

A new project
in Prague 7



LORDSHIP

LETNÁ OBCHODNÍ CENTRUM



Strossmayerovo
náměstí



Kamenická



Letenské
náměstí

VELETRŽNÍ
PALÁC



Veletržní
palác



Veletržní
palác

PARKHOTEL

Veletržní

Strojnická

STROMOVKA PARK

VÝSTAVIŠTĚ
HOLEŠOVICE

The project is located in Prague 7
at the heart of a residential
quarter with great purchasing

POTENTIAL, which
offers very good **ACCESS**
by both public transport
and car.

LETNÁ OBCHODNÍ CENTRUM
is a multifunctional project, which combines
RETAIL AND OFFICES.

Thus, a major shopping centre will be developed
in Prague - Holešovice, substantially enhancing
the community amenities of the area.



The retail **MALL**,
linking Strojnická and Veletržní streets,
will follow the planned revitalisation
of Františka Křížka street.
The project will also bring more life
to the U Studánky public **AREA**.



The project primarily **TARGETS** local inhabitants, as well as visitors to the nearby parks, exhibition grounds and sports facilities.

The terrain profile will enable customers to **ENTER** two shopping floors.



In the daytime,
LETNÁ OBCHODNÍ CENTRUM
will be a natural destination for retail

CUSTOMERS
and office workers.



Completion

Q4/2019

In the evening, the centre
will attract restaurant guests,

ALLOW families to
do large shopping and also
provide overnight parking for
residents of Prague 7.





