STARS

University of Central Florida

STARS

Harrison "Buzz" Price Papers

Digital Collections

1994

Disney's America Theme Park - Articles

Harrison (Buzz) Price



Find similar works at: https://stars.library.ucf.edu/buzzprice University of Central Florida Libraries http://library.ucf.edu

This Text is brought to you for free and open access by the Digital Collections at STARS. It has been accepted for inclusion in Harrison "Buzz" Price Papers by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Harrison (Buzz) Price, "Disney's America Theme Park - Articles" (1994). *Harrison "Buzz" Price Papers*. 185. https://stars.library.ucf.edu/buzzprice/185



of hand the art knychberdie

By Peler Baler and Spencer S. Hsa

The Walt: Disney Co. killed its Prince William County theme park last night, apparently after deciding that an tidespected national debate over the location and concept of the \$650 million Dis-

ney's America was hurting the company's image.
The two top officials of the theme park flew to Richmond last night to brief a grim Gov. George Alen about the decision. County officials were nothed during the next few hours was a sure of the

... The entertainment glant had won \$163 million in incentives from Virginia lawmakers earlier this veer and seemed on the way to gaining final soming approval from county officials next month. But company executives decided during the weekend that the prolonged and increesingly ugly fight could permanently damage Disney's valuable corpopule image, a source said last night

and Development Co. saued a statement saying

We remain convinced that a para that selebrates America and an endoration of our heritage is a great idea, and we will continue to work to maine it a reality. However, we recognize that there are those who have been concerned about the possible impact of our park on historic sites in this unique area, and we have always tried to be sensitive to the issue. While we do not agree with all their concerns, we are seeking a new location so that we can move the process forward

Despite our confidence that we would eventuf ally win the necessary approvals, it has become clear that we could not say when the park would be able to open ar even when we could break ground .a.

"The controversy over building in Prince William County has diverted attention and resources from the creative development of the parts links plicit in our vision for the park is the hope that it will be a source of pride and unity for all Americans. We certainly cannot let a particular alte unit dermine that goal by becoming a source of divi-

Rumanell said the company would try to build an American history theme perk elsewhere in Virminia, but has not reflected a gite a fact in

The announcement was a major blow to pure. supporters, including most county government of ficials, who had expected the 3,000-acre park and related development near Haymarket to create 3,000 jobs and generate \$12 million a year in county tax revenue when it opened in 1998. 1.35

The county and the state governments, from Governors Doug Wilder to George Allen to the General Assembly, bent over backward to encourage Darrey's participation in Vinginia," sold Del. bain aller See BIBNEY, A 16, Col. 1-

and Patricks At. & Books C.

V' Avegets, with the Telephone

bark near Haymarket apparently after deciding

that the project was hurting the company's image.

alt Disney Co.

officials decided to

drop plans for a theme

913105211305

FROM 팢

THE WASHINGTON POST

Citing Opposition, Disney Abandons Site

FROM HOK DC

DIBNEY, From A1

David G. Brickley (D-Woodbridge). This is a black eye for the state

Brickley blamed wealthy weigh boring landowners who lobbied heavily to kill the project. The fat cats won," he said.

Prince William County Executive, iames il. Mullen said the county would be forced to go through a period of "self-examination" in the wake of Disney's decision.

Mainly I'm disappointed for the people in the community who supported the project and for our stall, who put so smuch time in on this," he said. "Disney certainly hean't helped our marketing effort. They've made it very difficult for us to overcome the perception that this is a place you can't do a big project without a lot of bassle."

. But the announcement was wel-come news for the historians and environmentalists who battled the park, saying it would descerate nearby Civil War sites and trivialize America's past. Opponents also feared the project could produce traffic griffick in the area and wors-en air pollution.

"If Disney can't do it, no one can," said Sauders Hillyer, spokesman for an environmental coalition that included the Sierra Club, Environ-mental Defense Fund and Natural Resources Defense Council.

"It's the best news I've ever heard," proclaimed Annie Snyder, 74, a preservationist leader from

Disney also announced that the park's general manager, Mark L. Pacala, is leaving the company for another job. In his place, Disney appointed John F. Cooke, president of the Dissey Channel cable television service, to the additional job of chairman of the theme park. Dana Nottingham, who had been development director of the park, was named its

Allen was taken by surprise by the company's decision. He was at an office party calebrating the welding of de when Pacala and Disney Semor Vice President Robert L. Shan ddenly showed up at his office.

