

# **HENVENDELSER MODTAGET I HØRINGSPERIODEN**

**FORSLAG TIL LOKALPLAN  
WILDERS PLADS 9-11**

Høringssvar

Indkommet via Bliv Hørt      nr. 1-21

Offentlig høringsperiode fra den 25. juni til den 22. september 2025.



## Høringssvar opsummeret

**I alt:** 21 svar

**Borger:** 19

**Virksomheder:** 1

**Medarbejdere:** 1

**Svar afgivet på vegne af andre:** 4

## Oversigt over h ringssvar

ID	Indsendt af	Virksomhed / organisation	P� vegne af	Vejnavn	Post nr.	By	�ndret
1	Borger			Prinsessegade	1422	K�benhavn K	
2	Borger			Mikkel Vibes Gade	1417	K�benhavn K	
3	Borger			Dronningensgade	1420	K�benhavn K	
4	Borger			Sofiegade	1418	K�benhavn K	
5	Borger			Sankt Ann� Gade	1416	K�benhavn K	
6	Borger			Strandgade	1401	K�benhavn K	
7	Borger			S�ndre Fasanvej	2000	Frederiksberg	
8	Medarbejder		Christianshavns Lokaludvalg				
9	Borger			Strandgade	1401	K�benhavn K	
10	Borger			Overgaden Neden Vandet	1414	K�benhavn K	
11	Borger			Christianshavns Kanal	1406	K�benhavn K	
12	Borger			Mikkel Vibes Gade	1417	K�benhavn K	
13	Borger		Ejerforeningen Strandgade 48	Strandgade	1401	K�benhavn K	
14	Borger		Prinsesse Maries Hjem for Gamle S�m�nd og S�m�nds Enker	Wildersgade	1408	K�benhavn K	
15	Borger			Wildersgade	1408	K�benhavn K	
16	Borger			Wildersgade	1408	K�benhavn K	
17	Borger			Andreas Bj�rns Gade	1428	K�benhavn K	
18	Borger			Krystalgade	1172	K�benhavn K	

19	Borger			Wildersgade	1408	København K	
20	Borger			Overgaden Oven Vandet	1415	København K	
21	Virksomhed / organisation	SØMANDSFORENINGEN AF 1856	Sømandsforeningen af 1856	Wildersgade	1408	København K	



## Høringssvar vedrørende: Wilders Plads 9-11 - forslag til lokalplan

### Svarnr.: 1 Borger

**Vejnavn:** Prinsessegade

**Postnr. og by:** 1422 København K

**Høringssvar:**

Det vil være trist at også denne del af det gamle Christianshavn skal fjernes.

### Svarnr.: 2 Borger

**Vejnavn:** Mikkel Vibes Gade

**Postnr. og by:** 1417 København K

**Høringssvar:**

Området Wilders Plads 1-15 er et af de mest bevaringsværdige miljøer på Christianshavn, og især bygningen Wilders Plads 11 bidrager hertil. Denne bør derfor bevares. Endnu en årsag hertil er, at bygningen er valgt som Byens Sjæl.

For såvidt angår bygningerne på Wilders Plads 9, kan man diskutere. At erstatte disse med en 4 etagers bygning vil dog – uanset hvor meget den nye bygnings facadeudtryk måtte være i tråd med lokalplanen – ødelægge det samlede udtryk. Der bør maksimalt bygges i højde som højeste eksisterende bygning på Wilders Plads 9, så højden ikke overstiger omkringliggende bebyggelse.

### Svarnr.: 3 Borger

**Vejnavn:** Dronningensgade

**Postnr. og by:** 1420 København K

**Høringssvar:**

Bevar de fine bygninger! Benyt dem via nyindretning og ikke nedrivning. Christianshavn har et særligt look og dermed en særlig atmosfære som fortjener beskyttelse. Mvh Mads Rasmussen

### Svarnr.: 4 Borger

**Vejnavn:** Sofiegade

**Postnr. og by:** 1418 København K

**Høringssvar:**

Jeg synes, at det er et meget fint forslag, som vil understøtte det fine miljø langs kanalen og tilføre nye aktiviteter til en grund, som på nuværende tidspunkt fremstår uden synlige aktiviteter og forfaldent

### Svarnr.: 5 Borger

**Vejnavn:** Sankt Annæ Gade

**Postnr. og by:** 1416 København K

**Høringssvar:**

Høringssvar vedrørende forslag til lokalplan for Wilders Plads 9-11

Jeg skriver som forsker med speciale i byrum og atmosfærer, med særlig interesse for, hvordan omgivelser påvirker menneskers oplevelse og brug af steder. I forbindelse med

etnografiske studier har jeg i perioden 2020–2025 foretaget feltarbejde i området omkring Wilders Plads 9-11. Studierne viser, at bygningernes skala, de åbne mellemrum, sollyset, fraværet af trafik og nærheden til vand spiller en afgørende rolle for områdets stemning og værdi som opholdssted.

Jeg vil derfor udtrykke min bekymring over forslaget om at nedrive bebyggelserne på Wilders Plads 9-11 og erstatte dem med nye og højere bygninger. Området udgør et enestående kulturmiljø, hvor bygninger, kanaler og pladser tilsammen skaber en særlig atmosfære, som er både stedsspecifik og væsentlig for hele bydelen.

Bygningerne indgår i en harmonisk helhed med deres omgivelser og bidrager væsentligt til Christianshavns identitet. Den lave skala, det solrige kajrum og de visuelle kig til og fra kanalerne skaber et byrum, der er karakterfuldt og anvendt til rekreativt ophold – noget, der er sjældent i en tæt by som København.

Jeg opfordrer derfor til, at bygningerne på Wilders Plads 9-11 opgraderes i bevaringskategori, fredes og restaureres, så deres arkitektoniske og kulturhistoriske værdi bevares for eftertiden.

Min forskning har vist, at netop sådanne omgivelser – med lav bebyggelse, historiske bygningselementer, grøn beplantning, sollys og ro – er afgørende for, hvordan borgere bruger og værdsætter byens rum. Flere af de egenartstræk, som lokalplanen selv fremhæver risikerer at gå tabt ved en realisering af projektet.

Jeg håber derfor, at Københavns Kommune vil revurdere nedrivningsplanerne og i stedet beskytte dette unikke miljø som en del af byens fælles kulturarv.

#### Litteraturhenvisninger:

Münster, M. B. (2025). Neighbourhood Consumption. I The Future of Retail and Service Design. Routledge. <https://library.oapen.org/handle/20.500.12657/102972>

Münster, M. B. (2024). Adaptive Reuse: Atmospheric in Buildings Repurposed as Coffee Shops. Sustainability (Switzerland). <https://www.mdpi.com/2071-1050/16/4/1585>

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Article

# Adaptive Reuse: Atmospherics in Buildings Repurposed for Coffee Shops

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## Abstract

Opening a business in an existing building incurs lower energy and material consumption than constructing a new building. However, implementing this strategy in certain domains, such as retail and hospitality, requires operational changes. Despite an increasing focus on sustainability in these sectors, the primary objective remains creating appealing spaces for consumers, with companies frequently stipulating numerous requirements for their stores’ new buildings. To promote sustainability, scholars have suggested that organizations, designers, and constructors find new uses for existing spaces. This study highlights how adapting buildings not built for commercial use can both promote sustainability and benefit new users. It explores a trend in European cities where existing buildings, often outside the usual commercial districts, are repurposed as cafés. Many of these projects provide attractive user destinations without requiring extensive renovations. Specifically, we investigate coffee shops in Copenhagen and the atmospheric characteristics that enhance their appeal. Based on observations and interviews, new and old atmospheric components and the atmospheres they jointly create are identified and divided into themes: capacious and accommodating environments, uniqueness, synergy between old and new, and appealing neighborhoods. Finally, user responses to these themes—such as lingering, revisiting, sharing narratives, influencing neighborhood development, and building communities—are described.

**Keywords:** repurposed buildings; adaptive reuse; coffee shops; new occupancy; sustainable store design; atmospherics; circular economy; customer experience; neighborhood consumption; community building

**Citation:** To be added by editorial staff during production.

Academic Editor: Firstname  
Lastname

Received: date  
Revised: date  
Accepted: date  
Published: date



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## 1. Introduction

Rapid and substantial reductions in global carbon emissions, coupled with robust strategies for mitigating climate-related events, are necessary to remain within Earth’s limits [1]. The construction and operation of buildings consume approximately 40% of the world’s energy. Buildings are also the largest global consumers of raw materials and account for approximately 40% of global carbon emissions [2]. As climate change and its effects become increasingly conspicuous worldwide, the adaptive reuse of existing architecture emerges as more sustainable than the demolition of old buildings and the construction of new ones [3,4].

To remain within the planet’s boundaries, scholars suggest to “avoid making new buildings, where and whenever possible” and propose addressing spatial needs by using existing spaces whenever possible [4] (pp. 565). This calls for a renewed understanding of the value of both listed and non-listed existing buildings and balancing minimal material interventions with maximum experiential impact [4,5]. Kuittinen recommends adapting



new occupants' requirements to the conditions of existing spaces. He suggests renovation as a backup preference and recommends extending buildings—for example, by adding extensions or new stories—as a third option. According to Kuittinen, constructing new buildings should be a last resort. To avoid construction, collaboration between clients, designers, constructors, and building and planning authorities is essential [4,5]. Moreover, alternative uses and users for existing spaces should be explored. Ideally, Kuittinen suggests, clients' initial briefs should never state whether renovation or construction is required. Instead, designers and developers should begin any project by exploring alternative options for fulfilling spatial needs and identifying relevant users for existing spaces.

The retail and hospitality sectors are known for stipulating specific spatial requirements regarding the buildings that host their businesses. Retail and hospitality projects, such as stores, cafés, and restaurants, are known to be particularly resource-intensive [6]. Their interiors often have short lifespans, ranging from a few days for exhibitions and pop-up shops to a few years for stores or restaurants. Additionally, they often have significant technical and operational requirements for the spaces in which they operate [7]. This sector is also intensely competitive, placing a strong focus on aesthetics and the deliberate use of atmospheric components to attract and retain customers [8,9]. Consequently, stores, cafés, and restaurants often change their interiors to remain relevant [7]. This creates tension between the objectives of commercial servicescapes and the growing imperative for sustainable practices [6,10].

Establishing new stores in old buildings addresses sustainability goals while simultaneously offering aesthetic benefits. In harmony with the current trend toward industrial-style design, abandoned industrial buildings are being redeployed for various purposes to great effect. As one researcher put it, "No longer is seediness ugly, it is now a sign of authenticity" [11] (pp. 727). This trend is observable in various parts of the world. In Copenhagen, for example, the former meatpacking district has been transformed from a collection of slaughterhouses into a cultural hotspot with restaurants, stores, art galleries, bars, nightclubs, and cafés [12]. Elsewhere in the city, Villa Copenhagen occupies a former post and telegraph office, while Hotel NH Collection resides in the former headquarters of shipbuilder Burmeister & Wain. Many of these buildings have been renovated so extensively that the old and new features are barely separable. But there are also projects with less-extensive changes to the existing structures—projects in which the building is reused largely as it is. For example, coffee shops have opened in remote, abandoned buildings with minimal changes to the existing structures. Such shops give new life to abandoned buildings and often to the surrounding areas, thereby becoming excursion destinations for tourists and residents alike [13,14].

Opening stores in existing buildings not originally intended for commercial use could accelerate the paradigm shift described by Kuittinen. However, this approach is at odds with how many businesses currently design their shops—by demanding specific features in the spaces they lease rather than adapting their needs to existing spaces. Therefore, this approach may create difficulties for the stakeholders involved in store implementation. Furthermore, repurposing buildings not originally designed as stores raises issues regarding government control, restrictions on physical adaptation, and lack of technical installations, which can make businesses hesitant to adopt this approach [7,15].

Most research on repurposed buildings has been based on expert evaluations; few scholars have investigated how users perceive these environments. Furthermore, most studies have focused on repurposing buildings that are listed as worthy of preservation or protected by authorities, while non-listed buildings have received less attention [16,17]; few researchers have examined the repurposing of buildings for commercial purposes [18] or the atmospheric effects of repurposed buildings on consumer experience. This indicates a need to explore the opportunities and benefits of repurposing buildings, which may be absent in conventional commercial constructions.

To fill this gap, this paper investigates the emergence of coffee shops in buildings originally intended to serve other purposes. We also seek to inform and inspire stakeholders in retail and hospitality regarding the possible benefits—beyond improved sustainability—of locating stores in repurposed buildings. This study does not focus on environmental benefits but takes them as a starting point for a necessary paradigm shift. We identify factors beyond sustainability that storeowners and consumers describe as valuable in the context of a specific type of store: coffee shops in Copenhagen. The aesthetic and experiential virtues of this small category of stores are discussed in the hope of inspiring retailers, storeowners, policymakers, designers, and developers to explore the potential of using old buildings for new purposes. Thus, this study is guided by the following question: What benefits, apart from sustainability promotion, can repurposed buildings now used for coffee shops create for contemporary users in Copenhagen? Based on observations and interviews, old and new atmospheric components are identified, and four themes characterizing the atmospheres that arise through the combination of these components are outlined: capacious and accommodating environments, uniqueness, synergy between old and new, and appealing neighborhoods. Finally, we show how these atmospheres impact user responses, such as lingering, revisiting, sharing narratives, influencing neighborhood development, and building communities.

## 2. Background

### 2.1 Strategies for the Adaptive Reuse of Buildings as Stores

As an alternative to the production–consumption paradigm dominant since the industrial revolution, and as a solution to the challenges this paradigm has created, the circular economy (CE) has been proposed as an approach that is “restorative and regenerative by design and aims to keep products, components, and materials at their highest utility and value at all times” [19] (pp. 2). A CE decouples economic growth from resource consumption by keeping materials in circulation. When appropriately implemented, a CE offers a means of reducing reliance on material extraction as a condition for maintaining our current way of life [20]. The rubric of the three Rs—reduce, reuse, and recycle—is considered a core principle in the CE [21]. In the construction industry, efforts are underway to develop materials and systems that can be reused and recycled. However, research suggests that our environmental challenges, coupled with urbanization and a growing population, are so significant that a fully circular economy might actually be impossible [4,22]. Recent studies reveal that urgent action is needed to achieve rapid and substantial reductions in global carbon emissions and to develop robust strategies for addressing climate-related events. Consequently, scholars suggest avoiding new construction and using existing spaces as they are [4].

Brooker and Stone outlined three strategies for building renovation: intervention, insertion, and installation [23]. These strategies, originally formulated to describe the adaptive reuse of heritage buildings, ignore retail stores. However, Plevoets and Van Cleempoel applied these strategies to retail projects, thereby highlighting their relevance in this context, and added a fourth category: “confirmation” [24]. In the first strategy, intervention, the existing building is transformed such that it can no longer exist independently of the store. The old and new become inextricably intertwined. In the second strategy, insertion, new and autonomous elements are installed within the confines of the existing building, but their dimensions are dictated by the existing structure—the new elements are built to fit the existing space. In the third strategy, installation, the old and new elements remain independent. New elements are placed within the boundaries of the old building. The design or arrangement of these elements may be influenced by the existing structure, but the fit is not exact. Should the installation be removed, the building would revert to its original state. This strategy requires few or

no new construction materials, and if the tenant leaves the space, the furniture and decorative elements can often be reused elsewhere if not custom-made for the site. In the fourth category, confirmation, the new owner takes over an existing shop as it is, with the existing fixtures, and reuses the shop to sell new products. Projects that adopt the third and fourth strategies can, depending on how they are managed, be accomplished with minimal resource consumption. Thus, these approaches come closest to Kuittinen's recommended strategy: using available spaces by adjusting users' needs to fit them [4].

