

Competition Brief

The time has come for the Palace Hotel to once again become a lively place - a home for new residents, open for services and unexpected meetings in the heart of Ostrava.

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Application deadline
|06|06|2025|



Dear colleagues,
we invite you to participate in an international architectural competition held as a competitive dialogue, aiming to reawaken the Palace Hotel in the very heart of Ostrava.

This building bears the marks of its era and stands as a witness to changing ideals, visions, and the city's rhythm. Now is the time for it to become a living place once again – a home for new residents, open to services and unexpected encounters. We are seeking a solution that connects historical value with contemporary needs – one that understands Ostrava and the people who shape it.



Context Ostrava

Ostrava, the third largest city in the Czech Republic, lies in the northeast of the country, near the borders with Poland and Slovakia. It was long known as the "steel heart of the republic," dominated by heavy industry, especially mining and metallurgy. The first written mention of Ostrava dates back to the 13th century, but major development came in the 19th century with the discovery of black coal and the onset of the industrial revolution.

Urbanistically, Ostrava is a fascinating example of a city shaped by industry. Its structure connects historical centers, such as Moravská Ostrava, with distinctive miners' colonies, industrial complexes, and later socialist-era developments. A major urban feature is the vast industrial area of Vítkovice – today transformed into the cultural and educational district of Dolní Vítkovice, a prime example of industrial heritage conversion.





Culturally, Ostrava has undergone a significant transformation over recent decades. From a purely industrial city, it has become a vibrant hub of art, music, and design. The internationally renowned Colours of Ostrava festival annually draws thousands of visitors to the unique setting of former ironworks. The city is also home to several theaters, galleries, museums, and universities.

Today, Ostrava is a city of dynamic changes, connecting its industrial past with a vision of an open and creative urban space. A major cultural landmark is the PLATO gallery, located in a renovated former slaughterhouse. In addition, the city is shaping itself as an educational center, hosting the Technical University of Ostrava (VŠB-TUO) and the University of Ostrava. The newly developing university campus near the Ostravice River highlights the city's efforts to revitalize the urban environment and link it with science, innovation, and public space.





Širší vztahy

-  Řešené území
 Dotčené území

- 1 Antonín Dvořák Theatre, National Moravian-Silesian Theatre
- 2 Ostravica (historic department store, currently under revitalization)
- 3 Forum Nová Karolina Shopping Centre
- 4 Trojhalí Karolina
(former industrial halls converted into a public cultural and sports venue)
- 5 Černá louka Exhibition Grounds
- 7 Ostrava Puppet Theatre
- 7 Hotel Imperial
- 8 Gallery of Fine Arts in Ostrava
- 9 Lower Vítkovice Area
(former industrial complex transformed into a cultural and educational district)
- 10 PLATO, City Gallery of Contemporary Art
(contemporary art gallery located in a former slaughterhouse)
- 11 Cathedral of the Divine Saviour (second largest cathedral in Moravia)
- 12 Church of St. Wenceslas (the oldest preserved building in Ostrava)
- 13 Janáček Conservatory (prestigious music and performing arts school)
- 14 Evangelical Church (historic Protestant church in the city center)
- 15 Jiří Myron Theatre, National Moravian-Silesian Theatre
- 16 University of Ostrava, Rectorate and Faculties
- 17 University of Ostrava, Faculties and Departments
- 18 University of Ostrava, Faculties and Departments
- 19 University of Ostrava, Faculties and Departments
- 20 Ostrava City Library
(main public library with extensive collections and community programs)
- 21 Miloš Sýkora Bridge (historical bridge, symbol of wartime resistance)
- 22 Villa Tereza (historic villa with architectural and cultural value)
- 23 Polish House (architectural and cultural heritage in decay)