After meeting with them for an hour and 45 minutes, Aften encayed looking ashen. As he rushed into an elevator, he refused to answer buch ious, and a security guard blocked a reporter from following the gover

His office then released a short statement. 'Tm committed to a Disney theme park in Virginia and the jobs that will be created thereby," he said. "I'm pleased that the Wair Dismey Company shares that commit-

For the Republican governor, the decision was a devastating blow. stripping away perhaps his most no-table accomplishment in his first year in office. No one was a incre enthusiastic cheerteader for Disncy's America than Allen, who perguaded the General Assembly to approve money for road improvements and other incentives:

"We're just shocked," said Robert. T. Skunda, Atlen's secretary of commerce and trade and his point man on the project. That's the only way to put i

Skunda attributed the decision to misinformation and meddling" from "well financed, our of state interest groupe" and said Disney feared lasting damage to its well-housed reputa-

"I think they see the likelihood of long-term damage to their image he said. No company likes to be publicly bashed when they feel as though they are doing something that is worthwhile. . . . The thing that a company values most is its reputation. It has to. Without a reputation, a company campot continue to exist, I think those things drove Ebsney away from the Haymarket site."

Skunda said there was no discussion of backup sites in Virginia, but he wants to meet with Pacala's successor today.

The failure of the project also was a defeat for Disney Chairman Miultael D. Enauer, who had touted its birth in November 1993 and had made it a personal priority. In a June interview with Washington Post odi tors and reporters, Einer pledged that the park would not be blocked by opponents. "If the people think we will back

uff, they are mistaken," he said. Risner said the opposition to the plan fust makes me more excited about the project:"

Staff writers Donald P. Baker, Kintin Downey Grimsley, Peter Pae and Michael 12 Shear contributed to

KEY DATES IN DISNEY THEME PARK PROJECT

NOV. 11, 1993: Disney announces it intends to build an history theme park on 3,000 acres of vacant land near.H Prince William County.

DECEMBER 1993: Disney officials Indicate they want Inc from the state if they are to locate their theme park near I

IAN. 6, 1984: Disney's projections of traffic and develops associated with the theme park grow to 2:500 recidence: million aguere feet of office space; and 77,000 daily auto

M. 20t. Cov. George Allen, proposes that legislators authspunding \$158.6 million in bond money and other fundir mads, main workers and promote tottrism for Bisney's Arr without proved to the first

MARCH 12: After committee figits and sporadic opposits legislature. The General Assembly agrees to spending \$16 for Distance.

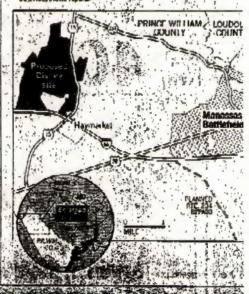
JUNE 13: Disney Chairman Michael D. Elsner says the co more determined than ever to build a theme park in North Virginia and lashes out at wealthy Washington Insiders wi were only trying to protect the value of property they own

MINE 16: A group of 11.5. House, members yours to block project to protect two national parks and numerous Civit \ ments in the I layboarket area

SEPT. 12 Honey says its theme park will open on schedul extra freeway lanes and a new I-66 interchange are not or and I'mne William officials warn that the result could be

SEPT. 21: Prince William planning commissioners recom: roning approval of there's America, and regional transportificials authorize \$130 million in now roads to serve it.

Ster L. 28: Disney's America General Managor Mark L. Pox Nobert 1: Shinn, senior like president of Disney Developm inform the governor that the company will not open a their me i laymenket area, although they say it still bopes to but in Virginia



SHOP THURSDAY 10 A.M. TO 10 P.M., FRIDA

TO: HARRISON PRICE FROM: MARIHA SLUD/ 310-521-1305

AP-RICHMOND Thankyou for your help! H-coe ore

Other Sites or hicks-In Region Covet Park

Some Think D.C. Aréa Still at Top of List

> By Eric Lipton and Peter Pae Washington Poet Staff Writers

Maryland, West Virginia and communities throughout Virginia moved quickly yesterday to be considered as sites for the Disney's America theme park, but some industry analysts predicted that the Walt Disney Co. will abandon the concept altogether.

