



# Presentation of the Town of Cres and his investment potential

## ***The position of the City of Cres and basic statistical data***



*The town of Cres includes the northern and middle part of the largest Adriatic island of Cres located in the central part of the Primorje-Gorski Kotar County. He's with the land connected by ferry lines Merag-Valbiska (across the island of Krk) and Porozina-Brestova (Istria). Good geographic position (close to all European markets) and good traffic links represent a great advantage and potential for further development.*

*The surface of the town of Cres is 291.78 km<sup>2</sup>, which makes up 8.13% of the land area of the County. According to the Census 2011, the town of Cres has 2.879 inhabitants, accounting for 0.97% of the total population of Primorje-Gorski Kotar County (296.195). Of the 26 settlements in the area of Cres, Cres is the largest village with 2,289 inhabitants. Population density in the city area is 9.87 st / km<sup>2</sup>.*



- ⇒ a rich **cultural and historical heritage**
- ⇒ Rich natural heritage and **biodiversity**: a large number of plant species (cca 1400), typical island landscape – gromače
- ⇒ griffon vultures habitat
- ⇒ the phenomenon lake of Vrana

**particularities**



*Based on the calculation of the Ministry of Regional Development and EU funds, the city of Cres is in the V. group with a development index of 128.05% and according to this criterion belongs to the group of most developed cities in the Republic of Croatia*

*⇒ Developed **crafts** (about 160 trades) and **entrepreneurship** (about 100 companies)*

*⇒ Main economic sectors: **tourism** and **agriculture***

*⇒ Tourism: In 2016 there were 844,674 overnight stays and 117,510 arrivals in the area of Cres.*

*⇒ The main agricultural branches are olive growing and traditional sheep farming. Cres is famous for its production of premium extra virgin olive oil which is protected by its designation of origin and Cres lamb.*

***economic features***

A close-up photograph of an olive branch with green leaves and several dark olives. The background is a soft, out-of-focus green and yellow, suggesting a sunny outdoor setting. The text is overlaid on a semi-transparent white box in the center-right of the image.

*The city of Cres, with its many decisions and incentive measures the incentive of the economy is to strive to create the most favorable business conditions in their area in order to strengthen entrepreneurial activities that certainly provide for job creation.*

*The City of Cres has provided the Town Development Strategy for the period from 2015 to 2020 as the basic strategic document from which the following vision of the town of Cres is derived:*

***The city of Cres is based on sustainable development of the resources of its territory, using natural and cultural wealth, agricultural potentials, competitiveness of tourist destinations and knowledge and engagement of the local community, with the aim of preserving the island's specialty and improving the lives of its inhabitants.***

*Iz From the vision itself is clearly visible the commitment of the city of Cres to sustainable economic development, based primarily on the resources of the territory, and the developers are tourism and agriculture.*

***strategy and vision***

*In order to improve communication and provide adequate support to entrepreneurs in the City of Cres, the Department for Entrepreneurship, Economy and European Integration and the Economic Council have been established, and the City has been involved in various supporting institutions.*

⇒ **The Entrepreneurship, Economy and European Integration Department** is at the disposal of entrepreneurs to provide all the necessary information and assistance, informs entrepreneurs about all the incentives and incentives provided by city programs to entrepreneurs, the possibilities for obtaining support from national and EU funds.

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⇒ **The Economic Council of the City of Cres** is an advisory body of the Mayor, which monitors issues of interest to the economy and economic development of the City, proposes activities and makes proposals for the improvement of projects important for economic development, monitors and evaluates the execution of projects important for economic development and provides advisory support to the mayor when making A decision important for economic development and for suggesting development.

⇒ **The OTRA** is responsible for implementing the Pilot Local Development Project Cres Island financed by the Council of Europe funds. At the same time, it is at the disposal of entrepreneurs and all those interested in assisting in the realization of their development projects and assistance in providing funds from EU funds.

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***On the side of an entrepreneur***

⇒ **The Local Action Group (LAG) "Kvarnerski otoci"** is responsible for implementing the Local Development Strategy by providing support for the implementation of prescribed measures and provides information on the possibilities of financing entrepreneurial projects from EU funds, primarily from the European Agricultural Fund for Rural Development (EAFRD).

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⇒ **The Local Development Group in Fisheries (FLAG) "Vela vrata"** aims to develop and implement a local development strategy in fisheries, which is the basis for the development of sustainable fisheries.