*Antonín Dvořák Theater
National Moravian-Silesian Theatre*

*Dům knihy
Former Brouk a Babka Department Stor*

*Kampus Palace
student accommodation
in a renovated part of the project block*

*former mine shaft
Antonín*





Hotel Palace

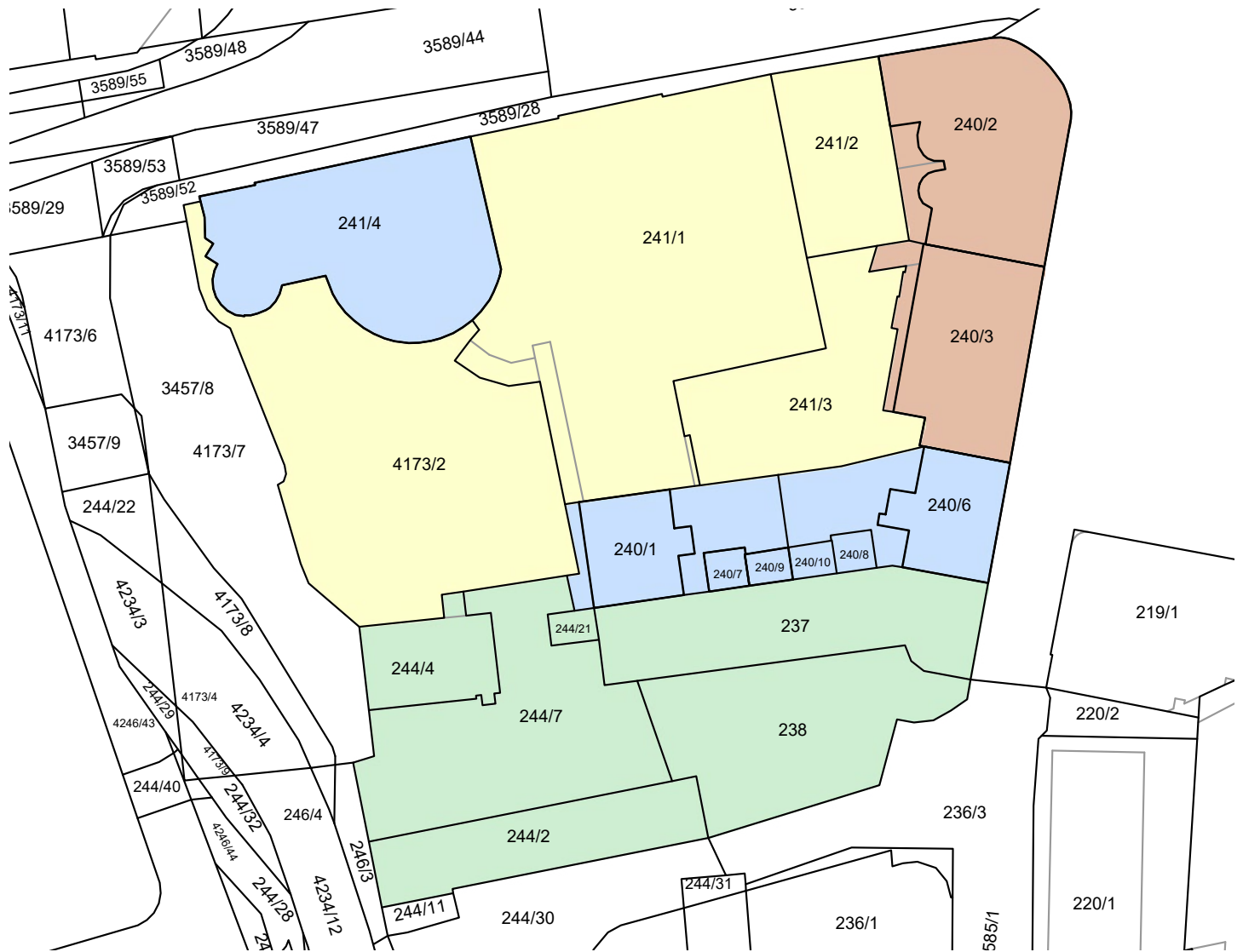
Hotel Palace, originally known as Hotel National, is an important architectural landmark of Ostrava with a rich history dating back to the early 20th century.

