



## All Eyes on Cluj: 11 Real Estate Projects that Remodeled the City

Named as The European Youth Capital of 2015, Cluj-Napoca City attracts students and tourists alike, hosting various world-renowned festivals, such as TIFF, Temps D'Images and Untold, currently the 'Best Major Festival' in Europe.

The streets of the citadel make up a beautiful mix of architectural styles that reflect its history at every corner, from Gothic cathedrals to Baroque palaces and from the Communist-era buildings to the 240,000 m<sup>2</sup> of office buildings. Technological hubs, civic engagement and community initiatives, art and entrepreneurship, dynamic energy and development, Cluj has it all.

With the fast expansion of IT companies, it's no wonder that real estate developers are competing to get a piece of Cluj. And if it's real estate we're talking about, we here at Yardi have it covered. Our now 5,000+ worldwide employees are working on innovative products that bring people closer to finding their dream homes or deliver market reports on the dynamic and ever-changing world of real estate.

We wanted to see just how much has Cluj's skyline changed over the past years. The list consists of 11 real estate projects, split into 3 main categories: residential, office and leisure, educational and religious, which were chosen for their visual impact upon the city landscape.

### **RESIDENTIAL**

#### **1. Mănăştur and Europa Neighborhoods**

Far from the noise of the city, Europa neighborhood, also known as South-Zorilor, appeals to many people in search of some peace and calm and a breath of fresh air. Located in the south side of the city, with Eugen Ionescu St as a reference point, the neighborhood comprises of newer villas, duplexes, low-rise apartment buildings, and a few office spaces. Another such example is Câmpului St, part of Făget Colony and parallel with Eugen Ionescu St. Europa suburb is bordered by Miko Imre St, Calea Turzii St and Faget Colony, being an extension of the Zorilor neighborhood.

#### **2. Platinia Commercial Gallery – Mănăştur**

Platinia Commercial Gallery will be a unique project in Cluj, namely the only residential ensemble with a mall on the first two floors. The excellent location of the building, the site on the former Ursus brewery, will facilitate access to the Central Park, Cluj Arena and the Multifunctional Hall. Like other Platinia projects, the residents will benefit from around-the-clock surveillance, concierge and a membership card. It is estimated that the Commercial Gallery



will be completed by March 2017 and it will have approximately 600,000 sqft with 320 apartments.

### **3. The Residential Projects – Între Lacuri**

Set in the Între Lacuri neighborhood, the Park Lake Residence ten-story building complex is one of the newest apartment blocks that have been built between the lakes of Gheorgheni. Opposite Park Lake there are two other buildings that have been finished in 2015, Dunării 20B Housing Project and Dunării 20B Hotel Project. Both projects have great location, being less than 10 minutes away from Iulius Mall, FSEGA and United Business Center Tower.

### **4. Platinia Lounge Residence – Mărăști**

Platinia Lounge Residence is a display of modern, clean architecture, which offers a variety of apartments and business offices, plus a wide range of services for their clients such as: hotel concierge, security guard 24/7, an elegant lounge for resident socializing, a community member card with various discounts at local retailers, and an indoor playground for children.

The building is located on Dorobanților Street, within a 10-minute walk from Avram Iancu Square, and is close to several educational institutions from kindergarten to universities, with easy access by car to Iulius Mall and its pleasant park.

### **5. Bună Ziua Neighborhood**

Located in the Southern part of the city, Bună Ziua is a relatively new neighborhood on the market, constantly growing since the '90s. Location is one of its biggest assets, being surrounded by three popular neighborhoods (Andrei Mureșanu, Zorilor and Gheorgheni), with shopping centers and schools nearby. Access is facilitated via main streets such as Calea Turzii, Fagului and Bună Ziua.

## **OFFICE**

### **6. The Office Business Center – Mărăști**

Located on 21 Decembrie 1989 Boulevard, on the same spot where the knitwear factory Someșul once was, The Office Business Center was inaugurated in May 2014 and is officially the largest office building in Cluj-Napoca, almost 600,000t. It is a large, flexible, green building with premium A-class amenities, envisioning a city within a city, a place that is accessible from any perspective, one that is home to various big-name business tenants including Yardi Romania.

Besides being green-friendly, with a BREEAM (Building Research Establishment Environmental Assessment Method) certification, The Office also has coffee shops, restaurants, retail stores, and terrace perfect for a pleasant mid-day break.



## **7. United Business Center – Mărăști**

The UBC Tower, right side of the picture below, is a Class A with more than 10.000 sq. m. office building that was inaugurated in September 2014. The construction has 11 floors and direct access to Iulius Mall with the perfect chill-out area in Iulius Park. The United Business Center Tower is also on track to receive the LEED (Leadership in Energy & Environmental Design) certification. Right across the street lies the most daring residential project of Cluj, Riviera Luxury Residence, with a wide range of high-end apartments and services such as a beauty and spa center, indoor pool and a coffee shop.

## **8. NTT Data Tower – Downtown**

Inaugurated in June 2016, the new NTT Data headquarters on Constanța St is very close to Platina Elite Residence and the central part of the city. The building has around 100,000 sq ft on 12 stories that contain offices, conference rooms, a library, a restaurant, as well as an entire floor of chill-out space for the company's employees.

## **9. Domus Business Center – Museum Square**

Ideally placed in the popular Museum Square, Domus Business Center is where old meets new, in appearance and substance alike. Outlining the I.L. Caragiale Park on one side, this classy building fits right in the heart of the historic part of Cluj. For those who did not know the area before the construction was erected, the place harbors an unexpected secret. Beneath the ground floor lies an archeological site with ruins dating back to Dacia before it was conquered by the Romans, vestiges open to the public upon request. The building was built according to BOMA (Building Owners and Managers Association) standards and was finished in 2013, currently hosting various companies and local enterprises.

## **LEISURE, EDUCATIONAL AND RELIGIOUS**

### **10. The Multifunctional Sports Hall – Downtown**

The biggest and newest building of its kind in Romania, The Multifunctional Sports Hall was inaugurated in October 2014 with a sold-out James Blunt concert. The hall is a multipurpose indoor arena built on five levels, and can extend its capacity from 7,300 seats up to 10,000. Besides this, its façade combines renewable energy technology with an architectural design completing Cluj Arena's vibe, located next door, and making the area an entertainment landmark of the city.

### **11. Sapientia Hungarian University of Transylvania and the Catholic Church – Cipariu Square**

Construction work for the Sapientia University's newest building on Calea Turzii was completed in 2013. The building itself is home to the Faculty of Sciences and Arts, equipped with a 200-seat amphitheater, translation booths and has branded itself as having the biggest TV studio in



town. The Faculty is only five minutes away from Cipariu Square and the construction site of what is going to be the biggest Catholic Church in Romania.

It seems that the boom in Cluj combines office and residential structures, with a focus on sustainability and innovative design, a showcase of initiative and market value. What are your favorite new buildings in Cluj?

Source: [Yardi Romania](#)