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⇒ **The Cres-Losinj Crafts Association** works with the aim of protecting, promoting and representing the interests of its members, taking care of improving the school system in crafts and making decisions on all issues related to crafts

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In order to make it easier for entrepreneurs and potential investors to find on the official website of the City of Cres ([www.cres.hr](http://www.cres.hr)), we have created a special menu "Information for Investors and Entrepreneurs", where many useful information can be found.

**An important precondition for the realization of investment in the economy is certainly the quality spatial planning documentation that accompanies the City's evolving needs as well as potential investors.**

**Valid Spatial Planning Documentation:**

- **Spatial planning of the area of the city of Cres („Službene novine“ PGŽ br. 31/2, 23/6 i 3/11 );**
- **Urban Planning Plan for Cres NA7 and Area of Separate Purpose („Službene novine“ PGŽ br. 45/07, 3/11, 53/12, 43/13 i 9/16)**
- **Urban planning of the settlement of the Martinščica NA 11 („Službene novine“ PGŽ br. 19/10);**
- **Urban planning of the settlement of the Miholaščica NA 12 („Službene novine“ PGŽ 06/09);**
- **Urban Planning Plan for Orlec Business Area K1 2 („Službene novine“ PGŽ 06/09,26/14 );**
- **Urban Planning Plan Arranging zones for catering and tourist purposes of Porozine T2 4 („Službene novine“ PGŽ 34/10);**
- **Detailed planning of Ulika in Cres („Službene novine“ PGŽ 29/01, alignment with ZOP br.27/08);**
- **Detailed planning of Lungomare in Cres („Službene novine“ PGŽ 16/00, 5/01, alignment with ZOP br.27/08).**
- **Urban Planning Plan for Valun NA14 (Službene novine PGŽ 28/12)**
- **Urban Planning Plan for settlements Orlec NA 9 (Službene novine PGŽ 10/13)**
- **Urban planning of arranging zones for catering and tourist purposes (T32) u Martinščici „Slatina“ (Službene novine PGŽ 12/13)**
- **Urban Planning Plan for business zone Loznati („Službene novine“, PGŽ br. 30/15)**

## **Spatial Planning Documentation**

**As the basis for the realization of the investment**



*In accordance with the Regional Plan for the Settlement of the town of Cres ("Službene novine" Primorsko-goranske županije, br. 31/02 , 23/06 i 3/11) in the area of Cres, 4 entrepreneurial zones are envisaged:*

- ⇒ **Business zone Volnik – total area of 9,3 ha***
- ⇒ **Business zone Orlec – total area of 2,78 ha***
- ⇒ **Business zone Loznati – total area of 1,23 ha***
- ⇒ **Business zone Pržić – total area of 0,94 ha***

