towards revitalization of downtown by bringing the ocean and the City into closer contact.

On a regional scale, Port Disney's linkage with the Los Angeles and Orange County metropolitan areas is facilitated through its central location. The Long Beach site also presents opportunities to utilize alternative modes of transport — water shuttles to Marina del Rey, Catalina Island, Newport Harbor; cruise ships to Mazatlan, Ensenada, San Francisco, Seattle and Alaska; and light rail connections from downtown Los Angeles, LAX and other parts of the region.

Early in the development process, a set of development principles were established to act as guidelines for the development of the conceptual plan. They include:

- **Project Unity** — All elements of Port Disney, both in the City and the Port, should be experienced by the guests as one interconnected project. Therefore, uniformity of landscape, signage, lighting and other means of developing a consistent image are highly desirable.
- **Transportation Linkages** — Underscoring the idea of one place, Port Disney should include a variety of transportation linkages which allow guests to move easily between all project elements: theme park, hotels, retail, open spaces and waterfront.
- **A Dramatic Entry** — The project entry should create a sense of anticipation upon arrival, evoke the waterfront resort feeling, and add a touch of fantasy.
- **Pedestrian Scale** — The diversity of pedestrian experiences should be such that walking is a an enjoyable aspect of the Port Disney experience.
- **Parking on the Perimeter** — The most convenient location for parking should be on the edges of the development, away from the water. This provides most direct access to roads and minimizes conflict between pedestrians and autos.
- **Retail as a Connective Element** — By bringing the shopping, dining and entertainment uses to the water's edge and linking these retail areas with various forms of transportation, the retail should become a connective element in the plan.

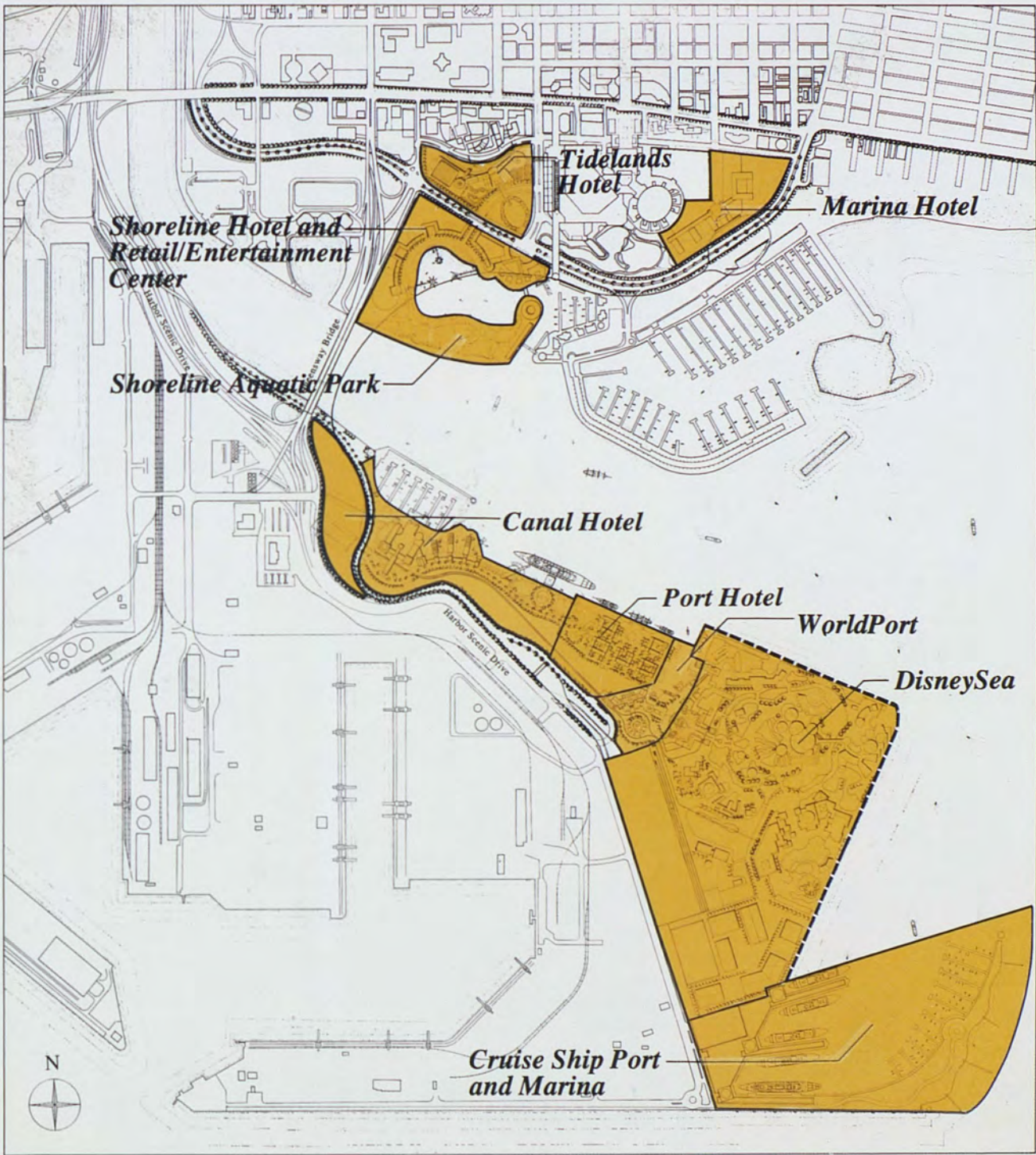
- **Water Plan** — The plan for the water edges should be driven by the uses on the water itself. A diversity of water activities, and bringing water into every element of the project, is essential.
- **Disneyland as a Model** — The following characteristics of Disneyland should serve as a model for the design of Port Disney:
 - A clear entry
 - A main street to orient and heighten guest expectations
 - A series of unique, yet thematically connected districts all surrounding a central hub
 - Visual icons which orient as well as entertain
 - A beautifully landscaped environment throughout

