

**OSTRAVA!!!**

**BUILD YOUR  
BUSINESS  
IN THE  OF  
OSTRAVA**

NOVÁ PLAZA PARK

# Ostrava is the third largest city in the Czech Republic, with a strategic location near the Polish and Slovak borders.

## A dynamic city

Ostrava is well-known for its long and proud industrial heritage, but since the 1990s it has undergone an exciting transformation to become a dynamic, open-minded hub for research, development, innovation and advanced technologies.

Ostrava's forward-looking attitude and hard-working people have attracted numerous international companies that have chosen to base their Czech operations in the city. Its strategic location also gives businesses excellent access to the Polish and Slovak markets – a total of five million people live within a 100-kilometre radius of Ostrava. In recent years several major new office complexes have been built, welcoming new businesses to the city centre.

With four universities, Ostrava's region offers a highly educated workforce in addition to excellent science and research facilities, making it an ideal location for R&D centres.

## A forward-looking investment

The City of Ostrava's development strategy is based on close cooperation with investors on a long-term basis. This proactive approach has helped the city to further improve its Moody's rating: Ostrava's already high A2 rating was confirmed in June 2016, and its outlook was raised from 'stable' to 'positive'. The prestigious fDi Magazine has regularly recognized Ostrava as one of Europe's most attractive locations for foreign direct investment.

## A strategic location with excellent infrastructure

The Ostrava region occupies a prime position at the heart of the Schengen Area, located at the intersection of major north-south and east-west international routes. It offers an excellent and comprehensive transport network, including full road and rail infrastructure and an international airport just south of Ostrava, making the region one of Europe's most important transportation hubs. Ostrava's airport serves a growing number of destinations including Prague, London, Milan, Paris, Düsseldorf and Dubai.

## A great place to live and work

Ostrava is not only a great place to do business – the city and its surrounding area also offer a wide range of cultural, sporting and leisure activities.

Vibrant festivals, atmospheric castles and chateaux, magical theatres, a great music scene, excellent shopping, unforgettable beer spas and wonderful regional products – all these (and much more) are just waiting to be discovered.

Close to the city are the beautiful Beskydy and Jeseníky mountain ranges, offering a huge range of activities all year round.

Major international events include the annual Colours of Ostrava music festival, the prestigious Golden Spike athletics meeting and the NATO Days air show.



# Ostrava offers over 40ha in the city centre for new development

The Karolina site, the Černá louka site and the vacant lots on the west side of Ostrava's central square (Masarykovo náměstí) form part of the historic city centre. Thanks to the location of these sites - forming a triangle around the central square - it will be possible to develop the city centre to become a vibrant and enjoyable space for citizens and visitors, harnessing the synergies offered by the future functions of new developments and the existing functions of major cultural, social and commercial institutions (the National Moravian-Silesian Theatre, the Ostrava City Museum, and a wide range of retail premises).



## Vacant lots in the city centre

COMMERCIAL USE [m <sup>2</sup> ]	ADMINISTRATIVE USE [m <sup>2</sup> ]	RESIDENTIAL USE [m <sup>2</sup> ]	PARKING [m <sup>2</sup> ]
10,700	10,500	16,400	0

The vacant lots (the 'Lauby' site and the lots on Zámecká Street) are located in the heart of Ostrava's historic city centre, directly adjacent to the central square (Masarykovo náměstí). This location makes them an ideal choice for key urban functions - residential use, services and commercial/retail use. However, they also offer potential for a range of other functions - office space, cafés/restaurants, student clubs, private galleries, etc.

## Karolina

COMMERCIAL USE [m <sup>2</sup> ]	ADMINISTRATIVE USE [m <sup>2</sup> ]	RESIDENTIAL USE [m <sup>2</sup> ]	PARKING [m <sup>2</sup> ]
49,500	103,000	84,200	6,000

Karolina is a unique development area in the close vicinity of the city centre, covering a total of 33.5 hectares. The City plans to develop this area as an extension of the current city centre, connecting the historic core with the recently-built commercial and office complexes (at the west of the site) and the natural landscapes along the Ostravice River (at the east of the site).