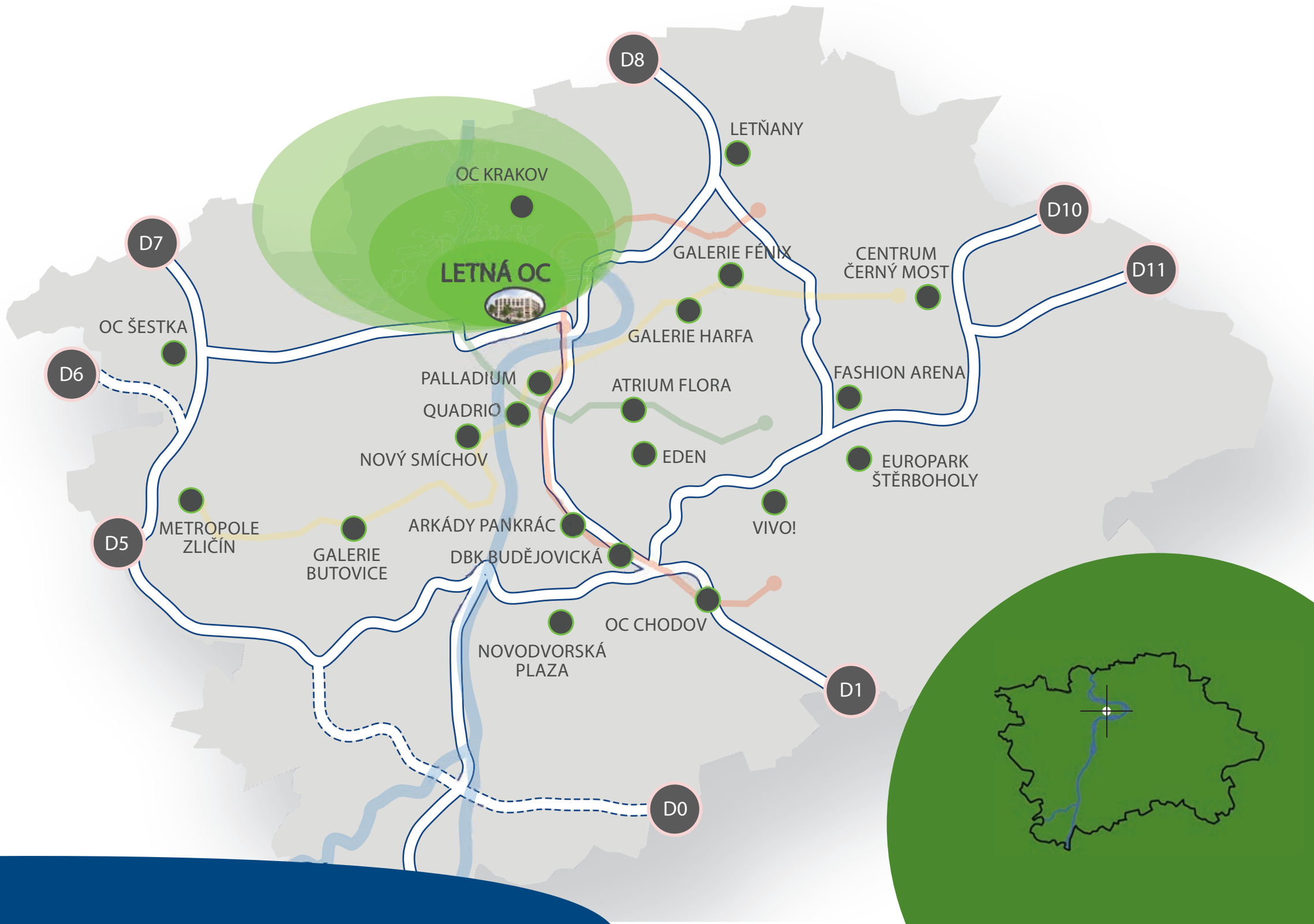
LETNÁ OBCHODNÍ CENTRUM
will offer

more than **15,700 m²**
of retail space for lease.

The anchor tenant of the building
will be the **2,000 m²**
supermarket located on the ground
floor.

RETAIL AREAS

Lower Ground Floor	5,800 m ²
Ground Floor	5,600 m ²
1st Floor	4,300 m ²
Total	15,700 m ²



POPULATION OF
PRAGUE 7
43 362

Over 21,300 people live
in the immediate vicinity of the project.

Approximately 90,000 people
live within a 5 minute journey by car
or municipal public transport.



TRAFFIC INTENSITY:

Veletřní street:	20 200 cars a day
Dukelských hrdinů:	6 400 cars a day

TRAFFIC AVAILABILTY: public transport

Vaclav Havel airport:	55 min.
tunnel Blanka:	-
Central station:	15 min.
North-south expressway:	-
centre of Prague:	10 min.

car

20 min.
3 min.
4 min.
1 min.
5 min.

- 10 min. walking distance
- tram station
- M subway station Vltavská

SHOPPING CENTRE AREA INDEX- PRAHA:
756 m² / 1 000 INHABITANTS

AVERAGE TURNOVER PER M²:
54 000Kč/m² /year

EXPECTED CUSTOMER FLOW OF LETNÁ OC:
60 000 customers weekly
3 120 000 customers per year

CUSTOMERS FREQUENCY OF SHOPPING
EVERYDAY GOODS* :

every day	26%
several times a week	52%
once a week	19%
several times a month	2%
once a month	1%

97% customers shop
once a week at least

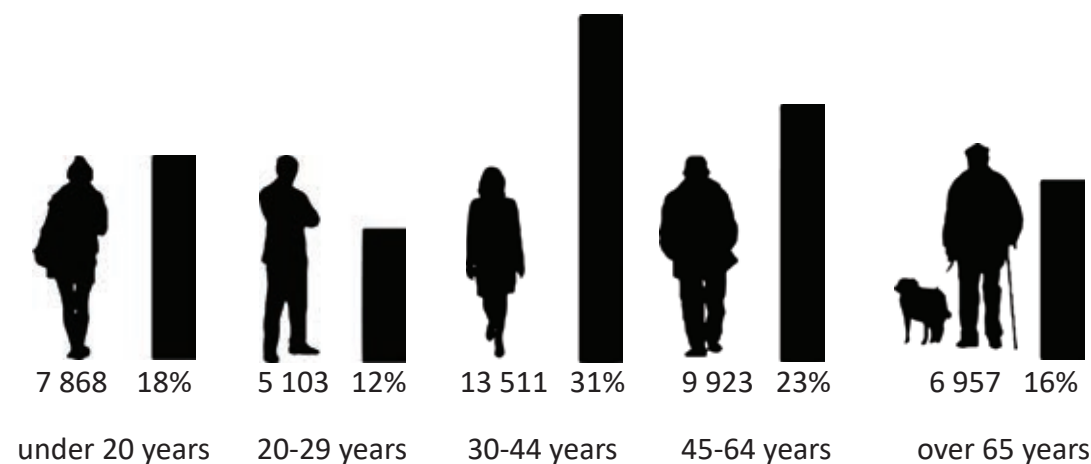
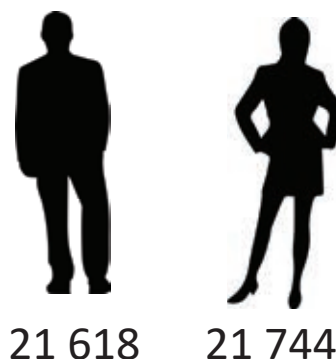
*research was realized in Prague 7 by STEM/MARK (2015)