## 2.2 Atmospherics in Store Design

It is widely acknowledged that our physical surroundings affect us emotionally in diverse ways and shape our perceptions of objects and experiences therein [25–27]. In 1973, Kotler began to explore the subtler aspects of service environment design, drawing attention to what he called "atmospherics," to describe "the conscious designing of space to create certain effects in buyers" [8] (pp. 51). Kotler believed that a store's atmosphere can be even more important than the product, particularly in industries in which price differences are very small. Following Kotler, diverse scholars have studied the spaces in which products are bought or consumed [9,28–31]. These studies frequently employ Mehrabian and Russel's stimulus–organism–response (S-O-R) paradigm, which originated in environmental psychology (see Turley and Milliman, 2000, pp. 193), to explore how sensory stimuli (S), such as lighting and color, influence consumers' emotions and assessments of the consumption environment (O), affecting aspects such as pleasure and leading to subsequent behavioral responses (R), such as spending behavior or dwelling time.

Turley and Milliman [9] identified 57 atmospheric variables—or components, as we call them—that influence consumers. They divided them into five categories: human, exterior, general interior, layout and design, and point-of-purchase and decoration. Since variables such as location, architectural style, surrounding area, and spatial design and allocation are included in these categories, it is reasonable to conclude that a repurposed building can influence the atmosphere of the shop it hosts.

While Turley and Milliman's table of variables summarizes the elements of store design, it does not indicate how individual variables are assessed. However, Rafaeli and Vilnai-Yavetz [32] proposed a framework for evaluating atmospheric variables based on instrumentality, aesthetics, and symbolism. Instrumentality refers to the function of the element, aesthetics pertains to its form and appearance, and symbolism alludes to the meaning or significance that users attribute to the element. These three dimensions have been used to provide conceptual frameworks for several studies on atmospheric components and their impacts on users [33,34].

## 2.3 Design and Atmospherics in Stores in Repurposed Buildings

Reusing and reinventing existing spaces are key objectives for many contemporary designers [35]. While there is extensive research on the synergies between historic buildings and sustainable design, the attention to these synergies in interior and retail design has been limited in scope [7,10]. Tucker advocated for a stronger relationship between historic preservation and sustainability in interior design. She encourages designers to draw inspiration from existing contexts and emphasizes that history can serve as a valuable source of information and inspiration for designers [10]. Even less research is available on store design in repurposed buildings [7]. Plevioets and Cleempoel argue that retailers often adopt a problem-based approach to dealing with heritage buildings. However, an opportunity-based approach holds significant potential for retailers and designers since the design quality, materials, structures, and atmospheres of heritage buildings can make them timeless and adaptable across generations and purposes. The design of such buildings can inspire contemporary storeowners and designers to look beyond fleeting trends and create spaces that transcend time while

captivating new occupants [7,36]. Plevvoets and Cleempoel describe how certain retailers can leverage the historic buildings they occupy, using both tangible aspects, such as physical characteristics, and intangible aspects, such as narratives and atmospherics, to distinguish themselves from others [7]. Kent explained that architecture can be a means for retailers to create unique experiences in both new and repurposed buildings [36]. Regarding reuse, he highlighted the importance of a rich, deep dialogue between the old and the new—one that integrates and expresses each site’s history. Kent calls for further research on the connection between the new and the old, including store environments and atmospherics.

### 3. Methods and Analysis

#### 3.1 Research Approach

Given the study’s exploratory nature, a qualitative approach was adopted [37,38] to understand the rationales behind store locations and redesigns and assess their impact on users. Our interest spanned spatial designs and user experiences, leading us to adopt a multi-methods approach that encompassed observations, media documentation, and semi-structured interviews.

The shops were first identified based on media documentation and field observations (see Section 3.3). Place and environment observations [39] and participant observations [40,41] were then conducted (Section 3.4), followed by 26 on-site semi-structured interviews with store representatives and consumers (Section 3.5). The observations and interviews were conducted between April 2022 and October 2023.

Allowing subjects to express their thoughts, intentions, and actions in their own words provides insight into how they experience and derive meaning from spaces rather than merely documenting specific responses or their frequency [38]. We adopted an inductive approach, which fosters the discovery of new concepts rather than reinforcing existing ones and avoids imposing predetermined constructs or theories on informant responses [42].

This approach allowed us to identify the factors that new occupants find valuable. By asking specific questions about atmospherics, we could determine which components in repurposed buildings contribute to their perceived value. Prompting informants to reflect on the differences between a café in a repurposed building and other establishments indicated that repurposed buildings have virtues that conventional commercial constructions lack.

By combining on-site semi-structured interviews with field observations, we could pinpoint the atmospheric components mentioned by informants and observe users’ behavior in the spaces chosen. This helped us develop a holistic understanding of the environments rather than studying their components in isolation. To control outcomes, many studies of atmospherics have examined the relationships between a single atmospheric component or a few components and a certain outcome. However, atmospherics are experienced holistically. Each component is part of a complex fabric, and its effect depends on its interplay with other components. Researchers increasingly advocate for a holistic approach to studying atmospherics [43,44].

#### 3.3 Case Selection

To identify all cafés in repurposed buildings in Copenhagen, social media posts, websites, and articles were studied to identify cues in text and photos that would indicate that the café was located in a building not originally intended for commercial use.

Casual observations [39] were conducted for the locations identified, and the surrounding neighborhoods were explored to identify other potential cases. We started conversations with locals and staff members, expressing interest in identifying cafés in repurposed buildings. The city’s tourist agency, Wonderful Copenhagen, was also contacted.

Using this snowball method, cafés in repurposed buildings were identified. Shops about which uncertainty existed regarding whether the original building was intended for commercial use were excluded.

Cafés were found in many old buildings in the city center. If the ground floors of these buildings were always intended for commercial use, they were excluded. However, shops in industrial buildings in older, mixed-use residential areas near the city center were included, as their original purpose was not commercial but industrial use.

Only cases in which we could confirm through media documentation and conversations with locals that the building’s original purpose was significantly different from its use as a coffee shop were included. Using this approach, we identified 21 coffee shops in repurposed buildings (Figure 1). The names of the cafés and the original purposes of the buildings are listed in Table 1.



Figure 1. A map depicting the cases studied: coffee shops in repurposed buildings in Copenhagen (created by the author).

3.4 Place and Participant Observations

Observational research methods can be employed to study both people and physical environments [39]. Observations of all 21 shops were conducted, with a focus on observing each place’s location, building, interior, and participants.

In the place observations [39], the focus was on atmospheric components. The table of atmospheric variables created by Turley and Milliman [9] was used as a guideline to ensure that attention was directed toward the components known to influence atmospheres in shops. These observations provided insights into the character of each place. Additionally, studying surfaces and materials provided some indication of the remodeling strategies employed in each case.

The participant observations revealed how each place was used and how the users behaved, including their activities. The focus was on identifying which areas of the shops were most used, which seats were most frequently occupied, and how guests interacted in the space and with the design features. Additionally, these observations enabled casual interviews with staff and customers and helped identify interviewees.

To counteract the risk of reanimating old habits or developing selective and predetermined ways of seeing the environments [41], all shops were visited several times



at different times of the day and different days of the week by at least two researchers. Field notes were taken during the observational visits, and photos and videos were captured both inside and outside the shops.

Case #	Name of the coffee shop	Original Purpose
#1	Absalon	Church
#2	Bådklubben	Car repair shop
#3	Café Sandø	Office
#4	Coffee Collective	Factory
#5	Coffee Collective (in telephone kiosk)	Telephone booth
#6	Flere Fugle	Garage
#7	Hart Mærsehuset	March house
#8	H15	Freight terminal
#9	Kafferiet	Pavilion
#10	Kampot at The Audo	Merchant house for shipping
#11	Kanalhuset	Marine hospital
#12	La Banchina	Ferry waiting room
#13	Lille Bakery	Warehouse
#14	Prolog	Meatpacking district
#15	Ristet Rug	Warehouse
#16	The Packhouse	Warehouse
#17	Villa Copenhagen	Post & telegraph office
#18	Hart Refshaleøen	Industrial kitchen
#19	Båden	Train carriage
#20	Kaffedepartementet	Business property
#21	Roast	Train station

**Table 1.** The 21 coffee shops observed and the original purpose of each building.

### 3.5 Semi-Structured Interviews

On-site semi-structured interviews were conducted to obtain both retrospective and real-time testimony from users experiencing the environments [38]. To acquire different perspectives on each building's impacts, we conducted interviews with customers and store representatives—such as owners, partners, or managers—who had been involved in the implementation process and thus knew the intentions behind the design and location.

Recruiting store representatives involved searching online for the names of the owners and partners and then inviting either them or colleagues involved in the remodeling process to an interview. When we managed to obtain an interview with a store representative, they were scheduled ahead of time via email and conducted at the cafés. Ultimately, two representatives were not available for their interviews; therefore, only customer interviews were conducted in these cases. The on-site interviews were recorded and then transcribed. The representatives were asked to share the reasons for choosing the site and their strategies and experiences during the remodeling process. They were also asked to share possible experiences with the differences between opening a shop in a repurposed building and doing so in a commercial building designed to house shops. Additionally, we asked which components they preserved, and which were added, how they perceived the overall atmosphere of their shop, and the atmosphere they sought to cultivate. These interviews varied in duration; the shortest was 10 minutes, and the longest was 60 minutes.

Case #	Name of the coffee shop	No. of interviews with store representatives	No. of interviews with customers
#1	Absalon	1 (Manager)	2
#2	Bådklubben	1 (Partner)	2
#4	Coffee Collective	1 (Construction project manager)	3
#6	Flere Fugle	-	2
#12	La Banchina	1 (Founder & owner)	2
#13	Lille Bakery	-	3
#14	Prolog Coffee Bar	1 (CEO & co-owner)	3
#19	Båden	1 (Co-owner)	3
<b>26 interviews in total</b>		<b>6</b>	<b>20</b>

**Table 2.** The shops in which the 26 semi-structured interviews were conducted.

For the customer interviews, patrons were randomly approached in the stores and invited to participate in a study on in-store experiences. Those who agreed to participate were first asked to share information about their café habits and reasons for visiting that specific café. They were prompted to describe what they liked about the café environment and identify atmospheric components that caught their attention. We also sought comments on their awareness of the building's history and how it influenced their experience. This approach enabled the respondents to express their thoughts and experiences in their own words. These interviews lasted between 4 and 15 minutes. Twenty-six interviews were conducted: 20 with customers and 6 with store representatives (Table 2).

### 3.6 Data Analysis

The interview transcripts, images of the shops, and field notes were analyzed using NVivo. Initially, the data were carefully reviewed, terms and codes were applied, and a comprehensive compendium of categories was compiled [38]. We then identified similarities and differences between these categories and structured the data accordingly. The data structure that best fit the topic consisted first of individual atmospheric components and then of groups of components under themes that described the holistically perceived atmospheres. Afterwards, observed and expressed consumer responses were linked to these atmospheric characteristics. To explain how an atmosphere was created through the combination of components from the original building and new features added with the coffee shop, these components were classified as old or new. Additionally, following Turley and Milliman tables of atmospheric components [9], we categorized the components as interior or exterior. In this process, human variables were excluded, as the study focused on the physical environments and not staff and consumer characteristics. The general interior, layout and design, and point-of-purchase and decorative variables were combined into the "interior" category. These atmospheric components can be equated with sensory stimuli (S) in the S-O-R model [9]. Relationships were then built with descriptions of the perceived atmospheres, which can be equated with the organism (O) in this model. Finally, we determined how the emerging themes might help explain users' responses (R) to the shop environments (Figure 2).

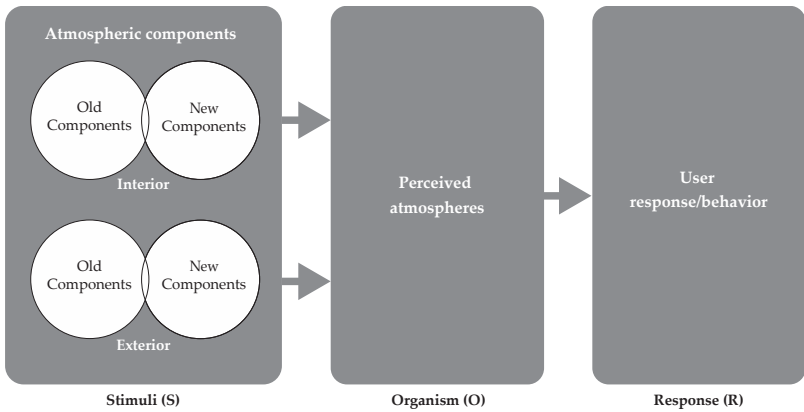


Figure 2. A perceived atmosphere is created through the combination of old and new components, which can be interior or exterior. These atmospheric characteristics impact users' responses.

Three researchers familiar with the study analyzed and interpreted the data. When agreement on terms or connections was lacking, the data were revisited and discussed until a consensus was reached. Presenting both informant and researcher perspectives offers a qualitatively rigorous demonstration of the connections between data and emerging terms, themes, and responses [38]. This iterative process involved multiple rounds with ongoing adjustments to the organization of the components, atmospheres, themes, and responses. Initially, adjustments were made through manual sketching, and subsequently—as discernible patterns emerged—through digital sketching, ultimately yielding the data structure presented in Tables 3 and 4.

4. Presentation of Findings

In this section, the virtues of coffee shops in repurposed buildings (apart from sustainability promotion) are presented. The first column of Table 3 shows interior and exterior atmospheric components further classified as either old (meaning originally present in the building before the café was implemented), or new (meaning added with the café). The second column presents the perceived atmospheres created by these components.

Table 4 repeats the perceived atmospheres in the first column, but this time, they are categorized according to first-order themes (second column) and then divided into four aggregate themes: capacious and accommodating environments, uniqueness, synergy between old and new, and appealing neighborhoods. Only themes that could be attributed to the café's presence in a repurposed building were included. For example, we excluded the theme of "a welcoming atmosphere," which some users referred to, since it was not possible to argue that the welcoming feeling was related to a synergy between old and new components.

ATMOSPHERIC COMPONENTS		PERCEIVED ATMOSPHERES (CREATED BY ATMOSPHERIC COMPONENTS)
INTERIOR		
OLD	NEW	
<ul style="list-style-type: none"> <li>• The building features high ceilings, large windows, and spacious interiors</li> <li>• Not too crowded</li> <li>• Less noisy than in commercial areas</li> <li>• Less crowded than in commercial areas</li> <li>• Old building structure preserved</li> <li>• Floors/surfaces preserved</li> <li>• Objects preserved (such as ceramics produced by former occupants)</li> </ul>	<ul style="list-style-type: none"> <li>• Spacious café area</li> <li>• Added activities beyond coffee consumption</li> <li>• The café has various seating options</li> <li>• Visible old and new elements</li> <li>• Old surfaces preserved for functional or decorative purposes</li> <li>• Old components used as decorations</li> <li>• Installation of new furniture and equipment in existing settings</li> <li>• Preservation of existing structures: installation over intervention</li> </ul>	<ul style="list-style-type: none"> <li>• The cafés in former industrial buildings are often spacious</li> <li>• The café is welcoming, and customers stay longer than expected</li> <li>• The café is a versatile gathering spot for all ages and families</li> <li>• The café is flexible, hosting work, study, events, and socializing</li> <li>• The place is different than other cafés/has its own character</li> <li>• The place feels authentic</li> <li>• It is fun to introduce the place to others</li> <li>• It is a “hidden gem” (not known to everyone)</li> <li>• Resonance of heritage: captures the atmosphere of the former use</li> <li>• Peaceful and quiet environment</li> </ul>
EXTERIOR		
OLD	NEW	
<ul style="list-style-type: none"> <li>• Industrial buildings or other buildings with significantly different former uses</li> <li>• Facades with large windows/doors</li> <li>• Moderate building density</li> <li>• Less traffic than in the city center</li> <li>• Visit-worthy surroundings/location</li> <li>• Location outside the commercial district</li> <li>• Spacious, sunlit areas</li> </ul>	<ul style="list-style-type: none"> <li>• Lighting, signage, and outdoor furniture attracts customers</li> <li>• Openness between interior and exterior</li> <li>• Seats offering a view of the surrounding area</li> <li>• Installation of outdoor seating area</li> <li>• Facade design based on the original façade; reuse of windows, roller shutters, doors</li> </ul>	<ul style="list-style-type: none"> <li>• Location and outdoor arrangement encourage spending time outside the shop</li> <li>• Appealing/pleasant/interesting destination</li> <li>• Remote yet rewarding neighborhood</li> <li>• Integrates the local character and existing community</li> <li>• Presence of stories about the building’s history</li> <li>• The environment highlights the former use</li> <li>• Buildings/elements/surfaces makes you feel a touch of the past.</li> <li>• Peaceful and quiet surroundings</li> </ul>

**Table 3: Data structure, Step 1.** In the first column, the atmospheric components we identified are classified as either interior or exterior and old or new. In the right column, the atmospheres resulting from the mix of old and new components are listed. These descriptions of atmospheres are carried over to the first column in Table 4, which completes the data structure.

