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Lake Buena Vista
PEOPLEMOVER

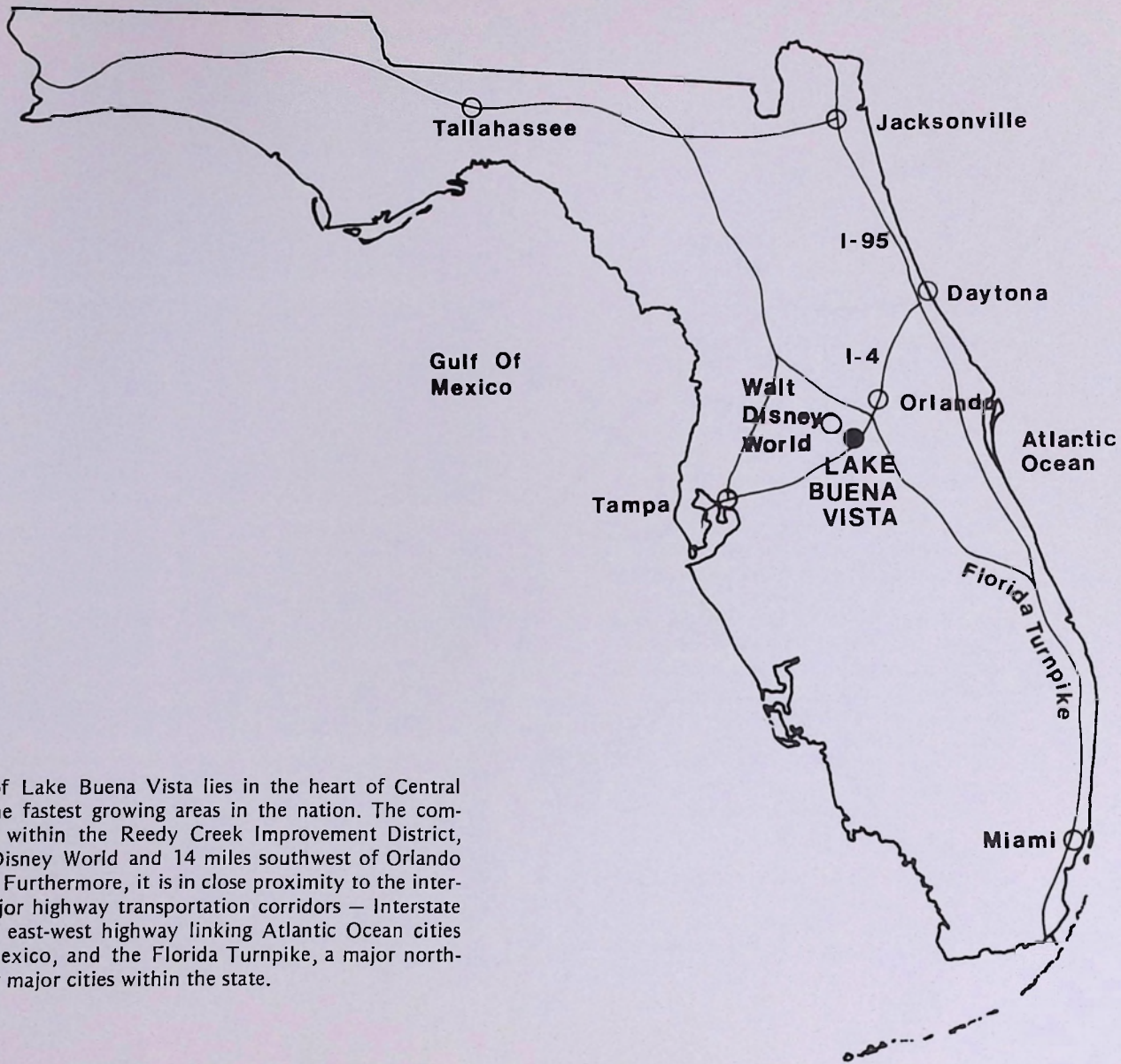


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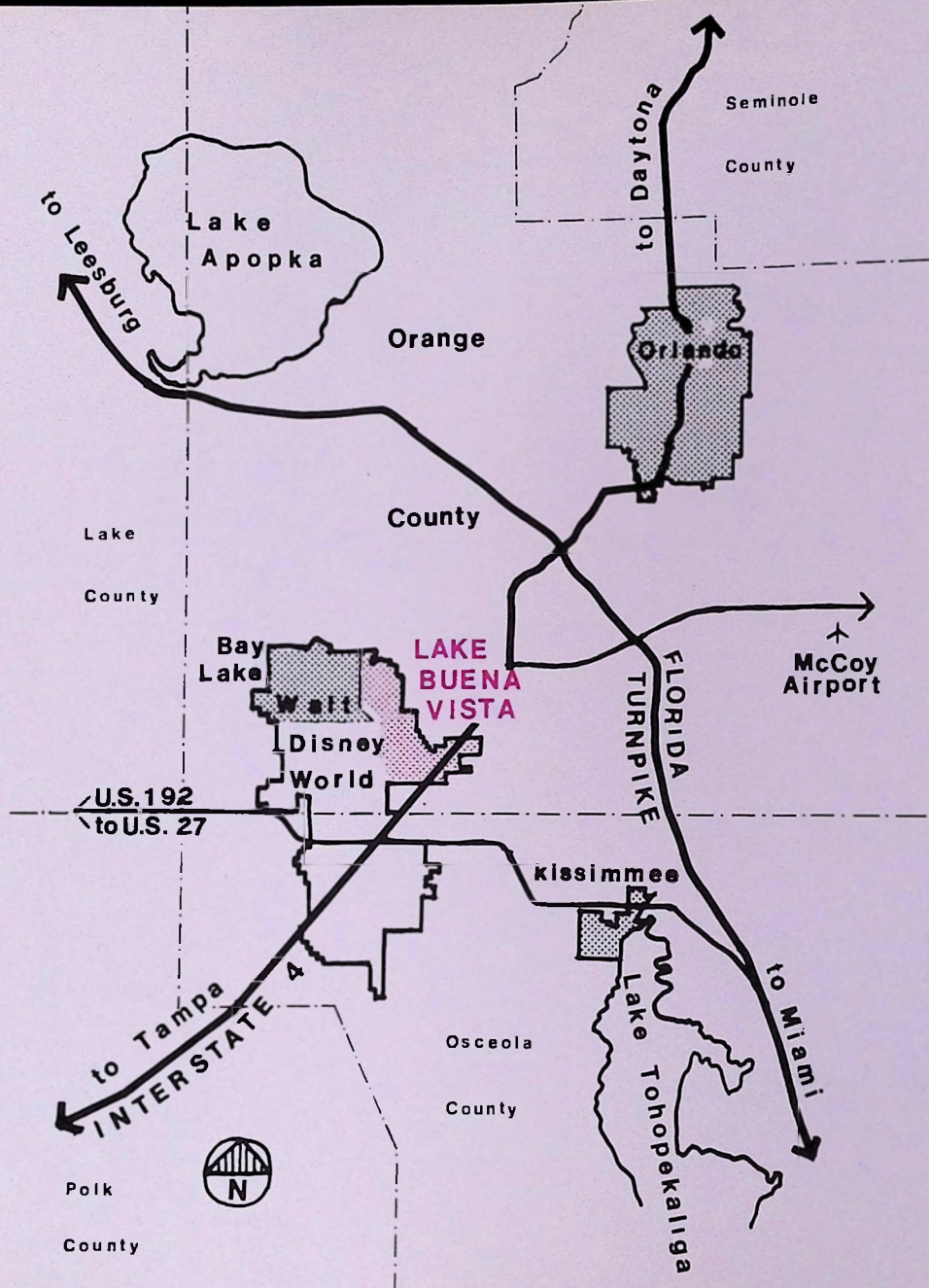
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INTRODUCTION

The community of Lake Buena Vista lies in the heart of Central Florida, one of the fastest growing areas in the nation. The community is located within the Reedy Creek Improvement District, adjacent to Walt Disney World and 14 miles southwest of Orlando in Orange County. Furthermore, it is in close proximity to the intersection of two major highway transportation corridors – Interstate 4, the only major east-west highway linking Atlantic Ocean cities and the Gulf of Mexico, and the Florida Turnpike, a major north-south artery linking major cities within the state.



From 1970 to 1973, the population of Orange County, Florida showed an increase of 18.5%, which is very significant when compared to the national increase in population of only 3.4%. The East Central Florida Regional Planning Council projects that the Orange County population will increase 57% from 344,000 persons in 1970 to 541,000 persons by 1980. By the year 1990, the county population is expected to reach 750,000 people, an increase of 118% since 1970.

