

Calais, 23 January 2015

**A MAJOR STEP FORWARD FOR CALAIS' NEW THEME PARK:
A NAME, VISUAL IDENTITY, DEVELOPMENT PLAN AND GOVERNMENT
SUPPORT**

On Friday 23 January 2015, Natacha Bouchart, the President of Calais Promotion, and members of the Project Development Fund, which is spearheading the project for the town's future theme park, highlighted the significant progress that has been made in terms of its development and visual identity.

AN IDENTITY SYMBOLISING THE PARK'S DIFFERENT THEMED ZONES

The new theme park in Calais will champion adventure with 32 attractions split between six zones, each with a different theme: the sea (for the park's youngest visitors) Jules Verne (steampunk), heroic fantasy, manga, science fiction and great adventurers.



The name HEROIC LAND illustrates the originality and different worlds of the main themes chosen. Although unfamiliar to the majority of Europe's leading amusement parks, the themes of heroic fantasy, manga, science fiction and steampunk are nowadays major themes in literature, cartoon strips, cinema and video games and are particularly popular with adolescents and young adults.

The logo symbolises the spectacular character of the park's attractions, one of which will be the tallest in Europe.

The www.heroicland.com website, which is now online, highlights the park's major attractions and will provide progress updates until its official opening, which is scheduled for the spring of 2018.

HEROIC LAND, AN ENVIRONMENTALLY RESPONSIBLE PROJECT WHICH IS FULLY INTEGRATED INTO THE URBAN FABRIC OF CALAIS

The overall project has integrated a water management system involving external pools alongside the A16 motorway as well as a series of water-gangs inside the park itself, all of which contribute to a high-quality landscaping plan.

In addition, the design of all the park's facilities is in line with a strong environmental policy (energy efficiency, choice of materials etc).

Visitors arriving on foot at the entrance to Heroic Land from the Turquerie car park will come to an agora, which is accessible to residents and which opens out towards the town. This urban agora will act as a crossroads for four access points running towards or coming from:

- the town via the Rue du Beau Marais and the Boulevard Saint-Exupéry via Rue de Foissey, the railway stop and the public bus network (line n°1),
- roads within the Le Virval business park and the Health Pole via the Boulevard des Justes,
- the entrance to the park (ticket booths),
- the La Turquerie industrial area via the pedestrian footbridge from Heroic Land's car parks, providing access to the Calais Premier logistics pole.

A number of additional integrated facilities are planned around the agora, including a hotel (250 rooms initially) and a series of buildings with commercial outlets (bar-restaurants, boutiques, souvenir shops etc) on the ground floor and service sector premises upstairs. These facilities will be of benefit to users of and visitors to the neighbouring health and logistics poles as well as local residents, both during the day and in the evening.

HEROIC LAND, ACCESS WHICH IS ADAPTED TO CURRENT AND FUTURE TRANSPORT FLOW

The access master plan for visitors to the park takes into account the variety of modes of transport available:

- by prioritising public transport (shuttles from the TGV and Calais Ville stations, and making use of the Calais Beau-Marais stop on the recently renovated Dunkirk-Calais railway line),
- by separating the flow of light vehicles from that of other vehicles passing through the area, in particular heavy goods vehicles heading to/from the port and Eurotunnel terminals and the Calais Premier logistics park,
- by taking advantage of new motorway interchanges.

Heroic Land's parking zones will be located within the Turquerie industrial area, with visitors to the park accessing the entrance on the Virval side via a pedestrian footbridge above a section of the A216 motorway.

Vehicles arriving via the A16 and A26 motorways, as well as those from the ferry and train terminals, will be channelled towards a new interchange on the A26 (by the RD 247) and a new access road via the A16 from the north (Dunkirk-Belgium-Lille). Access to car parks will be via the Rue de Judée, which will be enlarged accordingly.

As a result, there will be no visitor transit through the Le Virval business park to ensure that access to the Health Pole is not adversely affected and that there is no transport overload on an already busy access road (the Route de Saint-Omer and interchange 46 on the A16). The only permissible traffic flow through the theme park will be limited to services necessary to ensure its efficient operation (supplies, maintenance, safety).

This master plan will be finalised with all partners involved in the project in collaboration with all relevant government departments and in accordance with a financial plan and timetable.

The launch of a second study phase with government support

Preliminary studies were undertaken within the framework of the Project Development Fund set up by Calais Promotion which brought together local and regional authorities and private businesses. Phase 1 resulted in the development of an outline for the theme park project (summary draft project).

For the second phase, this partnership was reinforced by government support via a €220,000 grant for the project from the National Town Planning and Development Fund (FNADT). This significant sum also reflects the French government's commitment to the project and its importance for the development of Calais, the Opal Coast and the region in general.

At the same time, Calais Town Council and the Calais Urban Authority strengthened their financial involvement with an investment of €200,000 each. During Phase 3, GDF-SUEZ and NGE will each add new contributions.

The second study phase is currently ongoing. In addition to the challenges relating to planning and access, this phase will enable the summary draft project to develop into a detailed draft project involving:

- soil and fauna/flora studies,
- the detailed design of all the park's component parts, the buildings required around each attraction, infrastructures and internal access.

Scheduled to run until May 2015, this phase will enable an overall visualisation of the park via a 3D model.

The second phase will then be immediately followed by a third study phase involving detailed construction costs which will enable an application for a building permit to be submitted.

2015, a busy year for HEROIC LAND

2015 will be a key year in terms of the park's development:

- February: official presentation of the project to the municipal council,

- two consecutive study phases,
- finalising of the access plan with all partners,
- creation of a financial package (investors) and the choice of operational methods,
- end of 2015: submission of a planning application.

About Calais Promotion

Calais Promotion is the economic development agency for Calais and its region. Your first port of call and a reference for business projects in the Calais region, its main aims are to canvas for new investors and to facilitate companies setting up their businesses in the area. Made up of elected representatives and key economic players, the agency is supported by Calais Town Council, the Calais Urban Authority, the Audruicq Rural Authority, the Opal Coast Chamber of Commerce and Industry and by a network of member businesses.

About the Project Development Fund

Steered by the development agency, the Project Development Fund is made up of 5 members: Calais Town Council, the Calais Urban Authority, GDF-SUEZ, NGE and Calais Promotion. It is currently carrying out preliminary studies relating to the construction of a theme park. Based on the flow of tourists passing through Calais, the project aims to develop a large-scale theme park targeted at visitors from across Europe, with a goal of attracting 1.5 million visitors. For the first phase, a budget of €500,000 has been raised from the 5 members. The studies will be sold to future investors at the appropriate time.



VILLE
de
Calais



GDF SUEZ



About the National Town Planning and Development Fund (FNADT)

Financial support from the Project Development Fund and the National Town Planning and Development Fund is one of the key aspects of the French government's land development policy. As such, it supports project which favour job creation, the attractiveness of its regions, and which adopt an innovative approach to sustainable development and planning.



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