PERCEIVED ATMOSPHERES (CREATED BY ATMOSPHERIC COMPONENTS)	FIRST-ORDER THEMES	AGGREGATE THEMES	CONSUMER RESPONSES
The cafés in former industrial buildings are often spacious	Spaciousness	Capacious/ Accommodating Environment	• Linger • Working/Studying
Peaceful and quiet environment			
The café is welcoming, and customers stay longer than expected	Multifunctionality	Uniqueness	• Socializing • Revisiting • Sharing Narratives
The café is a versatile gathering spot for all ages and families			
The café is flexible, hosting work, study, events, and socializing	Authenticity	Synergy Between Old and New	• Influencing Neighborhood Development • Building Communities
The place feels authentic			
The place is different than other cafés/has its own character	Distinctiveness	Appealing Neighborhood	• Neighborhood Consumption
It is fun to introduce the place to others			
It is a “hidden gem” (not known to everyone)	Traces of the Past	Local Integration	
Buildings/elements/surfaces makes you feel a touch of the past			
Resonance of heritage: captures the atmosphere of the former use	Presence of Narratives	Inviting Surroundings	
The environment highlights the former use			
Presence of stories about the building’s history	Local Integration		
Integrates and embraces the local character and existing community			
Location and outdoor arrangement encourage spending time outside the shop	Inviting Surroundings		
Appealing/interesting destination			
Remote yet rewarding neighborhood			
Peaceful and quiet surroundings			

**Table 4: Data structure, Step 2.** The first column shows the perceived atmospheres (defined in Table 3). As some of these atmospheres are both interior and exterior, they are organized thematically. The themes in the middle columns articulate categories of design features, while the rightmost column presents consumer responses resulting from the perceived atmospheres.

5. Presentation and Discussion of Themes

In this section, the themes identified and corresponding user responses are presented and discussed. The four aggregate themes serve as headings in the presentation of the findings: Section 5.1 reports on capacious and accommodating environments, 5.2 on uniqueness, 5.3 on the synergy between old and new, and 5.4 on appealing neighborhoods. The first-order themes serve as subtitles. In addition, the remodeling strategies identified are discussed separately in Section 5.3. We discussed whether remodeling strategies should have their own subsection at the beginning or end of this section, but we concluded that the presentation and discussion of remodeling fits well within Section 5.3, as this synergy is precisely what the remodeling process creates in practice. Therefore, we decided to introduce a subsection on remodeling strategies at the beginning of Section 5.3 to lay a foundation for understanding and transitioning to the following sections.

All the themes overlap in some respects. However, we have attempted to describe them separately wherever possible. The subtheme “local integration” could fit in Sections 5.3 or 5.4, but it is introduced in Section 5.4 (“appealing neighborhoods”).

The responses are listed in the last column of Table 4. As the responses also overlap across different themes, the responses are highlighted in bold and italicized rather than described separately. This was done to make the descriptions of the themes more cohesive and avoid the repetition associated with listing responses separately.

Original quotes from the informants and photos are used to provide examples of the links between atmospheric components and perceived atmospheres. The rationale for presenting both quotes and images derives from differences between user perceptions of the atmospheric components and of the holistic atmospheres. Interviewees tended to describe the atmosphere in their café holistically to the point that they found it difficult to describe or account for individual atmospheric components. Even when asked to mention specific components that created or contributed to the atmosphere, many struggled to answer, referring instead to an overall “vibe.” They used adjectives such as “nice,” “cozy,” “welcoming,” or “comfortable,” often in connection with the word “vibe.” For example, “Yeah, it has a modern, open vibe to it,” or “It has a bit of a hipster vibe.” By presenting both photos and user expressions, we aim to provide a holistic representation of the environments while suggesting how these atmospheres are created by specific components.

#### 5.1 Capacious and Accommodating Environments

Most of the shops were in former industrial buildings outside the busier commercial districts, and these premises were larger than those available in the city center. The data demonstrate how such spaciousness shapes users’ perceptions of a welcoming environment that facilitates prolonged stays and accommodates additional activities besides drinking coffee.

##### 5.1.1 Spaciousness

Spaciousness was commonly mentioned in reference to both outdoor seating areas (Photo 1) and interiors (Photo 2) as a source of pleasure: “I feel like it’s very, like, airy. I like that. In a sense, there is a lot of space. The ceilings are high. Like, you can breathe.”

Exteriorly, some mentioned views of the surroundings and outdoor areas: “There is a big window area where you can sit and look out over the water,” and “I prefer a place where you can also sit outside. And they have a lot of space, so you can be sure that you find a table . . . Sometimes in cafés, they only have, like, two or three tables outside. So, it’s very nice to know that they have a big terrace.”

Interiorly, some referred to specific architectural elements, such as windows or the height of the room. For example, “The ceiling, it’s pretty high compared to other places,” and “There is a big window area where you can sit and look out over the water.”

Others referred to spaciousness as pleasant because it is less crowded: “What I like about it is that it is actually quite spacious. This is what I realized in other cafés that I went to, because I went to some that were very, very, tiny, very crowded, very loud, and very noisy. It was not a nice atmosphere to just chill and just be. So, I think it is really nice here because one has so much space.”



**Photo 1.** An example of a large outdoor seating area outside a café in an industrial building. The seats are arranged so that customers can overlook the neighborhood, while plants and awnings are used to frame the outdoor seating area. Large windows and doors create a seamless transition between the café's interior and exterior.



**Photo 2.** An example of a spacious interior. The building's high ceiling has been preserved. On the back wall, the room's height is complemented by new full-height curtains and large, decorative branding elements. Within the space, large pendant lights are suspended, and plants are arranged on ledges. These new additions help create intimacy in an otherwise very large room.

Many interviewees explained how they tended to stay longer in the café than expected because they felt that the spaciousness encouraged *lingering*: "One of the things



about this place is that, of course, there is a café, but it is spacious enough, so it's ok that you just camp here and do your thing for whatever time. It's great," and "You can just do whatever you want. You can leave after five minutes, or you can sit here for a long time. I think it's a really comfortable place." Others expressed how the pleasant atmosphere made them forget about time: "We planned to be here for like an hour and then go climbing. But then we've been here for like three hours, four hours now, so I don't think we will go climbing anyway. Yes, we are on our second round now." Another informant said that had she visited another place, she might not have stayed as long.

Storeowners explained that they did invite people to *linger*: "You should feel like it's your extended living room." They pointed out that customers use the cafés for various purposes, such as *socializing*, *working*, and *studying*. However, some also expressed that they did not want people to use the shop as a home office only—"We don't want this place to just be an internet café because it's not very social"—thereby differentiating between people who come to work alone and those who come for group work: "Study groups, for example . . . That's nice that, instead of being at university or at someone's home, they decide to come here to work in a group." They also mentioned that if the venue was suddenly full of people sitting and working with headsets on, they would have to do something about it. Another store representative said that they welcomed customers who want to work as long as they also contribute to the social atmosphere of the café.

#### 5.1.2 Multifunctionality

In several cases, informants mentioned that spaciousness let them engage in additional activities apart from drinking coffee as a motivation for visiting the specific café. They mentioned individual activities, such as *working* or *studying*, as well as *socializing* through activities such as partying, music bingo, readings, workshops, concerts, yoga, and weekend markets.

When describing their reasons for using the cafés to *work* or *study*, informants pointed out that it felt acceptable to stay longer and use the location, largely due to the spaciousness: "It's obvious that people use this as a flexible workspace in the day hours. It's great," and "There's not a lot of flexible, free spaces in the city, and I like the community feeling of it."

A sense of *socializing* and *community building* was mentioned in several interviews. Some explained how they attended events planned by the café or the community: "It's a great place . . . It's also very versatile. So, in the evening, it becomes more, sort of a community place—like, a cultural spot to go where people go for concerts. We were actually here last night for a poetry reading. I like the diversity of it," the participant said, indicating that added activities encourage *revisiting* a place. Several interviewees referred to an inclusive atmosphere that attracts people from different age groups: "There are people who have retired and hang with friends. There are people with babies, like *mødregruppe* [mom's groups] . . . and people who do yoga . . . Everyone is welcome."

We also recorded testimonies demonstrating how added activities might facilitate meeting new people: "I got to talk to some really cool people that I would not have gotten the chance to know otherwise." Social interactions were also observed during the participant observations. The layout of the seats, particularly outdoor seats, was often arranged so that seated guests could interact with arriving guests or passersby (Photos 1, 3).





**Photo 3.** This café, located in a former garage, features a large opening in the form of a garage door, allowing for a seamless transition between the outdoor and indoor areas. Indoors, the tables are smaller, creating a more intimate space, while outdoors, the long tables invite guests from different parties to sit together. For events that require a performance, the benches and tables are moved to the side to make room for a stage in the center.

Our observations revealed that the more spacious cafés could often offer comfortable lounge chairs, dining chairs, stools, and benches. Some store owners also mentioned that spaciousness allows for multiple seating options: “We have space for people to bring children and dogs, and we also intend to accommodate older individuals, for example, by having some comfortable armchairs,” a store owner said. Additionally, baskets with blankets, toys, water bowls for dogs, books, and children’s bikes were observed at numerous cafés (Photo 4).

Most furniture was movable and could be arranged according to the size of the party. Some cafés had long community tables (Photo 3), which, according to interviewees, provided a welcoming atmosphere: “It’s so big, and you are sitting by these long tables with other people close to you. So, it is very welcoming in a way.”



**Photo 4.** An example of a café that set up a basket with blankets for guests to use and offered children the option of borrowing toys, books, or small bicycles.

5.2 Uniqueness

The unique characteristics that emerge when new shops are opened in old buildings make these locations inherently distinctive. Regarding the use of the word “unique,” it is noteworthy that most of the cafés were situated in industrial buildings that are not listed as historically preserved. They are not extravagant, and aesthetically, they are relatively anonymous. Therefore, the term “unique” should not be understood to mean extravagant or luxurious but rather distinctive.

5.2.1 Authenticity

The word “authentic” was used by several informants to describe the atmosphere in the shops. Sometimes, it was used to describe an atmosphere that emerged from the heritage of the place: “It feels very authentic . . . because of or due to the heritage of the buildings.” More often, however, the term was used to convey the perception that an environment was different from that of other cafés: “It’s so different from the standard cafés in Copenhagen. I would say it’s authentic. They have their own style. Like, nowhere else can you find a place like this,” or “It is more authentic than an impersonal location somewhere else in the world.” Other informants used the words “more real” or “true to nature” to describe how the integration of the shop’s original doors and preservation of the room height affected them: “It feels a little bit more, I don’t want to say authentic, but it kind of feels a bit more real, I guess. Like, that you don’t mess up the grounds that you have,” and “I think it’s very true to its nature . . . I think it’s quite nice to sort of keep the environment, high ceilings, and this kind of garage place. So, I think it stays true to its nature,” suggesting that the preservation of original structures can create engaging customer experiences.

5.2.2 Distinctiveness

It is widely recognized that corporate brands often adopt standardized store concepts across various locations to ensure uniformity in the shopping experience [30]. However, it is also a global trend to differentiate shop designs locally [45,46]. The cafés we studied

reflected this trend, as the homogeneity of such projects was less obvious than the effort to create distinctive and unique environments. The buildings were created for purposes entirely different than hosting a café and often stood out as different—for example, as expressed by this interviewee: “It’s very distinct, and it does pop into your eye.” Despite a few of our cases being associated with smaller coffee shop chains, there were minimal similarities in the in-store experiences between these cafés and their other outlets, apart from products, services, and branding.

The shops’ distinctive manifestations appeared to be actively promoted by the brands. A store owner put it this way: “We really enjoy that there is something unique about this.” The distinctiveness was also appreciated by users: “I think it is quite cool because a lot of cafés in Copenhagen are very similar, and I think it’s nice to explore places that are a bit more alternative.” Certain consumers emphasized the distinctiveness of their shop and expressed a desire to share their experiences and recommend the place to friends. As such, distinctiveness inspires customers to recommend particular shops and *revisit* them with others.

Others pointed out that their shop, situated away from the main streets, was attractive because it was not widely known: “Tourists . . . would often go to [a corporate brand in the city center], whereas for me, [the corporate brand in the city center] is nothing special,” indicating a distinction between guests familiar with these cafés and those who are not. “Here, we feel that we are more a part of Copenhagen than other people,” another guest said, thereby demonstrating that there can be value in being part of a smaller community that appreciates a local spot: “I just think that it’s a great place, a little gem, until it’s found by everybody.” Being situated in a less frequented or even remote location can be perceived both positively and negatively. While lacking accessibility to the public, these locations appear to transform this limitation into an opportunity for building communities with individuals familiar with and invested in the places.

### 5.3 Synergy Between Old and New

Attempts to achieve some kind of synergy between the buildings’ original structures and the new cafés’ identities were noteworthy. This was manifested in interviews with store representatives and customers. Several store representatives conveyed that the space was intended to have a positive impact on the brand. They mentioned aesthetic aspects—for example, by referring to a “cool atmosphere”—or functional aspects, such as the size of the building being aligned with spatial needs: “When we first got this place, it was because we needed a bigger production facility. So, we needed space so we could roast.” Other examples indicated how the previous tenant’s installations had rendered the place attractive for the current occupant, as described in a case in which the previous owner, who ran a catering business, had incorporated an industrial kitchen into the building. Some customers described how the building influenced their experience of the brand: “I think it [the café] probably wants to convey a message of sustainability and show that they pay attention to the history of the place.” Another customer contemplates whether it was the building or the location that affected him—“It could be that the location and the synergies that I created with the building play a role in my decision to come back to the place”—and thereby provoked a consideration of the experience of the atmosphere as a whole, and not just as an interior in a building, as will be further discussed in Section 5.4.

In terms of establishing a respectful relationship between the café and the building, some store representatives mentioned the symbolic value of their buildings and emphasized the need for balancing the original and current purposes of the building—for example, when a somewhat extreme difference between the original and current purposes of a place was described: “So, buying a church is a big thing. And changing that [the purpose] is a ballsy move. You can’t . . . put a nightclub in here, even though it is the perfect size for a nightclub,” indicating how respect for the former purpose and users was taken into consideration before deciding on the future purpose of the space. This suggests

that the creative dialogue between the old and the new that Kent highlighted [36] occurs in such cases.

### 5.3.1 Remodeling Strategies

To understand how the stores were integrated into the existing buildings, the existing buildings' construction, materials, and surfaces were analyzed. Photos from stores and testimonies from store representatives about the remodeling process were included in this analysis. Specifically, we sought to identify Brooker and Stone's strategies: intervention, insertion, and installation.

The most popular remodeling strategy was installation (Table 5). In these projects, the new occupants installed only a group of elements (furniture and fixtures) within the context of the existing building, as, for example, depicted in Photo 5. These elements could be easily removed, returning the building to its original state. In these cases, shelves and pictures were mounted on the existing walls and would leave holes in the wall if removed. While this is technically a change to the original building, we do not consider this change structurally significant, and thus classified such cases in the "installation" category.

**Table 5.** The buildings' original purposes and the café strategies for building renovation.

Case #	Original Purpose	Remodeling Strategy
#1	Church <sup>1</sup>	Insertion/Installation
#2	Car repair shop	Installation
#3	Office	Installation
#4	Factory	Insertion/Installation
#5	Telephone booth	Installation
#6	Garage	Installation
#7	March house	Insertion/Installation
#8	Freight terminal	Installation
#9	Pavilion	Installation
#10	Merchant house for shipping <sup>1</sup>	Intervention
#11	Marine hospital <sup>1</sup>	Intervention
#12	Ferry waiting room	Installation
#13	Warehouse	Installation
#14	Meatpacking district	Installation
#15	Warehouse	Installation
#16	Warehouse	Installation
#17	Post & telegraph office <sup>1</sup>	Intervention
#18	Industrial kitchen	Installation
#19	Train carriage	Installation
#20	Business property	Installation
#21	Train station	Installation

<sup>1</sup> These cases were part of larger remodeling projects, which meant that the cafés were located inside buildings remodeled for purposes other than housing a café.

