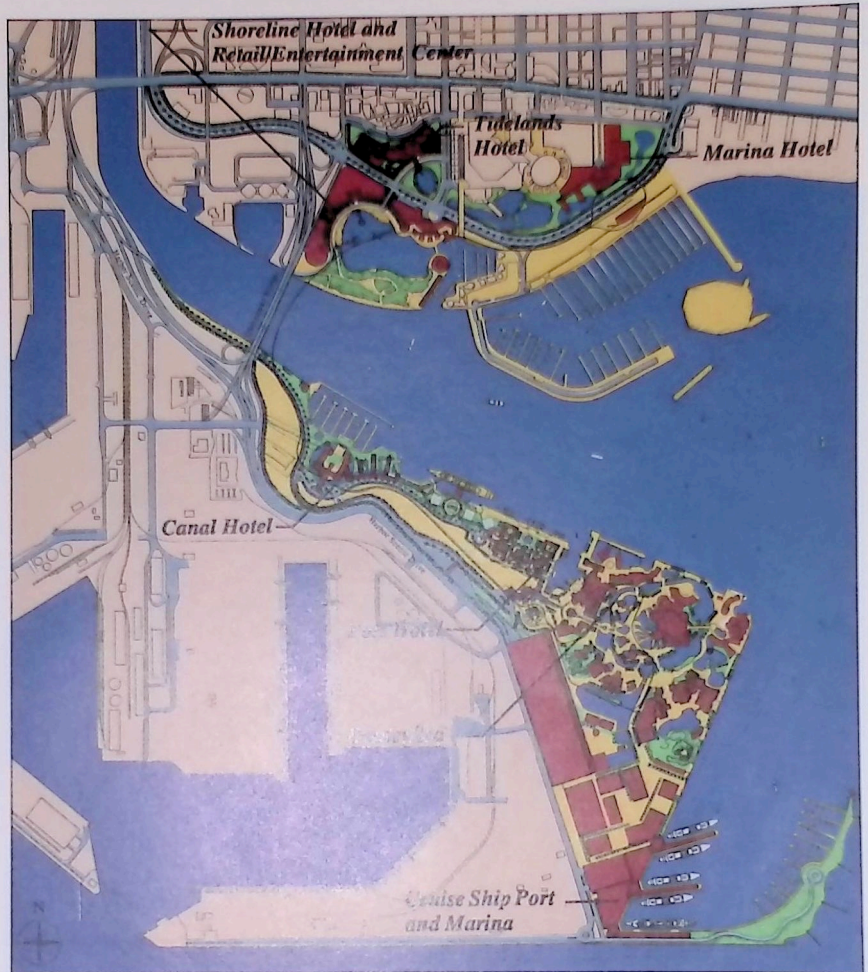


# A Preliminary Master Plan for Port Disney



*Port Disney Preliminary Illustrative Plan*

## Framing a Partnership With the Community of Long Beach

The community of Long Beach and The Walt Disney Company have begun a dialogue that may lead to the creation of one of the world's premier resorts and theme park destinations, right in the Port of Long Beach.

Drawing upon both Disney's well-established theme park and resort tradition, and the City's own rich waterfront heritage, Disney has designed a Preliminary Master Plan for a project called "Port Disney." This preliminary plan will serve as a framework for discussions with the City, the Port and all members of the community as we work together to develop a project that will uniquely serve the future of Long Beach.

**PORT** Disney

## Project Overview

Gathered together at Port Disney—on both sides of Queensway Bay in downtown Long Beach—will be a variety of ocean-oriented activities providing recreation, education and enjoyment for the residents of Southern California and visitors from around the world. The primary elements of the Preliminary Master Plan are:

### *On the Port-Side:*

- **DisneySea**—The cornerstone of Port Disney, an innovative theme park combining a wide variety of Disney-style rides, shows and attractions with activities directed toward developing a better understanding of the sea.
- **International Port**—A link between Port-Side attractions and City-Side activities across Queensway Bay offering ferry service, harbor excursions and a continuous waterfront promenade leading to dockside dining, entertainment and specialty shopping.
- **Port Hotel**—A 500-room luxury hotel overlooking the waterfront just north of WorldPort.
- **Canal Hotel**—A 1,400-room deluxe hotel with restaurants, shops, a 150-slip guest marina and public waterfront promenade.
- **The Queen Mary**—Relocated to a berth approximately 700 feet north of its present location, the Queen Mary will continue to serve as an important marquee for Queensway Bay.
- **Cruise Ship Terminal and Marina**—To be operated by the Port, the new terminal will include five cruise ship berths, a full-service terminal, a 15-acre public park, a 250-slip marina and fishing piers.

