THE FLORIDIAN

A PROPOSED RESORT
FOR
WALT DISNEY WORLD
ORLANDO, FLORIDA
This project is a culminating effort derived after nine months of research and labor during the fifth year of architectural study. The 400 room Resort/Hotel complex, located in Walt Disney World, Florida, is to provide a festive atmosphere and all the recreational accouterments predicated by the existing Walt Disney World facilities within the park and other successful resorts in operation, with major emphasis placed on established Disney design methodology and criteria.

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A PROPOSED RESORT
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INTRODUCTION

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Walt Disney World, in Walt Disney's own words, "... is a new, different kind of world." Truly, a "Vacation Kingdom," incorporating a theme park, resort hotels, camping accommodations, lakes and water recreation, golf, tennis, and almost any other form of recreation imaginable. The theme park, consisting of seven major areas: Fantasy Land, Frontierland, Tomorrowland, Adventureland, Liberty Square, and Main Street U.S.A. Other attractions include Lake Buena Vista resort community, Walt Disney World Village, Fort Wilderness resort, and River Country. In 1977, 13,057,000 "Kids" from ages 2 through 92 visited Walt Disney World.

By October of 1965, 27,443 acres, almost 43 square miles, was acquired for Walt Disney World and for future expansion. Phase One, completed in October, 1971, encompassed only 2800 acres. The initial site surrounds the two major lakes (of six) on the site, with Bay Lake, the largest, possessing a shoreline of 3.8 miles and a water surface area of 450 acres. Seven-seas lagoon connects with Bay Lake and was man-made to provide both a perfect setting for the two theme hotels and also provided landfill for the theme park construction.

There are three hotels within the actual park grounds. The first is the 14 story, 1500 room Contemporary Hotel. Located on a narrow strip between Seven-seas lagoon and Bay Lake, it is connected to the theme park and other areas via a monorail system which runs through the structure. The very modern style was constructed in an "A-frame" tower with each room constructed and finished off-site and lifted into place.

The second hotel is the Polynesian Resort, with 492 rooms and a newly constructed 144-room addition.
Sharply contrasting in style, with regard to the Contemporary Hotel, the south-sea styled complex is directly on the Seven-seas Lagoon in serene seclusion among clusters of palm trees. Inland coves tie the hotel to the lagoon and the white sand, man-made beaches.

The Golf Resort is the third theme hotel in Walt Disney World. Built on a 36 hole, championship golf course designed by leading golf course architect John Lee, its 151 rooms offer swimming, tennis, and excellent golfing facilities. Both par 72 courses and the resort are nestled in natural Florida landscapes, with beautiful wooded areas and natural lakes. A pro-shop, "19th Hole" lounge, coffee shop, restaurant, and gift shops are also at the guests' disposal.

The Golf Resort, as with both the Contemporary and Polynesian resorts, is linked to the theme park and other Disney attractions via the monorail system, water transportation, and other shuttle services in order to render complete integration of all Walt Disney World facilities.

The state of Florida attracts 20 million tourists annually, with 80% traveling by automobile. Of these 20 million, at least 80% travel either to central Florida or through this area enroute to the southern area, making the Walt Disney World park highly accessible. In addition to these statistics, 93% of Walt Disney World's visitors live east of the Rocky Mountains, minimizing competition between Disneyland and Walt Disney World. These factors and countless others are all attributes to the immense success of the park as both a commercial enterprise and as a vacation center.
PROJECT DESCRIPTION

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The hotel structure itself will consist of three-story units, with every affordable view and access to Bay Lake. Planting, landscaping, and waterways are to be integrated and in harmony with the 400 rooms. A pleasant and natural vernacular is to be applied throughout with continual regard to human scale and detailing.

The main entry, lobby, registration area and parking must flow together as a congruous unit, facilitating ease of entry, registration, and finding of one's room in the most efficient manner possible. A restaurant, coffee shop, and cocktail lounge are to be provided, each having efficient access with views and decor responding to the theme or position of the facility. The guests should at no time be aware of service and maintenance, but service should be well designed to insure smooth operation of the hotel.