Within Orange County, the Council anticipates that the population in the vicinity of Walt Disney World and in the immediate surrounding area will more than quadruple from 13,000 persons in 1970 to 58,000 persons by 1980. By 1990, the Council predicts that the population in this same area will reach 95,000 persons, a dramatic increase of 630% since 1970.

This tremendous growth in Central Florida can be attributed primarily to tourism. Before 1971, Miami was Florida's primary recreational destination, and the Central Florida region with major attractions such as Kennedy Space Center, Cypress Gardens, and other recreational areas was the destination for 31% of Florida's 20 million annual visitors. The opening of Walt Disney World in October, 1971, initiated a major shift in visitor destinations from other parts of Florida to Central Florida. This shift stimulated subsequent recreational growth and developments such as Circus



World and Sea World. Today, Walt Disney World, Lake Buena Vista, and surrounding recreational facilities in Central Florida have replaced Miami as Florida's leading recreational destination with 18 million annual visitors.

From its inception, the City of Lake Buena Vista was master-planned to meet the future needs of the Central Florida tourist market by providing a place for transient residents and visitors to live and vacation.

Because of its advantageous location at the heart of the region, its proximity to existing major transportation corridors, and its strong growth potential, Lake Buena Vista has evolved as one of the major focal points of the existing and future transportation network in Central Florida. The "Regional Transportation Master Plan", adopted by the Orlando Urban Area Transportation Study Technical and Policy Committees, emphasizes the importance of Lake Buena Vista in the Central Florida region by singling out the city as one of the satellite terminals to serve the millions of visitors who utilize Lake Buena Vista as the host community for Walt Disney World and other recreational points.

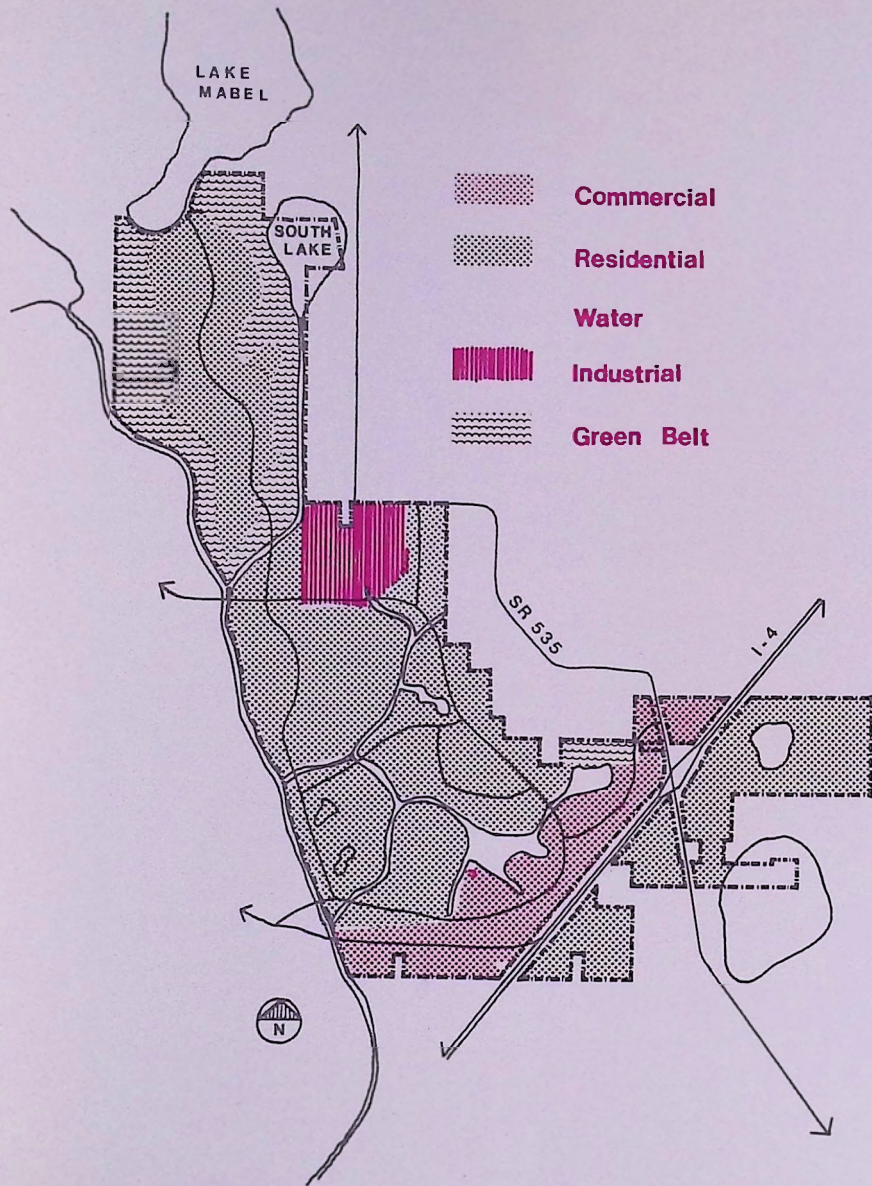
This report focuses upon the potential development of a Peplemover system at Lake Buena Vista as an integral part of the city as well as regional transportation system.

PLANNING OF LAKE BUENA VISTA

LAND USE PLANNING

Lake Buena Vista, Florida, was chartered on May 12, 1967, under Florida House Bill No. 487, Chapter 67-1965. Lake Buena Vista is a new kind of "new town" in a unique location, Walt Disney World. In a sense, it is a prototype of the prototype community that is being built at Walt Disney World. The city, approximately 4,000 acres of land, was created to serve the rapidly growing needs placed upon the Central Florida area, with substantial consideration given to the millions of tourists visiting the wide array of recreational facilities in the Walt Disney World area.

The city was planned, built and will be completed as an environment reflecting a blend of the most current and futuristic concepts in urban design. Land use patterns were established which would balance urban development and ecological-environmental protection. With the city's innovative, creative and futuristic "land use regulations" that governs the development pattern within the city, a cohesive and integrated land use plan was formulated.



This plan advocates the total coordination of the natural and man-made factors which shape the environment. It takes into consideration that all infrastructures related to each development are well planned in advance; environmental planning, physical land use planning, transportation planning, utility planning, and socio-economic planning have been consolidated for the formation of the plan. Detailed investigation, analysis and synthesis of ecological data (topography, soils, hydrology, etc.), has provided a strong foundation upon which the planning process was built. In order to assure the balanced development, the planning process will continue to provide the proper guidance for future projects.

The basic development concepts and policies that have evolved from this planning process are:

1. To build an activity-oriented "transient" home community.
2. To develop commercial, industrial and institutional areas that will serve both local and regional demands.
3. To develop unifying transportation elements that tie the community together.
4. To build with distinctive, innovative designs to the extent possible within the limitations imposed by land development economics, financing and marketing.
5. To maintain a high degree of flexibility to respond to unforeseen opportunities inherent in these unique conditions.

The city of Lake Buena Vista was conceived as a park, a "water park", of woods, waterways, trails, fields, and active recreation. Housing clusters, clubs — a variety of modes of living — are located within the Park. The theme behind the community's design is the dominance of the natural landscape and as such, the overall land use pattern is an attempt to "work" with the land.

The heart of the water park is the drainage canals, expanded into recreational waterways together with the low wet areas, which are heavily forested and most difficult to replace. These heavily wooded low areas have been retained and provide an immediate, scenic and unique recreational source. Most development and change have taken place on the higher ground, the so called "flat woods" and open fields. Here building activity and construction of attractive living environments is much less destructive to existing vegetation and ecological systems. The transition to an ecological balance, one which includes man, can be gracefully made.

In terms of activity, Lake Buena Vista has two major kinds of land uses. First, the recreational-residential community; and second, the commercial, industrial and institutional areas. The commercial activities, which Lake Buena Vista residents share with the region — the activities that draw on both local and regional markets — are located where the Lake Buena Vista city limit joins the surrounding community.