Other analysts said that if Disney builds the theme park anywhere, the Washington area remains the most likely location because of its population and the 20 million tourists it draws annually:

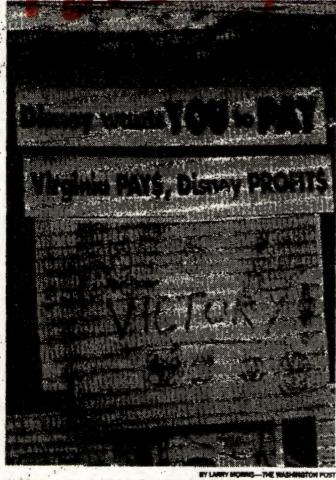
John F. Cooke, who has replaced Mark L. Pacala as the project's general manager, said the company is committed to finding another site and is focusing on locations in Virginia. "That's something that's going to happen over the next weeks and months," he said.

A Disney Co. board member who spoke on the condition that he not be identified said Disney will continue to look in Northern Virginia and is interested in a site even closer to Washington.

Another source familiar with Disney's thinking said the most likely alternative site is in Loudoun County near Dulles International Airport. Real estate officials who have dealt with Disney also mentioned as possibilities the Cherry Hill peninsula in eastern Prince William County, which was previously considered for a Lego theme park, and undeveloped parts of Stafford County along Interstate 95.

But many Virginia lawmakers said they thought Disney was easing out of the project altogether.

"When I see that they replaced



Dianey opponents' headquarters in The Plains, near

ierket, a hand-drawn sign reflects their victory.

s Disney Strikes Out





market Meyor John R. Kopp ès Sherri Alts holde Reedy's daughter, Rones.

house, for \$450,000, only about \$50,000 more than he paid for it. shortly after Disney had announced its plans.

Carole Schick-Moyer, who operates a photography studio in Haymarket that had done some business with Disney, figures she and her husband lost out too.

"This would have guaranteed the success of our business," said Schick-Moyer, who quit her D.C. job last year. "Now I don't know. Now I we don't need the litigation. We'll go somewhere else,' " he said.

Some town officials said they were puzzled by Disney's cave-in, especially since company chief Michael D. Eisner had repeatedly stressed his commitment to the project being in Haymarket.

The town's planning commission chairman, Lyssa Whitfield, was to address a statewide planners group in Richmond today. She had titled

Mark Pacala, that raises a red flag for me and tells me that this project is being dumped," said Del. David G. Brickley (D-Woodbridge), one of the park's strongest supporters in the state Capitol. The statement about finding another site, he added, "looks like a face-saving measure."

seemed to doubt that Disney executives were actively looking for another location. I don't know where they're looking if they're looking anywhere at all," he said yesterday.

Several analysts said the Washington area—the nation's fifth-largest metropolitan region—remains a hard market for Disney to turn down.

on Price, a consultant in San Pedro, Calif., who helped Disney develop

Ready hugo Haymarket Mayor John R. Kopp do Shorel Alte bolds Ready's daughter, Renov.

of the proca winners se country numerous. lusers are

lusers are real estate, levelopment

sunan Nam
he calculatthe value of
land he and
year
acres on (wo
a small shop
build lots of
its, gas aca-

to sell the

house, for \$450,000, only about \$50,000 more than he paid for a shortly after Disney had adoptioned to slowe

Carole Schick-Moyer, who operates a photography studio in Haymarket that had done some business with Disney, figures she and her hisband lost out too.

"This would have guaranteed the structure of our furdiness," said Schick Moyer, who quit her D.C. job last year, "Now I don't know. Now I may each in commuting again."

may end up commuting again."

Haymarket Mayor John R. Kapp
said the innext on the rown of 500
will be devectating. "Other compames are going to look at this and any.
Hey, we don't need the aggravation."

we don't need the litigation. We'll go somewhere else," he said.

Some town officials and they were puzzled by Diancy's cave-in, especially since company chief Michael D. Blanar had repeatedly streamed his commitment to the project being in Haymarket.

The town's planning commission chairman, Lyang Whitfield, was to address a statewide planners group in Richmond today. She had lifted her precentation "The Mouse That Roared." Yesterday, someone suggested that she rename it "The Mouse That Squasked."