The individual rooms, as with the lobby and other guest facilities must make the guest feel comfortable at all times. Service should be prompt, courteous, and efficient. To maintain the standards of Walt Disney World, the individual rooms and the entire complex must continually be kept immaculate, with high standards of cleanliness and quality control. The guests' comfort is of utmost priority, considering lighting, correct air temperature, colors, decor, furnishings and maintaining a pleasant and relaxing atmosphere.

At least one outdoor heated pool is to be provided, with either an uncommon design or unusual features. Tennis courts within a close proximity of the hotel are also to be present. To maximize the recreational facilities, boat rentals are to be made available and beach areas on Bay Lake are to be developed.

Construction of the complex is to incorporate prefabrication or other means of construction to
expedite the time and length of actual construction time.

The complex must be integrated with both monorail and waterway transportation to the theme park. All mechanical services are to be virtually concealed, connecting with the central power and generation plant of the park. All external maintenance lines and services are to be underground or hidden.

Reiterating the fact that the sole function of this facility is to cater completely to its guests, the design must also reflect the festiveness and enjoyment associated with the entire Walt Disney World.
SITE DESCRIPTION

The site is located on the extreme north edge of the Walt Disney World park. The nine acre site is directly on the 450 acre Bay Lake, with its man-made, white sand beaches. The site is one-half mile from the center of the theme park, and is also one-half mile north of the Contemporary Hotel complex.

Site is naturally wooded in lush flora typical to central Florida. The topography is predominantly flat, with a slight slope beginning at the lake front, raising in elevation to the west.
GOALS

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"It's something that will never be finished. Something that I can keep developing, keep plussing and adding to. It's alive. It will be a live breathing thing that could grow, something I could keep plussing with ideas. Not only can I add things but even the trees will keep growing. The thing will get more beautiful each year. And as I find out what the public likes...I can change it, because it's alive." Walt Disney

This was Walt Disney's primary philosophy towards Walt Disney World, and its ever-changing environment. This attitude plus a well-defined and executed procedure of design and development, is the key ingredient the overwhelming success to the Walt Disney World facility.

This philosophy of Walt Disney and its implementation are to be reinforced within the scope of this project throughout its design and development. Two
major premises of Disney and his staff are "orchestration of a thousand details" and in Disney's own words: "I don't want the public to see the world they live in while they're in the park. I want them to feel they're in another world."

These concepts should become the primary rationale behind both schematic design and design development.

Details, as in the theme park, are of utmost importance. Everything from trash containers to restaurant menus must relate to the theme of the particular area or the resort in general. Context becomes a major aspect of design criteria. Any item or items out of context can rapidly become disastrous to the public's conception of a space. The degree of scale and "forced perspective" become viable methodology towards attainment of context and humanness to the resort. Subliminal detailing can also render a more desirable connotation to
to both interior and exterior spaces.

In a sense, a utopianistic attitude is enveloped within the resort complex. The guests are to forget about the world in which they live in order to completely enjoy their stay within Walt Disney World. The design must be extremely restful and pleasant, with many recreational facilities at the guests' disposal. The transient dwellers must be completely comfortable and develop a favorable tropism to the hotel and adjacent areas.

The compatibility of design and function must be complete. The scale of Walt Disney World is immense; in reality, a city within itself. Peter Blake wrote in New York Magazine: "The truth of the matter is that the only new towns of any significance built in this country since World War II are Disneyland, in Anaheim, California and Disney World, in Orlando, Florida. Both are 'new', both are 'towns', 
and both are staggeringly successful."
The overwhelming scale of the park itself, in direct contradiction of the necessary human-scale of the hotel/resort, is to be integrated and refined into an extremely pleasant and enjoyable atmosphere, connotative of the criteria and aspirations of Walt Disney himself in regard to recreational facilities for mankind.
MACRO SITE ANALYSIS