Some cases followed a strategy that we would describe as a cross between insertion and installation. This hybrid strategy mainly consists of elements that can be removed but borrows characteristics from the insertion strategy, such as glass walls customized to the space to create a boundary between the café and the roasting area (Photo 6). In addition, fixtures, such as counters, may be customized to fit the size of the space, but they can be removed without changing the space in any manner. For these reasons, we argue that the hybrid strategy leans more toward installation than insertion. A few cases employed the intervention strategy. In these cases, the cafés were part of larger remodeling projects—

for example, a hotel or a showroom—where the main purpose of the remodeling was something other than the establishment of a café.



**Photo 5.** An example of a café with fixtures, such as furniture, lamps, and decoration, that can be removed without leaving any marks, except holes in the walls, thereby classifying it as an installation. The floor, walls, and windows are original. It is unknown when the recessed ceiling grid was installed. It is not original and was not installed by the current shop owners.



**Photo 6.** An example of a shop in which furniture and glass walls have been implemented between the café and roasting area to fit the size of the space. These walls are customized for the café interior but could be removed without changing the original structure of the building, leading us to categorize this case as a combination of insertion and installation.

### 5.3.2 Traces of the Past

Storeowners had significant knowledge of their buildings' past, the original purpose, and the former owners, and they liked to share stories. When asked to characterize the differences between shops integrated into repurposed buildings and those in newly built spaces, the store representatives mentioned benefits such as added "charm" or "soul" and the fact that their building had a history that could be built on in the new project. With respect to implementation, benefits such as not having to begin from scratch were mentioned, which made the projects more manageable and the implementation more economically viable. For example, the buildings often had existing installations—such as facades, kitchens, power and water supplies, and drainage facilities—that could be reused. However, practical challenges were also mentioned (see Section 6.4).

When asked whether they generally preferred to locate coffee shops in repurposed buildings, all store representatives answered that they appreciated the old buildings for atmospheric reasons. Some described how they chose to preserve and expose elements of the original building—often those that helped to convey narratives about its prior use or matched the intended brand identity, as in an example where the remodeling strategy and open layout of the space were intended to reflect transparency as a brand value. This topic will be discussed further in Section 5.3.3.

When describing the wish to preserve the buildings in their original condition, owners referred to functionality—for example, by mentioning that the size matched their needs: "We needed bigger production facilities." They also referred to aesthetics, for example, by explaining that the style of the building was considered consistent with current trends: "I do like these old industrial windows, and it gives it an extra vibe that you can't necessarily get if you build it from scratch."

Some also mentioned how their building's history added something meaningful to the in-store experience. For example, a store representative referred to a wall that remained untreated and thus displayed marks from benches that used to be in the room when the building was used as a waiting area for a ferry (Photo 7). In this example, preserving the original wall served as both a decorative and narrative feature, conveying a continuity from its former use to the current users.

Customers showed less knowledge about the history of the buildings. However, most customers we interviewed were aware that the café was located in a repurposed building. They often knew about the building's origin or were able to provide informed guesses. Like the store representatives, customers expressed appreciation for preserving the buildings: "I think it's nice to have a building that has kind of a history behind it," one customer said. She added that she does not have this experience in a new café. However, the interviews with consumers also revealed that the actual histories of the buildings did not influence their decision to visit them. For customers, the current atmosphere of the shop was more important:

I think it's the integration that is more important. So, it's not because it has a history . . . It's the way that they [the new shop owners] have embraced it and sort of made it their own . . . So, it feels a little bit more, I don't want to say authentic, but it kind of feels a bit more real, I guess . . . You don't mess with the grounds that you sort of have.

When asked directly whether they preferred cafés in repurposed buildings or modern buildings, many customers referred to a special "vibe" that they found in repurposed buildings: "I think it's the vibe that I get, and the environment as well . . . We [the local residents] don't like new commercial places as much as we like historical places."



The fact that both store owners and customers referred to a particular “vibe” suggests that, in addition to noticing spatiality and style, they also feel an emotional connection to the locations. Andersen referred to this phenomenon as an “attunement,” which refers to the idea that architectural qualities, characterized by a specific “mood,” convey values and meanings through an emotional resonance with the space [47] (pp. 103).

Finally, the analyses also revealed that the preserved atmospheric components, which were identified as elements that conveyed the buildings’ histories, originated not only from the building’s original form but also from subsequent occupations. Each building and its history was taken as a whole, and the stories that the buildings told and the new users retold could come from different stages of the building’s life. In these cases, it is not solely the building’s original structure but some of the layers of life that history has imprinted on the building that stoke new users’ interest in the place. This exemplifies Tucker’s “palimpsest approach,” which suggests that this diverse layering over time contributes to the current essence of a space [10] (pp. 383).



**Photo 7.** In this café, a wall was intentionally left untreated, revealing through variations in paint that a bench once hung on the wall when the building served as a waiting area for the ferry.

5.3.3 Presence of Narratives

One feature that emerged in many of the interviews and visits to the coffee shops, and that is closely related to the traces of the past, was the presence of narratives about the histories of the buildings or the areas in which they were located. Our analysis indicated that storytelling takes place on different levels: through written or orally transmitted narratives regarding the history and characteristics of the location; through the preservation of physical objects and surfaces, which tell the story of the building’s prior use; and through the transmission of information and guidance on the current and future state of the place and neighborhood.

One form of storytelling we identified was the presence of written or orally transmitted narratives regarding the building’s history. Interviews with store representatives consistently revealed that they had studied the building’s history and were eager to *share narratives* about previous occupants and function(s). The stories did not have to be grand tales; even small testimonies regarding the buildings’ previous uses

were appreciated by new users. Images were also occasionally used to convey the building’s history to customers—for example, in a case where original construction drawings and photos of the original workshop were used as wall decorations (Photo 8).



**Photo 8.** Framed original construction drawings and photos serve as wall decorations, narrating the building’s history and former use as a garage.

Conversations with staff members who were not owners and had not participated in the renovation process also revealed some level of knowledge. They could often point out traces of the buildings’ previous lives. For example, a barista related that the former occupant was a ceramic studio and that objects produced in that studio are now used as decorative items in the shop (Photo 9).





Photo 9. Ceramics from a previous occupant are showcased on café shelves as decorative pieces.

Another form of storytelling is the transmission of narratives through the preservation of atmospheric components, such as objects and surfaces. The interviews with store representatives revealed that they endeavored to preserve traces of the buildings' previous uses and incorporate them into the new interiors. For example, a store owner highlighted a wall that was left untreated to show marks from the past (Photo 7); another example was a floor that once belonged to a garage (Photo 5). Moreover, as depicted in Photos 1, 3, 12, and 14, the shops often reused original facades. In these examples, surfaces and building elements were used as visual reference points in the retelling of the buildings' histories. Another store representative expressed how their brand expected that showcasing the original construction of the building would also highlight the brand's emphasis on transparency: "That was the most important part of the rebuild," he said, "to ensure that we [the brand] became more transparent. We value transparency . . . and wanted to showcase what we do." In this example, exposing the original building structure and surfaces was utilized to reinforce the brand values of the current occupant of the space. A final form of storytelling we observed was related to guidance, which—unlike storytelling regarding the place's history and past—focuses on sharing information about the place's current and potential future position in the area. Often, staff were able to provide information and guidance regarding the surrounding neighborhoods to customers. For example, a barista explained that their shop was one of the first to open in the area and that there were now also a few restaurants, shops, and a museum nearby. She proceeded to indicate the locations of a few upcoming shops that had not yet opened. In another example, a café had a temporary lease in an old building scheduled for demolition to make way for a new and larger structure. However, the building was declared to have historical value, and the demolition was postponed after citizens initiated a debate over the building's qualities and history. "I've heard that it was one of our customers who initiated the petition drive, which led to the issue being taken up politically," said a store representative. Examples such as these illustrate that new occupants can act as neighborhood hosts, disseminating information about their own spot as well as the surrounding neighborhood and thereby potentially *influencing neighborhood development*. This supports previous findings that social values are among

the aspects that decision-makers take into consideration when evaluating the effectiveness of adaptive reuse [48].

#### 5.4 Appealing Neighborhoods

Many cafés were located in former industrial buildings situated outside commercial areas. The locations themselves, as well as the journey to and from these places, proved to be significant influences on users' experiences of the cafés. This suggests that it was not solely the coffee shop itself but also the characteristics of the entire neighborhood that played a role in the visitor experience. Such statements support Steadman et al.'s research from 2020, which indicated that the perception of an atmosphere is not only experienced statically in space and time but also influenced by the consumer's perception of the spot's surroundings; this includes interactions beyond the confines of the consumption environment, such as experiences on the way to and from the venue [49].

##### 5.4.1 Local Integration

In relation to the cafés' placement and integration into the local environment, some customers appreciate the unobtrusive integration of a café into already existing buildings, as it seamlessly blends into the neighborhood: "It feels very natural for this place. It doesn't feel forced at all . . . because of, or due to, the heritage of these buildings and where we are [situated] locally and geographically. I think that makes a lot of sense."

Store representatives described how the integration of businesses into existing buildings can be valuable if the building is in an area that already has a community: "So, the huge benefit is that you are moving your business into a place that already has life. So, you're becoming part of a community; you're becoming part of an area, a history." For buildings located in residential areas, the advantage lies in the fact that potential customers already reside in the area: "You have people who have their daily lives there." Some highlighted how the presence of the café positively impacted the neighborhood and supported *community building*: "I live nearby. In this area, in Nordvest [the name of the neighborhood], there is not much that happens. So, I guess, whenever stuff opens, it's nice to support local businesses." On the other hand, remote locations make cafés harder to reach, which results in additional transportation time but also adds an element of exclusivity, as discussed in Section 5.2.2.

Some informants highlighted local integration: "We also have a lot of regulars that interact. So, we start to know each other. It's like when you go to a bar once a week, you get to know people. In a way, they come for the coffee, but in some way, they also become part of the community." Others mentioned how an interaction between the café and the community was already evident in the implementation process: "People approached us along the way and mentioned that they had things they thought we might be able to use, like old porcelain, for example." We also found examples of cafés engaging with the community through information boards presenting newspaper articles on the location, drawings, messages (Photo 10), and narratives of the buildings' pasts presented on the café walls (Photos 8). This final remark expresses a desire to foster community building through café design and indicates community engagement as the café owner's intention: "Copenhagen does not need more f\* cafés. We don't need them. There are enough places to get coffee. They need social hubs. They need places that can give you a little bit more. And some cafés do that. We need to create that community."



Photo 10. Example of a café engaging with the community through information boards presenting drawings, messages, and newspaper articles on the café.

5.4.2 Inviting Surroundings

Some customers explicitly mentioned that the neighborhood influenced their wish to visit the specific café, saying, for example, “I like the area of Christianshavn because there is water, and it’s just a nice environment in general,” and “I like the surroundings. It’s near the water. If you want, you can sit outside, go swimming, or just enjoy the sun. Inside, it is very nice that you have a view of the sea.” This supports Steadman et al.’s finding that the perception of a place can be influenced by users’ perceptions of the surroundings [49].

Spaciousness and the fact that many buildings were in less crowded areas without much traffic were valued by users: “The vibe is just very easygoing. It is very inviting, calming, and easy,” a guest said, noting that it was relaxing even when sitting outside because of the lack of traffic. All shops featured outdoor seating areas and established a visual connection between the interior and exterior through large windows or doors (Photos 1 and 3).

As they are often located in relatively remote areas that may be new to visitors, the design of these outdoor seating areas can be seen as a means of creating a safe haven from which customers can observe and gain confidence in the surrounding neighborhood before exploring it further. This observation supports findings that café surroundings are also consumed, giving rise to *neighborhood consumption* [14]. In other words, visitors not only consume coffee but also visually absorb the essences of places and their surroundings. Through the presence of a café, the neighboring area can unfold, extending the café space into the surrounding environment. This concept finds support in recent studies, such as one that indicated a trend toward implementing open, transparent facades in coffee shops in older neighborhoods in Hong Kong [13]. Another study presented outdoor seating areas as protected spaces from which visitors can explore new neighborhoods, adding to the unfolding of the café experience from a secure vantage point [50].





**Photo 11.** An example of a canal-facing café in which bar tables and inside seats are strategically arranged for guests to enjoy the neighborhood view. An outdoor seating area is implemented just outside the facade, nestled between the café and the canal. A sidewalk separates the outdoor area from the canal, allowing pedestrians or cyclists to pass by. When the café’s chairs are occupied, guests often order coffee and sit on the canal’s edge.



**Photo 12.** A café located in a former industrial building in a quiet area with minimal traffic. The café itself is relatively small, but the outdoor area accommodates additional guests. The road in front of the café is exclusively for pedestrian traffic, with no provision for car or bicycle travel in the area, resulting in a tranquil environment free from vehicular traffic and other noise.

Another benefit of remote districts is that buildings are less densely packed, thereby offering access to spacious, sunlit outdoor areas. Unlike in the city center, low-rise buildings and the ample space between them allow sunlight to filter down between the buildings: “There are not that many places in Copenhagen where you have this much space,” a storeowner mentioned, explaining that his shop gets sunlight from eight in the morning to late in the evening. “This is unusual in Copenhagen. Usually, other buildings block the view or block the sunlight,” he said, and went on to explain that many of his regular visitors enjoy sitting outside in the sunshine.

Every café we studied had outdoor seating. The seats were arranged so that customers could look out onto the neighborhoods (e.g., Photos 11–13). Planters, parasols, and other objects were used to frame the outdoor areas and create intimate, protected outdoor spaces in the immediate vicinity of the cafés (e.g., Photos 1 and 13).

Observations at different times of the year revealed that outdoor furniture was often present year-round, even in seasons in which the temperature made outdoor seating unappealing. This suggests that the outdoor furniture was employed not only for its functionality but also to signal that the shop was open for business (Photo 14).

The option of sitting outdoors was mentioned as a virtue by most interviewees, while access to a swimming spot was mentioned in cafés close to the harbor: “I think that location is what matters and where you can sit in the sun and enjoy the water. I think that’s important for people.” The outdoor areas were also identified as a justification for prolonging stays and *lingering* in these cafés: “Yes, definitely [I have spent more time than planned]. But that is because one can swim. And it is in the sun.” And elsewhere, “So, when I go here, I normally hang out for hours. In other cafés, I would normally stay maybe one hour.”



**Photo 13.** An example of an outdoor seating area with a view of the neighborhood, where planters and parasols are used to frame the café’s outdoor areas.



**Photo 14.** An example of the all-year presence of outdoor furniture, even when the weather makes outdoor seating unappealing.

**6. Discussion**

*6.1 Main Findings*

Our findings indicate that, in addition to being considered more sustainable, repurposing buildings can offer various benefits to contemporary business owners and their customers. We illustrate how the combination of old and new elements generates distinctive atmospheric characteristics: a spacious and welcoming environment, uniqueness, synergies between old and new components, and attractive neighborhoods. We also highlight user responses to these specific characteristics. Furthermore, our research highlights that these atmospheres can be established with minimal or no alterations to existing buildings, consistent with the recommended approach for achieving climate goals [4].

*6.2 Implications for Theory*

While there is a significant body of extant research on building adaptation, limited attention has been devoted to repurposing buildings for commercial use and understanding the atmospheric implications on users.

This paper makes several contributions to the literature on atmospherics in repurposed buildings. The two main contributions are, first, the thematization of atmospheres that contemporary users value and that are characteristic of cafés in repurposed buildings. Second, the paper introduces an analytical model derived from an applied data structure. This model explains how the relationship between old and new atmospheric components creates novel atmospheres and demonstrates how these atmospheres can be correlated with user responses. This represents a valuable contribution to research in the fields of adaptive reuse, retail, and hospitality design. While the model is introduced in this paper as a framework for analyzing our data, it can also be applied as a conceptual framework for design processes or when exploring potential matches between existing buildings and future users, consistent with Kuittinen’s recommendations [4].