## Černá louka

COMMERCIAL USE [m <sup>2</sup> ]	ADMINISTRATIVE USE [m <sup>2</sup> ]	RESIDENTIAL USE [m <sup>2</sup> ]	PARKING [m <sup>2</sup> ]
21,600	16,900	17,300	0

The Černá louka site covers an area of approximately 12 hectares, and it is gradually being adapted to meet the new needs of the city and its community. Černá louka is now being transformed into an important new hub for cultural and social life. A major contribution to this process will be made by the University of Ostrava, which plans to build its new Faculty of Fine Arts and a sports centre on part of the Černá louka site. An advantage is the close vicinity of the Ostravice River.

## Conversion of historic complex „Jatka“ into the Arts centre

CULTURE [m <sup>2</sup> ]	ADMINISTRATIVE USE [m <sup>2</sup> ]	RESIDENTIAL USE [m <sup>2</sup> ]	PARKING [m <sup>2</sup> ]
8,500	0	0	0

This historic building in the city centre dates from the late 19th century. Originally a municipal slaughterhouse, it now awaits revitalization (including the outdoor spaces). The City plans to rescue this valuable historic structure and implement a forward-looking conversion project to create an arts centre that will include premises for the 'Plato' gallery. An international architectural competition is currently being announced to find the best proposal for the revitalization of this unique city centre space.

# CITY CENTRE - VACANT LOTS

## AREA

Owner: City of Ostrava

# 3.8 ha

City centre  
Historical core  
Urban vacant lots

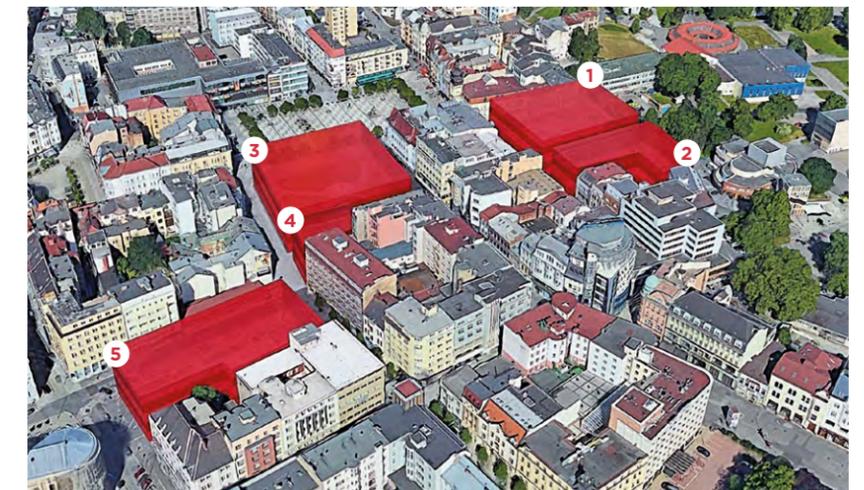
## USE

Residential:	✓	Sport:	✗
Administrative:	✓	Science/research:	✗
Culture:	✓	Public transport:	✓
Education:	✓	Utilities infrastructure:	✓

name	area (m <sup>2</sup> )	no. of floors	built-up index	total floor area (m <sup>2</sup> )	commercial use (m <sup>2</sup> )	administrative use (m <sup>2</sup> )	residential use (m <sup>2</sup> )	parking (m <sup>2</sup> )
1	2514	5	0,7	8 800	2 000	2 000	4 800	0
2	1464	5	0,7	5 150	1 500	1 500	2 150	0
3	3311	5	0,8	13 250	5 000	3 000	5 250	0
4	498	5	0,8	2 000	800	1 200	0	0
5	2102	5	0,8	8 400	1 400	2 800	4 200	0
Total floor area (m <sup>2</sup> ):					10 700	10 500	16 400	0



Location in the heart of Ostrava's historic city, directly adjacent to the central square makes this prime one. Its an ideal choice for key residential use, services and commercial use.



Ostrava's zoning plan for the city centre is based on the construction of multifunctional buildings which will be suitable for the needs and character of the historic centre.