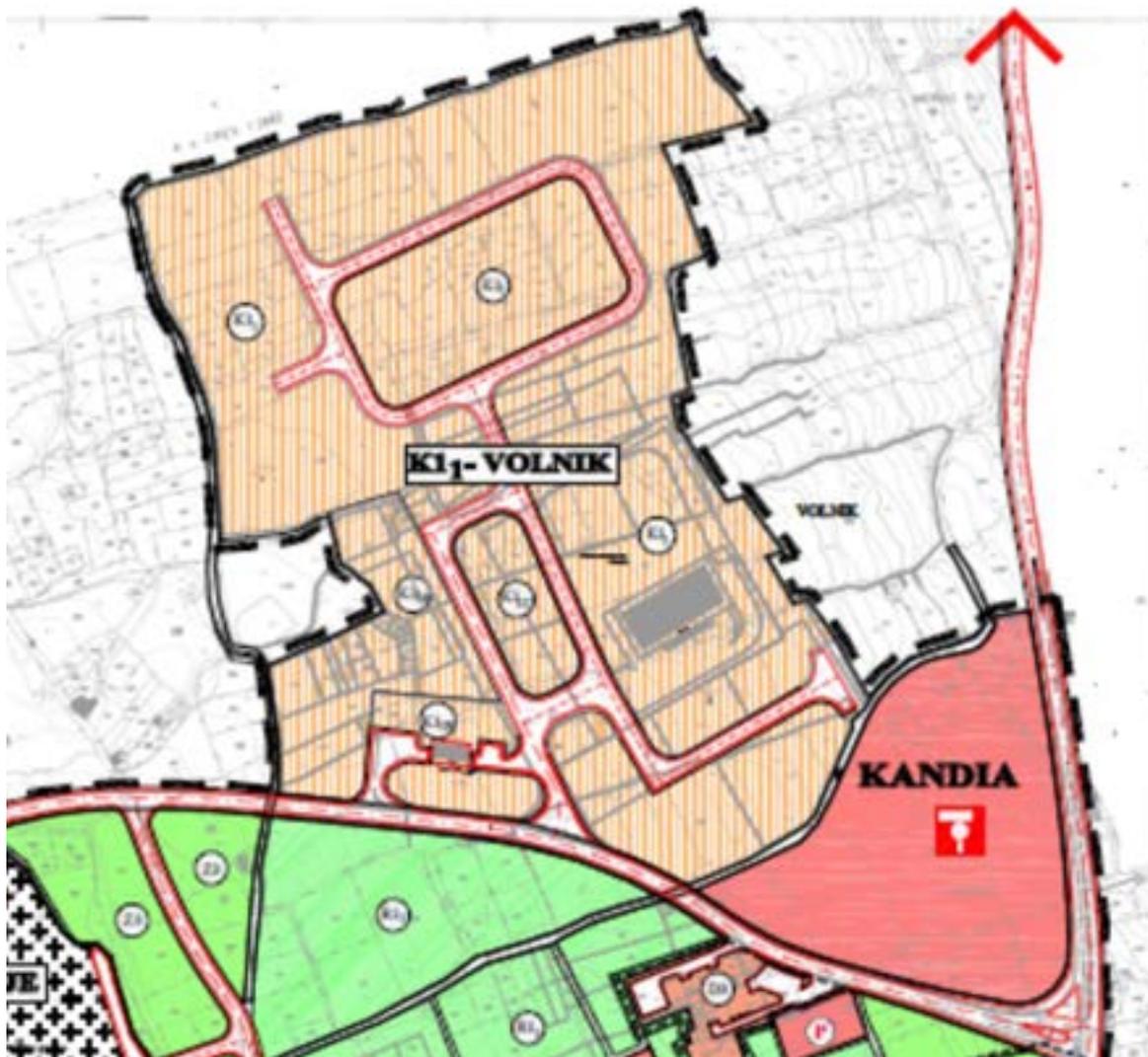
***investment locations***

# 1. Business zone Volnik in Cres

*(Urban planning of settlement Cres NA7 and the area of the separate uses („Službene novine“ PGŽ br. 45/07, 3/11, 53/12, 43/13 i 9/16)*



*The area of 9.3 ha is partially built (currently constructed on a surface of about 2 ha), and is intended for business activities that encompass a wide range of business facilities: manufacturing, processing, service, warehousing, retail, utility and their accompanying content such as: production plants, warehouses, services, manufacturing workshops, etc., manufacturing, service and processing plants of small farms for the treatment and processing of fresh fish, wholesalers, etc.*



The minimum permissible size of building particle of business purpose is the separated zones 300 m<sup>2</sup>. The maximum permissible size of construction part of a commercial purpose is in the separated zones 7.000 m<sup>2</sup>. The maximum permissible coefficient of construction of the construction part of the economic purpose is  $K_{ig}=0,5$ . The maximum permissible coefficient of utilization of the building particle for commercial purposes is  $K_{is}=1,0$ . The maximum permissible height (H) of the building is economical 7,0 m.

The decision on establishing the entrepreneurial zone "Volnik" („Službene novine Primorsko-goranske županije br. 13/10).

All the necessary infrastructure (roads, water supply, sanitary and sewage drainage, sewage sludge, public lighting and electric grid) have been built in the built

part of the zone. Construction of infrastructure in the unbounded part of the zone is underway, including roads, water supply, sanitation and sewage, sewerage and public lighting. Upon completion of this investment, the entire Voltar zone will have the necessary infrastructure built.

## 2. Business zone Orlec

*(UPU business zone Orlec, „Službene novine“ PGŽ 06/09, 26/14)*

**The business area covers 2.7 hectares of land located along the northwestern edge of the Orlec settlement, right next to the existing road: a local and unclassified road leading from the state road D100 to the resort. It stretches to unbuilt land in a length of about 400 m and a depth of 40 m. The promising position of the business zone is advantageous as it is less than 2.0 km away from the main island road, State Road D100, which connects Porožina and Merag ferry ports with two island centers in Cres and Mali Lošinj. The Orlec resort is 10.5 km from the town center, Cres town, 32.5 km from the ferry port, from Merag ferry port 23.5 km and from Mali Losinj 45.0 km.**



*State Road D 100 is the only traffic link of the future business zone to the settlements and other areas in the area of the City of Cres and to the main road and indirect maritime and air traffic directions of the county and state.*



