

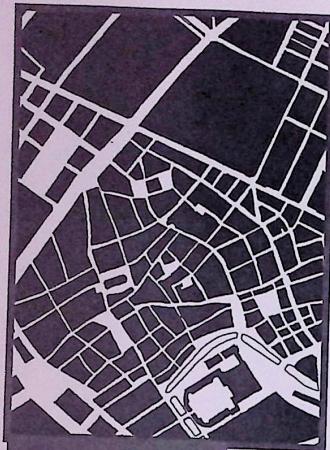
Blue Sky Proposal
for the Disneyland Resort
May 1995

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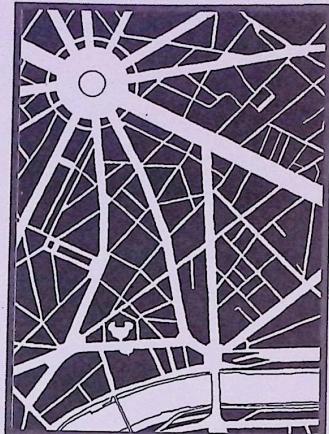
TONY BAXTER

Blue Sky Proposal
for the Disneyland Resort
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Disney's
American
Experience



Copenhagen



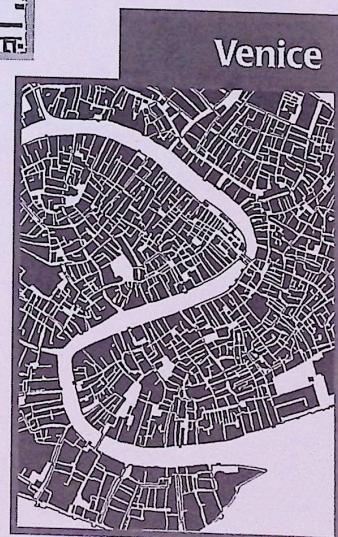
Paris



Disneyland



Florence



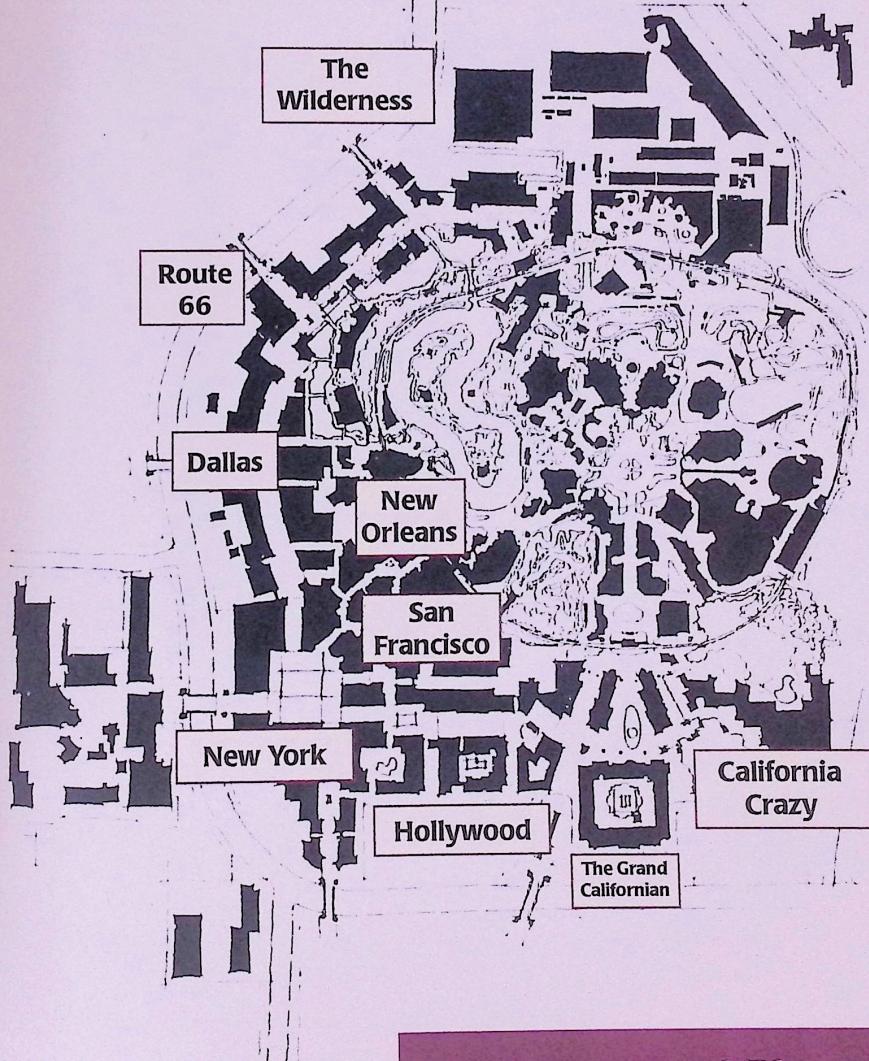
Venice

Disney's American Experience

A new kind of urban resort—the opportunity to live and play in Disney's version of the best of the American Experience. Guests are drawn here by what is still the most compelling reason to come to Anaheim, California — Disneyland — the place where the ingenuity and imagination of America is celebrated.

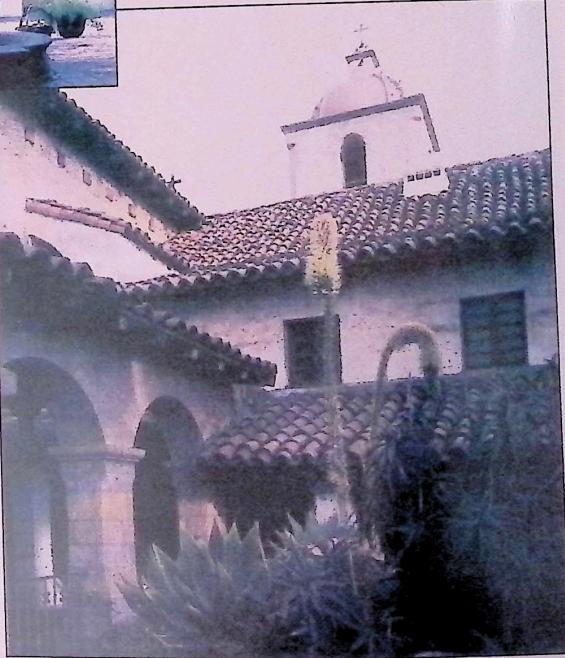
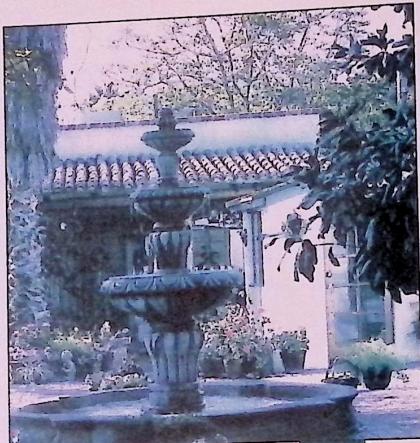
Intimate winding city streets invite pedestrians to discover a new world of entertainment. From the shores of the California beaches through the boomtowns of Hollywood and San Francisco to the big cities of New York, New Orleans and Dallas, out to the countryside and riverwalk areas to the ultimate American Destination — the great outdoors. Each district has its own unique energy, atmosphere and attitude that changes from daytime to nighttime.

Bustling arcades, bazaars, theaters, clubs and street festivals provide intriguing places to see and experience the rich ethnic and entertainment experiences of America. Juxtaposition of architectural styles create visual excitement. An array of accommodations attract an interesting mix of resident population in constant turnover, always looking for something to do. It's literally a city that never sleeps.