# KAROLINA



## AREA

Owner: City of Ostrava

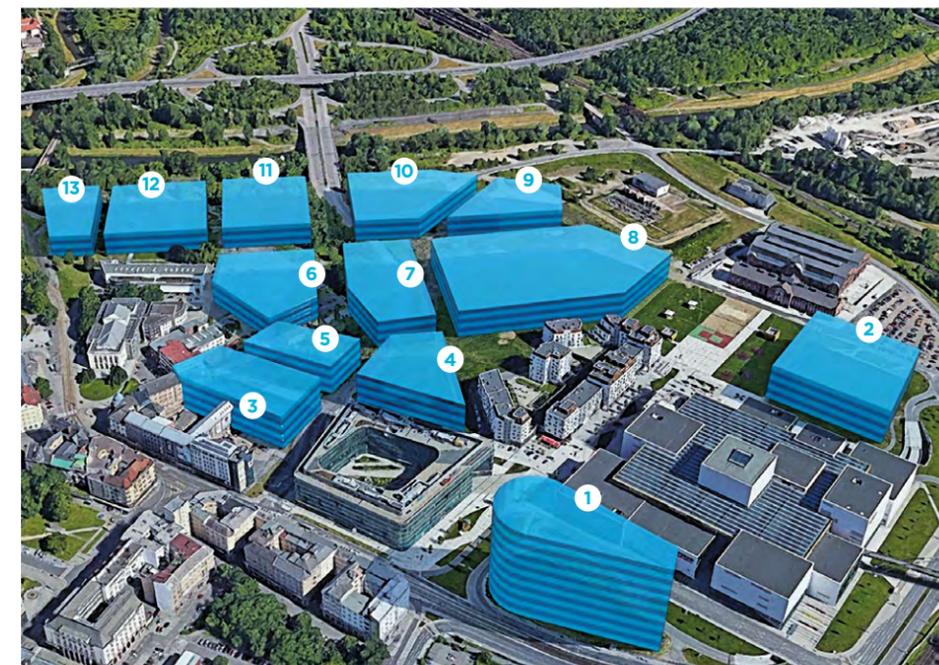
# 30.7 ha

City centre  
Greenfield site + built-up area  
In close vicinity of natural landscapes (river)

## USE

- Residential: ✓
- Administrative: ✓
- Culture: ✓
- Education: ✓
- Sport: ✓
- Science/research: ✓
- Public transport: ✓
- Utilities infrastructure: ✓

name	area (m <sup>2</sup> )	no. of floors	built-up index	total floor area (m <sup>2</sup> )	commercial use (m <sup>2</sup> )	administrative use (m <sup>2</sup> )	residential use (m <sup>2</sup> )	parking (m <sup>2</sup> )
1	3586	16 (2)	0,8	23 000	6 000	11 000	0	6 000
2	7533	7	0,8	42 000	12 000	30 000	0	0
3	4093	7	0,7	20 000	3 000	6 000	11 000	0
4	3980	6	0,6	14 300	3 000	5 000	6 300	0
5	2678	6	0,7	11 200	2 000	4 000	5 200	0
6	6541	5	0,6	19 600	4 000	8 000	7 600	0
7	6736	6	0,6	24 200	4 000	8 000	12 200	0
8	17663	6	0,5	53 000	8 500	17 000	27 500	0
9	4964	5	0,6	14 900	3 000	6 000	5 900	0
10	8204	5	0,5	20 500	4 000	8 000	8 500	0
11	6813	5	0,7	23 800	University of Ostrava Faculty of Sport and Fine Arts			
12	7764	5	0,7	27 200	University of Ostrava Faculty of Sport and Fine Arts			
13	3905	5	0,7	13 700	University of Ostrava Faculty of Sport and Fine Arts			
Total floor area (m <sup>2</sup> ):					49 500	103 000	84 200	6 000



13 separate plots adjacent to the historic city centre and the Ostravice River. The City of Ostrava has held several urban planning competitions to find a suitable development concept for the site. The land use principles were decided on the basis of the most recent international competition.

Development concept for the Nová Karolina site, designed by PROJEKTSTUDIO EUCZ, s.r.o.

# ČERNÁ LOUKA EXHIBITION GROUNDS

## AREA

Owner: City of Ostrava

# 8.4 ha

City centre

Greenfield site + built-up area

In close vicinity of natural  
landscapes (river)

