

Kouzlo přírody

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Nižší ceny nemovitostí a blízkost přírody přitahují stále více lidí do míst v okolí Prahy. A developeři na tuto poptávku ochotně reagují.

Lower property prices and proximity to nature are attracting more people to the city's outskirts, and developers are happy to meet the demand.

OBECNĚ PLATÍ, že v těchto oblastech se mnohem častěji stavějí rodinné domy individuálně. Ale několik velkých projektů se v obcích na severozápad od Prahy, jako jsou Roztoky, Horoměřice a Únětice, nebo na východě v Zelenči, také objevuje.

"Lidem se většinou líbí představa, že budou vlastnit nový dům nebo si ho sami postaví," říká Frank Hanečák, majitel společnosti Hanex.

"V loňském roce bylo postaveno možná dokonce nejvíce nových domů," dodává. Podle jeho názoru je důvodem větší aktivity jednak nižší úroková míra, jednak také nárůst kvality a výběru materiálů a rovněž kvality práce, která se za posledních deset let zlepšovala. "Veřejnost je náročnější – už není ochotna tolerovat špatně odvedenou práci," říká.

John Breaux, ředitel společnosti Lexxus, souhlasí, že se kvalita domů v okolí Prahy zlepšila. "Developeři si více uvědomují, co zákazník hledá. Už nestaví jen jednu zeď ke druhé, ale podrobně uvažují nad využitím světla, nad plánem, výhledem, veřejnou vybaveností i parkovacím místem." Když

pokračování na straně 12

BY AND LARGE, individual family houses are more prevalent than massive developments, though there are some notable larger projects in the towns to Prague's north-west, such as Roztoky, Horoměřice and Únětice, and to its east, in towns such as Zeleněč.

"People generally seem to like the idea of owning new homes or building themselves," says Frank Hanečák, owner of Hanex. "Last year was one of, if not the highest, year for new home construction," he adds. In his opinion, the high level of activity was due to lower interest rates, an increase in the quality and choice of materials, and an increase in the quality of workmanship which has built up over the last 10 years. "The public has been more demanding – they're not tolerant of sloppy workmanship," he adds.

John Breaux, director of Lexxus, agrees that the home quality available in Prague's surroundings has increased. "Developers are more conscious of what the end buyer is looking for. They're not just throwing boxes together, but are taking into careful account light, layout, view, amenities, and parking." In terms of total deals done, the market is mainly Czech, notes Jakub Sedmihradský, a Lexxus partner. He further divides the housing market into two types: "There are those who buy the land and build, and those who buy a finished house. The former is the more frequent option, as people believe they can do it to their own taste and needs." To answer to this preference, parcels of land around Prague are being sold by a number of companies, including Central Group, Optreal, and Ekospol. Popular areas, as with built homes, include Průhonice, Dolní Břežany, Černošice, Hostivice, Jesenice, and Roztoky. Prices vary, roughly between CZK 1,000 per m² and CZK 4,000 per m², depending on proximity to Prague, and the general appeal of the town's environs (see sidebars pp. 11, 12 and 14).

Průhonice, for example, just past Prague's southern border, has always been associated with a certain level of prestige. "It has been called the millionaire's village," says Pavel Velebil, director of residential agency Tide.

"It is mainly an area of family villas, with only one multi-unit property pre-



Zeleneč (vizualizace projektu / computer rendering)

continued on page 13