These principles form the basis of the conceptual master plan developed for Port Disney (Figure 4).

For the purposes of this Preliminary Master Plan (and compliance with Disney's current agreements with the City and the Port), Port Disney components are identified as the Port-Side and the City-Side.

The Port-Side is composed of five elements: DisneySea, the Cruise Ship Port, WorldPort, the Port Hotel and the Canal Hotel. Also included is a proposed new entry road to Port Disney, shown in Figure 5.

The City-Side is composed of four elements: the Tidelands Hotel, the Shoreline Hotel and Retail/Entertainment Center, Shoreline Aquatic Park, and the Marina Hotel. Existing uses on the City-Side are integrated into the plan. These include: the Long Beach Convention Center, the Hyatt Regency Hotel, Shoreline Village and the Downtown Long Beach Marina.



Port Disney Site Plan

Figure 4



Grand Entry

- View from entry drive under Queensway Bridge looking southeast

Figure 5

B. DisneySea

The centerpiece of the proposed master plan is a new ocean-oriented theme park concept, tentatively called "DisneySea", that combines a wide variety of Disney-style rides, shows and attractions with activities directed towards developing a better understanding of the sea. Disney's Imagineers have focused their efforts on exploring the myths, romance, challenges and mysteries of the ocean — the world's last great frontier. Both fun and educational, DisneySea would break down barriers between our guests and the sea.

While the theme park is currently in the early stages of development, some of the concepts under consideration are briefly described below. An artist's conception of the project is shown in Figure 6.

Oceana, the architectural focal point for the park, would rise up from the center of DisneySea in a series of futuristic bubbles, luring guests to a fascinating evolutionary journey through the world's seas. Guests would walk through a state-of-the-art, two-story aquarium. The curious would journey into the 21st century, visiting a working Future Research Center where scientists from the world's leading institutions would come together to conduct oceanographic studies, in much the same fashion as researchers now gather at the Living Seas and Land Pavilions at Epcot Center in Walt Disney World. Adults and children alike would learn about the ocean and its diverse marine life in a hands-on exploratorium. An artist's conception of Oceana is shown in Figure 7.