## USE

Residential: ✓

Administrative: ✓

Culture: ✓

Education: ✓

Sport: ✓

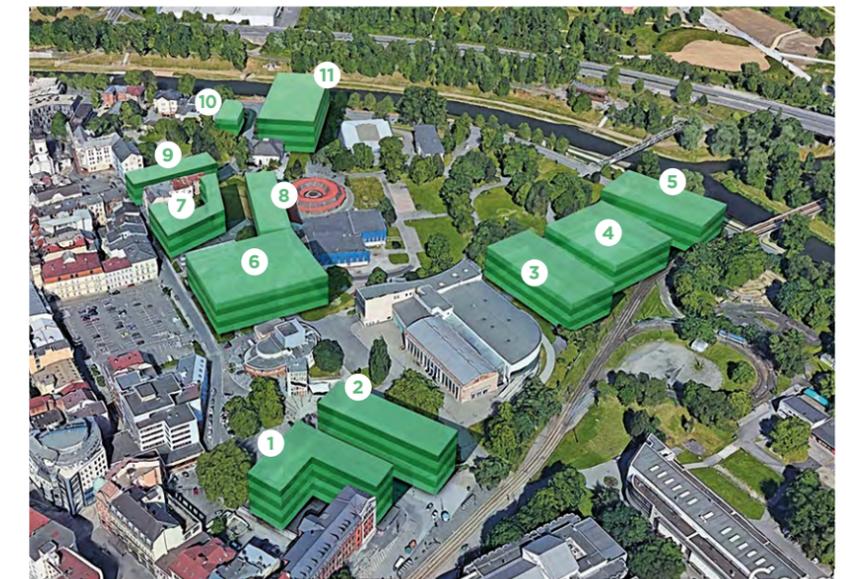
Science/research: ✓

Public transport: ✓

Utilities infrastructure: ✓



name	area (m <sup>2</sup> )	no. of floors	built-up index	total floor area (m <sup>2</sup> )	commercial use (m <sup>2</sup> )	administrative use (m <sup>2</sup> )	residential use (m <sup>2</sup> )	parking (m <sup>2</sup> )
1	1118	6	1,0	6 700	2 200	11 000	0	6 000
2	1116	6	1,0	6 700	2 200	11 000	0	6 000
3	2244	5	0,8	9 000	University of Ostrava Faculty of Sport and Fine Arts			
4	2496	5	0,8	10 000	University of Ostrava Faculty of Sport and Fine Arts			
5	2244	5	0,8	9 000	University of Ostrava Faculty of Sport and Fine Arts			
6	3328	5	0,8	13 300	6 000	3 000	4 300	0
7	1160	4	1,0	4 600	1 200	600	2 800	0
8	1296	3	1,0	3 900	1 300	600	2 000	0
9	921	4	1,0	3 700	1 800	900	1 000	0
10	486	3	1,0	1 500	500	1 000	0	0
11	3200	6	0,8	15 400	6 400	6 400	2 600	0
Total floor area (m <sup>2</sup> ):					21 600	16 900	17 300	0



In 2010 the City of Ostrava, aware of the key importance of this location, held an international urban planning and architectural competition to find a suitable development concept for the Černá Louka site. The winning proposal, by the renowned Dutch studio MAXWAN, was developed into an urban planning study which sets out detailed requirements for the site, including transport infrastructure.

# CONVERSION OF THE HISTORIC BUILDING “JATKA” TO CREATE AN ARTS CENTRE

In 2018 work will begin on the conversion of this historic building into an arts centre, based on the results of a currently ongoing architectural competition.



## AREA

Owner: City of Ostrava

**8,500** m<sup>2</sup>

## USE

City centre

Historic building

Residential:	✗	Sport:	✗
Administrative:	✗	Science/research:	✗
Culture:	✓	Public transport:	✓
Education:	✓	Utilities infrastructure:	✓

# INVESTORS FRIENDLY CITY



**5,000,000** people living within 100 km radius of Ostrava.

**5 universities** are located in Ostrava and its surroundings with numerous faculties including economics, business, administration, technology, informatics, engineering and sciences.

**9,000 students** graduate each year from public and private universities in Ostrava from a total of almost 34,000 enrolled students.

**195,000** is the total labour force in Ostrava with more than 7,000 people working in the modern business services sector.

**21,700** is the current number of job seekers in Ostrava which gives the city and more than 64,000 job seekers in the region.

**33%** speak English at B2 level or higher in global companies situated in Ostrava

**5%** speak German at B2 level or higher in global companies

**3%** speak German at B2 level or higher and English at B1 level or higher in global companies

Other languages in Ostrava at B2 level or higher include Slovak, Polish, Russian, Spanish, French, Italian and Greek.

## 1 hour from the Beskydy Mountains

and 90 minutes from the Jeseniky Mountains which is an ideal place for summer and winter leisure time activities such as hiking, biking or skiing for example.