In 1913, a new luxury hotel building was ceremonially opened on the site of the former inn "U Zeleného stromu." The three-story structure was designed by Viennese architect Wunibald Deininger in the spirit of the emerging decorative style. The building was characterized by its monumentality, emphasized by a tall mansard roof, and interiors richly decorated with marble and wood. The hotel offered 83 rooms, a large dining hall, a breakfast room, a club room, and an American bar with its own orchestra. On the ground floor, there was a confectionery with a ladies' café, and in the basement, an American bar. The hotel was equipped with modern technologies such as a steam laundry, garages for automobiles, and a hotel bus for transporting guests from the railway station.

In 1928, the hotel was purchased by Ostrava café owners, brothers Ferdinand and Jacob Gronner, who, between 1929 and 1930, rebuilt and expanded it according to a design by architect Ernst Korner. The extension included a representative café with a two-story gallery in the art deco style. After this reconstruction, the hotel offered 150 rooms and became a major social center of Ostrava.

After 1945, the hotel was nationalized and incorporated into the state enterprise Interhotely Čedok. In the 1960s, it underwent a unifying reconstruction that negatively affected its architectural value. After the Velvet Revolution in 1989, the hotel was privatized but remained unused and deteriorating from the 1990s onwards.

In 2016, part of the building was renovated into the student residence Kampus Palace, providing accommodation for students and including commercial spaces. In 2024, the complex was acquired by the development group ANTRACIT, which plans a complete renovation of the remaining part of the building – the subject of this competitive dialogue.



Ownership

- Investor's plot – to reconstruct = COMPETITION AREA
- Investor's plot – already reconstructed
- Private property – stabilized buildings
- Private property – potential for block development = AFFECTED AREA



Assignment

Definition of the main goals and expectations from competition proposals

The basic structure of the future operation is a combination of rental housing and hotel capacity, supplemented by services and civic amenities. The investor has no intention of selling the building after its reconstruction; the aim of the competition is to find a high-quality and long-term sustainable concept that will remain in the investor's ownership and benefit both the city and its residents.

The concept of rental housing is primarily considered in the form of design-oriented small apartments, mainly studios and one-bedroom units, complemented by communal facilities and internal services that will provide attractive amenities beyond the apartments themselves – both for tenants of the new rental units and for students living in the adjacent Kampus Palace student residence.

The aim is to create rental apartments offering full-value, attractive living on a small footprint. Apartments are expected to have flexible layouts, allowing adaptation to real demand – smaller units can be merged into larger ones, or larger units can be divided with minimal construction interventions. The apartments should appeal to a broad range of clients, primarily independent seniors, students, singles, or young families seeking starter homes. For part of the apartments, barrier-free solutions should be considered. The design should propose flexible residential units that can be adapted over time to evolving needs, with an emphasis on functionality and long-term livability.

A separate section of the building is also intended for hotel operations.

We are aiming for a hotel following a modern lifestyle concept, without demanding restaurant services, but with a vibrant and accessible ground floor (for example, Moxy by Marriott) with a capacity of 100–120 rooms (for economic reasons).

Competition participants are to verify the feasibility of this coexistence – both operationally and architecturally. The brief also allows for an alternative solution without the hotel component – architectural teams should address both options.

Special attention is given to the connection with the neighboring student residence building, whose capacity will not be expanded – but the renovation should ensure comfortable access to services and public spaces for this group of users as well. For context – the student campus is used for hotel operations during the four-month off-season period each year.

The preferred option is a design that combines residential and hotel functions. The hotel component should be designed in a way that allows for future conversion into housing.

Public Space

On the ground floor, we require the creation of an active public space with small retail units, gastronomy, and suitable services.