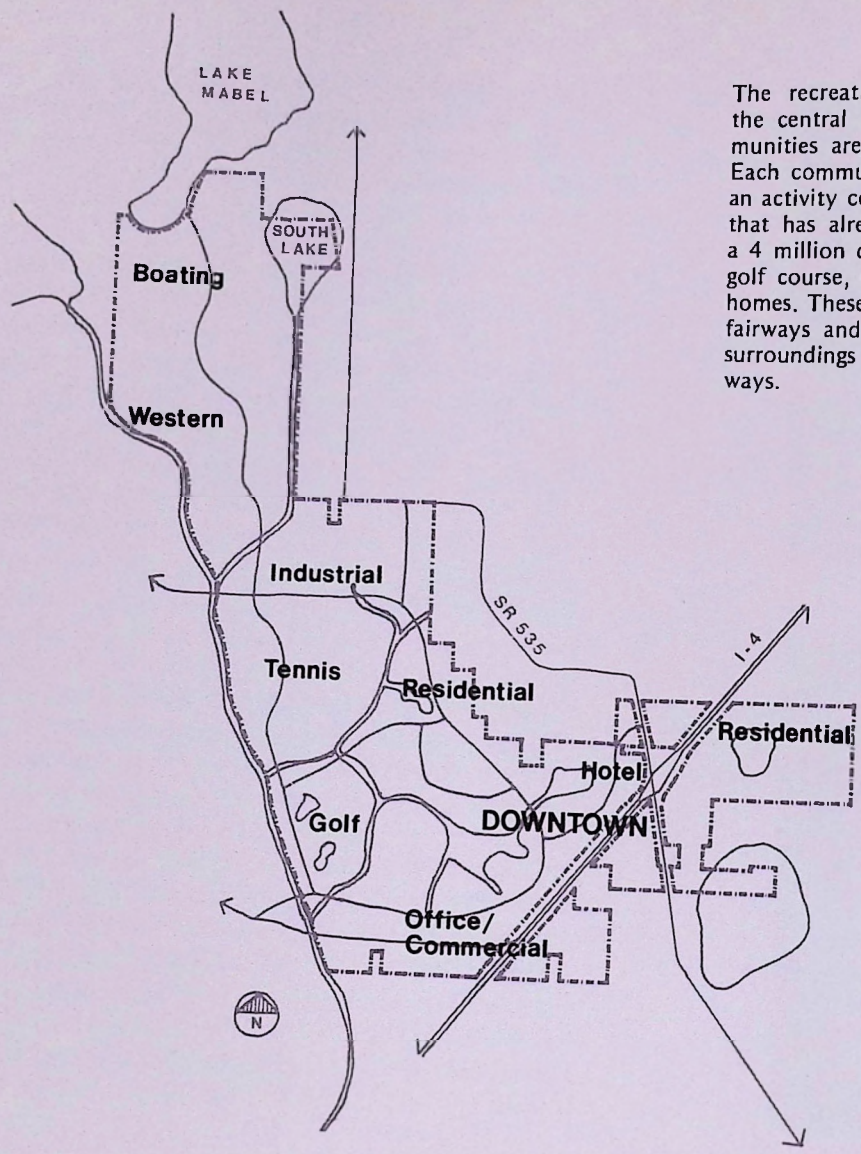


This higher density, high traffic commercial center — Lake Buena Vista Village, as well as Hotel Plaza — is along Interstate 4 between SR 535 and a proposed additional interchange.

The commercial aspect of the community is comprised of four major hotels (Howard Johnson's, Royal Plaza, TraveLodge, and Dutch Inn), a one hundred thousand square foot shopping village, and a preview center for Lake Buena Vista Communities, Inc. Lake Buena Vista also has a 20-bed emergency hospital linked to a major hospital in Orlando by radio telemetry and voice communication which enables Orlando's doctors to diagnose from a remote location. As the demand increases, additional medical facilities will be provided for local and regional needs.



Future plans in the commercial area include a two million square foot office park to be developed in the next ten years. This project is contemplated as the headquarters office for major financial institutions as well as for local professional business. The shopping village will be expanded in the next ten years to approximately 300,000 square feet. A multi-modal station will become the transportation focal point for both the city circulation system and the regional transportation network. There will be medium to high density living units constructed near the village lake front to create the balance of day and night activities in the commercial center.



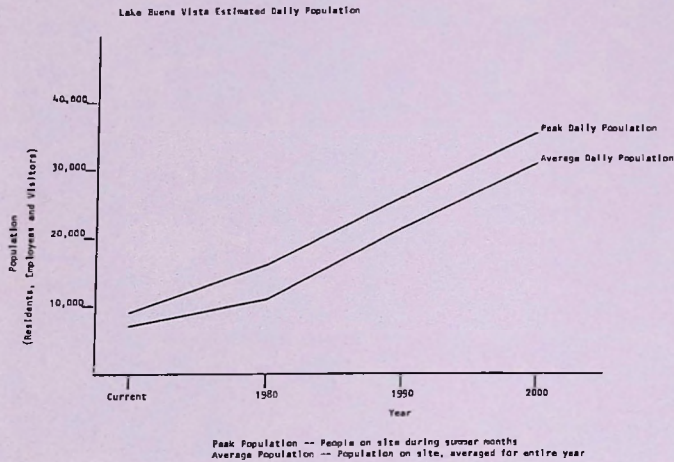
The recreational-residential communities are located throughout the central and northern portions of the city. Basic themed communities are planned such as golf, tennis, equestrian and boating. Each community will have low to medium density living units with an activity center or a club as the community "center". Major work that has already been completed in the golf community includes a 4 million dollar, multi-function "club", an 18-hole championship golf course, resort townhomes, tree houses, and detached vacation homes. These living units, which are located in cul-de-sacs along the fairways and on waterfronts, are visually oriented to the natural surroundings — whether they are waterways, lakes, forests, or fairways.

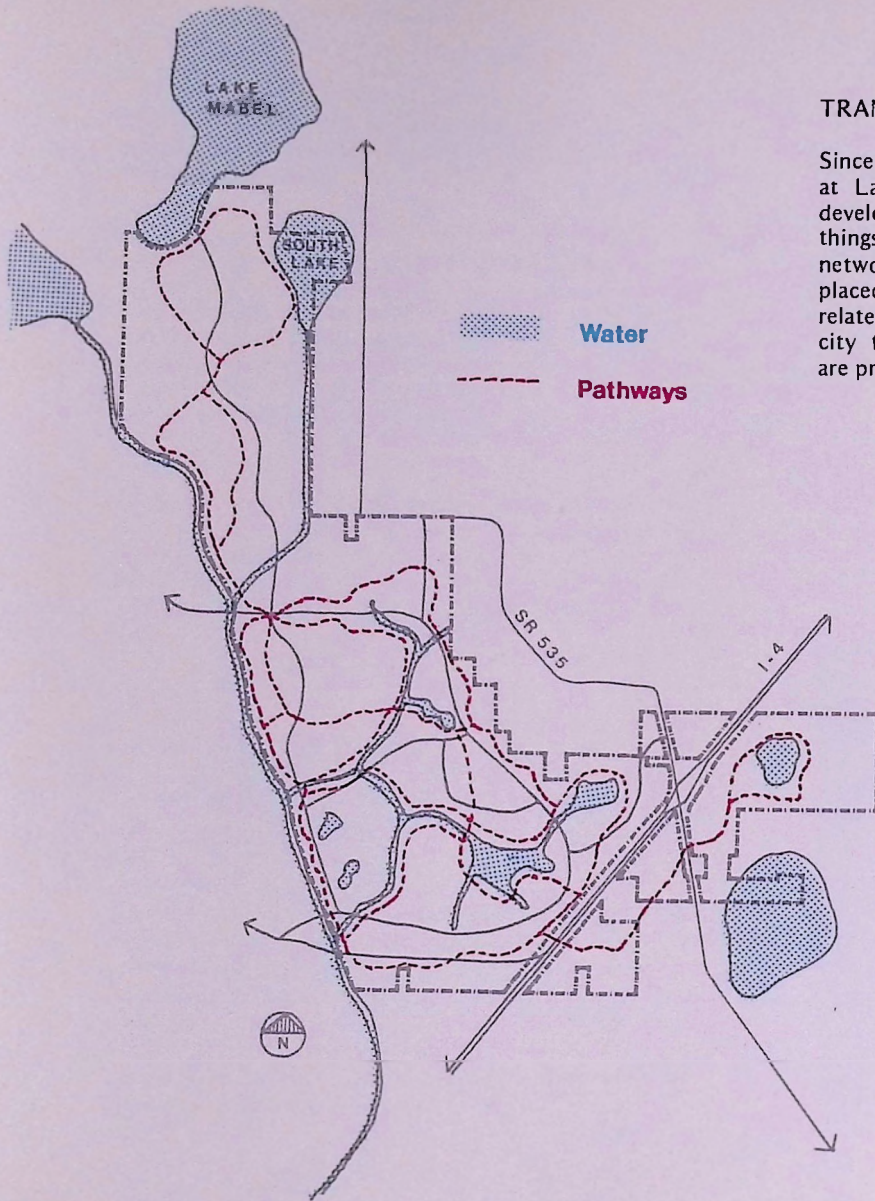


The tennis community will consist of living units constructed for people who enjoy tennis related activities. An integral part of the community will be the tennis club and courts. The equestrian community evolves around the Walt Disney World Tri-Circle-D Ranch, where the rustic style of the Old West will be the theme. Here, pathways will be dedicated for horses and horse carriages as the main circulation system.