Staff writers Loof Smith and Eric L. Wee contributed to this report.

, and in the End Led Retreat



vettes responds to quantitia yesterday.

he meetings were an attempt to seek a comrounise that would anable Disney to keep the sroject alive is Haymarket, or at least somewhere else in Virginia.

The key negotiators in those meetings were bisney's Cooke, and Mos, a close friend of

One persus involved in the movings between Dissey and the historians said: "Of course, solling happens without firmer's commut. It's bean Cooke, I think, who obtained that consent."

Dana Nottingham, who had been director of development for Disney's America, was another influential voice in the meetings, according to company and outside sources. Nottingham has now been elevated to the post of president of

now been elevated to the post of president of the Dianey's America project.

But Disney and the historians were unable to strike an agreement on Haymarket. So Disney sought and obtained an agreement to make a joint, amount capent with the Instantant several days from now that it would shanken Haymarlest. Those plane dispolved after the nowe began leaking out to the local nows media on Wednes-

Yesterday, More presented Dispay as "patriots" for dropping plans to build near historic areas.

"It's never easy for a company to severae its position on such a highly visible imme," More said, adding, "It's a sign of great courage on Michael Risuer's part to do this and I commend

While Cooks appears to have won over the park's critics, community officials and business people questioned whether his role attended will be finding a graculal way to acrap the idea of a new park completely.

The list of new obstacles facing the company is dainting. Discopy must once again assemble a huge parcel of land, but this time it will be hardest to maintain the occursy that allowed it to move into Haymarlost without triggering a remuje real extate prices. That task might be easier if Disney moved farther away from Washington, but going too far would see an Irsing the huge tearism base that attracted Disney here in the first place.

Moreover, Disney's strupt retreat may have ruptured the close relationships it has developed with Allen and other Virginia government officials. They may not be wiling to offer the same incretive package of incentives to build on another site, industry executives stiggisted.

Some executives were privately critical Risper's handling of the project. "This is simply another monumental blander in the tradition of Euro Dissey," said one entartainment industry executive yesterday, who asked not to be named. "They didn't think about it when they started. There's a certain kind of arrogance that comes from Rismer even calling it Disney's America."

licepite these challenges, Disney officials deciared yeaturday that the thome park will go forward, and that it will be in Virginia. The Walt Iheney Co. is committed to doing this project, megainvoisily," said Cooke. "And we will be looking to do that in a way that is responsible, and reflects ever your's heat interest."

On Wall Street yesterday, the price of Dianey shares was unchanged, closing at \$39.87%. Audits said the merket's non-reaction to the news about Dianey's America reflected the fact that the park wasn't expected to help company profits for years.

Yesterday, some company watchers predicted that wherever the park ends up, chief among Disney's considerations will be image.

This is a parent company that created 'The Licu King' and 'Snow White,' " said Mario Gabell, a pruniment investor in media and entertainment companies. They don't want to be yowed as the hostile barbarians at the gate."

Staff writers Murgaret Web Pressier and Spencer Hou contributed to this report. for use and tells me that this project is being dumped," said Del. Havid G. Brickley (D-Woodbridge), one of the part's strongest ampurers in the state Capitol. The statement about linking another site, be added, "tooks like a face-saving measure."

Attent Gov. George Allen (R)

seemed to doubt that Disney exacutives were settively looking for an other location. "I don't know where they're looking, if they're looking anywhere at all," he said yesterday.

Several analysts still the Washington gran—the nation's fifth-largest metropolitan region—remains a hard market for Disney to turn

"Yest can't write it off," and Habripur Price, a consultant in Sur Pedra, Calif., who bulged Disrey develop the 27,000-acre site for Walt Disney World in Orlando, Fla. "There are a lot of good reasons for having a rejor commercial enterprise in that pr-

What there was disagreement about whether Disney will be able to picce together mount stoperty at an af-

if teck Disney two years to socretty gain control of 3,000 acres in Haymarket, and it could afford to buy all that hard only because its one knew about its plane, said Hintip Torner, a theure park designer in

is they try to do it again, every one will pen the prices way in," said. Turner, whose Duell Corp. has designed 36 theme parties around the world. Turner said be thinks Disney will abandon the project.