ECONOMY OF INHABITANTS:

average gross salary of Prague inhabitant: 37 046Kč

average net income of Prague household: 36 020Kč

unemployment in Prague: 2,71%

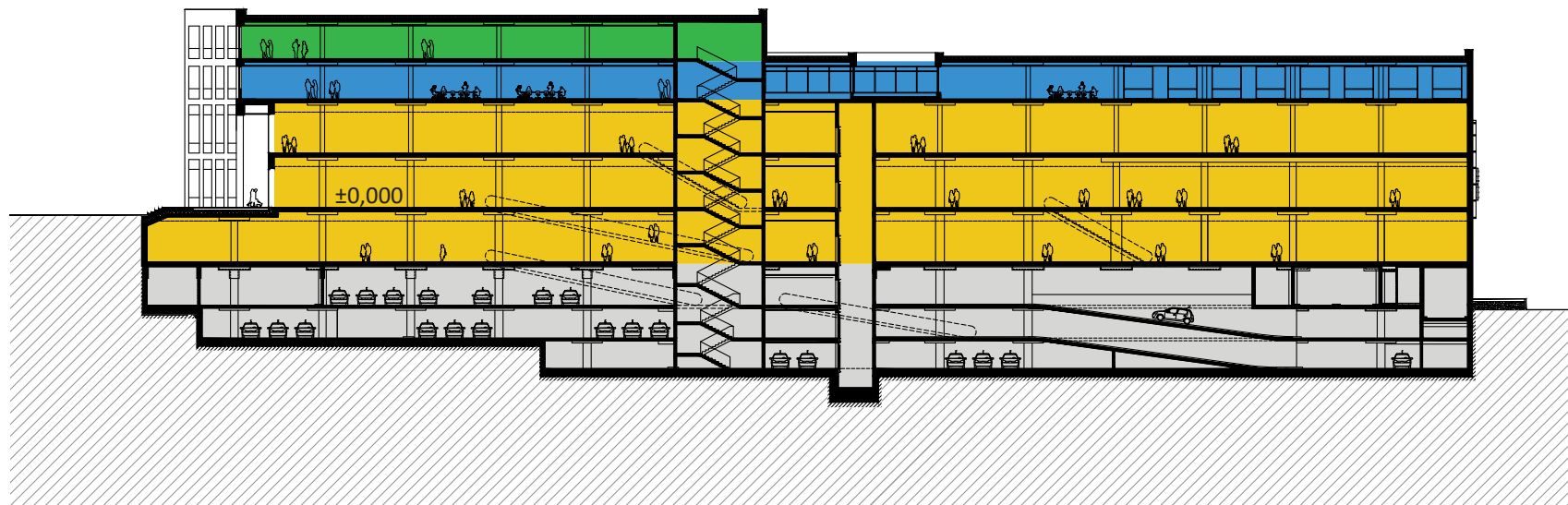


AGE STRUCTURE OF INHABITANTS OF PRAGUE 7

LETNÁ OBCHODNÍ CENTRUM
is designed to be
a MULTIFUNCTIONAL
building with five floors above ground
and three floors below ground,
offering **500** parking places.

Three floors
ABOVE THE GROUND
include a shopping centre with
a supermarket, services, cafés and
restaurants.

Office spaces are located
on the **TOP** floors.