The study conclusively affirms that the previously identified categories of remodeling strategies [23,24] are also applicable to café design. However, by identifying hybrids that fall between multiple categories, particularly in the realm of insertion/installation, we highlight the necessity of further specification of these categories. Additionally, we identify a gap in the understanding of the impact of consecutive remodeling on store atmospheres.

### 6.3 Implications for Practice

With the aim of inspiring stakeholders, including developers and designers, to initiate projects in which user needs are aligned with existing spaces without resource-intensive renovations or extensions, this study identifies a spectrum of atmospheric benefits of repurposed buildings. Beyond the previously recognized sustainability aspects, these benefits are pertinent to creating engaging customer experiences and could thus appeal to stakeholders in the retail and hospitality sector. As the study focuses on values identified by actual consumers and store representatives, it is expected to serve as an inspiration for the retail and hospitality industry.

In this industry, the typical focus revolves around whether store spaces are perceived as visually appealing or aligned with current trends. However, this study demonstrates that through the integration of new and old atmospheric components, seemingly anonymous industrial buildings have the potential to both attract and retain contemporary consumers. Many of the buildings studied were not officially recognized as worthy of preservation or protected by authorities but nonetheless possessed spatial potential for new purposes. This suggests that, if functional buildings are to be repurposed, the future emphasis could shift towards values generated through, for example, spaciousness, added activities, narratives, and local integration. In this context, it is anticipated that the identified themes may assist in assessing which buildings hold the potential for new purposes, even if this is not readily recognized.

The study also reveals that most café implementations primarily adopt the “installation” remodeling strategy. This strategy involves reusing the existing building structures as they are and implementing the new business with minimal resource consumption while still creating positive impacts for the new occupants. While we acknowledge that this may not be feasible in all project scenarios, we believe that these cases can inspire developers and designers.

Beyond the buildings and the cafés themselves, the study indicates that users also value locations. The experience of a café atmosphere, along with the experience of the café’s surroundings, contributes to a holistic perception of the place as a whole. This emphasizes the opportunity for dialogue and collaboration between business owners, urban developers, and local politicians.

In our observations, interviewees tended to describe the atmospheres holistically and struggled to follow our encouragement to identify the individual components that contributed to these atmospheres. This validates findings from various previous studies in the field of atmospherics [44,51], which emphasize that atmospheric components are experienced not in isolation but as integrated wholes. Consequently, providing specific recommendations on which buildings are suitable for new projects and which aspects should be retained to create an appealing atmosphere is challenging.

Conversely, we propose that the ability to envision the final atmosphere as a whole is crucial in the design process. We view the development of this skillset as important for future designers and decision-makers, constituting a key aspect of interior design education. The suggested structure (Figure 2) for analyzing atmospheres, which links old and new components on both the interior and exterior and connects them with overall atmospheres, can be considered a relevant framework for such education. Testing the effectiveness of this approach could be a logical next step in advancing both practical implementation and design education.



#### 6.4 Limitations and Future Research

As with any research, this study has limitations. First, this study relies on data derived from 21 cases and 26 informants. While these cases offer valuable insights into the considerations and motivations underlying the development and patronage of coffee shops located in repurposed buildings in Copenhagen, the sample is not representative of all coffee shops within repurposed structures. The observed trend in Copenhagen is expected to be applicable elsewhere in the region, but further studies are required to confirm this assumption and explore potential variations across geographic locations.

The study specifically delves into the advantages of placing coffee shops in repurposed buildings, distinctly excluding other business types. Nevertheless, it is plausible that various forms of businesses could similarly achieve positive outcomes by establishing themselves in existing buildings. For example, investigating the benefits of introducing small boutique hotels or holiday accommodations in vacant retail spaces in provincial towns struggling with empty storefronts, or utilizing the unique existing spaces to create compelling user experiences for retail brands, could be deemed valuable. Future research endeavors could shed light on whether and why the identified benefits extend to other retail and hospitality projects.

Each case is inherently unique, making it challenging to formulate generalizations. Even within the identified themes, notable distinctions emerge. For instance, we introduce “spaciousness” as a theme, considering its prevalence in most cases studied. However, there were exceptions, such as Case #5, a compact telephone booth spanning only 1–2 m<sup>2</sup>, and Case #21 a small café in a train station. Nevertheless, most cases were capacious. We acknowledge that a building’s size also influences its dynamics, although this was not explicitly addressed in this research. The presence of additional activities was also primarily confined to larger establishments, whereas such activities were not observed in smaller shops in central locations. These smaller shops predominantly catered to takeout customers, and despite the unique features of these smaller shops, they do not necessarily evoke the urges to linger and socialize, like their more expansive counterparts. It is worth mentioning that these smaller establishments were all part of local chains and thus formed integral components of the respective brands. Future studies could delve deeper into the business models and strategies of brands with diverse outlets.

The focus of this paper was on already established and successful businesses. However, we did not highlight the products, services, brands, or business models of the cafés. Future research could delve into whether a specific type of business is likely to be more successful in these locations by analyzing these factors.

This study also does not delve into the legislation governing the use of buildings originally intended for different purposes and legal categorizations of buildings based on their uses. However, such considerations are crucial when assessing the feasibility of such projects on a larger scale. Thus, further research is needed, especially at the local level.

Notably, this study does not include assessments of sustainability. Additional research is required to gauge the actual sustainability impacts of repurposed shops. Furthermore, local and contextual knowledge is essential to determine the genuine sustainability of solutions in specific contexts.

Furthermore, establishing stores in repurposed buildings entails challenges. Practical challenges were revealed in interviews with store representatives, encompassing issues such as temperature regulation, high energy consumption, plumbing and drainage, building size and condition, and acquired features, such as entrance doors. For example, one respondent explained that their shop’s existing doors were too narrow to meet the current accessibility requirements. These challenges are acknowledged, and further

research in this area involving experienced stakeholders with practical experience from such projects is encouraged to seek solutions.

Additionally, old buildings often house various occupants and undergo multiple remodeling attempts, making the analysis of remodeling strategies complex. This study suggests that users do not pay much attention to whether atmospheric components result from a building's original construction or from subsequent occupancies. The most crucial aspect appears to be that the current atmosphere is pleasant. Future studies could illuminate the effects of consecutive remodeling strategies on the overall atmospheres of such spaces.

## 7. Conclusion

Scholars have proposed that, instead of constructing new buildings or performing extensive renovations to existing ones, businesses with spatial needs should consider using vacant spaces by adapting their requirements to fit these spaces. This implies that designers and developers should begin exploring various alternative options to meet their needs or try bringing new users into existing spaces. To explore the potential benefits (beyond sustainability) that store owners and consumers can derive from spaces originally intended for different purposes, we examined user perceptions of coffee shops located in repurposed buildings. Based on observations and interviews, old and new atmospheric components were identified, and eight themes describing the atmospheres that arise through the combination of these components were outlined. Four aggregate themes were then identified: capacious and accommodating environments, uniqueness, synergy between old and new, and appealing neighborhoods. Finally, the following user responses generated by these themes were identified: lingering, working/studying, socializing, revisiting, sharing narratives, influencing neighborhood development, building communities, and consuming neighborhoods. These responses were discussed in relation to the perceived atmospheres.

The study confirms that cafés in repurposed buildings can attract new users through various virtues, even with minimal changes to the existing structures. The benefits of spacious and accommodating environments are manifest. A larger space invites customers to linger and use the space for various activities, such as working, studying, socializing, and additional social engagements. Uniqueness arises from the distinctive qualities of buildings and their locations and the unique integration of the café experience into these surroundings. The cafés' distinctive characteristics influence how people perceive and treasure these places, prompting them to share the experience with friends. A successful synergy between old and new is achieved through the integration of old and new components and the presence of narratives, both of which link the café experiences with traces of the past. The power of opening a café in an appealing neighborhood emerged clearly because many of the studied cafés are situated in old industrial buildings in remote areas, which are often considered intriguing places to explore. Due to lower building density and reduced traffic, these locations are perceived as tranquil alternatives to urban areas, encouraging outdoor enjoyment and the exploration of new neighborhoods. The presence of café guests in such areas has given rise to what we term "neighborhood consumption," or the attraction of increased attention to the surrounding area. This heightened awareness can lead customers to appreciate the site's unique characteristics, with some even participating in petitions to assess their favorite spot's historical value for preservation.

Together, these benefits contribute to strengthening community bonds. Therefore, such spaces can be seen as fostering not only environmental sustainability but also social sustainability. This study contributes to theories of adaptive reuse, atmospheres in repurposed buildings, and remodeling strategies. By identifying key themes and establishing an appropriate analytic model, it encourages practitioners to apply and draw inspiration from the findings when exploring methods of meeting spatial needs and drawing new users to existing spaces.

**Acknowledgements:** The research for this project was funded by a grant from Hong Kong Polytechnic University (Project No. P0043943). I am grateful to the editors and reviewers of this special issue for their insightful remarks, which have enhanced the quality of this paper. I owe special thanks to Veronika Dünser and Paula Randerath for their assistance in data collection and analysis. I also appreciate the contributions of Dr. Sönnich Dahl Sönnichsen, Prof. Nicolai Bo Andersen, and Sara Sparvath, Legal Counsel at the Municipality of Copenhagen, for their constructive comments on this paper. Finally, I am thankful to all the participants for their valuable contributions.

**Conflicts of Interest:** The author declares that there were no conflicts of interest in this study.

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# The Future of Retail and Service Design

## Sustainable, Phygital, and Community

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Francesca Murialdo

First published 2025

ISBN: 978-1-032-83016-2 (hbk)

ISBN: 978-1-032-83020-9 (pbk)

ISBN: 978-1-003-50733-8 (ebk)

## Chapter 8

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### Neighbourhood Consumption

#### The Impact of Neighbourhood Atmosphere on the Coffee Shop Experience

*Mia Münster*

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DOI: 10.4324/9781003507338-14

The Open Access version of Chapter 8 has been funded by PolyU Design.



## 8 Neighbourhood Consumption

### The Impact of Neighbourhood Atmosphere on the Coffee Shop Experience

*Mia Münster*

#### Abstract

Coffee shops have been extensively studied from various disciplinary and methodological perspectives. However, the influence of the host neighbourhood on the café experience has received little attention. To illuminate the impact of neighbourhoods on user experiences, participant observations and interviews were conducted at coffee shops, and the shops' social media posts were analysed. This research was centred on speciality coffee shops in Hong Kong and Copenhagen situated in neighbourhoods that had not previously hosted such establishments. The results show that customers' experiences of these café visits are holistic, transcending the café itself to include the atmosphere of the neighbourhood. These shops and the services they offer are distinctive in several ways: their location in neighbourhoods independently perceived as interesting, the seamless design of the transitional spaces between the cafés and their neighbourhoods, the integration of neighbourhood atmospherics into the cafés' interiors and social media posts, and finally, their locally influenced services. Overall, the findings suggest that these establishments are not viewed as mere isolated cafés but rather as essential parts of a greater consumer experience that encompasses the surrounding neighbourhoods.

#### Introduction

Coffee shops are of central interest to researchers studying coffee consumption from various disciplinary and methodological perspectives. They are commercial establishments designed for the brewing, purchasing, and consumption of coffee, yet they also provide a space for sociality in which people can develop connections and, potentially, communities (Ferreira et al. 2021).

While cafés are typically located where people live, work, or shop, recent research has identified a trend of specialty coffee shops opening outside these districts. In European cities, such as Copenhagen, coffee shops have started to appear in abandoned buildings in remote, formerly industrial areas (Münster 2024). A similar trend is observable in Hong Kong, where coffee shops

DOI: 10.4324/9781003507338-14

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have emerged in retail spaces in older neighbourhoods previously dominated by suppliers of industrial hardware and commercial goods (Barber and Münster 2023). Research indicates that these coffee shops introduce new demographics to neighbourhoods they might not otherwise visit and offer patrons a desirable alternative to well-known commercial districts (Barber and Münster 2023; Münster 2024).

Research on retail formats commonly considers location to be a relevant factor when evaluating stores (Kent and Petermans 2017). In contrast, research on store atmospherics, which examines the ‘sensory qualities that the designer of the artificial environment sought to imbue in the space’ (Kotler 1973, p. 51), typically studies consumer responses to atmospheric components within store interiors, overlooking the host neighbourhood’s influence (Turley and Milliman 2000). However, the external features surrounding stores, such as storefronts, awnings, entrances, display windows, building architecture, and immediate surroundings have been recognised as atmospheric components that can impact the user’s shop experience (Turley and Milliman 2000). Turley and Milliman (2000, p. 195) argued that this aspect of store environments deserves greater attention, since ‘the exterior is the first set of the cues normally seen by a consumer’.

Yet, a store’s exterior is no longer the first thing consumers usually notice. The rise of social media means that, today, stores are not always discovered on the street and chosen based on visual appeal and proximity to the consumer’s home or work – they are also selected on platforms such as Instagram based on their visual presentation (Chen and Lin 2024). Thus, beyond understanding the impact of neighbourhoods on consumers’ experiences of contemporary specialty coffee shops, it is important to study how neighbourhood characteristics are, strategically or unconsciously, integrated into stores’ physical designs and online representations.

This chapter explores the role of neighbourhoods in experiences of coffee shops located in Copenhagen and Hong Kong – two cities in which the author has had the opportunity to conduct in-depth studies. It asks, How do neighbourhoods influence users’ experiences of cafés in those locations? How are the cafés integrated into their neighbourhoods? And what neighbourhood characteristics are considered valuable by consumers? To answer these questions, observations of people and environments were conducted, including interviews with store owners and customers, and shop designs and social media posts were analysed.

The research focused on cafés in areas that had previously lacked such establishments. In such areas, patrons may have fresher memories of why they chose to visit that particular café and neighbourhood and thus be capable of explaining their choice. In contrast, customers may visit well-established cafés merely out of habit, making it harder for them to articulate their motivations (Savin-Baden and Major 2013). Moreover, focusing on newer cafés can uncover emerging trends in contemporary coffee culture and reveal neighbourhood characteristics valued by users, thereby benefiting startups, designers, and urban developers.



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## Literature Review

### *Waves of Coffee Consumption*

Originating in Ethiopia, coffee drinking spread to the Arabic world by the 15th century and Europe by the 17th. European coffeehouses emerged soon thereafter (Broadway et al. 2020) and continue to serve as informal gathering places (Oldenburg 1989; Broadway and Engelhardt 2021). Habermas (1991) traced the emergence of the concept of the ‘public sphere’ to the coffeehouses of 17th-century London, where citizens debated current affairs and competed for political and economic influence. Despite changes over the centuries due to globalisation and other trends, coffee shops have retained their core function: facilitating coffee consumption and social interaction.

Coffee consumption has undergone an evolution sometimes described in terms of ‘waves’. In the first wave, coffee became an inexpensive, everyday consumer item through products such as instant coffee and industrially produced machine coffee. Typically consumed at home or in unembellished cafés, it became a staple of day-to-day life around the world. The second wave involved the success of what are now major brand-name coffee shops. These brands – Starbucks is a prime example – capitalised on leisure aspirations by offering higher-quality products, a wider variety of drinks, and comfortable interiors in which to consume them. The third wave is defined by the so-called specialty coffee market, whose purveyors offer an even higher level of coffee exclusivity, including traceable beans, local and customised roasting, specialised barista craft, and a design-conscious consumer experience. Iterations of this stage can be found globally (Tucker 2017; Ferreira and Ferreira 2018), and their designs are central to their appeal.

### *Consumption of Place*

In *Consuming places*, Urry (1995) describes how places were reimagined as centres for consumption within which products and services are evaluated, purchased, and consumed. The places themselves also become objects of consumption – particularly visual consumption. They are consumed by locals as well as tourists, facilitating local enthusiasm, social and political movements, repeat travel patterns, or simply the pleasure of hanging out or strolling around in an interesting area (Urry 1995).