Disself three to own thousands of screen surrounding its parks so it can decide how that land is developed and profit from its sucrease in value, Turner and others said.

Other analysts said Dinney could succeed with a somewhat similer site, perhaps working with a state or local economic development agency to faid the land.

Local governments throughout Virginia, as well as the governors of Maryland and West Virginia, put out the welcome mat for Dismey yeater-

day.

"We've had probably several lundred phones calls from every community in the commonwealth," said Rubert Skunds, Virginia's secretary of commerce and trade.

Maryland Gov. William Donald Schaefer, said. "I due't want to be optimistic, but at the same time we have to make a utich."

lawe to make a pitch."

Ceorge Barlon, chairman of the
Londoun County Board of Supervisorts, and the county's director of
sconomic development mat with
Disney officials yesterday and pre
acuted those with a list of several puleutial stress.

the Route 28 corridor near Dulles was a contender for the theme park three years ago before Dispay sulected Haymarket. But uncertainty about a private effort to extend the Dulles Toll Road west to Leenburg dropped Loudonn from contention. Since then, however, construction has begun on the toll road extension.

Staff writers Donald P. Baher, Peter Baher and Marganet Webb Pressler contributed to this report. #4525----P TON THE CHARTEN DISTREY, Bit, 2604 TWO Property _ Let the Bidding Bogin ("By MORTHO SLUD-"Associated Press Writer=

WillimCND (MP) _ When the Walt Disney Co. announced plans last November to put an American history theme park near a Civil War battlefield in Virginia, Disney executive Scott Stabley said he was glad it was all finally out in the Cheil.

For months, Stahley used an alias to scout the Washington area for a place to build Disney's third American amusement park. He told a team of real estate brokers that he came from Phoenix _ not Orlando, Fla., where he worked for Disney , and even studied the sports pages on he could discuss the . Phoenix Suns convincingly.

On Wednesday, Disney amounted it was dropping its 3,000-acre site near Haymarket 35 miles southwest of Washington that Stahley's stealthy labors had secured. And if Disney is to keep the park in northern Virginia as company officials insisted last week, acquiring real estate likely will be a lot different this time around.

the respany retreated from its plan to build Disney's America after nearly a year of attacks and lawsuits from environmentalists and historians. Crillius argued that the park would be too close to the site of the two

battles of Manassas and would destroy the region's rural character.
What Stabley knew last year was that if word got out that Disney was trying to buy enough land to build a major theme park, land prices could skyrocket.

Harrison Price, an attractions consultant from San Pedro, Calif., said many other companies launch highly public searches for new land to encourage communities to court them with incentives. He helped Disney find its 27,000-acre site for Walt Disney World in Orlando.

For Disney, he said, the attitude has always been that "you don't go out to huy land with your entire strategy on your sleave. "

Mut now that its project is out in the open, the company rould take a page out of the book of automakers General Motors Corp. and Mercedes-Benz and wither companies whose expansion announcements have spawned major bidding wars from places looking to attract them.

Just hours after the Haymarket project was dropped, officials from throughout Virginia and in surrounding states scrambled to make their pitches. Disney's America President Dana Nottingham denies that the company has already picked another site and will not discuss any of the offers. He will say only that ''we continue to be extremely interested in the Capital region here in morthwen Virginia. "

University of North Carolina at Charlotte economist John Connaughton said that now that everyone knows about Disney's America, he expects Disney will negotiate the best incentives package it can to make up for the anticipated higher price of a new tract of land.

"I think the community will have to be a partner in assembling the tract of land, and will absorb the increased price," Linnaughton said. "If that doesn't work, (Disney) may have to get into a bidding war. "

When companies play one community off another in their search for

relocation sites, the winning site is left with mixed results.

One famous winner was Spring Hill, Tenn., which was a town of 1,000 people in 1985 when GM selected it as the site of its \$3.5 billion Saturn plant. Tennessee, which won out over 38 other states, provided Saturn with a \$52 million incentives package.

Hitt Honrar, a spokessan for he Tennessee Department of Lonnage and Community Development, said Spring Hill was chosen because it had the best combination of land, utilities, services and climate factors.