In the most northern part of the city where it borders Lake Mabel and South Lake, an aquatic theme oriented development is planned. Water related sports activities will center around the aquatic club on Lake Mabel. Most of the living units will have water frontage for vista.

Based on the total buildable land that is available in Lake Buena Vista for manmade structures, it is estimated that eventually there will be approximately 9,000 living units and a population of 30,000 people.





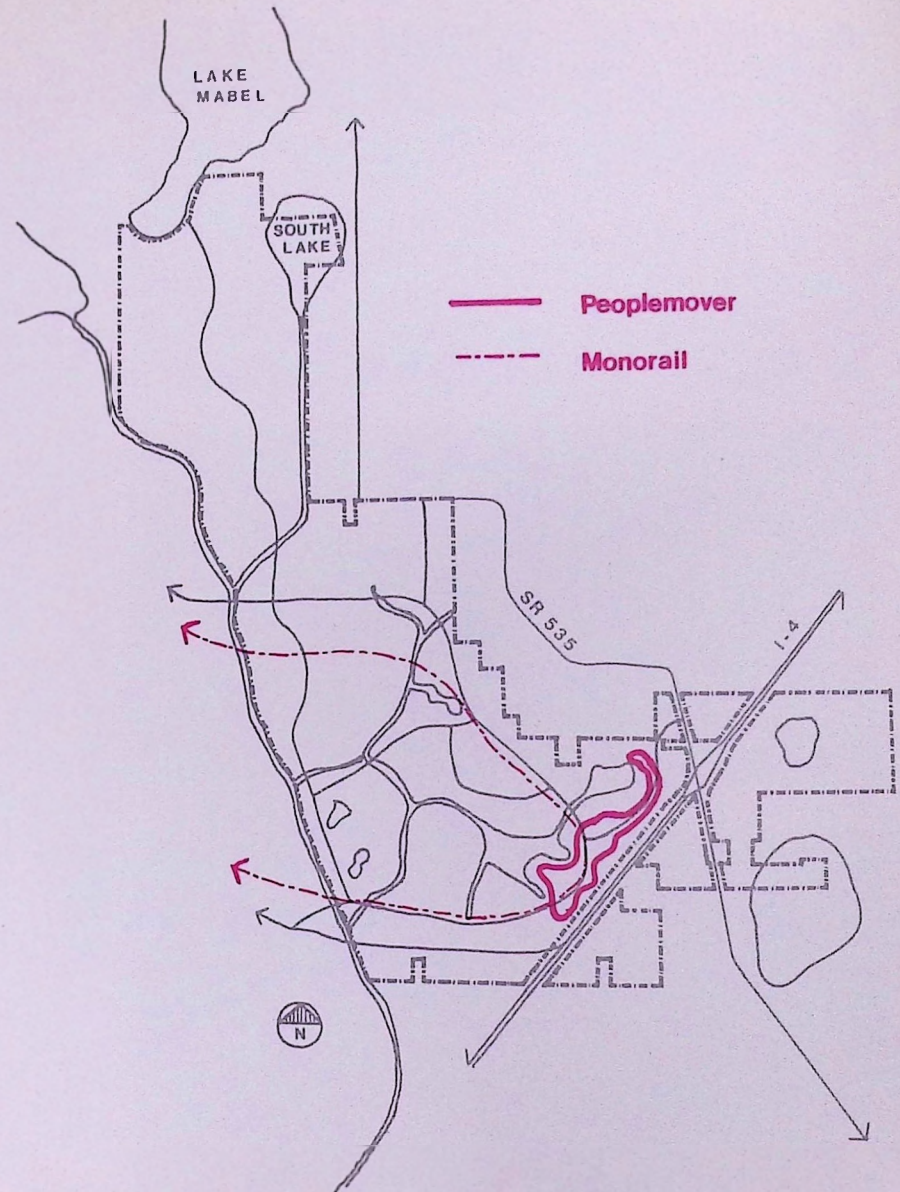
TRANSPORTATION PLANNING

Since its inception, transportation planning has played a major role at Lake Buena Vista. In the early stages of Lake Buena Vista's development, a master plan was established, which, among other things, provides for a comprehensive transportation circulation network. At each step in the city's growth, emphasis has been placed upon minimizing and mitigating traffic congestion and its related pollution; the goal being elimination of the car for internal city travel. To achieve this goal, several modes of transportation are provided as alternatives to the private automobile.

The community circulation system has four basic modes, each with a distinctive function. Roadways provide access for vehicles; pathways which are separated from roadways, provide pedestrian, bicycle, equestrian and electric vehicle circulation; a waterway network provides access to all activity centers for boats; and a network of trails is used for hiking and riding. All of these systems are currently utilized very effectively at Lake Buena Vista. Also, as part of the master plan, a downtown Peplemover is planned to serve as a link for the high density activity areas.

When the major city developments began to materialize in the early 1970's, the non-automobile circulation systems were further studied to determine their adequacy in meeting the city's transportation needs. Lake Buena Vista's "Pathway System" report, 1972, indicated that for various reasons, the automobile would not soon be replaced as the primary means of transportation for external travel. However, the pathways and other alternate transportation systems would permit the city to evolve into a community totally independent of reliance on the private automobile for internal circulation. The report further states that as the city grows and utilization of the pathways system increases, it could evolve into a futuristic form of personal transportation (Peplemover) for the downtown high-density activity areas.

Currently, traffic and congestion within Lake Buena Vista is minimized not only because people readily give up their private cars to utilize the pathways and waterways, but also because local bus service is provided at Lake Buena Vista, as well as express bus service to



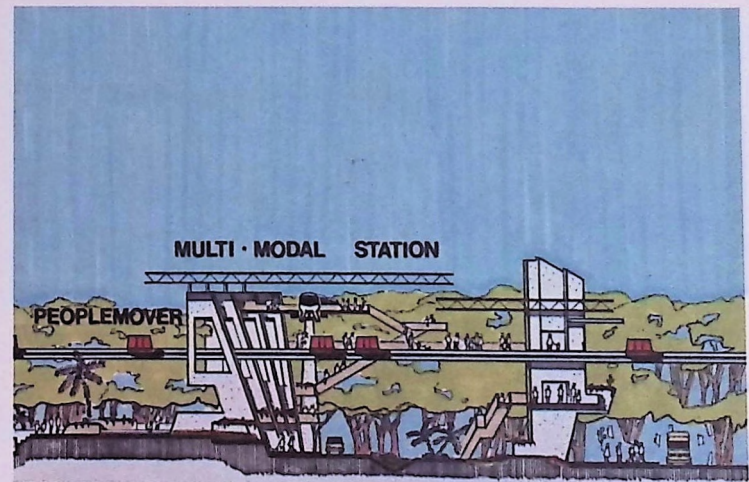
and from Orlando Airport, Cape Canaveral, and Walt Disney World. As the regional bus system is improved, the reliance and utilization upon public transportation will be further increased.

A major element of making this public transportation system best meet Lake Buena Vista's needs will be the multi-modal terminal on the downtown Peoplemover system. Guests and employees will be able to arrive at the city via public transportation and then ride the Peoplemover to their destination — a journey completely void of the private automobile.

Another very important service Lake Buena Vista multi-modal terminal will provide is a gateway to Walt Disney World for people arriving via public transit. Lake Buena Vista and the downtown Peoplemover will be exposed to millions of these Walt Disney World guests.

The downtown Lake Buena Vista multi-modal transportation terminal includes intra-urban, inter-urban, and inter-state facilities which provide the critical "location" and "link" to the achievement of a viable regional public transportation system.

According to the East Central Florida Regional Planning Council recent study estimates, by 1990, the public transit system will provide daily trips to 34,610 Orlando area transit passengers, with 24,570 of these trips going to/from Walt Disney World. For those visitors, the multi-modal terminal at downtown Lake Buena Vista will be the "showcasing" stop while on their way to Walt Disney World.