Urry calls for research that engages with relationships between social and physical environments. This includes the interdependencies between the consumption of products and services, on the one hand, and natural and built environments, on the other. Coffee shops in remote areas, particularly those with outdoor seating areas, offer an interesting perspective on this interdependency. They attract outside interest and, conversely, offer a vantage point on the neighbourhood (Barber and Münster 2023; Münster 2023). The shops are crucibles in this sense, producing alloys of neighbourhoods, built spaces, and consumption.

Studies of user experiences in commercial spaces often highlight ‘atmospherics’. First defined by Philip Kotler in 1973, ‘atmospherics’ refers to stimuli in commercial environments that can influence users’ experiences of services and products. In addition to internal atmospheric stimuli, including the general interior, store layout, interior displays, and human variables, there are external variables, such as the storefront, building architecture, and surrounding area (Turley and Milliman 2000). Few studies have explored how the broader surroundings of a place influence the atmosphere experienced by visitors. Chloe Steadman et al. (2020), albeit focusing on football matches rather than coffee shops, demonstrated that the perception of atmosphere is not confined to the consumption environment. It is influenced by the planning of the event, the journey to and from the event, and memories associated with the event (Steadman et al. 2020).

This suggests that the impact of a venue’s atmosphere transcends the immediate vicinity, shaping the user experience on a more expansive scale – a point that takes us beyond extant conceptualisations in retail and service marketing, where atmospheres are typically presented as relatively enclosed and controllable.

#### *Coffee Consumption in Copenhagen and Hong Kong*

Despite very different histories of coffee consumption in Hong Kong and Copenhagen, the specialty coffee wave is prominent in both cities, accompanied by growing specialty café cultures with many similarities.

Denmark is among the world’s top five consumers of coffee (Dansk Kaffeinformation 2022). Since its emergence in the 17th century, coffee consumption has been a social magnet for Danes. Interest in specialty coffee has grown of late, inspiring specialty coffee shops, albeit mostly in larger cities – especially the capital, Copenhagen.

The coffee culture in Hong Kong is relatively young but has grown remarkably in recent years, making it one of the specialty coffee industry’s leading centres. During the COVID-19 pandemic (2020–2022), Hong Kong was isolated due to travel restrictions. Remarkably, specialty coffee shops thrived during this period. This partly reflects the conditions imposed by the pandemic. Decreased economic activity lowered building rents, allowing new entrepreneurs to enter the market, and travel restrictions motivated Hongkongers to seek out local experiences and explore lesser-known neighbourhoods within their own cities (Barber and Münster 2023; Siqi and Magramo 2021). As other retail businesses struggled or were forced to close, informal counts by local enthusiasts suggest that in 2021 alone, somewhere between 220 and 300 new coffee shops opened in Hong Kong (Barber and Münster 2023).

Compared with Hong Kong, the number of Danish shops focused solely on specialty coffee is limited, but several bakeries have introduced specialty coffee to supplement their pastry and bread offerings. Denmark has

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a tradition of high-quality baked goods, and the consumption of bread and pastries brings people together (Moat 2018). Thus, specialty coffee is a natural addition to bakeries that specialise in exclusivity and craft. Bakeries serving specialty coffee also exist in Hong Kong, but they are rare and represent a newer concept with no roots in Hong Kong's culture. Nonetheless, Hong Kong's specialty coffee shops increasingly offer freshly prepared meals with ingredients carefully selected to complement the coffee.

*Coffee Shop Locations Outside Traditional Commercial Areas*

While specialty coffee shops exist throughout Hong Kong and Copenhagen, they are increasingly located outside traditional commercial areas (Barber and Münster 2023; Münster 2024). Accounting for this trend is complicated. The growth in small, independent specialty shops might reflect pandemic-era conditions or the desire to support local business, be part of a local community, or create an identity distinct from those of larger chains (Ferreira et al. 2021; Siqi and Magramo 2021).

Specialty coffee shops are spread across Copenhagen. They are often small and located in mixed-use residential areas or on side streets in commercial districts. Recent research has identified an ongoing trend of coffee shops opening in buildings originally intended for purposes other than housing a café – for example, industrial buildings in outlying neighbourhoods (Figure 8.1) (Münster 2024). Interviews with patrons of these shops have revealed that the new occupants value the buildings for their spaciousness, which accommodates lingering and other activities. The buildings are also cherished for their distinctiveness and for displaying elements of their past uses, creating synergy between the old and the new. Furthermore, patrons value these shops for their presence in appealing neighbourhoods (Münster 2024).

In Hong Kong, specialty coffee shops have opened citywide in recent years. They are frequently found in older mixed-use residential areas – particularly in renovated ground-floor spaces in buildings dating from the 1960s to the 1980s (Figure 8.2) – inhabiting spaces formerly occupied by industrial hardware suppliers, or grocery stores that sold herbs, fruits, or tea. These coffee shops are typically small, independent, carefully designed, and visually appealing. The stores are usually narrow and deep, with limited frontage (Hong Kong Memory 2012; Barber and Münster 2023). Open or transparent facades have traditionally been uncommon in restaurants and older cafés in Hong Kong, but the reverse holds for specialty coffee shops, where transparency and openness between the interior and exterior have been identified as key design elements (Barber and Münster 2023). This could reflect either inspiration from other countries or these shops' localisation on quieter, less-trafficked streets, where surrounding noise and activity are minimal. Transparency in facade design attracts interest from the street while simultaneously offering customers a vantage point from which to survey the



*Figure 8.1* A café in a repurposed building in Copenhagen. Photograph by the author.



*Figure 8.2* A new specialty coffee shop next to an older hardware store in Hong Kong. Photograph by the author.



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surrounding neighbourhood (Barber and Münster 2023; Waxman 2022). As in Copenhagen, coffee shops in older neighbourhoods of Hong Kong are defined by their presence in areas considered appealing by the specialty coffee segment, and the surroundings inform the users' experiences (Mok 2022; Barber and Münster 2023).

In both cities, the presence of coffee shops transforms neighbourhood retail landscapes, attracting individuals who might not otherwise venture there. Unlike in the past, when cafés were typically stumbled upon by passers-by (Oldenburg 1989), newer establishments are often hidden gems not easily glimpsed by pedestrians. Instead, they are predominantly promoted through social media or word-of-mouth recommendations (Chen and Lin 2024; Barber and Münster 2022).

### **Methodology**

Since this study was exploratory, a qualitative methodology was employed (Gioia et al. 2013; Crick 2021) to explore the cafés' characteristics, integration into the local environments, and strategies for incorporating neighbourhood atmospherics into the café experience. Prompted by the focus on spatial design and user experiences, a multimethod approach was adopted, including observations of places and environments (Sussman 2016), participant observations (Saldaña 2013; Madden 2017), analysis of the cafés' social media posts, and semi-structured interviews. Observational studies were conducted to examine the designs of the cafés and user behaviours within these spaces, while supplementary interviews let participants express their thoughts, intentions, and actions in their own words, providing insights into their experiences and interpretations of the spaces (Gioia et al. 2013). To ensure that the research would develop new concepts rather than confirm existing ones, an inductive approach was adopted, thereby avoiding the imposition of preconceived constructs or theories on the participants (Glaser and Strauss 1967).

### **Data Collection**

The initial dataset was collected during a larger study on contemporary café design and coffee culture, which encompassed more than 200 cafés in Hong Kong and Copenhagen. These data include social media documentation, field notes, and videos and photos from observations, as well as interviews with store owners and consumers. Collecting data from two different cities offered a broader perspective on the phenomenon than would be possible with a single location and allowed for comparisons between them (Savin-Baden and Major 2013). The researcher lived in and spent significant time in both cities during the study, giving her access to cases and time for data collection.

In the larger study, appealing neighbourhoods were identified in both cities as one factor that makes cafés worth visiting (Barber and Münster 2023; Münster 2024). To better understand the significance of neighbourhoods,

12 coffee shops were selected – six from each city – in which interviewees had identified the host neighbourhood as influential on their café experience. Further studies of these 12 cafés were then conducted (Table 8.1). These shops were all outside commercial districts, in neighbourhoods that had not previously hosted coffee shops. The shops shared a focus on specialty coffee, but those offering small meals or pastries were also included. In Copenhagen, these establishments were typically bakeries that sold specialty coffee alongside their baked goods, while in Hong Kong, they were specialty coffee shops that also served small meals. These shops were then revisited to specifically observe each site's interaction with its neighbourhood. Further on-site semi-structured interviews were conducted with store owners and customers, incorporating additional questions on the respondents' relationships with and experiences of the neighbourhoods.

The data discussed in this chapter thus consist of photos and videos from inside and outside the shops; field notes from the observations, including notes from casual interviews with staff and customers; and Instagram posts by store owners and customers from the 12 selected coffee shops. This dataset also includes 28 semi-structured interviews with customers and store representatives recruited during the participant observations. The interviews were scheduled in advance and lasted between 20 and 60 minutes. They were recorded and subsequently transcribed. The interviewees were asked to share their reasons for visiting the café and reflect on their relationship with the café and its neighbourhood.

To mitigate the risks of reviving old habits and encouraging selective, pre-determined perceptions of the environments (Madden 2017), each shop was visited multiple times, at various times of the day, and on different days of

*Table 8.1* Specialty coffee shops included in the study

<i>Case number</i>	<i>Name<sup>1</sup></i>	<i>Location</i>	<i>City</i>
1	HW	Sheung Wan	Hong Kong
2	SA	Sham Shui PO	Hong Kong
3	MW	Sheung Wan	Hong Kong
4	TO	Mong Kok	Hong Kong
5	FP	Sai Yin Pun	Hong Kong
6	HA	Mong Kok	Hong Kong
7	LB	Refshaleøen	Copenhagen
8	FF	Nordvest	Copenhagen
9	HB	Holmen	Copenhagen
10	LA	Refshaleøen	Copenhagen
11	BA	Christianshavn	Copenhagen
12	CC	Nørrebro	Copenhagen

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the week. The least-visited shop was visited five times, and the most-visited store 12 times. By combining interviews, field observations, and analyses of social media posts, diverse café experiences and perspectives on their host neighbourhoods were compared. This approach facilitates a comprehensive understanding of the subject, transcending isolated studies of cafés alone.

The observational studies and interviews were carried out from March 2021 to June 2024. The sample is not intended to be representative of all coffee shops, but rather to provide insight into the role of the host neighbourhood in the café experience and the motivations for visiting the shop.

*Analysis*

The interviews were transcribed and analysed using NVivo. Images and field notes from the observational studies were coded and cross-referenced with expressions from the interviews. Initially, the data were thoroughly reviewed, and codes were assigned. As codes recurred, a detailed compendium of first-order concepts was compiled (Gioia et al. 2013). Subsequently, patterns and differences were identified, and terms were organised by grouping first-order concepts into themes. A pattern of five prevailing second-order themes was identified, along with one aggregate theme that encompassed the trends described in the second-order themes (Table 8.2).

While the primary aim was to identify the overarching characteristics of the selected specialty coffee shops and their interactions with their neighbourhoods, similarities and differences between the two cities were also noted. Thus, the themes describe general tendencies observed in both cities, but within these themes, differences between the cities are also articulated. Local differences were not the focus of this study, but the Conclusion includes suggestions for future research on these local differences.

**Findings and Discussion**

This section presents and discusses the identified themes. The first theme, 'The neighbourhood is perceived as an attraction in and of itself', pertains to the characteristics of the host neighbourhood. The second theme, 'Seamlessly designed transitions between interior and exterior', concerns the café's physical integration into its area, particularly the transition between the café's interior and the surrounding neighbourhood. The third theme, 'Integration of neighbourhood atmospherics into the café's environment', concerns store elements found in the neighbourhood or made locally. The fourth theme, 'Integration of neighbourhood atmospherics into the café's social media posts', pertains to the use of neighbourhood components in images posted on Instagram. The fifth theme, 'Service with a local flair', pertains more to the characteristics of the staff and service than to the physical environment. This theme was inspired by the participant observations, which indicated that the cafés were supported by locals with an interest in these areas, and that the

*Table 8.2* Data structure. The first column displays recurring topics drawn from the images, interviews, and field notes. The second column presents the aggregate themes. The last column states an overarching theme

<i>First-order concepts</i>	<i>Second-order themes</i>	<i>Aggregate theme</i>
<ul style="list-style-type: none"> <li>• Various neighbourhood features attract guests</li> <li>• The neighbourhood's atmosphere compels guests to seek it out</li> <li>• Openness in the facade design</li> <li>• Outdoor seating areas</li> <li>• A view from the interior to the outside and from the street to the inside</li> <li>• Elements found in the neighbourhood used as decorations in the store</li> <li>• Locally created elements integrated into the store design</li> <li>• Social media photos of staff showcasing the neighbourhood</li> <li>• Social media photos of products featuring the neighbourhood (e.g., in the background)</li> <li>• Social media photos of interiors displaying the neighbourhood (e.g., in the background)</li> <li>• Articulated focus on building local communities</li> <li>• Staff serve as neighbourhood guides/hosts</li> <li>• Local products, such as works of local authors/artists, are sold in the café</li> <li>• Staff knowledgeable about the local neighbourhood</li> <li>• The café arranges local events</li> </ul>	<p>The neighbourhood is perceived as an attraction in and of itself</p> <p>Seamlessly designed transitions between interiors and exteriors</p> <p>Integration of neighbourhood atmospherics into the café's interior</p> <p>Integration of neighbourhood atmospherics into the café's social media posts</p> <p>Service with a local flair</p>	<p>Holistic experience extending beyond the café itself to include the ambiance of the neighbourhood</p>

staff often displayed a local flair. This sometimes involved promoting, sharing information about, and guiding visitors through the neighbourhood while building community ties. Overall, these findings portray a 'holistic experience extending beyond the café experience itself to include the ambiance of the neighbourhood'. The following sections are organised according to these themes. Data from both cities are presented together in each section, and geographical differences are highlighted as they occur.

*The Neighbourhood Is Perceived as an Attraction in and of Itself*

Multiple interviews revealed that café guests appreciated the host neighbourhoods taken as wholes, confirming that the surroundings played a significant role in their choice of café. Additionally, the presence of leisure activities



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and other businesses exerted a gravitational pull. For example, a guest in Copenhagen said, 'I like the area [...] because there is water, and it is just a nice environment in general'. Another guest said, 'I think that this area [...] is charming. I love going for walks here,' and 'the good spots are close together,' and continued by describing highlights of the area.

Several Copenhageners praised locations with access to open spaces – for example, shops located near the harbourfront or a canal – as they allow for swimming, catching some sunlight, or watching boat traffic. As one put it,

It is a good place to hang out in the summertime because you can swim, and it is in the sun. When I come here, I normally stay for a couple of hours. In other cafés, I would not stay that long.

Another guest described how his daily morning routine began with a swim in the harbour basin near the café; he would then grab breakfast and work from the café.

Hongkongers cannot swim in the harbour, but several guests mentioned that they preferred cafés in local, quiet neighbourhoods: 'I avoid going to shopping malls during my leisure time because those places are too commercial and crowded. The fast pace makes me feel stressed'. Another customer described his motivation for visiting: 'I enjoy the atmosphere in the neighbourhood. The pace is rather slow, so I can escape from the busy workday'. Others visited certain neighbourhoods for nostalgic reasons: 'We cherish old districts because we don't know when they will be demolished'. This evokes the rapid speed at which buildings in Hong Kong are demolished to make way for taller structures, which is intended to increase revenue and create more space in the densely populated city.

In both cities, it was evident that guests are drawn not only to the cafés but also to the neighbourhoods in general. They seek out neighbourhoods they like, with quieter areas in the cities having a particular appeal. Thus, beyond serving coffee, these shops become hubs for locals and visitors eager to explore new urban territory, acting as gateways to what can be called 'neighbourhood consumption'.

*Seamlessly Designed Transitions Between Interior and Exterior*

All shops studied offered a view out on the neighbourhood and had some kind of outdoor seating area. A view of the outside and access to natural light are known to enhance customer experiences. Research shows that coffee shops' most popular seats are those that offer a view (Waxman 2022). Openness in facade design has been identified as a distinctive feature of specialty coffee shops in Hong Kong, setting their designs apart from earlier café formats, such as Cha Chaan Tengs, which feature more closed facades (Barber and Münster 2023). Similarly, in Copenhagen, former factory buildings or warehouses with loading doors and large windows, which can be opened to

create transparency between the interior and exterior, have become attractive café locations (Figures 8.1 and 8.3).