A PROPOSED RESORT
FOR
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ORLANDO, FLORIDA
REGIONAL SITE LOCATION
The average air temperature during the year ranges only 20°F, (from 60° in January to 80° in July). Disregarding the humidity which is often present, the climate is very comfortable.
GENERAL SITE CONDITIONS

TITLE: Weather Systems

Air masses approaching the site come from the north-northwest and east-northeast. Dry polar air masses are predominant during the winter months. Moist tropical maritime air masses from the east are predominate during the summer months. Heavy precipitation and storms occur when these major weather systems intersect.
The average annual rainfall amount is 52 inches. Infrequent heavy rainstorms account for the majority of precipitation while the climate is generally fair and pleasant.
SITE CONTEXT
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THEME & CONCEPTS

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A particular theme, regarding to both styling and atmosphere, is one of the most indigenous attributes of the existing hotels at Walt Disney World. The theme must entail the creation of a festive and enjoyable environment, with a tinge of exoticism and even romanticism. In a vacation setting such as Walt Disney World, the guests have come to expect this rich flavor, excitement, and playful form of escapism.

Bearing in mind this criteria and past precedents of the existing hotels within the park, the selection of a theme for the proposed hotel was necessary. After careful consideration of several alternatives, the theme of Florida during the 1930's was chosen.

This Floridian theme is, in many facets, extremely conducive to the site in central Florida. Indigenous to Florida styling is the incorporation of the Spanish Mission styling. The clay tile roofs, open terracing and plazas, fountains, and varying scale of this style add many pleasant features to this resort facility. The open-air terraces and low-pitch roofs become both functional and aesthetic.

The architecture of Addison Mizner and his work in Florida from 1920-1938, such as the Boca Raton Country Club, were studied in great depth. Special attention was directed toward scale, proportion, color, detail, landscaping, and many other important aspects of this unique style. This information was used as a basis and cognizant tool for the design of the complex.
SCHEMATICS

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Utilizing the criteria established in the hotel theme selection, the overall planning for the complex was begun. Elements conducive to a resort facility had to be incorporated within the Spanish or Floridian styling, yet remain a buildable, modern architectural solution. Building forms reflected the Spanish vernacular and readily were combined with the pre-modular unit construction of the individual rooms.

During the initial schematic phase, a more linear scheme was devised, relating to the lake shore. The shore line was inundated with many small bays and lagoons, lacking in organization and function. This concept was modified into the form as shown by the model photographs of schematic design one. Both schematic one and two begin to relate to the lake, yet remain within the confines of the Spanish vernacular. Circulation, parking, and overall planning were acute problems within these schematic designs. Several concepts from these designs were retained and eventually utilized in the final design. The concept of a specific island for the pool recreation area, zoned parking areas, outdoor shopping plazas, and other concepts were retained in the final design.
The final design scheme reflects not only the Spanish Mission styling prevalent during the thirties in Florida, but also reflects the gardens and terraces of Italian villas from centuries past. Most villas or plazas done in Florida during the thirties possessed this borrowed Italian style. These plazas and terraces become an extremely important facet of the design. The areas are landscaped in a manner to both serve as private or public relaxation areas and also serve as activity nodes throughout the complex. Shopping or bazaar-type areas, restaurant nodes, and outdoor lounges/bars are established within the hotel via these terraces.

The central scheme of the entire complex is that of axially of plan, with the lobby bisected by this axis. The grandiose lobby is flanked by the offices for the hotel and by the Art Deco lounge, featuring the style and decor of the popular thirties. Directly adjacent and connected are the shopping areas, opposite the main restaurant and the Casablanca lounge. The Casablanca Lounge reiterates concept of escapism by creating an exotic atmosphere patterned after the famous Bogart movie. In all of the lounges, restaurants, and offices, all service functions remain concealed from the public,
a major criterion established in the programming phase of the project.