'Tennessee's approach was built on the basis of the belief that General Motors was going to select a site as a husiness derision. " he said. "A lot of states put up billboards between (former RM chairman) Roger (imith's house and GM headquarters. We didn't do that. " !

Tennessee rejected the big-soncy approach in courting GM, but Alabasa took a different route. It offered the Serman automaker Mercedes-Benz a 1253 million parkage of capital investments and tax breaks, quickly generating objection that the state paid too much.

Mercedes-Benz scrutinized 170 sites in 30 states before choosing Vance, Ala., last year for a \$300 million plant that will employ 1,500 people. Economists predict the plant will proude another 13,500 jobs in the next PM

"It's gone from euphomia to fright," Wayne Flynt, an Auburn University professor specializing in Alahama history and culture, said last year of the way a state where "Buy American" fervor runs high fawned over a foreign

Dut now that its project is out in the open, the company could take a

page out of the book of automakers General Motors Corp. and Mercedes-Benz and other companies whose expansion announcements have spawned major bidding wars from places looking to attract them.

Just hours after the Haymarket project was dropped, officials from throughout Virginia and in surrounding states scrambled to make their pitches. Disney's America President Dana Nottingham denies that the company has already picked another site and will not discuss any of the offers. He will say only that 'we continue to be extremely interested in the Capital region here in northern Virginia.'

University of North Carolina at Charlotte economist John Connaughton said that now that everyone knows about Disney's America, he expects Disney will negotiate the best incentives package it can to make up for the anticipated higher price of a new tract of land.

"I think the community will have to be a partner in assembling the tract of land, and will absorb the increased price," Connaughton said. "If that doesn't work, (Disney) may have to get into a bidding war."

When companies play one community off another in their search for relocation sites, the winning site is left with mixed results.

One famous winner was Spring Hill, Tenn., which was a town of 1,000 people in 1985 when GM selected it as the site of its \$3.5 billion Saturn plant. Tennessee, which won out over 38 other states, provided Saturn with a \$52 million incentives puckage.

Bill Boozer, a spokesman for he Tennessee Department of Economic and Community Development, said Spring Hill was chosen because it had the best combination of land, utilities, services and climate factors.

"Tennessee's approach was built on the basis of the belief that General Motors was going to select a site as a business decision." he said. "A lot of states put up billboards between (former GM chairman) Roger Smith's house and GM headquarters. We didn't do that."

Tennessee rejected the big-money approach in courting GM, but Alabama took a different route. It offered the German automaker Mercedes-Benz a \$253 million package of capital investments and tax breaks, quickly generating objection that the state paid too much.

Mercedes-Benz scrutinized 170 sites in 30 states before choosing Vance, Ala., last year for a \$300 million plant that will employ 1,500 people. Economists predict the plant will create another 13,500 jubs in the next 20 years.

"It's gone from euphoria to fright," Wayne Flynt, an Auburn University professor specializing in Alabama history and culture, said last year of the way a state where "Buy American" fervor runs high fawned over a foreign company.

Searching for a site publicly also is a two-edged sword for companies. Price said.

"The disadvantage is everyone knows what is going on and that could induce higher costs," Price said. "The advantage is that you might find a piece of land that you wouldn't otherwise."

But some companies _ including another these park company that considered Prince William County _ say going public helps avoid potential problems. Critics of the Disney project in Virginia were angered at the outset that they didn't know anything about the company's plans.

Lego Systems Inc., the Danish maker of children's construction toys, chose Carlsbad, Calif., over Prince William County for its first II.S. thome park just after Disney announced its plans for Haymarket. Lego said it got input from citizens and legislators in each jurisdiction it seriously considered. It considered more than 600 communities during a two-year search for a site for the \$100 million theme park.

"Everyone knew what we were doing, " lego spokesman David Lafrennie said. "We're a very open company."

BROMIBA.

Pronkenbergstraat 29b 2550 Kontich Belgium

Kontich, 3-10-1994

HARRISON PRICE COMPANY Company:

Fax:001 310 521 1305 Tel.:

For the attention of: Mr Fred J COCHRANE V.P.

From: Rafael Eschenheimer

RE:INDOOR AMUSEMENT ARCADE

Dear Fred.

Thanks for you fax / fedex Antwerp Indoor Entertainment Center.

We will present the documents to the landlord, including your description, next week.