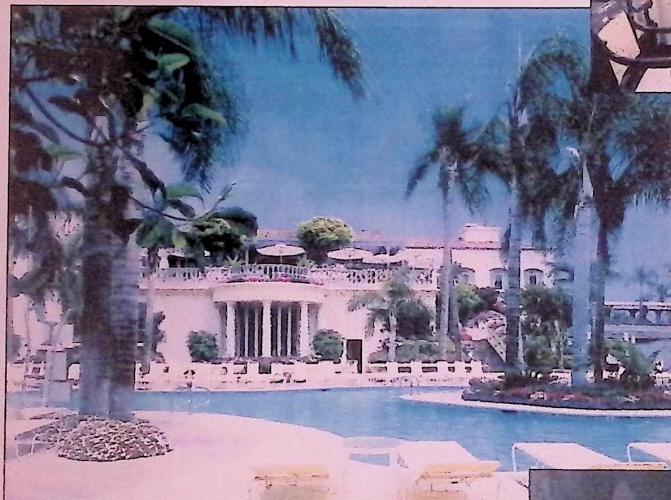
*Conceptual Plan of
the ultimate build-out*

The Grand Californian Hotel



Where the California Dream comes true

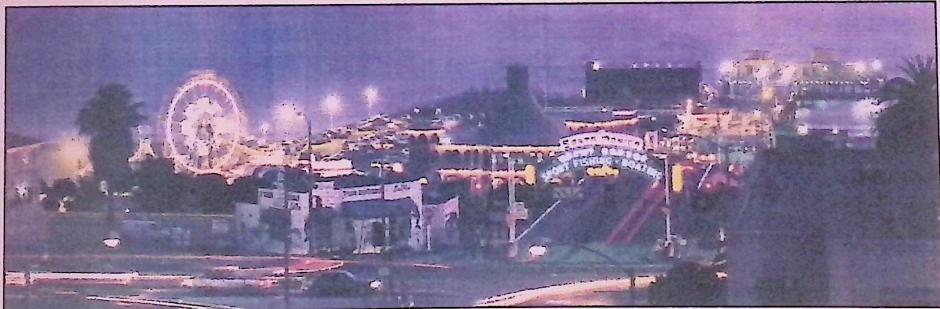
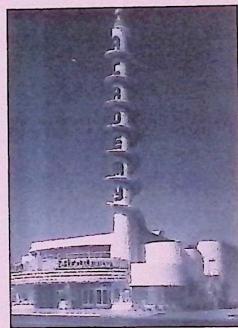
At the entrance to Disneyland is a gracious, luxurious Mission-style hotel that defines the dream of Old California. It is an elegant architectural reminder of a time of romance and passion...a time of dashing vaqueros and beautiful señoritas...a time that inspired "Zorro." Long shaded arcades, enchanting fountains and courtyards dripping with bougainvillea give guests the feeling that they have left the world behind.



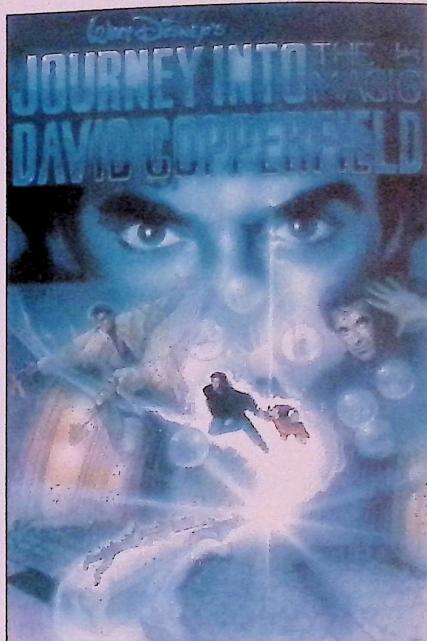
California Crazy



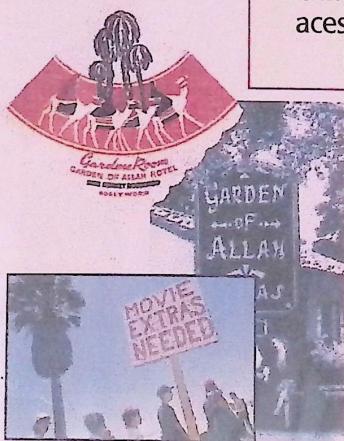
White sand, blue water, bathing beauties, Muscle Beach and the eclectic spirit of Venice Beach. The architecture is Santa Monica Pier with a little Googie thrown in for amusement. It is almost as if the area were reproduced from the images on postcards. The atmosphere is definitely "Having a great time! Wish you were here!" A Melrose Avenue-style shopping experience, boardwalk gourmet dining (Jody Maroni's hot links and Wolfgang Puck pizza slices) and a wild water park that captures the kowabunga, go-for-it attitude of California surfers.