Entrance areas should be clear and open, emphasizing permeability, orientation, and the quality of public space.

One of the key themes of the proposal is the creation of an internal courtyard or arcade that connects the building with the surrounding urban structure.

Inspiration can be drawn from historic urban palaces with passageways providing access to different parts of the building – housing, hotel, café, halls.

The aim is to create a permeable and multi-layered building that is alive throughout the day and week, offering natural use of indoor and outdoor spaces for both residents and city visitors.

Building program structure - to build upon in the competition		m2	units	m2	m2
retail	retail	1500	1	1500	2 100
	retail gastro	600	1	600	
rentable common spaces	foyer with main staircase	47	1	47	432
	foyer in upper part, hall entrance	127	1	127	
	main hall	175	1	175	
	small hall	83	1	83	
shared space (students and tenants)	coworking	0	1	0	200
	shared social space	0	1	0	
	shared social space	40	5	200	
rental housing	1+kk	25	30	825	3 991
	2+kk	45	35	1 575	
	2+1	55	15	825	
	3+1	70	4	220	
	flats – corridors	546		546	
parking	parking (underground)	20	84	1 680	1 680
hotel – new building					
accommodation	standard king	20	50	1 000	3 165
	standard twin	22	60	1 320	
	accessible	30	2	60	
	family room	30	8	240	
	housekeeping + laundry	5	25	125	
	rooms corridors	120	4	420	
	other			0	
public spaces	meeting room 1	40		40	490
	meeting room 2	40		40	
	zone 1 - business area / library	70		70	
	zone 2 - welcome lobby space	90		90	
	reception - lobby bar				
	zone 3 - f&b space	120		120	
	zone 4 - fun & relax	70		70	
	fitness	60		60	
	other			0	
hotel facilities	supply and logistics	25		25	505
	storage	110		110	
	preparation				
	cooking				
	dishwashing				
	maintenance	20		20	
	housekeeping	50		50	
	back office	50		50	
	staff area	80		80	
	changing room men				
	changing room women				
	storage	70		70	
	technical facilities	100		100	
	other			0	
parking	parking underground	22	60	900	900
flow	staircase + lifts + public wc + maintenance + courtyard entry - parking lot				3 212
				total	16 675

The assignment expects maximum respect for the historical character of the building, whose importance is demonstrated by preserved interiors, such as the social hall and club spaces in the basement.

These areas should be preserved and reintegrated into the building's life.

The entire project should be sensitive and contextual – seeking a balance between new and original elements, between adaptation and continuity.

The construction program is designed to allow the entire project to be implemented without increasing the current height – that is, within the seven above-ground floors of the existing block.

Specification of Required Construction and Renovation Works

The competition dialogue must address the design of the reconstruction and renovation of the existing building to accommodate the new functional program and meet current requirements for housing, accommodation, and operations.

A complete reconstruction of the interior layouts is expected, including the renewal of technical installations and the improvement of the building's thermal-technical properties, while respecting the preserved values – especially public and representative spaces.

The assignment also includes a proposal for new operational divisions – including the separation of entrances and facilities for the various building components (housing, hotel, services).

Possible extensions or structural modifications towards the courtyard can be considered, but they must always be justified in terms of the overall concept, heritage protection, and urban context.

Public Space: Proposals for the Modification of the Surrounding Public Space and its Connection to the Building

The building's ground floor, adjacent sidewalks, and courtyard are important parts of the assignment. The goal is to create a vibrant, welcoming, and high-quality urban environment that naturally encourages movement and leisure.

Special attention is given to the possibility of creating an internal passage or walkway that would ensure permeability across the block and connect 28. října Street with other urban axes, particularly between Nová Karolina and Nádražní Street.

This space should offer natural orientation and facilities for small retail, services, and possibly gastronomic operations. It could also serve as a representative entrance to other parts of the building.

Proposals should consider the day and night use of the public space, its accessibility, safety, inclusivity, and sustainability.