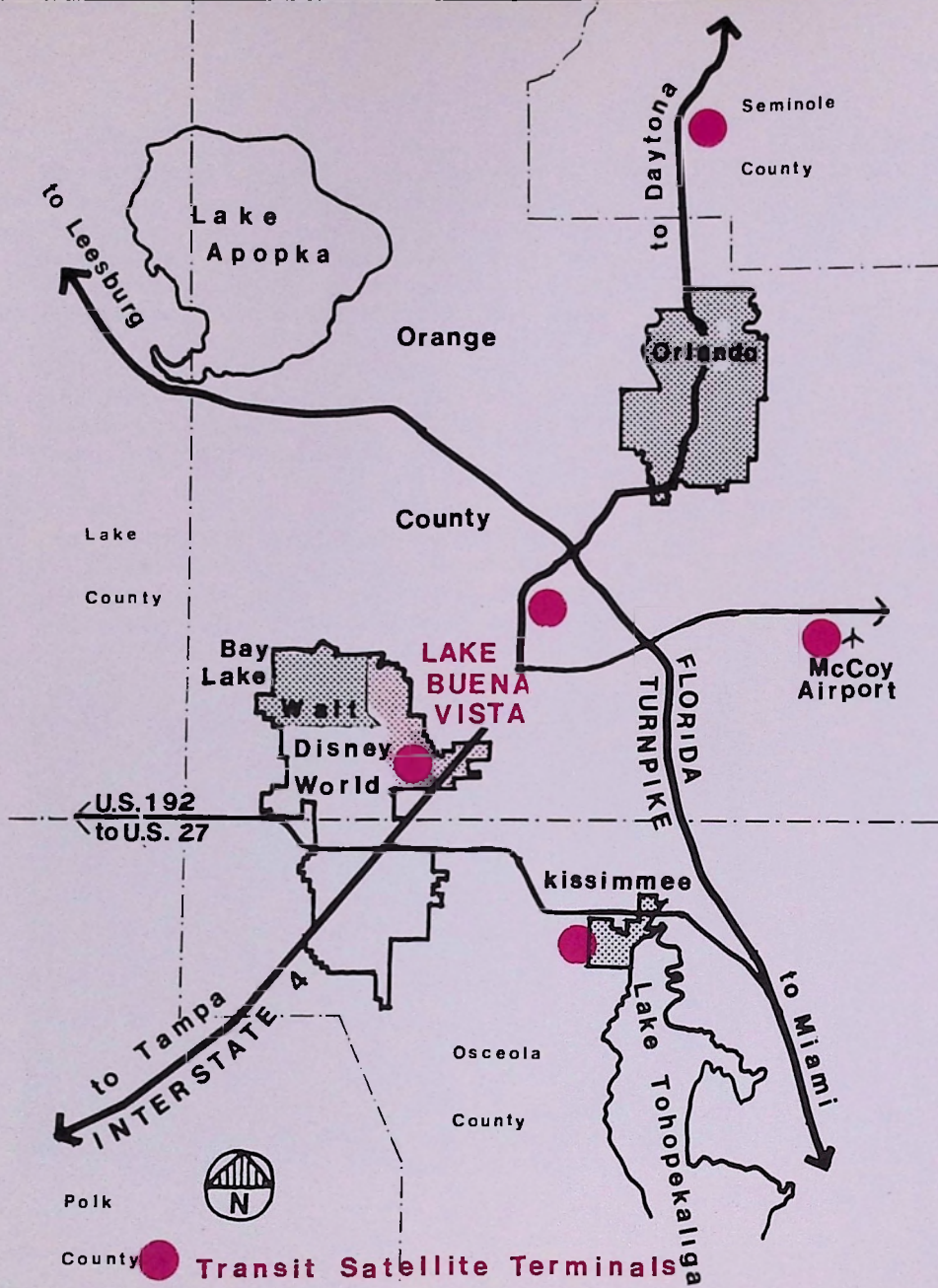


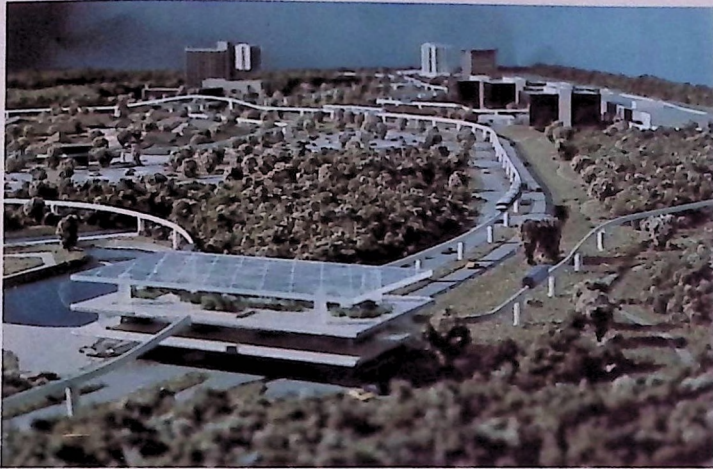
REGIONAL TRANSPORTATION PLANNING

In May, 1976, the Orlando Urban Area Transportation Study Technical and Policy Committees adopted a highly flexible "Regional Transportation Master Plan". This called for a greatly expanded system of express, arterial and local bus routes designed to meet the transportation demands in the Orlando Urban area up to 1990. This plan, which used as major input the results of the attitude survey of a sample of the region's population, has been formulated with the strong indication that there exists the potential to achieve a less auto-oriented travel environment.

The resulting direct measurable regional benefits will include relief of anticipated increases in highway congestion and its resulting adverse environmental impacts, reduced regional energy consumption, and significantly lower total regional transportation facility and user operating costs. Of perhaps even greater importance will be the social benefits: the intangible improvements brought about by increased regional mobility, and an alternative travel choice for the elderly, young, and lower income segments of the population.

Patronage for the current transit system totaled about 2,425,000 passengers over the 12-month period from October, 1974, to October, 1975, less than 2% of the area's person trips. With this newly adopted plan, 8% or more of the region's internal travel could be made by public transit.





Based on Florida Department of Transportation 1990 trip tables, 1990 Highway Plan Recommendations, and the East Central Florida Regional Planning Council Transit Study, downtown Lake Buena Vista/Walt Disney World, along with five other sites have been designated as "satellite" terminal areas. Each of these locations serves as either a major transfer point or the terminus of a large number of transit lines.

The Lake Buena Vista multi-modal terminal is designed to incorporate a variety of transportation modes (automobile, buses, taxis, electric cars, pedestrians) and to provide the interchange function from one type of mode to another at one single location. This terminal is expected to be the primary station on the downtown Lake Buena Vista Peplemover alignment. Serving as a drop-off point for visitors and employees, passengers will be dispatched from this terminal to the various downtown centers via the Peplemover.

It is envisioned that a monorail system connecting Walt Disney World and Lake Buena Vista will also interface with the Peplemover at the multi-modal terminal.