### *On the City-Side:*

- **Tidelands Hotel**—A 900-room, first-class hotel with a 6-acre public park and pedestrian access to the Promenade and the Long Beach Convention Center.
- **Shoreline Hotel and Specialty Retail Center**—A 400-room, suite hotel with specialty retail shops, restaurants and entertainment on the ground level.
- **Shoreline Aquatic Park**—A 17-acre public park for walking, jogging, picnicking or fishing along the water's edge.
- **Marina Hotel**—A 700-room, first-class hotel on the existing Long Beach Convention Center parking lot, with pedestrian connections to adjacent hotels, the marina and the beach.
- **An Enhanced Shoreline Drive**—Recast as a lushly landscaped, pedestrian-oriented boulevard, Shoreline Drive will connect downtown with the waterfront and the Port.

## Transportation and Parking

The Walt Disney Company has commissioned Barton-Aschman Associates, Inc., an independent traffic consultant to assess the impacts of the proposed Port Disney project on the local and regional transportation system. This same firm recently completed the analysis for the Long Beach Long Range Transportation Plan. The results of the Port Disney traffic study will be used to develop a transportation plan which will accommodate Port Disney traffic, minimize traffic impact on city streets, enhance coastal access, and protect Port access and circulation.

Overall, considering the magnitude of the Port Disney project, traffic impacts will be less than what might be expected due to the following:

- Port Disney traffic will primarily use the Long Beach Freeway (I-710), minimizing travel on city streets.
- Traditionally, theme park guests have traveled in numbers of 3 or 4 per car. Based on history, it is projected that during peak-hours, less than 15% of Port Disney traffic will be single occupancy vehicles.
- The majority of Port Disney traffic will occur primarily outside normal peak commuter hours — during peak season for the theme park, inbound traffic will be heaviest from 9 a.m. to 11 a.m., while outbound traffic will be heaviest from 11 p.m. to 1 a.m.
- Alternative forms of transportation will be utilized. Public and pooled transportation modes such as buses, shuttles, light rail connections and water ferries will greatly reduce the number of vehicles entering and leaving the project.

The Port Disney traffic study analyzes these characteristics for the years 2000 and 2010 as these represent the opening and final buildout of the project, respectively. Land-use assumptions used to project future conditions in the city of Long Beach were consistently applied in both studies. The study will also include ways to minimize vehicles on the roadway through innovative Transportation Demand Management (TDM) programs. These programs would be oriented to guests and employees and would include carpooling, alternative forms of ridesharing, shuttle connections, and work scheduling programs. In addition, any potential significant project impacts would be mitigated through roadway improvements.

Parking for the theme park will be located adjacent to the park, while parking for hotels and retail shops will be contained within each component.

## Key Local Benefits

The Port Disney project has the potential to bring major economic and lifestyle benefits to the City and the citizens of Long Beach.

- Thousands of new jobs for local residents.
- Millions of dollars to finance vital city services such as police protection, libraries, parks and senior citizen programs.
- Increased business for local merchants.
- Additional funds for low-income housing.
- Increased public access to both edges of Queensway Bay.
- Free recreational facilities and new entertainment options for local residents.
- A major contribution to the downtown revitalization effort.
- An enhanced international image as a premier destination resort.

## New Annual Long Beach Revenues

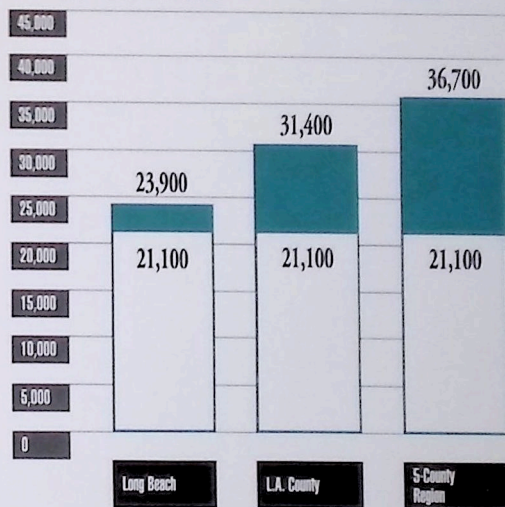


Source: Kotin, Regan & Mouchly, Inc.