At Mysterious Island, guests would discover the lost City of Atlantis on a modern version of a Disneyland "E" attraction. Children could follow clues to buried treasure on Pirate Island, while the more intrepid might dare to board Nemo's Lava Cruiser and careen suspended through dangerous caverns.

Aqua-labyrinth, a challenging maze with walls made only of water, would serve as the entrance to Heroes' Harbor, where the myths and legends of the sea come to life. Here guests would find rides themed to the adventures of Sinbad, Ulysses and other storied adventurers from the past.

On the edge of the Bay facing downtown, a boardwalk would recreate the nostalgia of the Long Beach oceanfront in its heyday. Nearby at Fleets of Fantasy, a harborful of fabled and fanciful ships, including outsized Chinese junks and Egyptian galleys, would disguise exciting rides and dining and entertainment experiences.

Shoppers and diners will be intrigued by DisneySea's themed environments — a Grecian village, an Asian watermarket, a Caribbean lagoon. Here guests might be seen surfing, snorkeling, or wading through tropical reefs teeming with fish. Some will experience the ultimate underwater adventure — being lowered in a steel cage into a tank full of sharks.

At the rim of the American continent and the Pacific Ocean, DisneySea will be a place of magic and wonder offering a unique entertainment experience.



DisneySea—Artist's Conception

Figure 6



Oceana—Artist's Conception

Figure 7

C. Transportation Summary

The transportation plan for Port Disney (Figure 8) has been prepared to complement the long-range transportation planning being completed by the City of Long Beach. The City is planning a set of transportation improvements and a funding plan designed to accommodate the downtown redevelopment plan through the year 2010.

Three major characteristics of Port Disney traffic have led to a transportation plan and a set of traffic improvements which provide excellent access for Port Disney guests with minimal impact on the local street system.

First, nearly two-thirds of Port Disney guests are non-local. These guests will be directed to arrive via the Long Beach Freeway and will not burden the local street system.

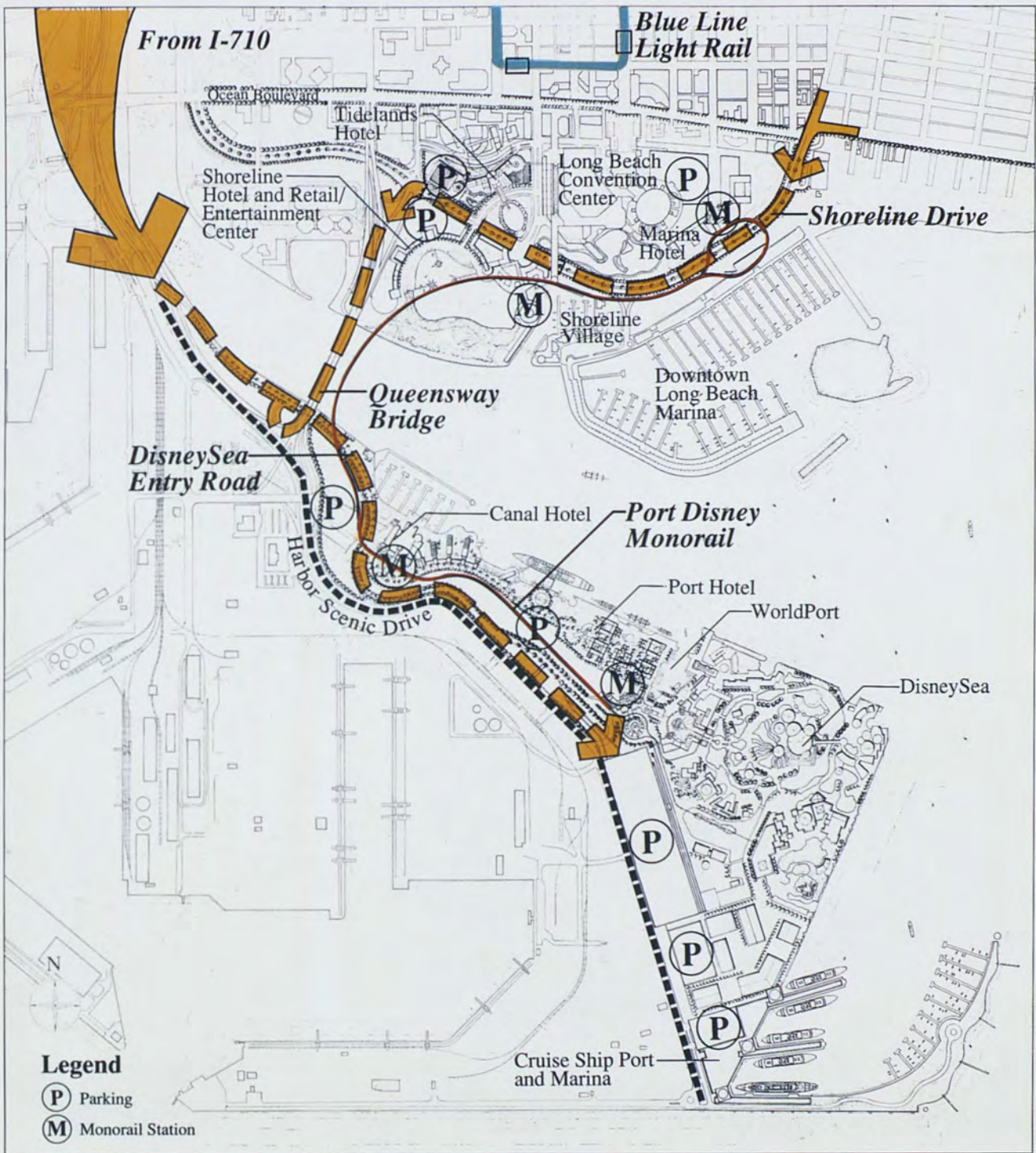
Second, most of the traffic headed to and from Port Disney is made up of entertainment-oriented, “discretionary” trips. Since the majority of traffic approaches the site during the late morning and leaves late at night during low background demand conditions, it has a relatively low impact on the local roadway and freeway systems.