Phasing of the Reconstruction: Timeline of Individual Stages

We expect the reconstruction to be possible in phases.

Proposals should reflect this – both operationally and economically. Ideally, parts of the building could be brought into use earlier, integrating into city life during the reconstruction.

Phasing can be motivated by different factors: technical (e.g., division by construction segments), economic (e.g., distribution of investment costs), or operational (e.g., opening the ground floor before completing the apartments).

All approaches are welcome if they are well thought out and clearly justified.

Economic Sustainability: Requirements for Financial Efficiency

One of the fundamental assumptions of the project is its long-term economic sustainability. The future operation should be self-sufficient and profitable.

Rental apartments and hotel capacities will be offered for lease, and proposals should reflect the realities of the Ostrava market.

Services on the ground floor must bring not only user value but also operational stability to the building.

Parking is understood as a limited resource

Competition proposals should suggest the number of parking spaces to the maximum extent corresponding to regulations and actual needs, taking into account that currently undeveloped areas serve as parking for surrounding buildings that lack their own parking.

The number of parking spaces will not be strictly prescribed.

Sustainability and Circular Principles

Renovating historic buildings inherently offers opportunities for sustainable construction solutions.

We therefore welcome approaches that apply circular economy principles – emphasis on reuse, recycling, and revitalization of existing structures, elements, and materials. Competition teams may propose ways to preserve as many original structures, details, or interior elements as possible without compromising functionality or energy efficiency.

Meaningful reuse of materials directly on-site or elsewhere within the building is encouraged (e.g., dismantling and reusing original stone, wood, railings, etc.).

Long-term operational sustainability must also be considered – not only in terms of finances but also energy consumption, water management, ventilation, cooling, and waste management.

The design should emphasize quality and durability of solutions, minimizing the future need for repairs and interventions.

The aim is not necessarily to use the latest “eco” technology but to ensure the building functions thoughtfully, efficiently, and in harmony with its environment and users.

Urban Block Considerations

The current built environment no longer corresponds to historical maps.

28. října Street, formerly the Main Street, was straight, intersecting only with Nádražní Street. Na Karolině Street was created as part of the transformation of the Karolina coking plant area into a commercial, administrative, and residential center.

The competition assignment also includes verifying the possibilities for appropriate completion of the streetscape along Na Karolině Street, particularly concerning the corner building at 28. října Street and the planned residential building No. 2a on Žofinská Street – within the affected area.

This land is not owned by the contracting authority, and its conceptual urban completion is therefore not a condition for the success of the proposal.

The investor is in contact with the owners of certain adjacent plots; however, the proposal must be fully functional without including them. All required functions must be located exclusively on land owned by the investor. Areas outside the investor's ownership may be addressed only at a conceptual urban-planning level.

Projects in the wider area

1. Karolina – DOV (brownfield Pod Žofinkou)

An urban study prepared by the consortium 4ct/koucky-arch.cz/Sendler/Špilar proposes the creation of a new city district between Ostrava's center and the Lower Vítkovice Area (DOV).

The project includes a natural park, a riverfront promenade, and the "One Mile" urban boulevard, which will link the city center with DOV.

The aim is to create a space for living, working, and recreation for up to 12,000 residents.

<https://www.mappaostrava.cz/projekt/karolina-dov/>

2. Na Karolině Bridge

The existing bridge connecting Frýdecká and 28. října Streets will be replaced by a new steel bridge designed by architect Roman Koucký.

The new bridge will serve car, bicycle, and pedestrian traffic and will become a major urban landmark for the area.