Meanwhile Luc Kiebooms informed me that we possibly could obtain / switch the 11.320 M2 with BRICO which is the side closer to Metropolis (more desirable, in my opinion). However lease costs will go up to 28.300.000 BF as oppose to 22.075.000 BF.

What I need quickly for myself and the bank is a budget, the cost of creating a first class atraction at the GM site. As you know we allocated 2 - 2,5 million USD for this project. How much will SEGA or RKO actually contribute / participate in real USD terms, can we really make a nice facility adjacent to Metropolis whithin our estimated costs i

I'm looking forward for your quick reply and some photos.

Best regards,

R. Eschenheimer

1. Caherman.

With Liberty and Justice pured for Mickey Maller

■ Tourism: Disney unveils plans to build an Americana theme park near Washington.

By JUBE SHIVER Ir. TIMES STAFF WRITER

MANASSAS, Va.-In a departure from its collection of fantasyand animation-dominated theme parks, Walt Disney Co. on Thursday unveiled plans to build a 1,200-acre park outside Washington that will pay homage to American history and culture.

Dubbed Disney's America, the park is planned for a site in Prince William County about 40 miles west of the nation's capital. It would be Disney's third U.S. park, joining Disneyland in Anaheim and Walt Disney World Resort in Or-

lando, Fla.

The Virginia park will feature amusement rides as well as hightech interactive and "virtual reality" re-enactments of U.S. historical events such as Civil War combat. Some 2,000 workers will be employed during construction of the park, and another 3,000 permanent positions will be created when it opens sometime in 1998, Disney officials said.

The officials said the new facility will cost "hundreds of millions" of dollars to build, but they wouldn't

be more specific.

Disney, which has already purchased or optioned the land needed to build the park, said it will spend the next four to six months securing local zoning and building permits in the booming Prince William community where the park is located. Disney officials said their Virginia proposal will not affect the company's previously publicized plans to attempt to expand its park in Anaheim.

The area's Manassas National



BERNIE BOSTON / Los Angeles Times

Bob Weis describes Disney's America, planned near nation's capital.

Battlefield Park, Potomac Mills shopping mall and Prince William Forest Park drew more than 14 million visitors in 1992, according to a county official. And the Danish toy maker Lego Group is expected to announce whether Prince William County or Carlsbad in San Diego County will be the site of its first American park.

Despite the burgeoning growth, Prince William's 230,000 residents have fought in the past to block some other large-scale commercial development projects, and historical and environmental groups are expected to scrutinize Disney's proposal closely, observers said.

Officials declined to predict how many visitors they expect when the park opens, but Peter Rummell, president of Disney Design & Development Co., said he expects Disney's America will draw fewer people that the company's other theme parks.

"This park is designed to be a one-day experience" for tourists visiting Washington and nearby historic sites such as Williamsburg and Jamestown, Va., Rummell said. Other Disney parks, he noted, are "a four- or five-day experience."

Besides amusement rides and historic exhibitions, Disney's development will include hotels, residential housing and retail outlets, as well as facilities to host forums for educators and politicians.

But in promising to make historical events such as slavery, the Depression and the Civil War "fun and exciting for the whole family," Disney executives acknowledged that the results could be controversial.

"The goal is to make this real but also make it fun," Rummell said. "An intelligent story, properly told, shouldn't offend anybody. . . . But we won't worry about being politically correct."

Rummell said Disney intends to somehow incorporate its wellknown animated characters such as Mickey Mouse and Donald Duck

into the park.

Many of Virginia's top elected officials attended Disney's news conference Thursday, and most praised the plan. They said they were pleased that Disney's proposal appears to respect the heritage of the area and that the company had so far not asked for concessions to build the park in Virginia.

"I'm grateful that you did not subject us to a bidding war" in choosing the site of the park, Gov. Douglas Wilder told executives at the news conference. "I know I speak for the people of Virginia when I say that I am pleased that you have come to us."

Gov.-Elect George Allen Jr. promised that his Administration "will kick down any hurdles" in the way of the park.



Mcllear

Historic Kingdom

Walt Disney Co. plans to build a theme park outside Washington that will honor U.S. history and culture. An artist's rendering shows one attraction. "We the People," that features a re-creation of Ellis Island. D2