Finally, the average vehicle ridership for Disney guests approaches four persons per vehicle, providing for an extremely efficient use of roadway capacity. Additional efficiency is expected as the Long Beach light rail line is integrated into the growing regional transit system.

The major supply of parking for both guests and cast at Port Disney is located adjacent to DisneySea at the end of Harbor Scenic Drive on the Port-Side. Traffic improvements include a new grade-separated interchange to be built along Harbor Scenic Drive to connect the parking structure with the roadway system. Southbound traffic will connect directly to a new Port Disney access road that will allow vehicles to enter and leave Port Disney minimizing interference with truck access to the Port of Long Beach. This new access road has been specifically designed so that traffic approaching Port Disney can be accommodated within the site, freeing up Harbor Scenic Drive for improved Port accessibility.

The transportation plan also calls for modifications to the existing ramp configuration at the north end of Queensway Bridge as it connects to Shoreline Drive. The revised configuration would connect Queensway Bridge to Seaside Way—allowing the Port Disney hotels, the Pike Project, and the expanded Long Beach Convention Center better access to the Queensway Bridge corridor.

The Port-Side of the project will be connected to the downtown by a shuttle bus and a ferry service. A monorail system, connecting all of the projects elements, is currently under study.



Transportation Plan

Figure 8

D. Water Plan

The Water Plan, shown on the Water Plan Map (Figure 9), is designed to connect the Port-Side with the City-Side of Port Disney by energizing the water area in between. Public access to and use of the waterfront is significantly expanded consistent with California Coastal Act objectives. The Water Plan extends from the mouth of the Los Angeles River along Queensway Bridge to the beach at First Street. The plan envisions potential connections to remote sites such as the Alamitos Bay Marina and could include ferry stops in other cities such as Marina del Rey or Newport Beach. It incorporates passive and active uses, natural and man-made features, daytime and nighttime events, programmed and informal activities, and a range of water-borne transportation opportunities, including the existing Catalina ferry.