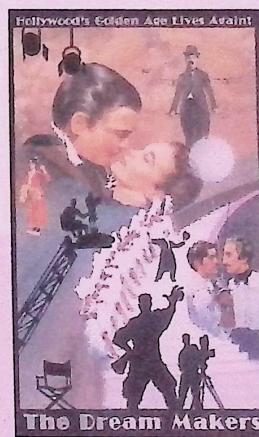
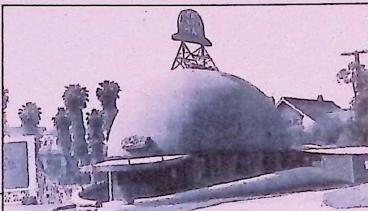
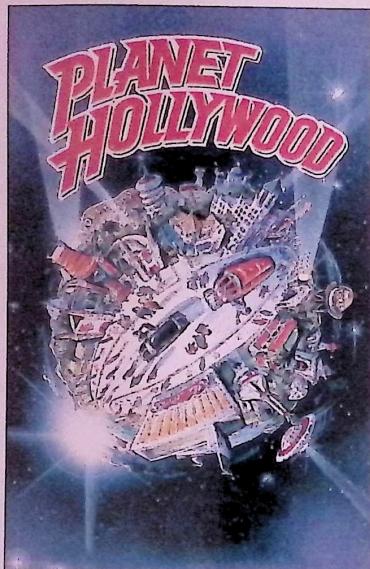


HOLLYWOOD



Between the Grand Californian Hotel and Main Street USA is Hollywood Boulevard, but not the dreary sight it is today...this is the Hollywood of your dreams! It is whimsical, but with a touch of class, a mix of deco architecture with reproductions of classic movie palaces. The street is alive with billboards and klieg lights that trumpet the latest Disney hits.

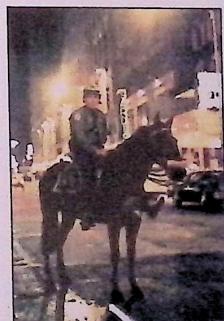
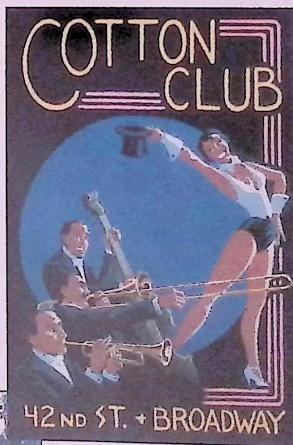




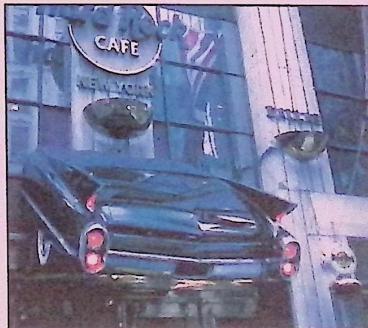
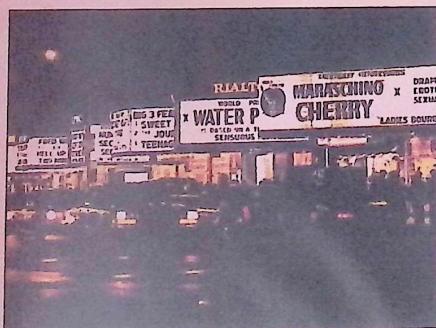
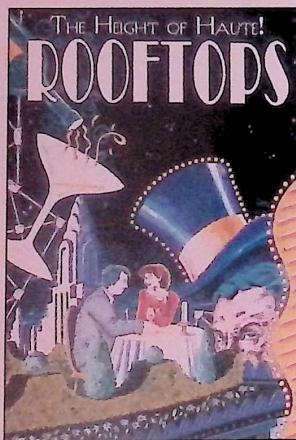
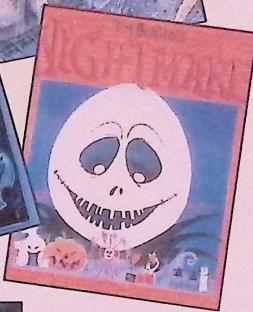
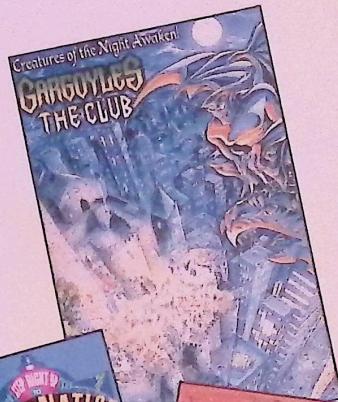