Cafés, bars, and restaurants increasingly include outdoor seating areas, which are as much part of the neighbourhood as of the business itself. In addition to attracting interest from passers-by, these outdoor areas offer a vantage point on the neighbourhood (Figure 8.4). In Copenhagen, the outdoor areas were relatively large, often offering more seating than the café's interior (Figures 8.1 and 8.3).

In Hong Kong, there is no parallel tradition of outdoor seating – probably due to the city's climate, pollution, traffic, and noise. Hong Kong is one of the world's most densely populated cities, and legislation prohibits encroachment on public spaces by adjacent shops (HKeL 2022). Nevertheless, outdoor seating areas are increasingly found at specialty coffee shops. Since they cannot be placed outside, these areas must be incorporated within the stores' premises (Münster 2023). Typically, the glass facade is pulled back from the front of the building, creating a small 'niche' for seating (Figure 8.5).

Outdoor areas in Copenhagen are usually located in front of the shop, with elements such as planters and umbrellas framing the space (Figure 8.3). Framed outdoor areas that allow observation of the surroundings can be considered 'safe' spaces that support visitors in transforming unfamiliar



*Figure 8.3* A coffee shop in Copenhagen in a building with large loading doors, which were replaced with windows to allow transparency between the café and the surrounding area. Photograph by the author.

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*Figure 8.4* An outdoor seating area in Copenhagen. Photograph by Simon Skipper.



*Figure 8.5* A coffee shop with outdoor seating in Hong Kong. Photograph by the author.

‘surroundings’ into ‘meaningful environments’ (Buchanan 2019, p. 8). In both cities, outdoor seating areas are designed to simultaneously offer guests protection from the urban surroundings and a view of the city.

One explanation for this trend lies in Jay Appleton’s ‘prospect and refuge’ theory, which applies to natural landscapes as well as architecture (Appleton 1975). According to Appleton, from an evolutionary perspective, the environmental signals that gave rise to what we now think of as aesthetic judgments might derive from those that regulate biologically fundamental behaviours, such as approach–avoidance decisions. In other words, the aesthetic impression I derive from contemplating a natural landscape is satisfying to the extent that its physical features create conditions favourable to my survival, such as being able to observe potential dangers from a secure position. Similarly, a framed outdoor seating area in unfamiliar surroundings might appeal to fundamental survival instincts by offering visitors a view of the surroundings from a position of relative security. Although the outdoor areas are designed differently in the two cities, Appleton’s theory offers a biological and evolutionary explanation for the appeal of both layouts.

#### *Integration of Neighbourhood Components into the Café’s Environment*

Some stores integrated elements from the neighbourhood into their designs. One café in Hong Kong served drinks in porcelain and glasses that the café owner had purchased from locals in the neighbourhood. A café in Copenhagen also used reused porcelain, albeit not sourced from the neighbourhood. However, the store owner mentioned that, as customers discovered that the café used such cups and plates, they would sometimes drop by or contact the café if they found used porcelain at a flea market. There were also examples of neighbourhood objects repurposed as decorations. One café mounted large metal springboards as wall decorations and attached photos from the neighbourhood to the wires (Figure 8.6). The designer told us that these were metal springs from old mattresses; the owner had found them around the neighbourhood during the store’s construction and suggested using them. The designer also pointed out small foam boards in the café used for signage, explaining that it was the same type used by local fishmongers. Thus, the signs were a nod to other businesses in the neighbourhood. Several cafés in Hong Kong had maps of the neighbourhood that guests could borrow to familiarise themselves with the café’s location and nearby attractions. In some Copenhagen shops, books by local authors were promoted for guests to read, while artworks by locals decorated the walls.

#### *Integration of Neighbourhood Atmospherics into the Café’s Social Media Posts*

A content analysis of images posted on Instagram by café visitors and owners revealed many depictions of shops’ immediate surroundings, such as





*Figure 8.6* A coffee shop in Hong Kong using elements from the neighbourhood as decorations. Photograph by the author.

customer posts of cups of coffee or meals with the neighbourhood in the background (Figure 8.7A) – a motif that was particularly prevalent in Hong Kong. Other photos posted by owners show a café's coffee bean container, revealing the neighbourhood in the background (Figure 8.7B), and a shop's interior, with the neighbourhood also visible (Figure 8.7C).

Photos were taken of the shops' surroundings, even outside of business hours. One guest described learning about the café before it opened, as the owners had posted pictures of the construction process on Instagram. He and his friends had previously been patrons of another café in the area that closed, so when rumours spread about a new one, they eagerly followed the construction on Instagram (Figures 8.7D and 8.7E). Another example of how the café experience extends beyond the physical shop was described by a store owner in Copenhagen: 'We also post photos from our everyday life outside of the café's opening hours', he said, describing photos of both private activities and activities with staff members, such as trips and morning or evening briefings (Figure 8.7F); 'Our guests say that they like it'. Additionally, an example was found of a café that posts about arranging tours for guests to visit old stores in the neighbourhood (Figure 8.7G). These examples indicate that the experience of the café and the sense of community felt there extend beyond the café's physical boundaries and operating hours.

These findings reveal that café atmospheres exhibit both spatial and temporal porosity, as they are shaped by people's experiences inside and outside the space. Chloe Steadman et al. suggested that the atmospheres at football matches are influenced by experiences beyond the venues themselves (Steadman et al. 2020); the same phenomenon is evidently prevalent in specialty coffee shops. This porosity re-emerges in the space between the physical store and the online representation of the shop.



Figure 8.7 A collage of images posted on Instagram by café guests and owners.

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*Service with a Local Flair*

The interviews with store owners revealed that each was well informed about their neighbourhood and community. They were eager to share their knowledge of the area and interested in contributing to the local communities, and a 'local flair' was observed in the service provided in several cafés. Some of this was offered exclusively inside the cafés. For example, a store owner demonstrated how they sold jewellery made by a local child to support a charitable cause. Other examples transcended the shop itself. Some Copenhagen shops arranged readings, weekend markets, and musical performances. These events were popular and therefore typically hosted outside, in front of the cafés, or in the transitional zone between indoors and outdoors, if space allowed. Café spaces were typically smaller in Hong Kong, leaving less space for hosting events. Nevertheless, small events are common. A store owner explained that before the pandemic, they would invite jazz bands to play in the small outdoor niche in front of the store. We also found examples of coffee shops inviting 'guest' baristas to 'perform' at their shops, often using Instagram to promote these events.

Services sometimes extended beyond the café itself and into the neighbourhood. A store owner in Hong Kong, for example, explained that when he opened his store, there were no other coffee shops nearby. Most shops in the vicinity sold leather and textiles, which meant that most people visiting the area were after these products. When visitors stopped at his shop for refreshment, he was able to help them find specific products, thus supporting other businesses in the area and establishing a symbiotic relationship with them. Another example of promoting the neighbourhood was found in a café located in an area in Hong Kong formerly dominated by hardware retailers. This shop arranges tours for guests to visit old stores in the neighbourhood, thereby building connections between the specialty coffee shop, its guests, and other businesses in the neighbourhood.

No neighbourhood tours were found in Copenhagen. However, some shops had staff who could act as neighbourhood hosts and provide guidance on the area. One barista explained that their shop was one of the first to open in the area; they pointed out the locations of establishments that had opened afterwards and some upcoming projects. Storytelling transferred from staff to guests has previously been identified as a trend in cafés located in historical buildings, where it offers information about the buildings' histories and former occupants (Münster 2024). However, the present research illustrates that staff can also act as neighbourhood hosts and guides.

*Holistic Experiences Extending Beyond the Café Itself*

The themes outlined above collectively illustrate how the café experience transcends the café itself, as the neighbourhood is integrated into the overall impression. This is evident in the reports of neighbourhoods becoming attractive destinations, whether due to their pleasant ambiance or the presence of other appealing activities nearby.

From a design perspective, this holistic experience is supported by seamless transitions between indoor and outdoor spaces, active promotion of neighbourhood atmospheres, and engagement both in the store and on Instagram. This suggests a more comprehensive method for analysing café environments – one that emphasises how interactions between a venue and its surroundings shape the customer experience.

### **Conclusions, Implications, Limitations, Future Research**

Our analysis of the relationship between coffee shops and their host neighbourhoods shows that neighbourhoods themselves can attract guests and influence the café experience. The cases studied belong to a specific niche – specialty coffee shops – that represents a newer generation of cafés. While not representative of all coffee shops, the findings demonstrate how neighbourhoods can enrich the café experience and motivate visits. Following a multimethod approach, key features of these shops were identified, and the sentiments of users and store representatives were recorded. These insights were used to identify themes characteristic of interactions between cafés and their neighbourhoods, which suggests that guests are drawn not only to visiting the cafés but also to engaging with the environs. Five themes were discussed:

- The neighbourhood is perceived as an attraction in and of itself
- A seamlessly designed transition is offered between the interior and exterior
- Neighbourhood atmospherics are integrated into the café environment
- Neighbourhood atmospherics are integrated into the café's social media posts
- Service with a local flair is offered

Collectively, these findings portray the café experience as holistic, extending beyond the café itself to encompass the ambiance of the neighbourhood. Cafés are not experienced as isolated destinations but rather as essential parts of a greater consumer experience that encompasses the surroundings. A trend of placing cafés in areas that had previously lacked such establishments was evident in the two cities studied. Our analysis revealed neighbourhood characteristics valued by users, which may indicate that this user segment has an emerging desire to experience local neighbourhoods rather than traditional commercial districts.

These conclusions can inspire designers and store owners opening or developing new stores. The findings may also prove useful for urban developers, particularly in areas undergoing redevelopment, where the introduction of a café could play a pivotal role in the neighbourhood's transformation. Urban developers and policymakers should view cafés not as standalone businesses but as integral components of a holistic experience – shaped by the neighbourhood's atmosphere – that can enhance the overall community.



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Researchers could also benefit from considering this when studying commercial atmospheres and acknowledge how these atmospherics can extend beyond interiors to include the surroundings. Further research might explore the influence of neighbourhood settings on other establishments, not just cafés.

The study drew on data from two geographically distant cities, revealing shared characteristics and experiences, which suggests that the findings may have broad applicability. Despite differences in size, climate, and architectural style, enough convergences emerged to identify distinct themes. We encourage future research in other regions to validate or refine these findings. Local differences between the cities also offer a basis for further investigation. Researchers could explore how local decorative features, or interior architectural elements express the shops' cultural significance and add value to specific user segments. Additionally, examining activities associated with cafés could illuminate how these spaces add value for their users. Relevant research questions might explore how cafés build and support communities – whether locally or online – and what designs and services are most effective in fostering such connections.

By specifically examining the role of host neighbourhoods and their interactions with cafés, this study indicates that coffee shops serve not only as businesses that sell coffee and facilitate meetings, but also as places that connect people to urban areas. This recognition could deepen our comprehension of consumer experiences and the societal roles of cafés. It encourages a more comprehensive approach to studying cafés and other commercial environments – one that highlights the interplay between businesses and neighbourhoods in shaping customer experiences.

### Acknowledgements

This research was supported by a grant from Hong Kong Polytechnic University (Project No. P0043943). I would like to extend special thanks to Ada Chan, Victor Serrano, and Yuen Chi Yan for their assistance in the data collection. Finally, I am grateful to all the participants for their valuable contributions.

### Note

- 1 The names are abbreviations of the actual shop names.

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## **Svarnr.: 6 Borger**

**Vejnavn:** Strandgade

**Postnr. og by:** 1401 København K

### **Høringssvar:**

Wilders Plads er i dag med blanding af høj og lav bebyggelse netop det, som vi synes er så spændende ved Christianshavn. Pladsen i byrummet på et hjørne ved kanalerne kan ses fra mange vinkler og på flere sider af kanalerne. Hvis man bygger den nye foreslåede bygning vil området blive lukket med mure, der skjuler de bagved liggende bebyggelser og tage. Med den nuværende lave bebyggelse er der meget for øjet og sanserne, at kigge på. Bydelen er med sit særpræg under pres, netop fordi man ønsker, at bygge flere kvadratmeter i rummet. Jeg forslår, at bygningen restaureres og bygges i nuværende højde og omfang. Udemiljøet i området vil også blive forringet, da de højere bygninger vil skabe skygge og mere vindturbulens.

## **Svarnr.: 7 Borger**

**Vejnavn:** Søndre Fasanvej

**Postnr. og by:** 2000 Frederiksberg

### **Høringssvar:**

Wilders Bro, som er den eneste vej fra "fastlandet" til Bjørnsholm (hvor Wilders Plads ligger), har været under reparation i mange måneder pga. et svagt fundament og sikkert også lastning efter de mange byggeprojekter, som har fundet sted på Bjørnsholm de sidste mange år.

Da det er ejendomsejerne/beboerne på Bjørnsholm, som betaler omkostningerne af bro-reparationen (KK hjælper ikke til med dette projekt), har dette medført store uforventede omkostninger for alle ejendomsejere på Bjørnsholm.

Det foreslåede byggeprojekt vil uden tvivl igen medføre mange hundrede af tunge lastbiler, som vil køre over broen dagligt med byggematerialer, bygge affald etc.

Når broen en skønne dag igen bliver fuldt åbnet efter fundamenterparationerne, så vil der sikkert blive sat et skilt med maksimum akselvægt for biler/lastbiler, som kører over broen. Men det er for normale trafik volumener – sikkert ikke for de mange hundrede lastbiler som byggeprojektet kræver for nedrivning og opbygning.

1. Kunne man sætte et lavere maksimum akselvægt for lastbiler relateret til byggeprojektet end the "officielle" maksimum akselvægt dvs. mindre tunge men flere lastbiler for at skåne broen for overbelastning og nye fundament problemer?
2. Kan man bede byggeherren om at afholde omkostninger til broreparation hvis nye problemer med broen opstår under byggeperioden?

## **Svarnr.: 8 På vegne af interesseorganisation eller borger Christianshavns Lokaludvalg**

### **Høringssvar:**

Christianshavns Lokaludvalg støttede forslaget i 2022 med en bemærkning om, at lokaludvalget vurderer, at byggeriet vil bidrage positivt til området.

Lokaludvalget synes fortsat, at det er et godt projekt, der respekterer det eksisterende byggeri i forhold til højder, materialevalg og det visuelle udtryk.

Forslaget vil samtidig bevare og genskabe café- og restaurantmiljøet, samt understøtte det levende udeliv langs kajen.

Vi vil gerne fremhæve, at projektet er uden kælder, og at fundamentets konstruktion tager højde for forventede fremtidige vandstandsstigninger, hvilket er et vigtigt hensyn i forhold til klima og sikkerhed.

Vi gør dog opmærksom på naboernes bekymring for støjgener, og ønsker, at grundejer vil



tage hensyn til dem med tiltag, der begrænser støjgener mest muligt.

#### Borgerinddragelse

Christianshavns Lokaludvalg og Teknik- og Miljøforvaltningen stod for et borgermøde den 13. august 2025, hvor byggeønsket og lokalplanforslaget blev drøftet.

Referatet fra mødet kan findes på lokaludvalgets hjemmeside her:

<https://christianshavnslokaludvalg.kk.dk/nyheder/tak-for-et-fint-borgermoede-om-wilders-plads-9-11>

Lokaludvalget vurderer, at der blandt deltagerne i borgermødet generelt var tilfredshed med forslaget til byggeønsket.

Kommentarer om byggeønsket på lokaludvalgets Facebookside er vedlagt.

Med venlig hilsen

Asbjørn Kaasgaard,

forperson for Christianshavns Lokaludvalg

## Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

**Christianshavns Lokaludvalg**  
Published by Nana Frøling Nielsen · June 26 · 🌐

Så er der nyt om Wilders Plads 9-11, som vi ved er en sag, der optager mange ! 🙌

Lokalplansforslaget er nemlig kommet i offentlig høring efter et politisk flertal på Rådhuset har genåbnet sagen: <https://tinyurl.com/y7cnach8>

Ønsket er det samme som tidligere: At opføre to nye gule bygninger på 3-4 etager med plads til café- og restaurantliv i stueetagerne 🏡

Bliver lokalplanen stemt igennem på Rådhuset, vil der være grønt lys til at opføre de to bygninger.