9 Beskydian golf resorts overall with PGA European Tour, the highest golf competition in Europe 40 ski resorts attract many skiers from all over Ostrava and its surroundings.

## Cost of Living:

10,000CZK / 370 EUR Monthly Rent of an 85 sqm Apartment

253CZK / 9.4 EUR Cost of a 8 km taxi journey

419 CZK / 15.5EUR Cost of 2 cinema tickets

268CZK / 9.9EUR Cost of a monthly public transport pass

93CZK / 3.4EUR Simple sandwich Or lunch menu

32CZK / 1.2EUR Cost of a bottle of red table wine

27 CZK / 1 EUR Cost of a 0.5L Czech Beer:

99CZK / 3.7EUR Cost of a 2L bottle of Coca-Cola:

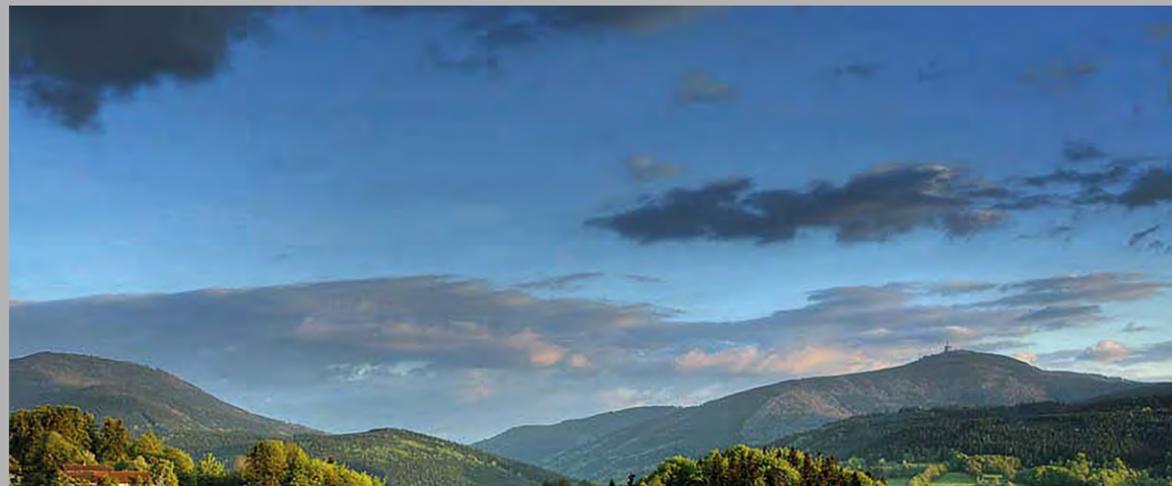
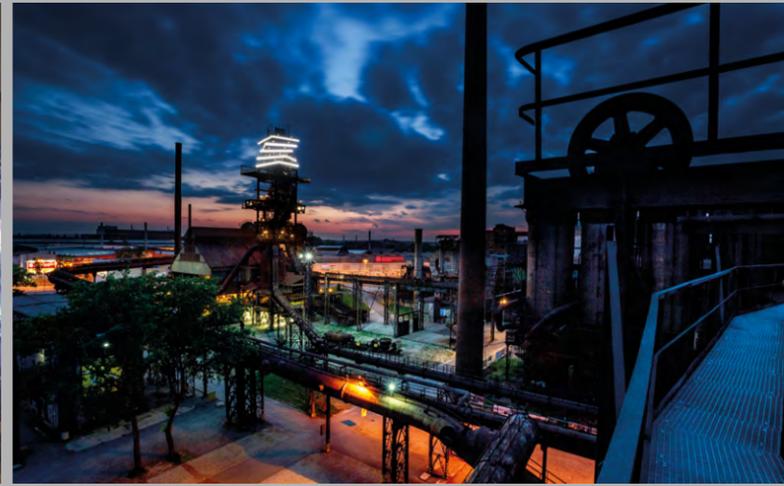
40CZK / 1.5EUR Cost of an espresso / cappuccino:

Source: Expatistan.com / 1 EUR = 27 CZK

€11,055 is the nominal annual wage in Ostrava - equivalent to ca. \*CZK 299,000 or \*USD 12,400 per annum (\*1 EUR = 27 CZK & 1 USD = 24 CZK).



# WELCOME IN OSTRAVA



# OSTRAVA!!!

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