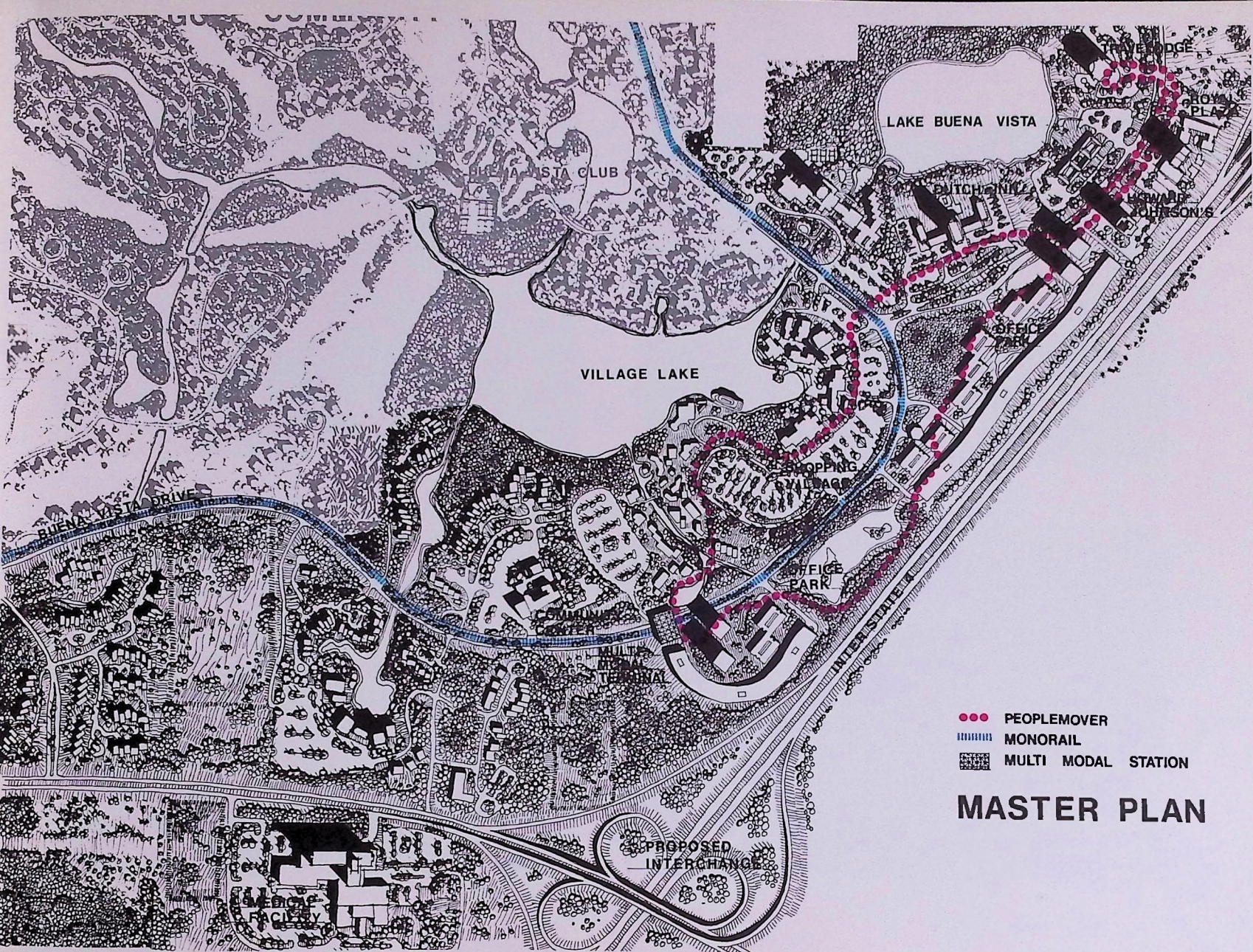
PROJECT SCOPE

LAKE BUENA VISTA CITY CENTER

The center of attention and activity and the true heart of Lake Buena Vista is the busy city center — downtown area. It is both visible and conveniently accessible from Interstate 4, and serves as an inviting entrance to the entire “environmental” community.

The initial master planning of this fundamental part of Lake Buena Vista resulted in an integrated combination of commercial, recreational and residential land usage. This allows the city center area to retain an unusual feeling of vitality — of activity.

A creative and imaginative approach to multiple land use regulations makes it possible to literally live, work and play in the unique and enjoyable “Lake Buena Vista experience”.



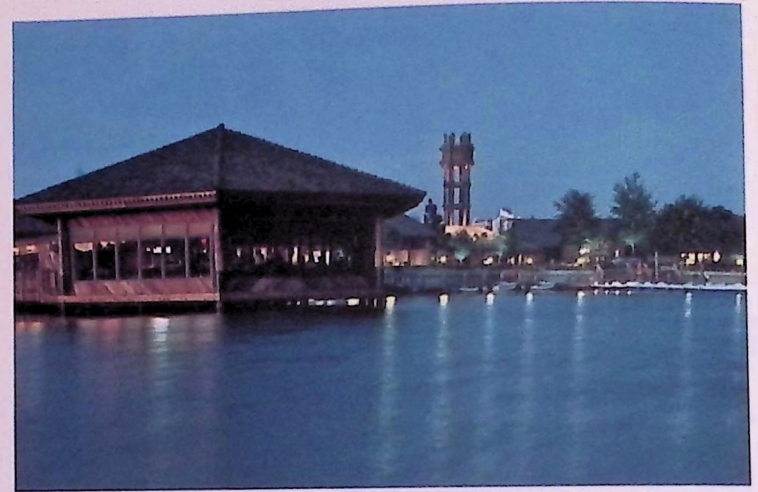
- PEOPLEMOVER
- ▤▤▤ MONORAIL
- ▣▣▣ MULTI MODAL STATION

MASTER PLAN



Three basic "environments" make up the commercial aspect of Lake Buena Vista. An informal, relaxed surrounding sets a leisurely pace for the "Village" environment. Here, small shops and colorful boutiques combine with outdoor cafes along the water. The theme is one of unique handcrafted goods in a personal, festival-like setting. A more businesslike "Suburban" environment is highlighted by larger scale shopping and office complexes, enhanced by plazas, fountains, and lakes. As tourism and daily population increases, multi-level, high-density buildings and parking structures will comprise the "City" environment.

Presently, downtown Lake Buena Vista is made up of four major hotels, opened in 1972 and offering a total of 1600 rooms. Studies show that these hotels are visited primarily by guests from the mid-west and mid-Atlantic states. The average



length of stay is four days, which enables guests to visit surrounding as well as local recreational areas.

Complementing these hotels is a 100,000 square foot shopping village offering 32 shops, boutiques, and restaurants, located on the shore of Village Lake. Recreational townhomes and detached vacation homes have also been constructed and are interconnected with the shopping village by pathways and waterways.

Lake Buena Vista's future growth is an important factor in the consideration of a Peplemover system to connect primary activity centers within the city center area. Within the next two decades, expansion of the shopping areas and major office complexes is estimated to increase employment to over 9,000 people.

Some will live in the immediate Lake Buena Vista area; others will commute daily from neighboring cities. In both cases, a fast and efficient means of personal transportation from a central multi-modal station to and from the downtown hub of activity will be a necessity.

Future use of the Peplemover system will not be dependent on only residents and commuting workers; by 1990, 66% of the passengers are projected to be tourists and out-of-state visitors who are using Lake Buena Vista as a stepping stone to the many recreational opportunities within Walt Disney World.

Future plans for downtown development will perpetuate an image of vitality and excitement and expand upon it to yield a progressive city with coordinated growth.