On the City-Side, the plan proposes additional activities and enhancements of the beach and marina area while maintaining existing infrastructure and uses. The marina esplanade, with its continuous public edge, provides pedestrian access to the water edge. In addition to the present walkway and recreational fishing uses, the esplanade is an ideal location for viewing stands for competition and racing activities, such as mini-outboard and hydrofoil races, waterskiing and jetskiing events, and specialized sailcraft, and for other water events, such as fireworks and fireboat displays and water pageants. The esplanade is designed for adaptation as docking piers for charter fishing boats and for scheduled ferries and water taxis.

The Shoreline lagoon area provides a concentration of water-related uses. At the terminus of the City's boardwalk promenade, the Shoreline lagoon is the proposed setting for an interactive retail and water experience. A ferry landing connects Shoreline Hotel and Retail/Entertainment Center and the City-Side area with the WorldPort and DisneySea theme park.

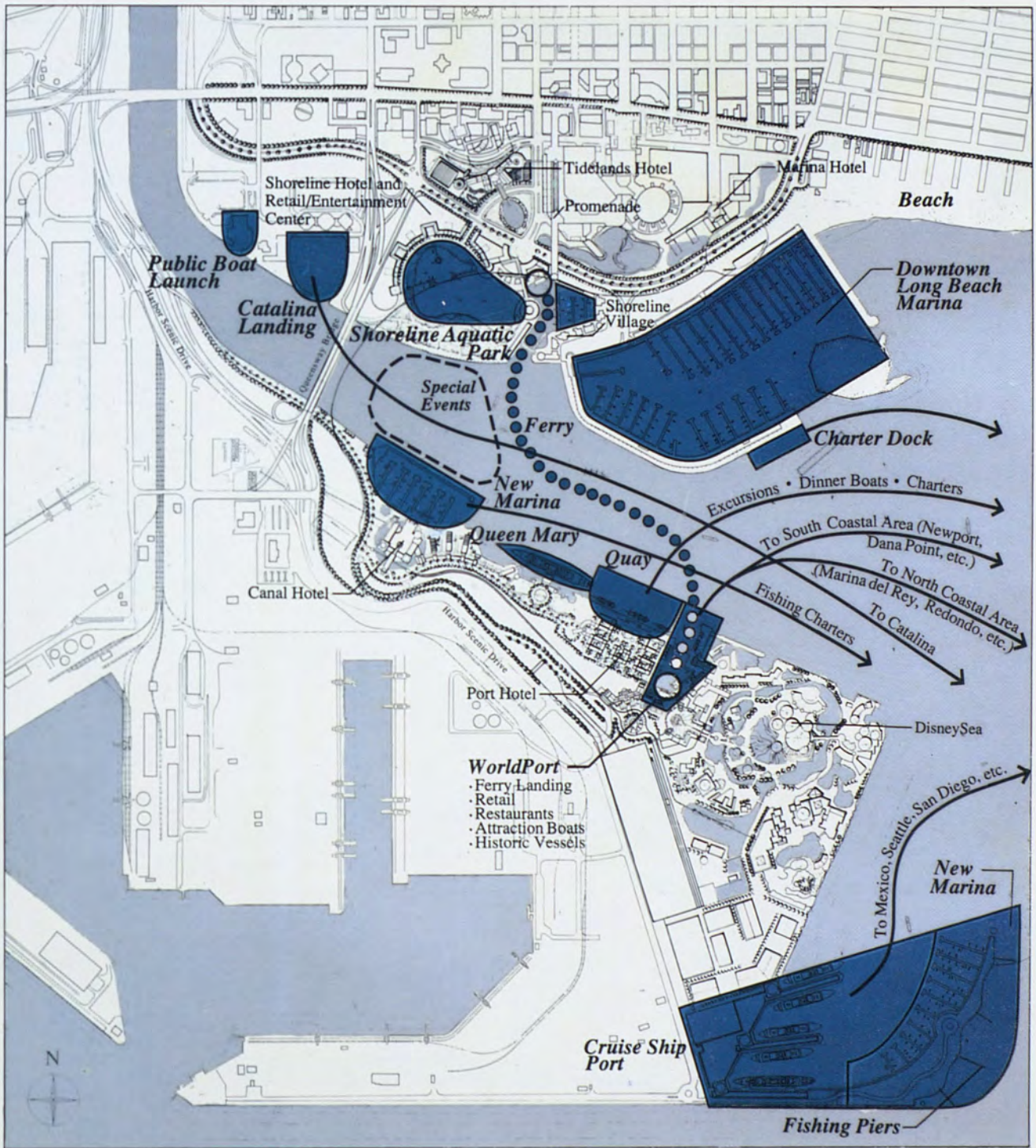
A landscaped park is set at the riveredge of Shoreline lagoon. A public promenade winds through this area. The existing rip-rap edge is maintained for fishing and access to the water.