3rd FLOOR

2nd FLOOR

1st FLOOR

GROUND FLOOR

LOWER GROUND FLOOR

1st BASEMENT

2nd BASEMENT

3rd BASEMENT

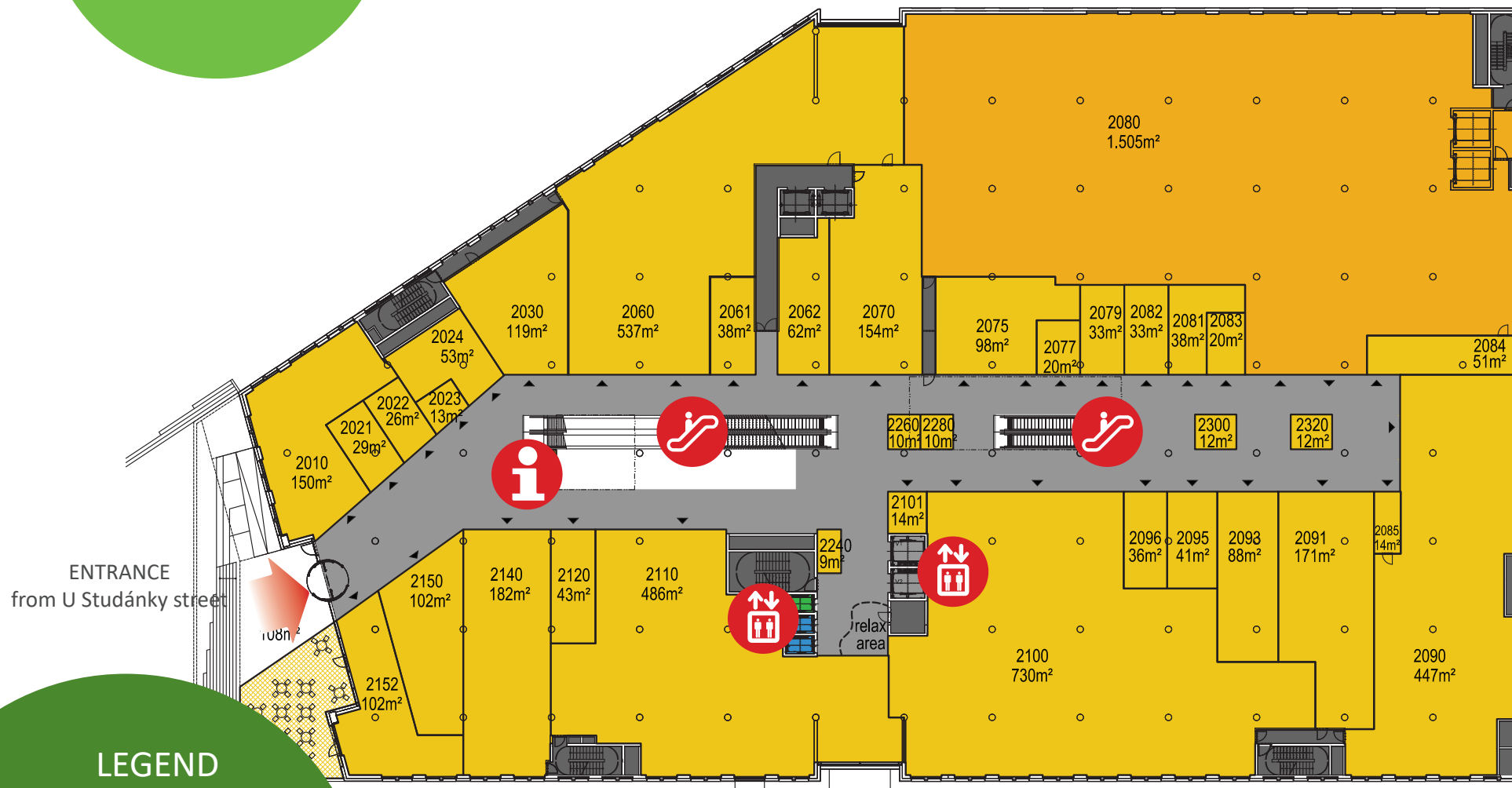
lower
ground
floor



LEGEND

- units for lease
- supermarket
- public areas, passage
- office
- technical areas

ground floor



1st floor



LEGEND

- units for lease
- supermarket
- public areas, passage
- office
- technical areas

interior



interior



interior



interior



An aerial photograph of a modern office building with a large green roof, situated in a dense urban environment. The building is white with a grid-like facade and is surrounded by older buildings with red-tiled roofs. A tall telecommunications tower is visible in the far distance. Two green circular callouts are overlaid on the left side of the image, containing text about the building's features.