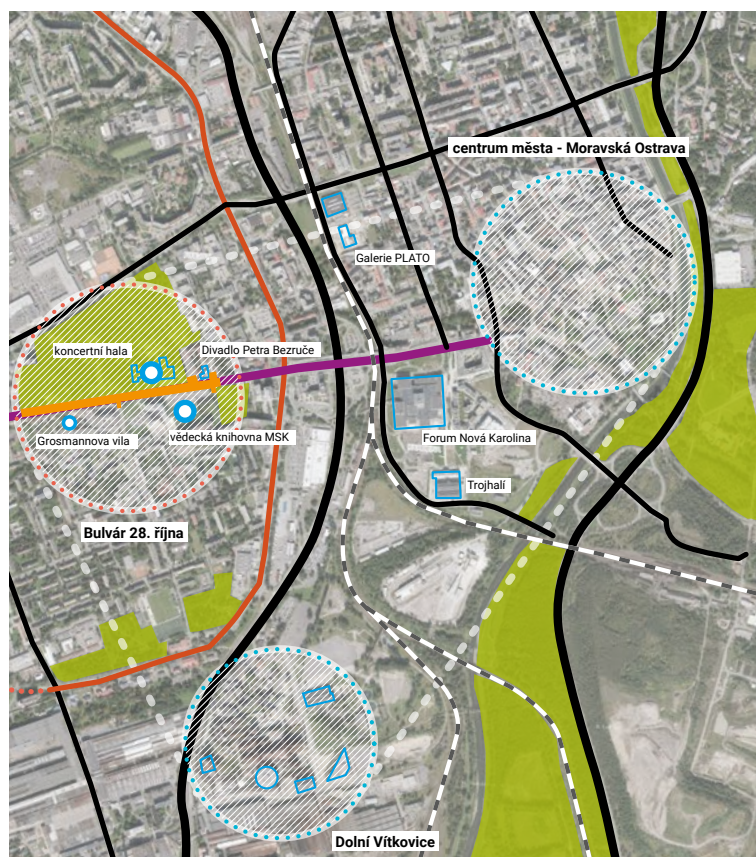
An architecturally designed space will be created underneath the bridge as part of the riverfront promenade. <https://www.mappaostrava.cz/projekt/most-na-karoline/>

3. One Mile Boulevard

The planned urban boulevard, one mile long, will connect the center of Ostrava with the Lower Vítkovice Area.

The project is currently in the phase of seeking a contractor for the investment plan.

The boulevard will form part of the new district emerging on the Pod Žofinkou brownfield site and will accommodate all forms of transportation, including pedestrian and bicycle traffic. <https://www.mappaostrava.cz/aktuality/mesto-hleda-zpracovatele-zameru-pro-bulvar-jedna-mile-126/>



LEGENDA

- řešené území
- ohnisko kulturního života důležitého významu
- vznikající ohnisko kulturního života důležitého významu
- městská zeleň
- významné ulice
- rychlostní komunikace regionálního významu
- městská třída
- železnice
- budova celoměstského kulturního významu
- záměr celoměstského kulturního významu