At full buildout, it is estimated that \$55.5 million of new annual Long Beach revenues will be generated by Port Disney.

## Permanent Job Creation

(Full Buildout - 2010)



Source: Kotin, Regan & Mouchly, Inc.

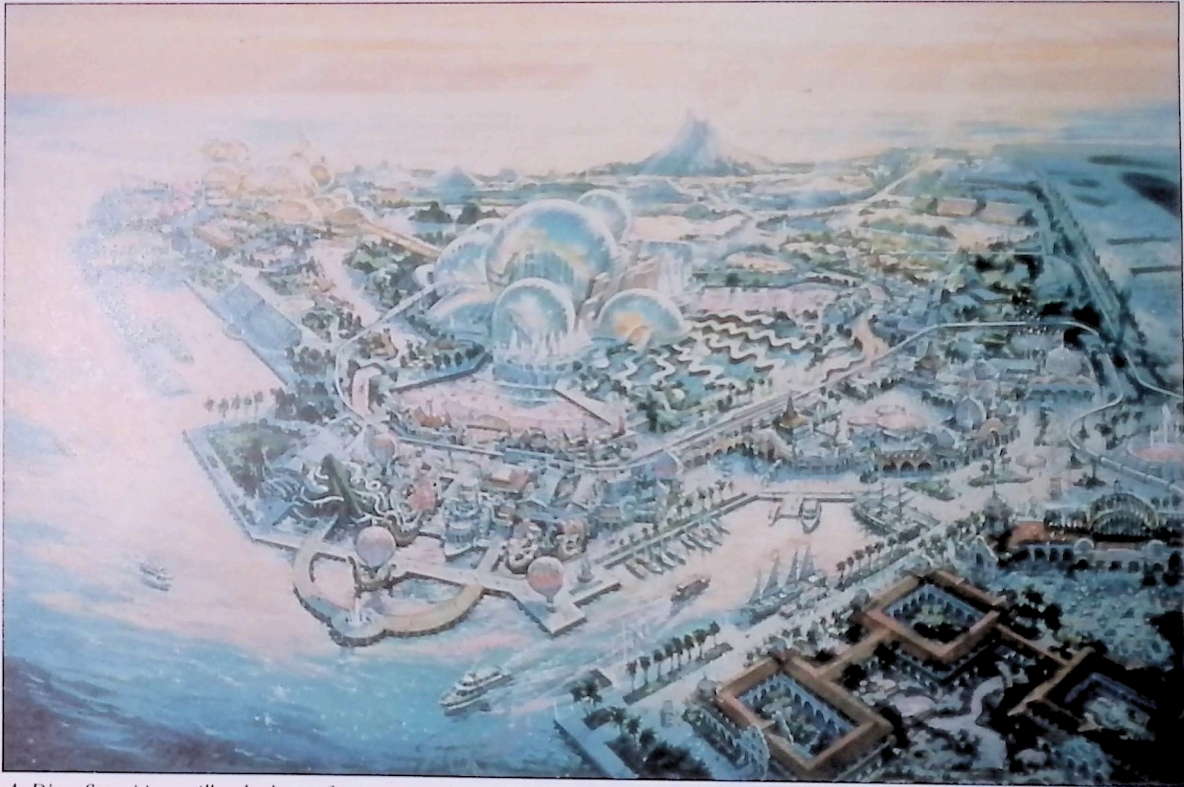
At full buildout, Port Disney will create 23,900 jobs in Long Beach. By the year 2010, The Walt Disney Company alone will employ an estimated 12,400 people, making Disney the second largest private employer in the City.

## A Commitment to the Community of Long Beach

While the Preliminary Master Plan sets forth one vision for Port Disney, the challenge that lies ahead is to develop a final plan that is specifically tailored to fit the needs of the Long Beach community.

Over the coming months, Disney will be working closely with City and Port officials and the people of Long Beach to refine the plan. Our goal is to create a unique waterfront destination resort that will complement and strengthen the City of Long Beach.

## DisneySea Artist's Conception



*At DisneySea, visitors will embark on a fascinating evolutionary journey through the seas—experiencing first-hand the mysteries, romance and challenges of the world's last great frontier. From the legends of the lost City of Atlantis and the storied adventurers of the past, to a working Future Research Center, Disney Imagineers will create an environment of magic and wonder that will educate, inform and entertain.*

## For Further Information Please Contact:

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