Queensway Bridge acts as a connector between the urban recreational City-Side and the fantasy-resort Port-Side. From the bridge on the Port-Side, a variety of riveredge experiences begin, from a marina for up to 150 boats; to a natural form, informal waterfront edge; to the relocated Queen Mary, with its formal gardens and pools; and the quay, where excursion boats, vessels visiting from other nations, and other transient ships can dock. The hotel sites themselves are connected by, and feature, water.

The WorldPort is the active Port for DisneySea. Cross-channel and excursion ferries dock here, providing a port atmosphere for dockside dining and entertainment. Theme boats, pageants, and special events can be programmed in the controlled water and the port plaza.

In connection with the project, the Port of Long Beach plans to create a five berth Cruise Ship Port at the southerly edge of Port Disney, as a major port of embarkation. Also included in the plan is a mole with a landscaped park, a 250-slip public marina and an ocean promenade. The park is highlighted by several fishing piers and an ocean rip rap edge.

The waterfront at night is also exciting. The shapes of the bridge, boats and buildings; the reflections in the river, canals and lagoons; and the City and Port lights illuminate the different character of the nighttime waterfront. In addition, special lighting and special events, such as laser and fireworks shows, boat parades, and evening harbor cruises, provide drama, excitement, and romance to complete the palette of water experiences, and make Port Disney an 18-hour event.