COME AND MEET
THOSE DANCING FEET

The kinetic, neon excitement of Times Square provides a backdrop for this entertainment district of theaters and nightclubs. On the Big City's streets of dreams we meet chorus girls and stars, the off-beat and the high-hat characters that bring Broadway to life. Of course, for those interested in more "uptown" activities, there is shopping at Bloomingdale's, dining at Hard Rock Cafe and browsing through the latest museum exhibits.



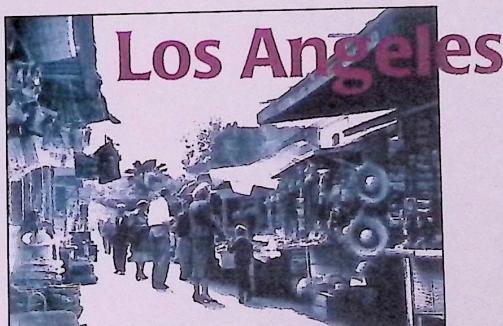
New York



San Francisco

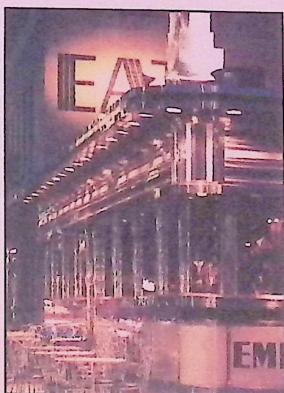
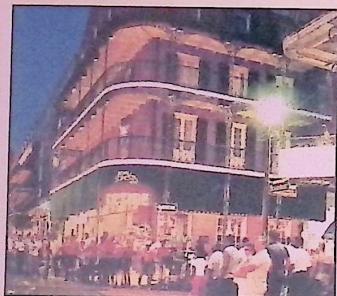
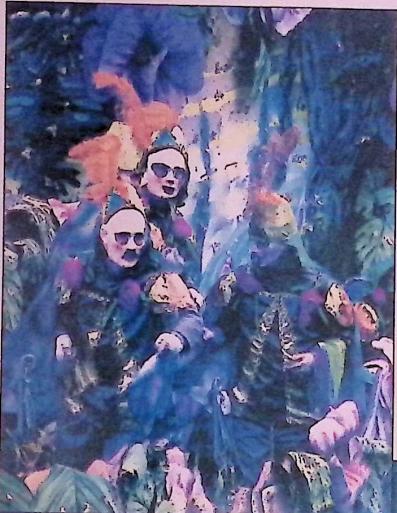


San Francisco's Chinatown is a fascinating exotic mix of Far East import shops, fortune tellers and Oriental restaurants. The atmosphere reminds us a bit of "Blade Runner" or perhaps "Big Trouble in Little China." Other "big city" streets celebrate the rich ethnic culture of America.

