ELHEKMINI TIFW (IIA





Background

- The brainchild of film producer, Anant Singh, eThekwini 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 "eThekwini Film Studios" Zone 5

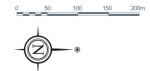
Master Plan Zones

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



Master Plan