Studie veřejného prostranství - Bulvár 28. října

SITUACE ŠIRŠÍCH VZTAHŮ

1:10 000

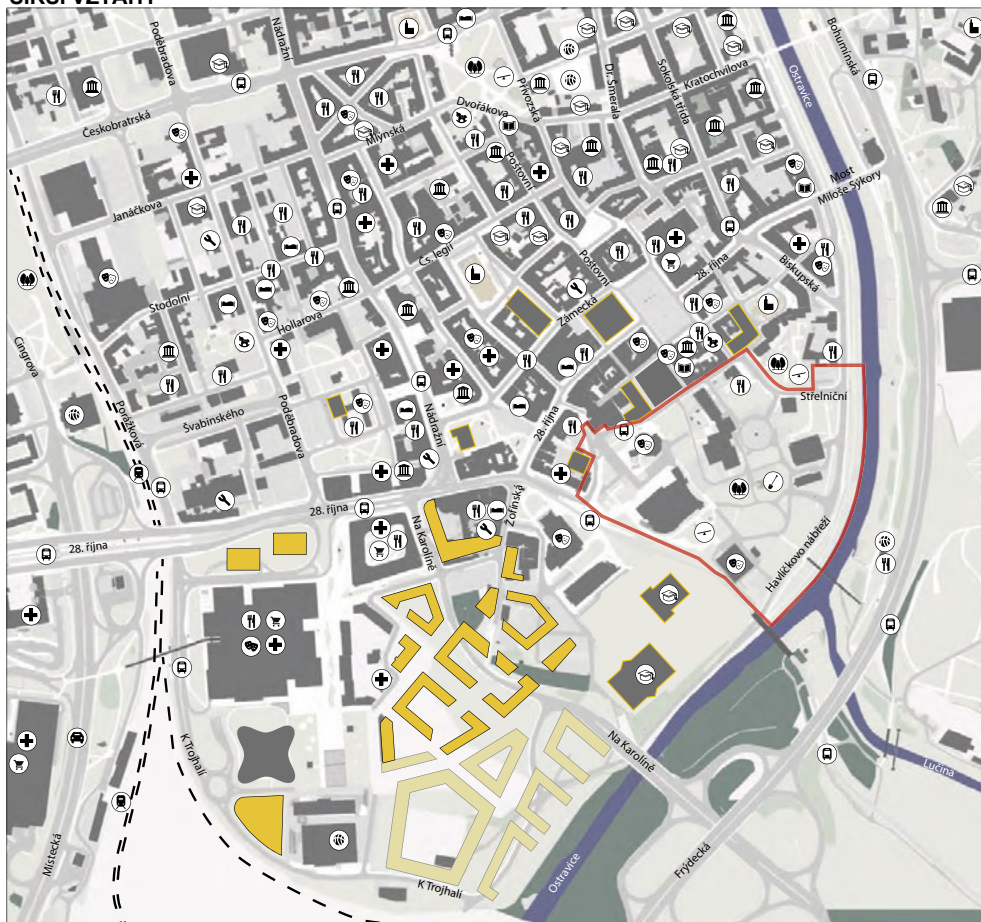
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ŠIRŠÍ VZTAHY



LEGENDA

- řešené území
- budovy
- Dostavba v okolí Černé louky
- Dostavba území Karolína
- Dostavba území Karolína 4
- Zpevněné plochy
- Ostatní komunikace
- Lesy
- Soukromné zahrady
- Ostatní zeleň
- Vodní plochy
- Ostatní plochy
- Železnice
- Zastávka MHD
- Sport
- Restaurace / hospoda
- Knihovna
- Nákupní centrum
- Kostel
- Ubytování
- Oprava / servis
- Vzdělání
- Kultura
- Park
- Zdravotnictví
- Úřad/instituce
- Mateřská škola
- Dětské hřiště
- Zahrada

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Datum 05/2023
Měřítko 1:5 000

01 ŠIRŠÍ VZTAHY
ÚZEMNÍ STUDIE ČERNÁ LOUKA
MAPPA!!!

0 50 100 150 m

Jury / Dependent part



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Director of ANTRACIT



Jan Hasík
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Chairman of the Board of PURPOSIA
GROUP



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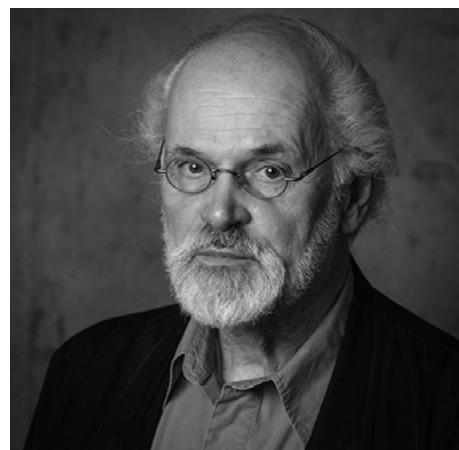
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Jiří Klokočka

Architect, urbanist, and educator



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