The top floors will offer

5,600 m²

of **CLASS A** office spaces,
providing their tenants with modern
technologies and amenities.

The **OFFICES** will have a separate
entrance from the Veletržní street.

Offices will have

ACCESS to the
green areas overlooking
Stromovka park.



TO MOVE IN
Q4/2019

OFFICE AREAS

2nd Floor	3,500 m ²
3rd Floor	2,100 m ²
Total	<u>5,600 m²</u>

technical parameters

SPACE QUALITY

energy efficient building (energy label A)

2nd floor cca 3 500 m²

3rd floor cca 2 100 m²

open flexible space, suitable for multiple demands of tenants

light height 3.0 m

EQUIPMENT OF OFFICE SPACES

acoustic ceilings with integrated lighting(500 lx/m²)

double floors 150 mm

high-quality office load rug

aluminum triple glazed windows with the possibility of installing interior blinds

openable windows with the possibility of natural ventilation

ROOF AND SAFETY

a green roof terrace and an atrium for office space only

24hour reception and security guard

entry via turnstiles and smart card into offices

own elevators only for the office floor

security camera system monitoring the building, immediate surroundings and public area of the building

PARKING

490 parking spaces in underground garages

150 of parking spaces are designed for long-term rental

10 parking spaces with electric charging stations

bicycle storage room with shower facilities

OFFICE FACILITIES

heating and cooling - 4 pipe cooling beams embedded in raster ceiling

ventilation 50m³/hour/person

both fixed and wireless internet

smoke detector fire detection equipment throughout the building

technical parameters

acoustic ceilings with integrated lighting (500 lx/m²)

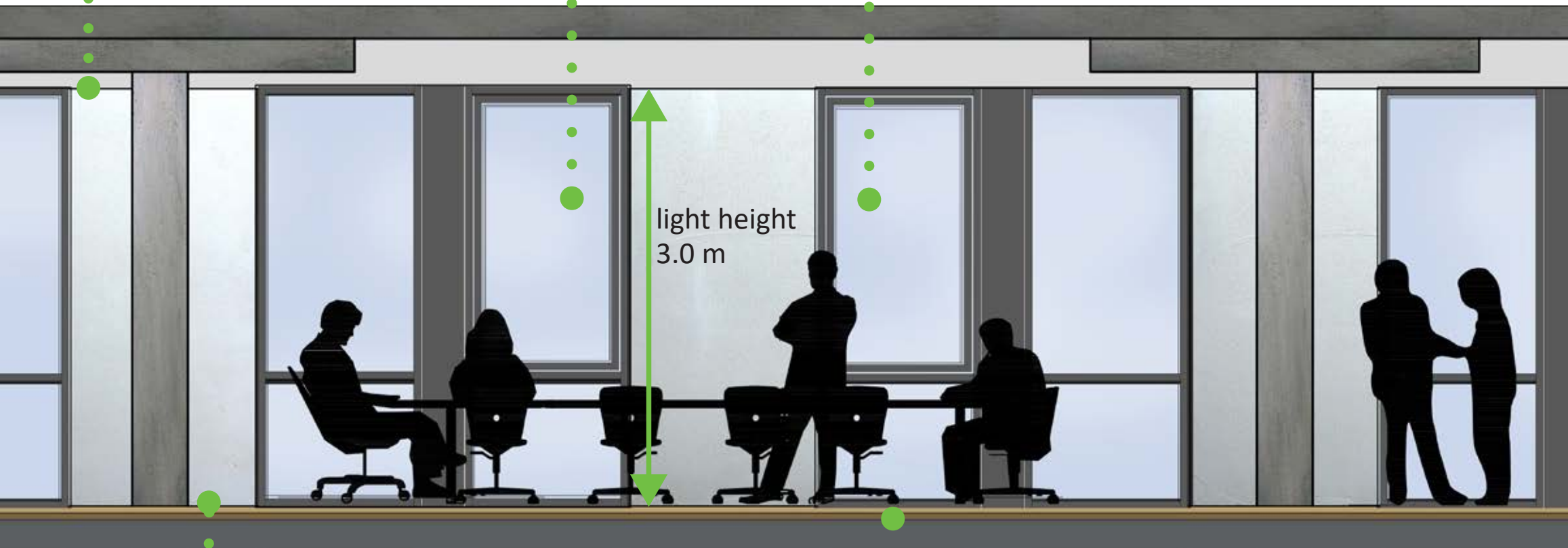
openable windows with the possibility of natural ventilation

