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VIDEOVISION  ENTERTAINMENT

Background

- ▶ The brainchild of film producer, Anant Singh, eThekweni Film City is a landmark project, the likes of which has never been attempted in South Africa.
- ▶ Located on the Natal Command site on the Durban beachfront.
- ▶ Projected capital cost of over R7.5 billion, it is the largest private investment that the City has seen in decades.
- ▶ The development comprises of a number of components that work together and individually to ensure economic viability, while changing the face of Durban, its tourism offering and local lifestyles to world class standards.
- ▶ It sees the integration of film studios with tourism, lifestyle and entertainment elements, thereby creating a must-see-must-do attraction for Durban.

Key Elements of the Development

- ▶ The project is made up of five major components which represent the cultural diversity of the City, the development of talent and the promotion of education:
 - ▶ The Hotel and Residential Beachfront Zone – Zone 1
 - ▶ The Film Industry Precinct – Zone 2
 - ▶ Film Related: Production offices, editing studios, sound recording studios, animation
 - ▶ Mixed use
 - ▶ Film Festival Park – Zone 3
 - ▶ Markets of the World inspired by the films of South Africa and the world – Zone 4
 - ▶ The Film Studio Precinct – “eThekweni Film Studios” – Zone 5

Master Plan Zones

MASTER PLAN ZONES

1. The Hotel and Residential Beachfront Zone
2. The Commercial Precinct
3. Festival Park
4. Markets of the World
5. The Film Studio Precinct

MASTER PLAN KEY

1. Snell Parade
2. Sandile Thusi Road (Argyle Road)
3. Battery Beach Road
4. Sylvester Ntuli Road (Brick Hill Road)
5. Ruth First Freeway (Northern Freeway - M4)
6. Masabalala Yengwa Avenue (M12)
7. Public Promenade
8. Natal Command Building
9. Sea Shore Hotel
10. Sea Shore Apartments
11. Studio Park Residential Estate
12. Studio Park Residences
13. Freedom Square
14. Retail and Offices
15. KZN Film School & Council
16. Existing Bridge
17. Festival Park
18. Market Lake
19. Indian Market
20. Chinese Market
21. African Market
22. Produce & Organic Market
23. Studios & Galleries
24. The Walk of Fame
25. The Sound Stages
26. Workshops
27. The Back Lot
28. Parking

0 50 100 150 200m



Master Plan