Water Plan

Figure 9

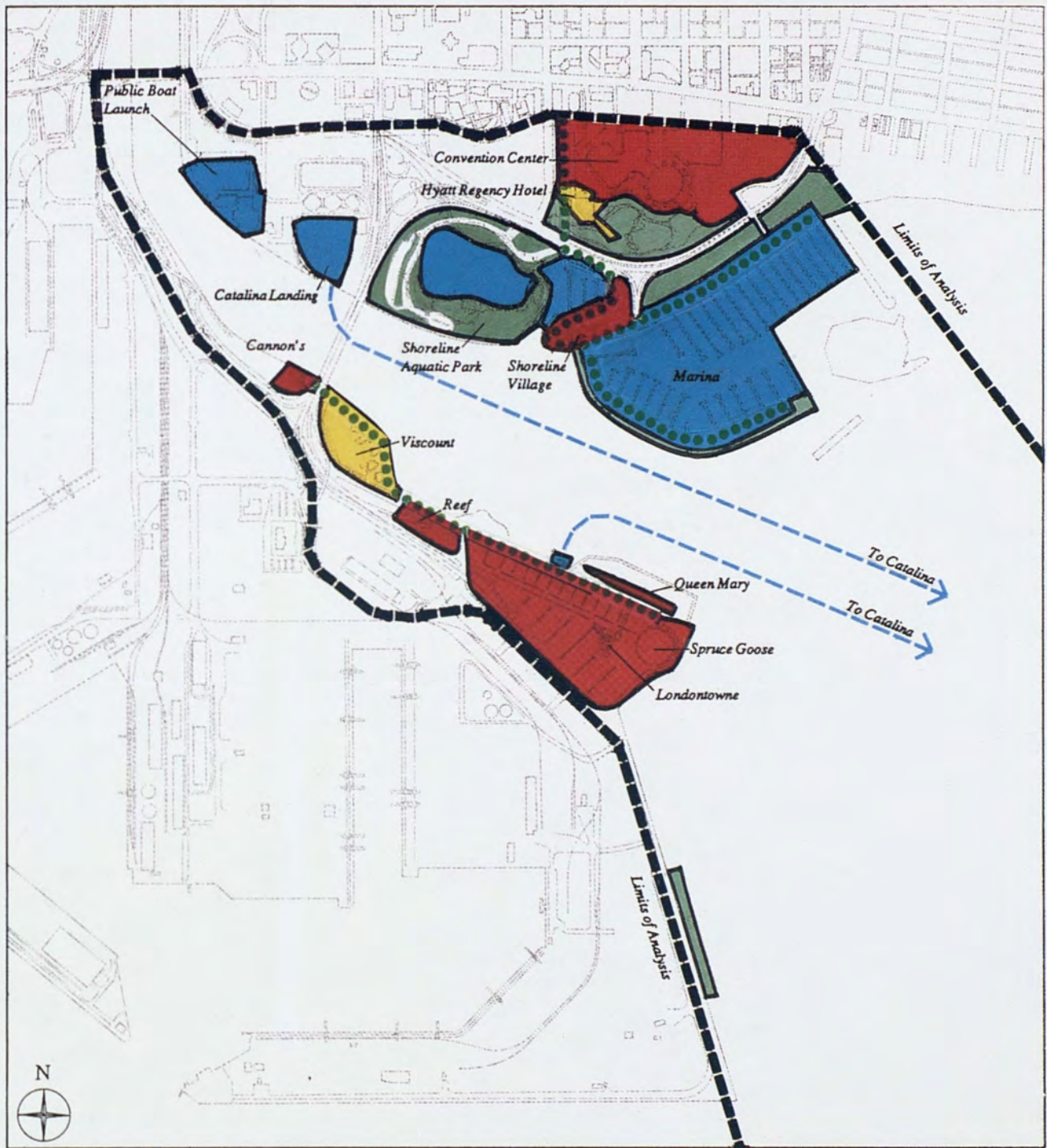
PORT *Disney*

Public Use and Access Summary

The California Coastal Act declares that the Pacific coast "is a distinct and valuable natural resource of vital and enduring interest to all people." The main objective of the Coastal Act is to provide the maximum amount of public access to, and recreational use of, the coast, consistent with private rights and environmental protection. With these concepts as guidelines, Port Disney is designed to provide an enhanced opportunity for guests to enjoy the waterfront in numerous ways.

Queensway Bay shoreline access and recreation opportunities for the public have improved in recent years, but overall public use and access is still limited along the Pier J shoreline. Figures 10 and 110 illustrate Port Disney's provision of increased public access, visitor-serving uses and water activities along the downtown Long Beach waterfront and Pier J. The exhibits are a land use comparison between the existing Long Beach waterfront and Pier J, and the proposed Port Disney master plan. The categories for comparison are Improved Public Open Space, Pedestrian Circulation, Theme Park and Retail Entertainment, Hotels, and Water Activities.