*The aforementioned space is a completely unstructured area of cultivated landscape with pasture and on a smaller part of the processed agricultural areas. In this business area, it is possible to build business and production facilities: manufacturing, craft, business, trade, service, warehousing, utility and other similar purposes. There is an opportunity to develop business activities related to the development of small business, agriculture and tourism in the city. In this zone with business facilities planning another compatible economic and ancillary facilities and the possibility of building an apartment under construction, economic - commercial purposes. Very good configuration and ground morphology allows a simple and rational organization of space; Traffic networks and communal infrastructure, the establishment of work platforms and road connections to the road network. Such a space organization results in solutions that are tailor-made to later defined concrete programs and their spatial needs.*

### 3. Business zone Loznati

(UPU business zone Loznati „Službene novine“, PGŽ br. 30/15)



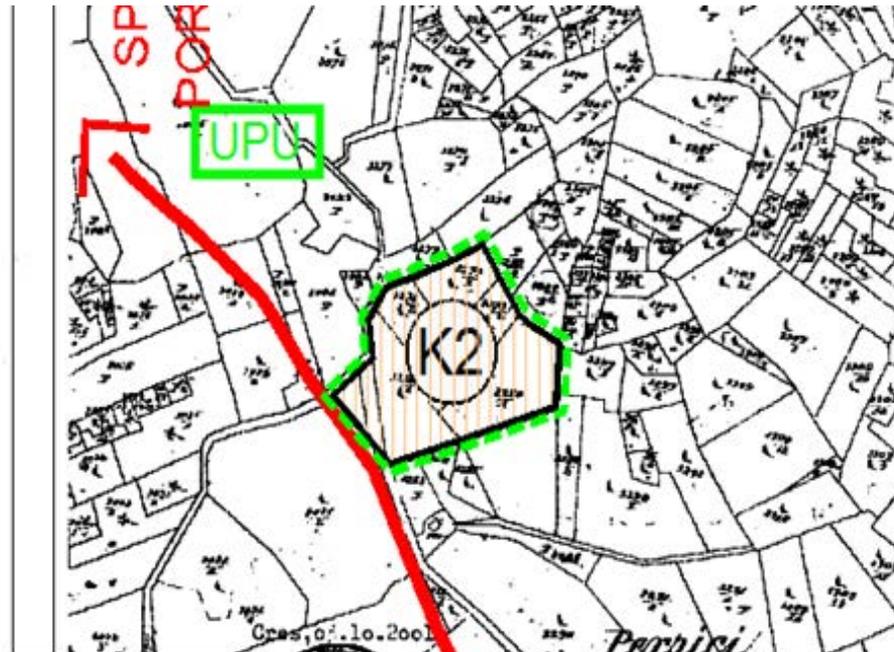
*The area includes the planned operating area is located at the edge portions of the village Loznati, or makes undeveloped space around the locality to ensure quality and functional presentation of the settlement. Area business zone Loznati is undeveloped, area 1.23 ha, and is determined to build commercial facilities business purposes, mostly service. With the basic activity it is possible to develop other activities, supporting or in function of the basic activity on the surfaces of economic purpose, in such a way that it does not interfere with the process of basic activity. As part of a building particle for commercial use it is possible to plan an apartment with a net surface of up to 80 m<sup>2</sup>.*

*Areas of business purpose are intended for business activities that include less production, warehousing, service, trade or utility services.*

*The Decision establishing the enterprise zone „Loznati („Službene novine“ Primorsko-goranske županije br. 5/16) and is made main roads project in the business zone Loznati.*

## 4. Business zone Pržići

The business zone is located between state roads D100 and D101, 3 km away from Cres. It is well connected to both ferry docks. The area of the zone is 0.94 ha, it is completely undeveloped and is intended for production activities. It is mandatory to draw up a urban plan.



## ***Tourist zones in the area of the City of Cres***



*In accordance with the Spatial Planning Plan of the area of the City of Cres ("Službene novine" PGŽ No. 31/2, 23/6 and 3/11), several non-aligned tourist zones have been defined for the purpose of building hotels or camps. These zones are located near the towns of Cres, Orlec, Lubenice, Valun and Martinšćica.*

*It is mandatory to draw up an urban plan for each tourist area.*



## *Zones near Cres*

In the vicinity of the settlement Cres there are several segregated construction sites for catering purposes that are not built:

- Hotel Kovačine
- Zakul -T12
- Grabar-north -T14
- Grabar Barnarski -T15

# "KOVAČINE" HOTEL ZONE



The area is intended for a four-star thalasso-wellness hotel with all the necessary amenities: sports and recreation grounds, a swimming pool, a fitness center, and service, shopping and entertainment.