Another interesting and relatively unique aspect of the resort is the creation of an island to serve in the capacity of the major active recreational area. This island contains the pool and swimming area, with cabanas and areas for sunbathing and controlled lake swimming. The island is also an active focal point for the entire central area of the hotel. The island is surrounded by fountains splaying into a confined inlet of the lake, merging with it in a series of gentle waterfalls. This inlet serves both for aesthetics and audible relief via the fountains and also acts to separate both segments of the room complexes.

The individual rooms are zoned into four areas, with parking and sub-lobbies provided accordingly. The parking areas are oriented into zones corresponding with the room numbers to minimize walking distance from car to room. Each of these areas has a separate lobby space housing elevators and a service core. The suites are housed in a special tower on the ends of each room wing and can be zoned to act as one large space.
Access to the theme park is provided by a direct link with the monorail system and by dock facilities for the ferry boats. Both provide ease of use but do not become dominant aspects of the design.
- MULTIPLE VIEWS
- GOOD EXPANSION AREAS
- SECLUDED PARKING
- AESTHETIC POINT (LIGHTHOUSE)
- PLANTING & LANDSCAPING AREAS (POTENTIALS)
- PLAN INDOGENOUS TO FLORIDA ARCHITECTURAL STYLING
CIRCULATION

FLOW BETWEEN COMPLEXES
W/CENTRALIZED LOBBY
ACTING AS FOCAL "HUB"
- Make more of a statement about bay creation
- Maximise views & improve orientation.
- Create a complex indigenous to Florida or Spanish style
- Multiple views
  - Lake
  - Wooded areas
  - Courtyard
- Incorporation of points "Lighthouse" & "Mul-Made Bay"

Pros:
- Good view/orientation
- Good upper parking area
- EACH COVE PROVIDES UNIQUE SETTING FOR EACH COMPLEX
- EVERY ROOM VIEWS EITHER LAKE OR COVE & LAKE.
- POOL & LOBBY LOUNGE VIEWS OF SEPARATE BAY/INLET
- EACH COVE/ROOM COMPLEX CREATES SEPARATE AREAS
arcade concept
SCHEMATIC POOL ISLAND
FINAL DESIGN

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ORLANDO, FLORIDA
GUEST ROOM TYPES
GENERAL
- A MAJOR PORTION OF HEATING EXPENDITURES CAN BE SUPPLEMENTED BY RE-CIRCULATED HEAT GAINS UNDER MUSEUM TILE ROOFS.
- WITH THE INCORPORATION OF OPERABLE WINDOWS, SHADING, & SOLAR TINTED GLAZING, CHILLED WATER UPGRADE CAN BE MINIMIZED.
- TERRACES ARE PAVED WITH TEXTURED & TINTED CONCRETE IN A MINIMAL TO MINIMUM & MODERATE HEAT GAIN & GLARE.
- INDIVIDUAL ROOMS ARE FULLY FINISHED & FURNISHED OFF-SITE & LUMINSERED.

- A VARIETY OF HEATING, VENTILATION, AND AIR CONDITIONING SYSTEMS ARE USED IN THE BUILDING, INCLUDING:
  - FAN-STEMED VENTILATION SYSTEMS
  - CENTRAL AIR CONDITIONING SYSTEMS
  - LOCAL VENTILATION SYSTEMS
  - HEAT PUMP SYSTEMS

- THE BUILDING IS DESIGNED TO BE WELL ILLUMINATED WITH NATURAL LIGHTING THROUGH THE USE OF:
  - USBILT GLASS PANELS
  - SHADING SYSTEMS
  - SOLAR TINTED GLAZING
  - LIGHT-FILTERING CURTAINS

- THE ROOF SYSTEMS ARE DESIGNED TO PROVIDE:
  - SHELTER FROM THE ELEMENTS
  - SHADING FROM THE SUN
  - HEATING & COOLING THROUGH THE USE OF:
    - ROOF REFLECTANTS
    - TERRACE THERMAL REGULATION
    - IN-ROOF GRILLE SYSTEMS