aluminum triple glazed windows with the possibility of installing interior blinds

light height
3.0 m

• high-quality office load rug

• double floors 150 mm



2nd floor

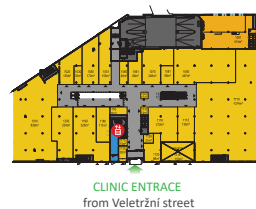
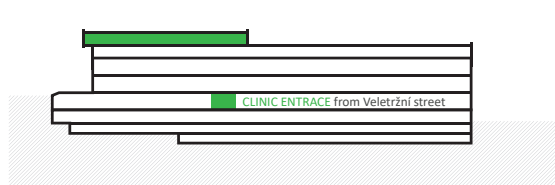


OFFICE ENTRANCE
from Veletržní street

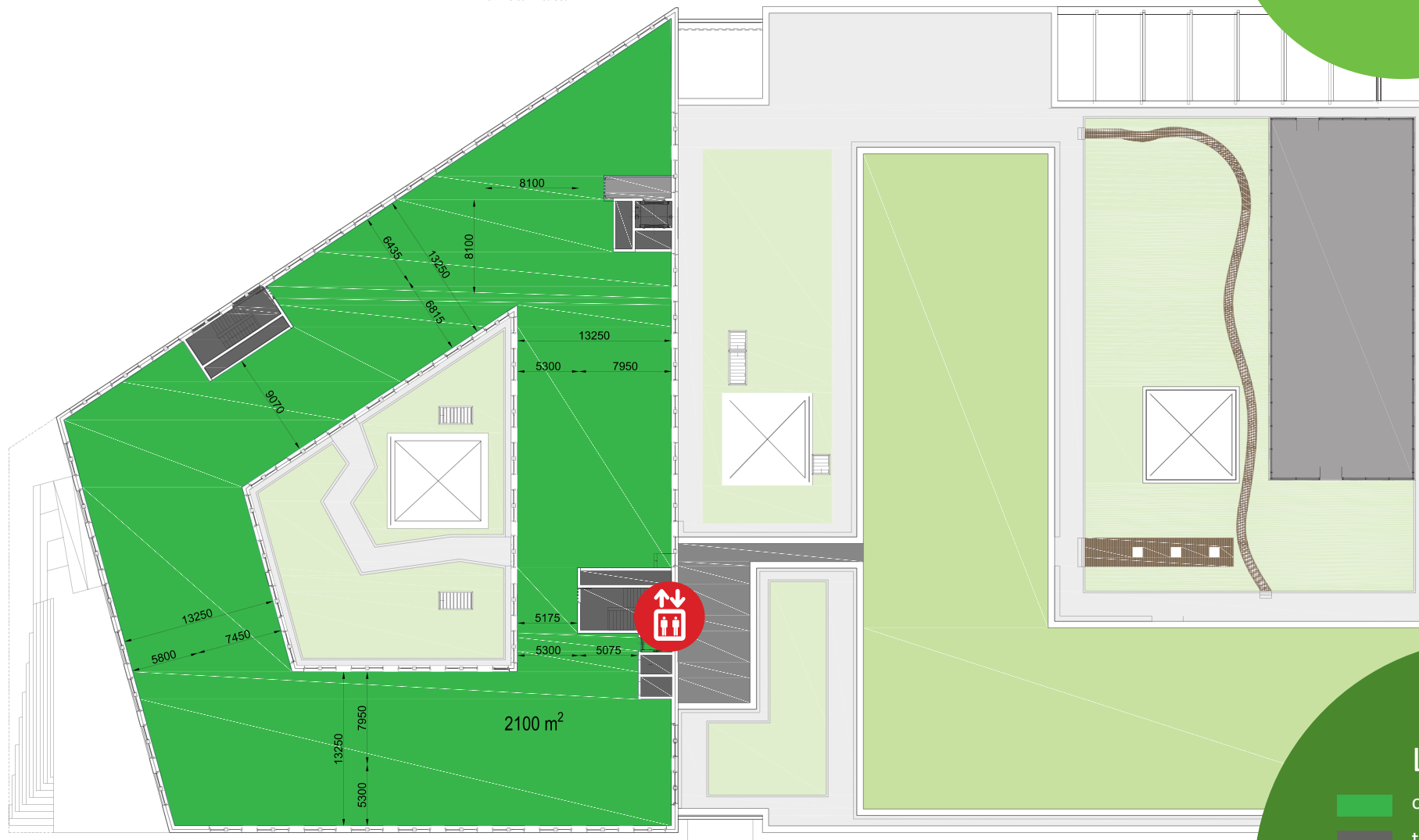


LEGEND

- office / 2,100 m²
- technical areas
- terrace
- green roof
- wooden terrace area