The maximum allowable capacity is 350 beds under the following conditions:

- minimum 50 m<sup>2</sup> of surface area per bed,
- the highest number of floors is 3,
- the maximum permissible height of the building is 10.5 m,
- the maximum permitted construction coefficient (Kig) is 0.20,
- the maximum allowable coefficient of utilization (Kis) is 0.75,
- arrange buildings to plan at least 100 m from the coast line with all the necessary infrastructure and accompanying facilities.

## ZONE "GRABAR BERNARSKI" -A

The area is intended for the construction of small hotels (40 to 50 beds per facility) max. Capacity of 400 beds with all necessary accompanying amenities under the following conditions:

- minimum 50 m<sup>2</sup> of surface area per bed,
- the highest number of floors is 3,
- the maximum permissible height of the building is 10.5 m,
- the maximum permitted construction coefficient (Kig) is 0.20,
- the maximum allowable coefficient of utilization (Kis) is 0.75,
- artificial buildings are planned for at least 100 m from the coast.

## ZONE «GRABAR BERNARSKI»-B

The area is intended for a four star category wellness hotel and all the necessary facilities: indoor and outdoor swimming pools, outdoor and indoor sports grounds, recreational areas, saunas, fitness center, and other service, trade and entertainment facilities.

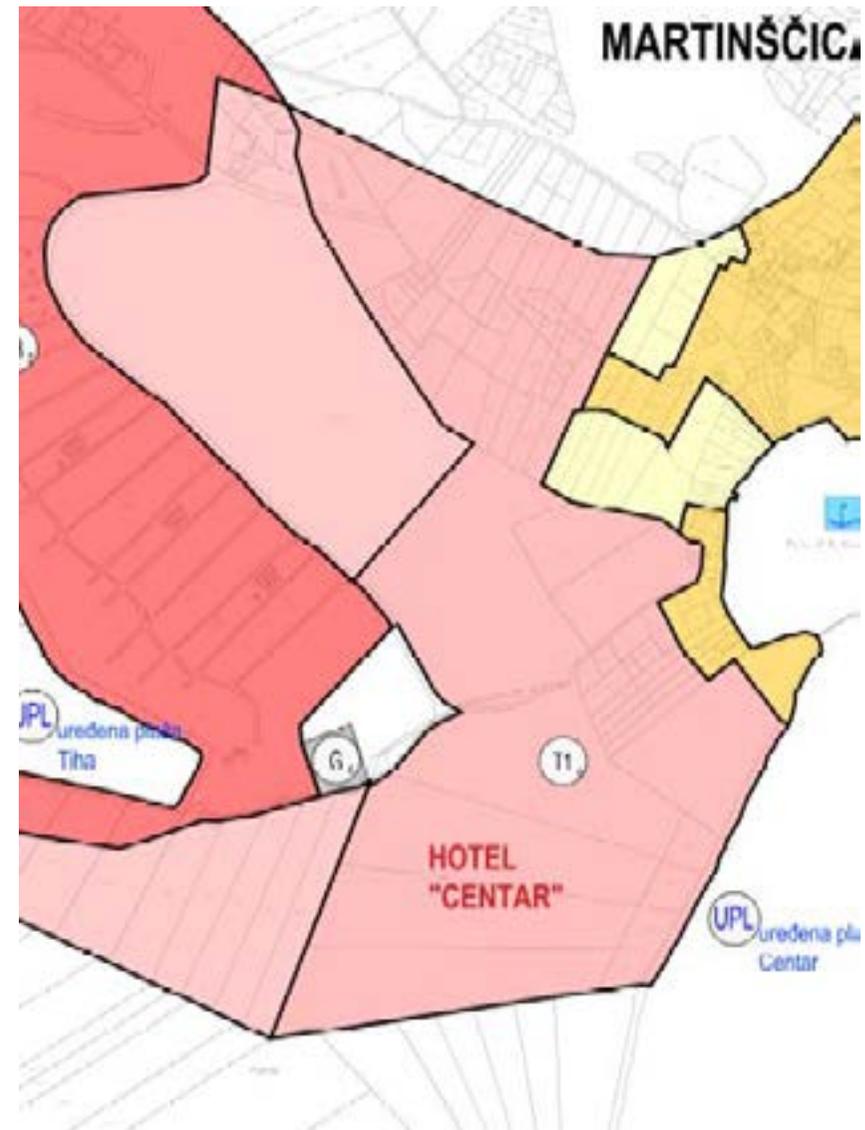
The maximum allowable capacity is 1000 beds under the following conditions:

- minimum 50 m<sup>2</sup> of surface area per bed,
- the highest number of floors is 4,
- the maximum permissible height of the building is 12.0 m,
- the maximum permitted construction coefficient (Kig) is 0.20,
- the most widely used coefficient of utilization (Kis) is 0.80,
- artificial buildings are planned for at least 100 m from the coast.



# Hotel tourist area in Martinšćica

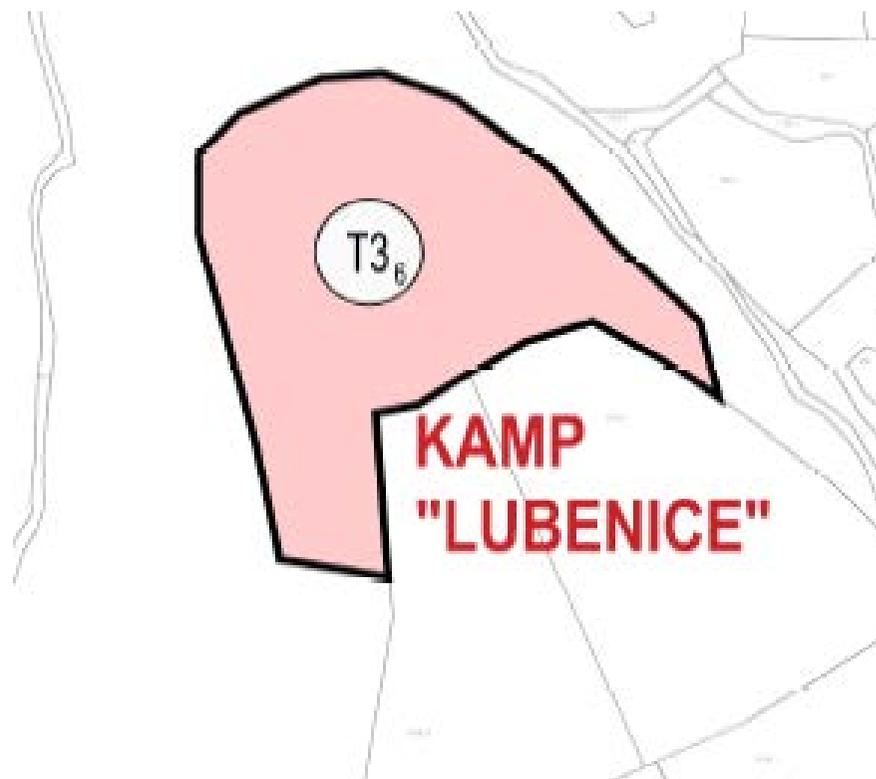
*Immediately near the only settlement of Martinšćica, the tourist zone Hotel "Centar" T1 6 is planned. The zone of Hotel "Centar", with a total area of 19,00 ha, is completely undeveloped and it is possible to build accommodation facilities from a group of hotels, boarding houses, apartments, villas, etc. with a maximum capacity of 1200 beds. To build this zone, it is necessary to create an UPU.*



## Tourist camp area in Lubenice

*The edge of the Lubenica settlement is provided with a separate area for tourist purposes of Camp "Lubenice" T3 6. The camping area "Lubenice", area 2.00 hectares, is unmodified and it is possible to build accommodation capacity of camping-campgrounds with a maximum capacity of 200 beds.*

*To build this zone, it is necessary to create an UPU.*



# The camping area in Orlec

*In the vicinity of the Orlec settlement, a separate area for tourism purposes is planned for the "Železni menik" T3 7 camp.*

*The camping area "Železni menik", with a surface area of 15,00 ha, is unmodified, and it is possible to build camping facilities with a maximum capacity of 800 beds.*

*To build this zone, it is necessary to create an UPU.*



## ***Tourist zone of camp in Valun -Travnice***

*In the immediate vicinity of the settlement Valun there is a special area for tourist purposes Camp "Travnice" T3 5. The tourist area "Travnice", 6,00 hectares, is unmodified and it is possible to build accommodation capacities of camping-camps with a maximum capacity of 600 beds. To build this zone, it is necessary to create an UPU.*