Public Use and Access Summary



Existing Land Uses






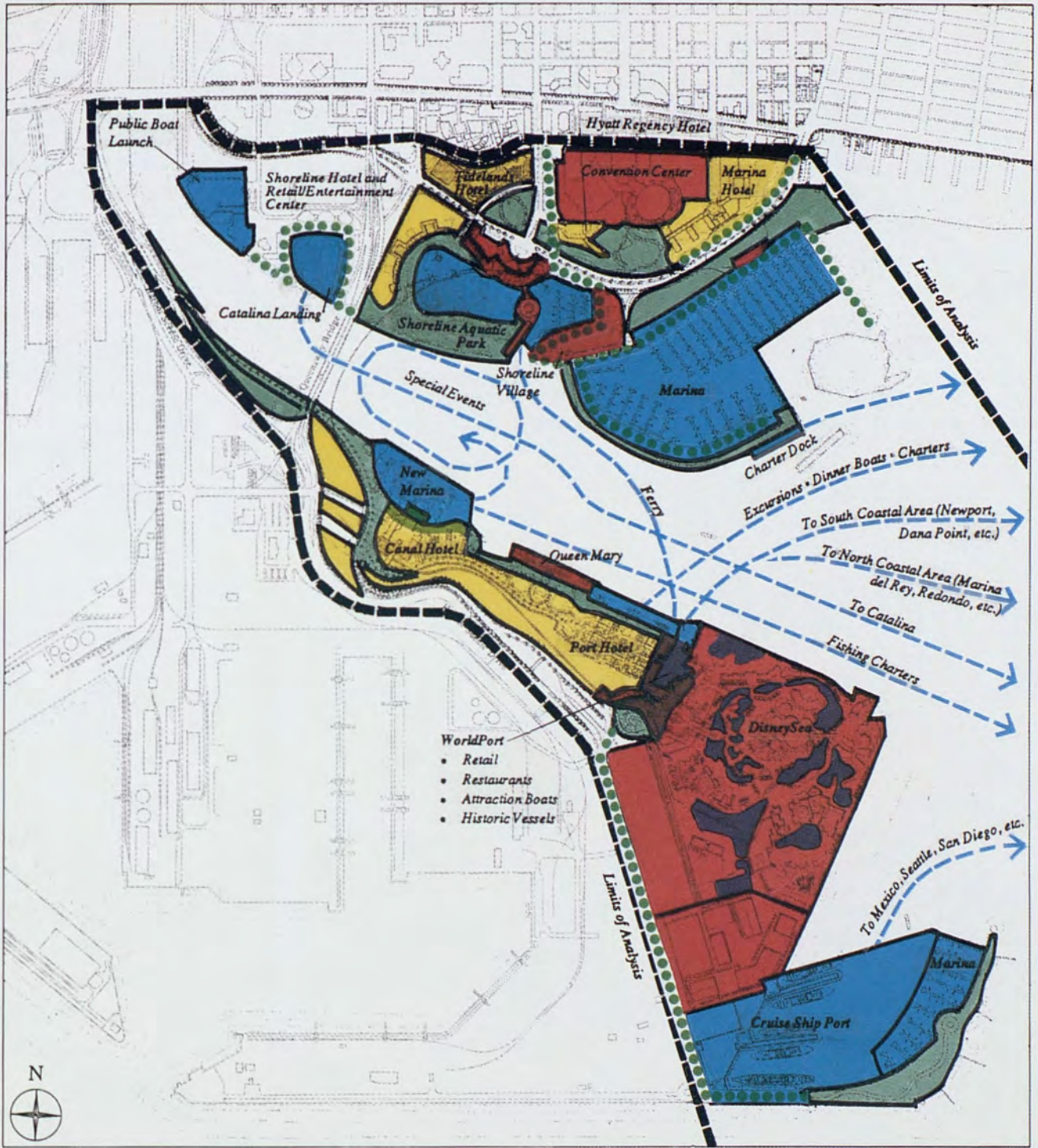
- | | | | |
|---|----------------------------|---|------------------|
|  | Improved Public Open Space |  | Hotels |
|  | Pedestrian Circulation |  | Water Activities |
|  | Retail/Entertainment | | |

Figure 10



Proposed Land Uses






- | | | | |
|---|----------------------------|---|------------------|
|  | Improved Public Open Space |  | Hotels |
|  | Pedestrian Circulation |  | Water Activities |
|  | Retail/Entertainment | | |

Figure 11

PORT Disney

Development Team

Other members of the Port Disney team include:

- **Ehrenkrantz, Eckstut & Whitelaw**
Architects, Urban Designers
New York and Los Angeles
- **Travers Associates**
Traffic and Transportation Consultants
Clifton, New Jersey
- **Barton-Aschman Associates**
Traffic Engineers
Pasadena, California
- **Moffatt & Nichol Engineers**
Coastal Engineers
Long Beach, California
- **The Ralph M. Parsons Company**
Civil, Mechanical, and Electrical
Engineers
Pasadena, California
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Los Angeles, California
- **R.J. Meade Consulting**
Environmental Consultants
La Jolla, California
- **Casey & Sayre**
Public Relations
Los Angeles, California
- **Kotin, Regan & Mouchly**
Economic Consultants
Brentwood, California
- **Desman Associates**
Parking Consultants
Tysons Corner, Virginia

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