1976



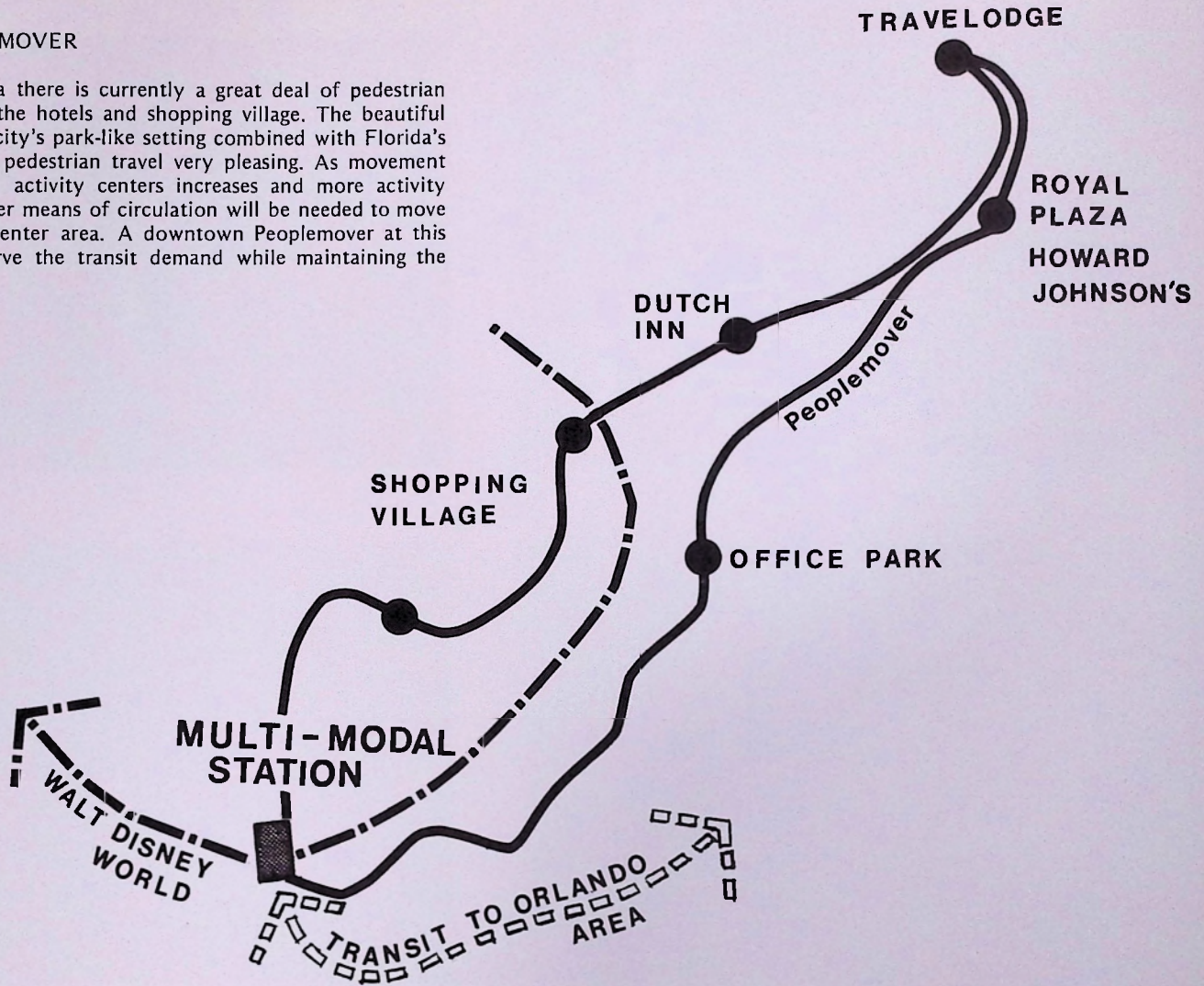
1980



2000

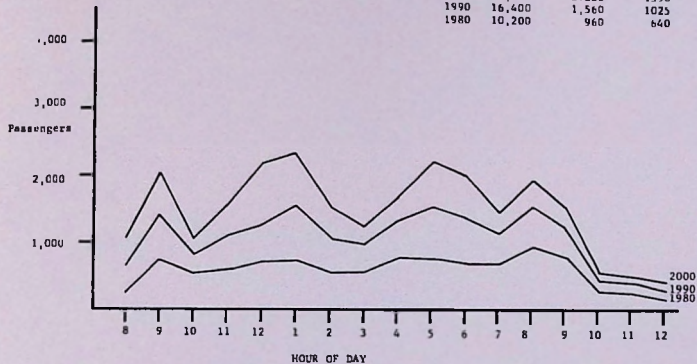
PROPOSED PEOPLEMOVER

At Lake Buena Vista there is currently a great deal of pedestrian movement between the hotels and shopping village. The beautiful environment of the city's park-like setting combined with Florida's warm climate makes pedestrian travel very pleasing. As movement between the current activity centers increases and more activity centers are built, other means of circulation will be needed to move people in the city center area. A downtown Peplemover at this point, 1980, will serve the transit demand while maintaining the park-like feeling.



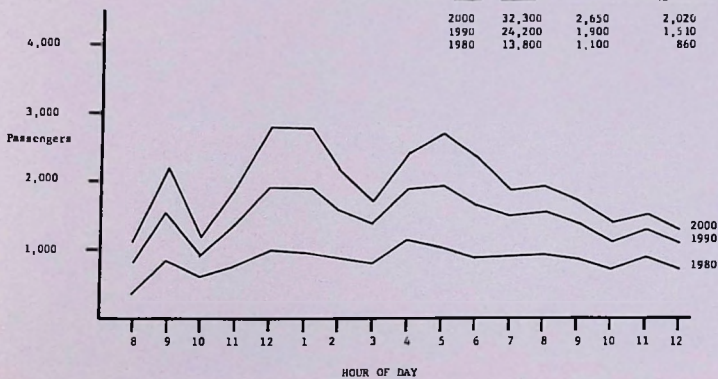
LAKE BUENA VISTA DOWNTOWN PEOPLEMOWER
AVERAGE DAILY RIDERSHIP PROJECTION

Year	Daily	Ridership	
		Peak Hourly	Avg. Hourly
2000	25,400	2,220	1,590
1990	16,400	1,560	1,025
1980	10,200	960	640



LAKE BUENA VISTA DOWNTOWN PEOPLEMOWER
MAXIMUM DAILY RIDERSHIP PROJECTION

Year	Daily	Ridership	
		Peak Hourly	Avg. Hourly
2000	32,300	2,650	2,020
1990	24,200	1,900	1,510
1980	13,800	1,100	860



Lake Buena Vista's downtown Peoplemover system will provide a continuous service to the city's residents, tourists and urban center employees. It will interconnect the four existing hotels, shopping village, an office complex and a multi-modal transportation system, to provide an integrated downtown circulation to these primary activity areas. It will interface through the multi-modal terminal with other levels of public and private transportation systems, providing convenient service to other areas of Central Florida.

Lake Buena Vista's downtown Peoplemover is elevated so it will not interfere with existing roads, pathways and facility operations. It is aligned so that no existing or future utilities, roads or developed areas will have to be relocated. Most of the track alignment is within pathway, roadway or utilities right-of-ways. The system can accommodate all anticipated passenger demands, without modification to the track or stations, by simply adding more vehicles to the system.

Lake Buena Vista's Peoplemover will carry over 10,000 people on a typical (average) winter day and nearly 14,000 during summer and holiday (maximum) periods. These figures will more than double in just 20 years due to the growth expected in the city and regional area.

SYSTEM OPERATION

It is envisioned that Lake Buena Vista's Peplemover will operate as a "horizontal elevator". Passengers will be moved from one facility to another just as an elevator moves from one floor to another, but, with one important difference: the Peplemover will take each party directly to their destination without intervening stops.

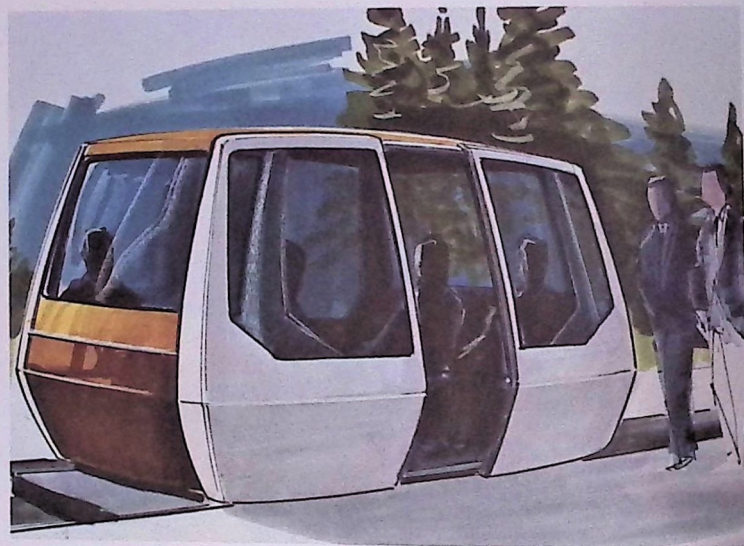
Passengers will use the system by first depressing a vehicle call button near the vehicle entry "elevator" door. The door to the waiting vehicle will open, permitting entry. After selecting the desired location on a control panel inside the vehicle, passengers will be dispatched to their destination without intervening stops at other stations. Each station will have sufficient loading positions to meet passenger demands with a minimum of wait time.

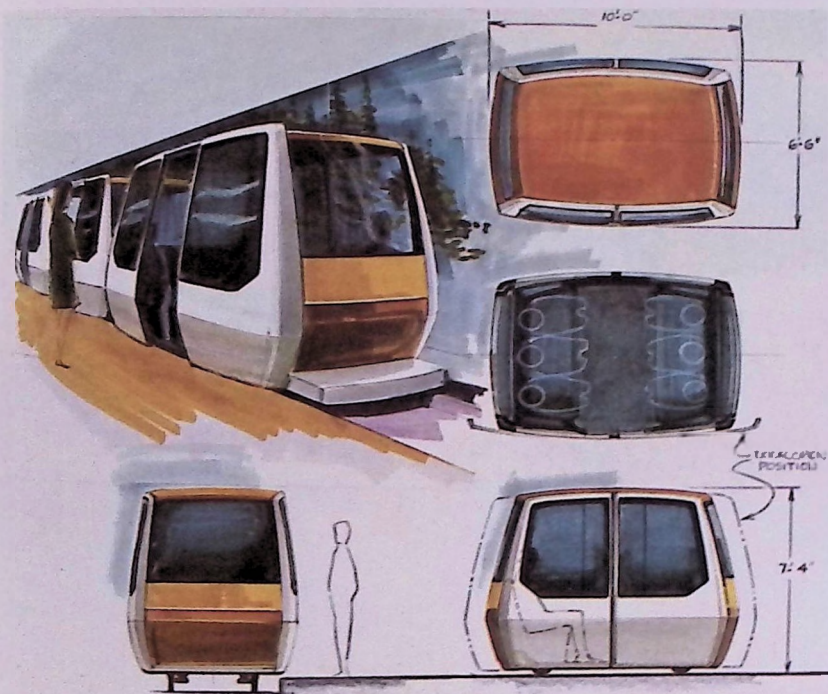
A reserve supply of units will be capable of "feeding" an empty load position unless another vehicle will be arriving momentarily. Conversely, if a station is filled with empty, dormant vehicles, they will be shuttled to the spur track to make room for loaded vehicles arriving from other stations.