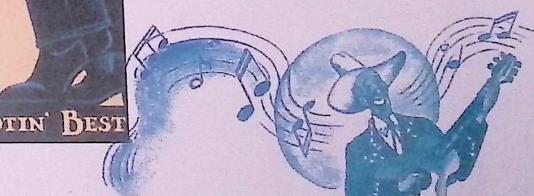


Chicago

New Orleans

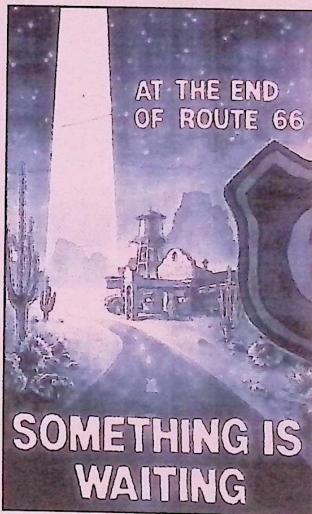
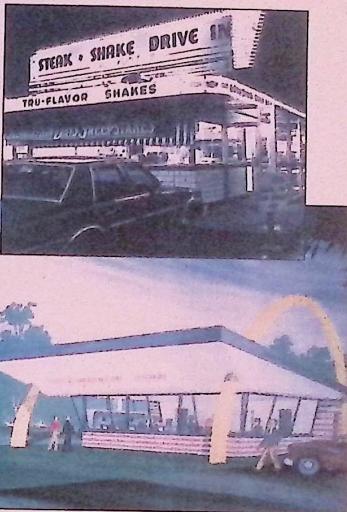


New Orleans Square at Disneyland expands into a whole new world as a spiraling staircase takes guests up and over the Disneyland Railroad and into the winding streets of New Orleans. At night, the excitement of Mardi Gras takes hold as guests enjoy the colorful floats and street performers. Nearby, the music of New Orleans wafts through the night air from the local House of Blues and Preservation Hall. Bars, restaurants, cafes and outdoor hot dog stands cater to every taste.

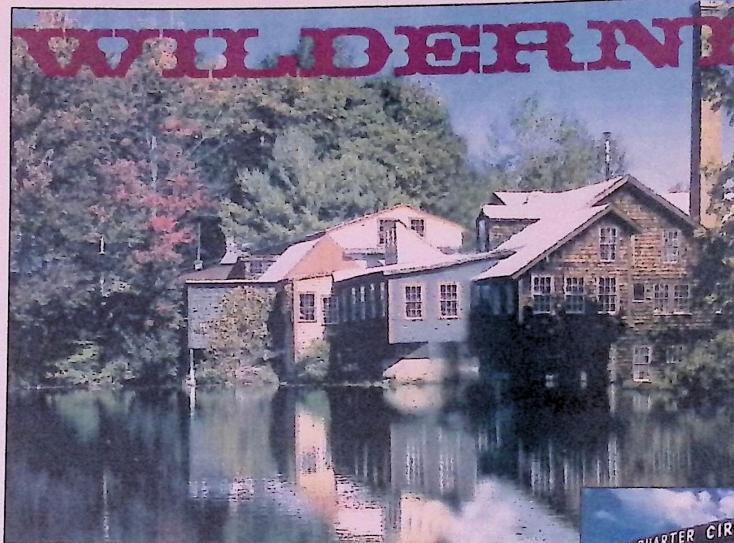


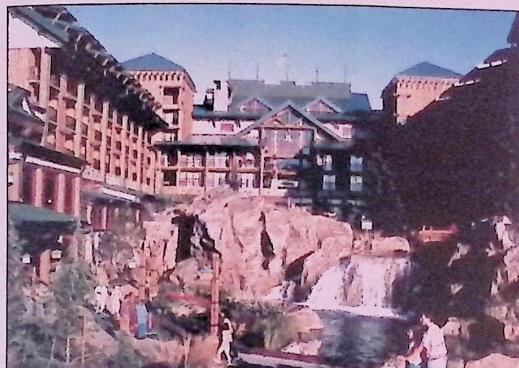
Contemporary Country

Guests will rediscover a quirky, picturesque America of roadside attractions, cowboys and contemporary country music. The atmosphere is "Arizona Highways," with red rock mesas and cactus flowers. There's plenty of "last chance" souvenir shops and mysterious gas station decor. And the TeePee motels still offer the most affordable accommodations around.



THE WILDERNESS





The last stop on our tour of America is the Wilderness, a Montana dream-come-true of outdoor adventure and pristine beauty. A geyser waterpark sets the stage for daytime fun and nighttime leisurely strolls. Pioneer Hall provides a hearty meal and a non-stop dinner show. Sports minded families might enjoy a sojourn at the Dude Ranch, where activities range from roping to barrel racing, and dinner is served from the back of a chuck wagon.