3rd floor



LEGEND

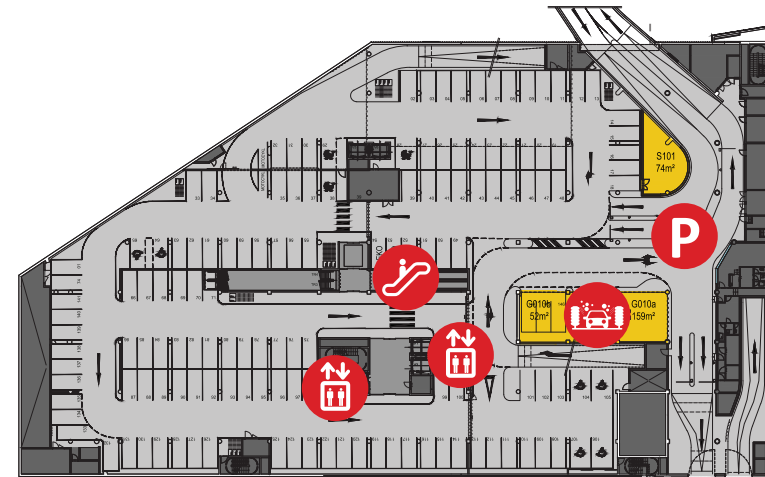
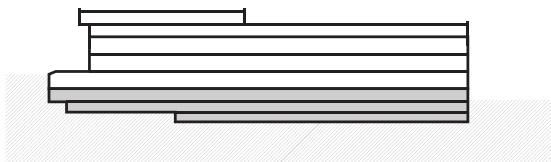
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underground
floors

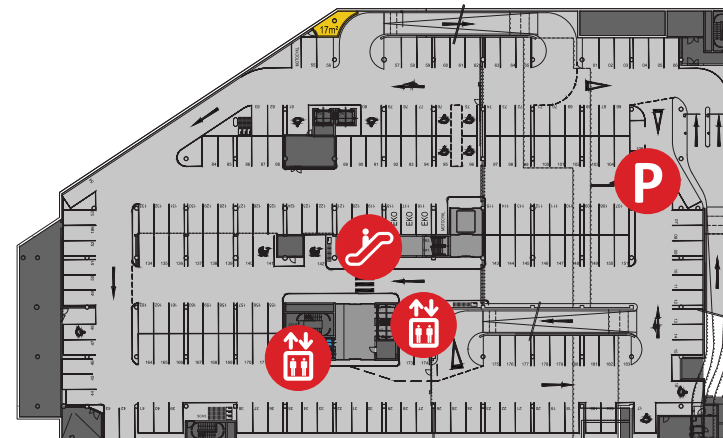
STORAGE AREAS

1 st Basement	75 m ²
2 nd Basement	70 m ²
3 rd Basement	300 m ²
Total	445 m ²

500
parking spaces



1st BASEMENT



2nd BASEMENT



3rd BASEMENT

NYX Hotel



Jungmannova Plaza



Na Příkopě 14



Brno Business Park



DEVELOPER

British developer LORDSHIP started its business in 1989. In addition to the Czech Republic, the firm gradually launched its operations in Slovakia, Ukraine, United Arab Emirates or Kenya, Africa.

In the Czech Republic, LORDSHIP has won awards for Prague projects Jungmannova Plaza, Domy Heroldovy Sady and Na Příkopě 14, as well as for Brno's Petrov Business Centre.

LORDSHIP has been a long-term sponsor of the Doksy Children's Home, Magna – Children in Need, ADRA Foundation and Riverside School Prague.

Paráda Shopping



Hamleys, anchor tenant of Na Příkopě 14



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