In keeping with the natural, environmental theme of the community, all stations, track and support and vehicles will be designed to blend into the aesthetics of the area.

Vehicles

The average size party staying at Lake Buena Vista hotels is 2.4 guests during the winter and 4.0 during the holiday and summer periods. Average group size for visitors staying in the resort townhouses is slightly higher. Considering these party sizes, vehicles designed to carry 4 - 6 passengers seated would offer optimum service. To meet the peak hour rush, the vehicle should be designed to accommodate another 4 - 6 standing passengers. The cars should be fully enclosed for year-round weather protection and air conditioning/heating may be a desirable option.





WEDWAY PEOPLEMOVER

From the several personal transit Peoplemover systems offered today, Walt Disney Community Transportation Services "WEDway PeopleMover" can best meet Lake Buena Vista's downtown transportation needs.

WEDway is an elevated system which provides open space under the roadway. WEDway vehicles, which can be open or enclosed, are designed to carry 4 - 6 seated and 4 - 6 standing passengers. Each vehicle can operate independently or can be connected to others to form a "train" for larger load demands.

WEDway has demonstrated some very impressive operating characteristics which will complement the desired Lake Buena Vista passenger service. It has reliable, automated linear motor drive which provides pollution-free, smooth, efficient propulsion (99.5% up-time). WEDway system is quiet, requires minimum routine maintenance and has low operating costs.

LAKE BUENA VISTA PEOPLEMOVER CAPITAL COST PROJECTION

Track and Support, Propulsion - 12,200 feet Collision Control		\$ 9,920,000
Stations - 7 stations including: Multimodal, 2 at shopping village, office park, Howard Johnson's/Royal Plaza, Travelodge, Dutch Inn. included in station costs are structure, spur track, switching and loading doors.		7,000,000
Vehicles - 41 for Phase 1 - 1980 demand		492,000
Sub Total		17,412,000
Engineering Support	15%	2,612,000
Shipping and Handling	5%	871,000
Contractor Profit and Start-Up Cost	10%	<u>1,741,000</u>
Total System Cost		\$ 22,636,000

NOTE: Land acquisition, residential and commercial relocation, and utilities modification have not been included because the Peoplemover system will not affect these items.

FINANCIAL FEASIBILITY

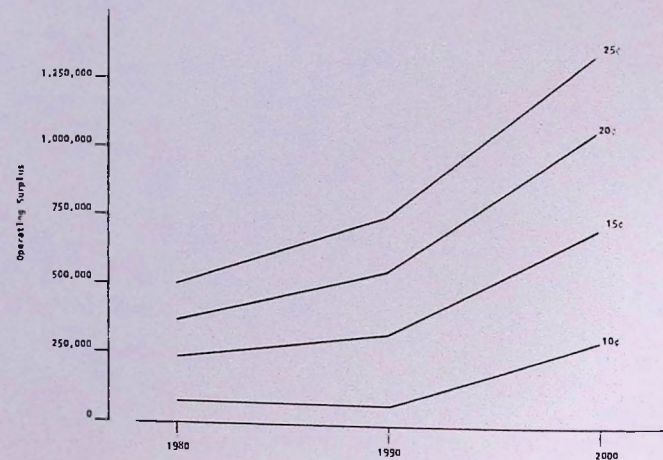
It is estimated that a Peoplemover system serving downtown Lake Buena Vista's demand for 1980 will cost approximately \$22.6 million for a complete turnkey system which includes 2.3 miles of track and support, seven stations, utilities, propulsion and collision-control system, and 41 vehicles. As the city grows, additional capacity will be required. The requirement can be fulfilled by simply adding more vehicles to the system; there will be no need to modify the track or stations. Ridership estimates indicate that 49 vehicles will have to be added by 1990 and eighteen between 1990 and 2000.

At Lake Buena Vista the financial goal is to pay for transportation costs through the people who receive benefit from the system while maintaining a low fare to encourage ridership. The Lake Buena Vista Peoplemover receipt-expense analysis indicates that a nominal fare will cover all annual maintenance and operating costs.

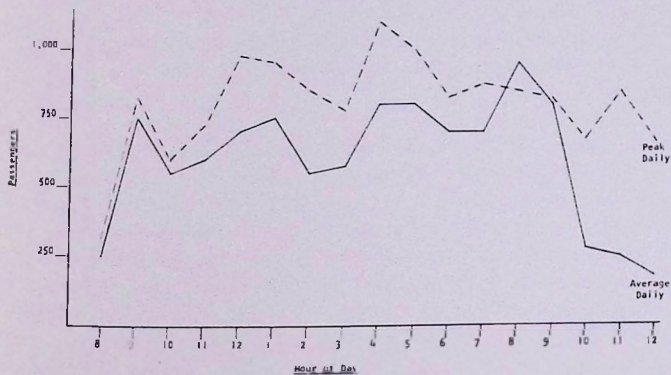
LAKE BUENA VISTA PEOPLEMOVER RECEIPT-EXPENSE ANALYSIS

<u>INCOME</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>
Passengers	3,711,000	5,974,000	9,282,000
Revenue at 5c/ride (100% penetration)	\$ 185,600	\$ 298,700	\$ 464,100
Revenue at 10c/ride (100% penetration)	371,100	597,400	928,200
Revenue at 15c/ride (95% penetration)	528,800	851,300	1,322,700
Revenue at 20c/ride (90% penetration)	668,000	1,075,300	1,670,800
Revenue at 25c/ride (85% penetration)	778,600	1,269,500	1,972,400
VARIABLE EXPENSE			
Passenger miles	3,954,000	7,193,000	9,889,000
Maintenance and utilities at \$c/mile	\$ 197,700	\$ 359,700	\$ 494,500
Administration and overhead	<u>100,000</u>	<u>100,000</u>	<u>100,000</u>
TOTAL VARIABLE EXPENSES	\$ 297,700	\$ 459,700	\$ 594,500
FIXED EXPENSE			
Additional vehicles (depreciated over 10 years)	-	<u>67,600</u>	<u>24,800</u>
TOTAL EXPENSES	\$ 297,700	\$ 527,300	\$ 619,300
SURPLUS/DEFICIT PROJECTION			
Return at 5c fee	\$(112,100)	\$(228,600)	\$(155,200)
Return at 10c fee	73,400	70,100	308,900
Return at 15c fee	231,100	324,000	703,400
Return at 20c fee	370,300	548,000	1,051,500
Return at 25c fee	490,900	742,200	1,353,100

Lake Buena Vista Downtown Peoplemover
Operating Surplus Projection



Lake Buena Vista Downtown Peplemover
1980 Ridership projection



Peak Daily - Ridership for summer months
Average Daily - Ridership averaged for entire year

SUMMARY/CONCLUSIONS

There are several distinctive and unique elements that are associated with the Lake Buena Vista Downtown Peplemover System.

The community enjoys the luxury of being efficiently designed and futuristically planned from the beginning. The Peplemover system is planned as an integral part of both downtown Lake Buena Vista transportation and the regional transportation network.

As a result, there will be no necessity to tear down existing buildings or relocate residents as the right-of-way exists and is available. By contrast, most existing highly developed downtown areas have to face the difficult process that involves right-of-way acquisitions and relocation of businesses and residents.

Due to the singular governmental body which regulates development in the City of Lake Buena Vista, planning, review and approval of the Peplemover project will be processed through only one city department. This clearly defined process will be a significant advantage in implementing the project.

Ridership projections present a very positive picture of the Peplemover system. In its initial operating year, 1980, an estimated 4 million passengers will be carried. By 1990, annual utilization will reach 7 million people; the year 2000 will see 10 million annual passengers.

Most notable is the demographic projection of the system's users. In the year 1980, out-of-state visitors from major urban centers of the country will comprise approximately 86% of the passengers. Furthermore, over 10 million guests who visit Walt Disney World annually will have an opportunity to view Lake Buena Vista's Peplemover system. These guests come not only from the Florida, mid-Atlantic and mid-western areas, but more than 4% of them are also from abroad.

Guests who ride the system will be fully exposed to the Peplemover concept of modern urban transportation. They will take back this unusual experience to their own hometown communities and stimulate similar transportation projects. In effect, this indirect benefit resulting from people's awareness that the Peplemover system can help solve their urban transportation problems will be of significant importance.

In incorporating a proven Peplemover system at Lake Buena Vista, a critical link to the regional transportation system will be made which will contribute to the current, as well as future, success of transportation in this important geographical region. Perhaps more importantly, a safe, efficient and essential urban transportation system can be demonstrated for successful and far-reaching applications in countless American and foreign cities.



Lake Buena Vista
PEOPLEMOVER