Sammen med Teknik- og Miljøforvaltningen inviterer vi derfor til borgermøde, hvor I kan blive klogere på planerne for Wilders Plads 🌟

Borgermødet vil finde sted onsdag den 13. august 2025 kl. 19.00-21.00 i Salen i Christianshavns Beboerhus, Dronningensgade 34.

Læs mere og tilmeld jer her: <https://tinyurl.com/4nb6tyt>



### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

The screenshot shows a Facebook post with 18 reactions (18 likes, 0 comments, 0 shares) and 4 comments. The comments are sorted by 'Most relevant'. The first comment is from Peter Ken Mentzel, who says 'Lad dog den bygning være, snart det eneste med sjæl der er tilbage af det gamle Christianshavn. Der er sgu caféer nok i området, faktisk mere end området kan bære.' (9w, 9 likes). The second comment is from Runa Adelsten Jensen, who says 'Lad bygningen stå som den er. Der er ikke brug for flere etagebyggerier med restauranter i bydelen. Sidste rest af charme er i fare for at forsvinde, for altid.' (9w, 8 likes). The third comment is also from Runa Adelsten Jensen, who shares a link: 'https://www.facebook.com/share/16WK1JfjpZ/' (9w, 4 likes). The fourth comment is from Anders Bo Jensen, who says 'Godt de kan komme videre med planerne. De gamle bygninger skvatter snart sammen af sig selv.' (9w, 4 likes).

18 reactions 4 comments 3 shares

Like Comment Share

Most relevant ▾

**Peter Ken Mentzel**  
Lad dog den bygning være, snart det eneste med sjæl der er tilbage af det gamle Christianshavn.  
Der er sgu caféer nok i området, faktisk mere end området kan bære. 🍷

9w Like Reply Hide 9 likes

**Runa Adelsten Jensen**  
Lad bygningen stå som den er.  
Der er ikke brug for flere etagebyggerier med restauranter i bydelen. Sidste rest af charme er i fare for at forsvinde, for altid.

9w Like Reply Hide Edited 8 likes

**Runa Adelsten Jensen**  
<https://www.facebook.com/share/16WK1JfjpZ/>

9w Like Reply Hide 4 likes

**Anders Bo Jensen**  
Godt de kan komme videre med planerne. De gamle bygninger skvatter snart sammen af sig selv

9w Like Reply Hide 4 likes

### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025





### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

Most relevant ▾



**Niels Heimburger**  
Tak for et meget givende og informativt møde.  
Jeg håber inderligt, at I vil løfte projektet arkitektonisk, så ejendommen kan blive et fyrtårn – et smukt og markant vartegn, der matcher den helt enestående beliggenhed på Wilders Plads. Her mødes vand, sol og tusindvis af glade mennesker hver dag, både til lands og til vands – det fortjener et byggeri, der kan stå som en stolt repræsentant for stedet, både nu og for kommende generationer.  
Som det ser ud i de nuværende skitser, fremstår bygningen desværre noget monoton, anonym og lidt trist. Det ville være fantastisk at se jer give den mere karakter og kvalitet – til glæde for os alle.  
Det er sagt i bedste mening 🙏

6d Like Reply Hide 2 👍



**Christianshavns Lokaludvalg**  
Hej **Niels Heimburger** vi sætter pris på din positive feedback i forhold til mødet!  
Tak for at dele dine vigtige input med os 🙌

4d Like Reply



**Helle Jørler**  
Os, der bor her, beder indtrængende om, at hvad det end bliver, bare "det" ikke øger den extreme larm og uro, vi udsættes for hver sommer. TAK.

6d Like Reply Hide 2 👍

### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

**Christianshavns Lokaludvalg**  
Published by Mette Rathsach · December 17, 2024 · 🌐

📍 29 for og 24 imod 📍 --> Lokalplanen for Wilders Plads skal behandles på ny. Det blev besluttet på Borgerrepræsentationens møde i slutningen af sidste uge.

💡 Planerne for Wilders Plads blev i 2022 bremset, før de nåede i offentlig høring, men nu har et politisk flertal på Rådhuset genåbnet sagen.

Ønsket er det samme som dengang: At opføre to nye gule bygninger på 3-4 etager med plads til café- og restaurantliv i stueetagerne. 🍷 🍽️ 🏠

🔧 Teknik- og Miljøforvaltningen skal nu gøre lokalplanforslaget færdigt og sende det i offentlig høring. Bliver lokalplanen stemt igennem på Rådhuset, vil der være grønt lys til at opføre de to bygninger, som er tegnet af Lundgaard & Tranberg.

De særligt interesserede kan se den politiske beslutning 📺: <https://kk.kommune-tv.dk/watch/9375/477>



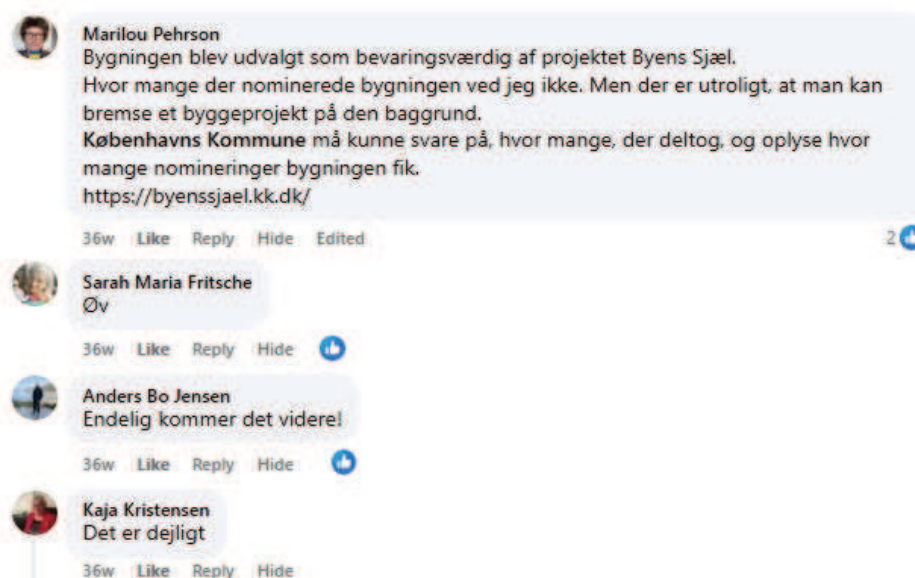
👍👎👤 22

32 comments · 3 shares

### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025



### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

The screenshot shows a thread of Facebook comments. The first comment is from Kaja Kristensen, who says 'Det er dejligt'. It has 36 weeks old, 1 like, and options to reply or hide. Mary Sampson replies, asking 'Kaja Kristensen Mener du virkeligt det???'. Kaja Kristensen replies to Mary Sampson, saying 'ja det gør jeg. Det er nogle faldefærdige bygninger hvor der bl a andet har været autoværksted. Jeg synes det nye er flot. Så kan togvognen også komme tilbage'. Mary Sampson then replies to Kaja Kristensen, saying 'De er ikke mere faldefærdige end at kommunen har vurderet og ellers valgt at bevare dem pga dels deres historisk værdig og dels særprægthed med renoveringspåbud. Togravnene kunne så også vende tilbage til deres oprindelige lokalet.'. Below these are two empty reply boxes for 'Reply to Mary Sampson' and 'Reply to Kaja Kristensen'. The next comment is from Mette Bondo Harders, saying 'Jeg synes at det ser ret flot ud forslaget til det nye byggeri:)', with 36 weeks old, 1 like, and options to reply or hide. Mette Bondo Harders posts another identical comment. Anette Thede comments 'Øv. Smart at lade noget forfalde for så bagefter at få tilladelse til at bygge nyt ...'. Marilou Pehrson replies to Anette Thede, saying 'Det er et gammelt værksted fra 50'erne, og bygningen var også forfalden, da der var restaurant i bygningen.'. There are also empty reply boxes for 'Reply to Anette Thede' and a partial comment from Lars R. Jørgensen at the bottom.

Kaja Kristensen  
Det er dejligt  
36w Like Reply Hide

Mary Sampson  
Kaja Kristensen Mener du virkeligt det???

Kaja Kristensen  
Mary Sampson ja det gør jeg. Det er nogle faldefærdige bygninger hvor der bl a andet har været autoværksted. Jeg synes det nye er flot. Så kan togvognen også komme tilbage  
35w Like Reply Hide

Mary Sampson  
Kaja Kristensen  
De er ikke mere faldefærdige end at kommunen har vurderet og ellers valgt at bevare dem pga dels deres historisk værdig og dels særprægthed med renoveringspåbud. Togravnene kunne så også vende tilbage til deres oprindelige lokalet.  
35w Like Reply Hide

Reply to Mary Sampson

Reply to Kaja Kristensen

Mette Bondo Harders  
Jeg synes at det ser ret flot ud forslaget til det nye byggeri:)  
36w Like Reply Hide

Mette Bondo Harders  
Jeg synes at det ser ret flot ud forslaget til det nye byggeri:)  
36w Like Reply Hide

Anette Thede  
Øv. Smart at lade noget forfalde for så bagefter at få tilladelse til at bygge nyt ...  
36w Like Reply Hide

Marilou Pehrson  
Anette Thede Det er et gammelt værksted fra 50'erne, og bygningen var også forfalden, da der var restaurant i bygningen.  
36w Like Reply Hide

Reply to Anette Thede

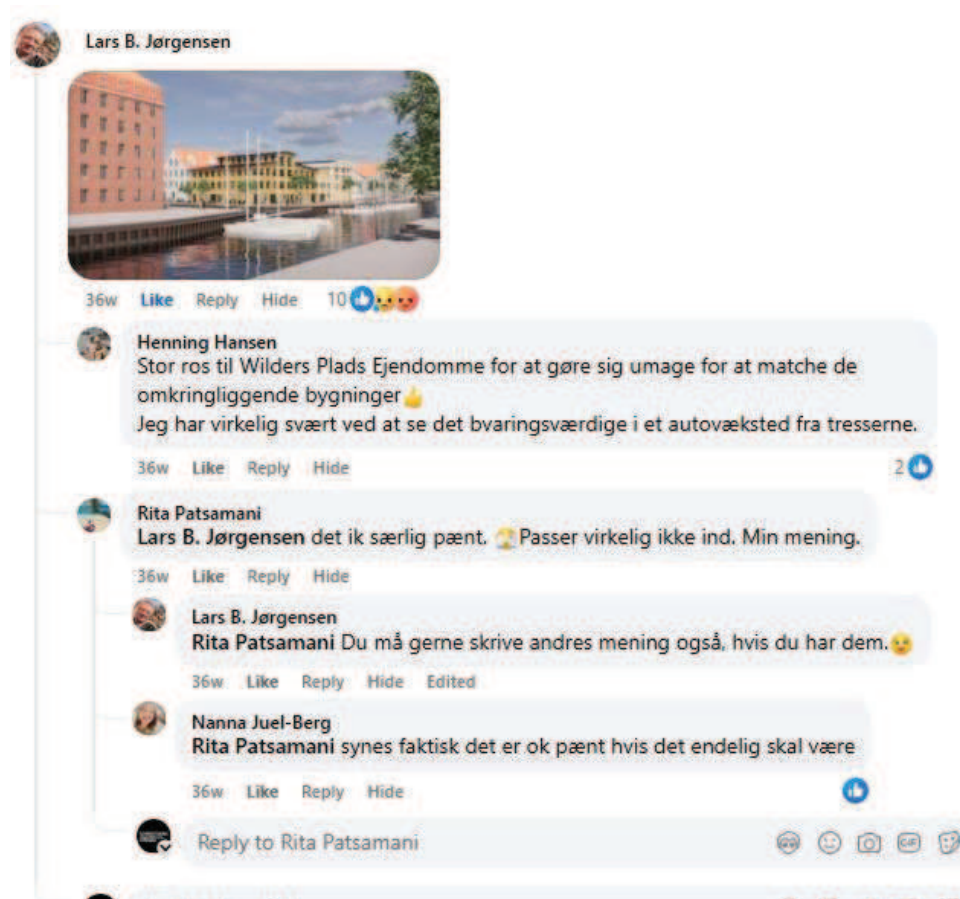
Lars R. Jørgensen



### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025



### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025



### Christianshavns Lokaludvalg

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025

**Christianshavns Lokaludvalg**  
Published by Nana Frøling Nielsen · July 31 · 🌐

Husk vi holder borgermøde om planerne for Wilders Plads, som I alle er inviteret til 🇩🇰

Sæt **X** i kalenderen onsdag den 13. august 2025 kl. 19.00-21.00.

Vi mødes i Salen i Christianshavns Beboerhus, Dronningensgade 34.

Læs mere og tilmeld jer her 📌



CHRISTIANSHAVNSLOKALUDVALG.KK.DK

**Vi holder borgermøde om Wilders Plads 9-11 | Christianshavns Lokaludvalg**

Kommunen har sendt et forslag til en ny lokalplan for Wilders Plads 9-11 i høring. Vi inviterer ...

[See insights and ads](#)[Boost post](#)

 6

1 comment 4 shares

 Like

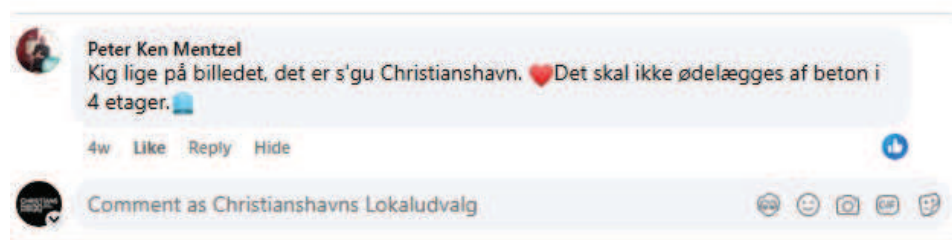
 Comment

 Share

### **Christianshavns Lokaludvalg**

Emne: Kommentarer på FB vedrørende Wilders Plads

Dato: 01-09-2025







1. september 2025  
J.nr. 2025-0260529

Teknik- og Miljøforvaltningen

### **Vedr. lokalplanforslag for Wilders Plads 9-11**

Christianshavns Lokaludvalg støttede forslaget i 2022 med en bemærkning om, at lokaludvalget vurderer, at byggeriet vil bidrage positivt til området.

Lokaludvalget synes fortsat, at det er et godt projekt, der respekterer det eksisterende byggeri i forhold til højder, materialevalg og det visuelle udtryk. Forslaget vil samtidig bevare og genskabe café- og restaurantmiljøet, samt understøtte det levende udeliv langs kajen.

Vi vil gerne fremhæve, at projektet er uden kælder, og at fundamentets konstruktion tager højde for forventede fremtidige vandstandsstigninger, hvilket er et vigtigt hensyn i forhold til klima og sikkerhed.

Vi gør dog opmærksom på naboernes bekymring for støjgener, og ønsker, at grundejer vil tage hensyn til dem med tiltag, der begrænser støjgener mest muligt.

#### **Borgerinddragelse**

Christianshavns Lokaludvalg og Teknik- og Miljøforvaltningen stod for et borgermøde den 13. august 2025, hvor byggeønsket og lokalplanforslaget blev drøftet.

Referatet fra mødet kan findes på lokaludvalgets hjemmeside her:  
<https://christianshavnslokaludvalg.kk.dk/nyheder/tak-for-et-fint-borgermoede-om-wilders-plads-9-11>

Lokaludvalget vurderer, at der blandt deltagerne i borgermødet generelt var tilfredshed med forslaget til byggeønsket.

Kommentarer om byggeønsket på lokaludvalgets Facebookside er vedlagt.

Med venlig hilsen

Asbjørn Kaasgaard,  
forperson for Christianshavns Lokaludvalg

### **Svarnr.: 9 Borger**

**Vejnavn:** Strandgade

**Postnr. og by:** 1401 København K

**Høringssvar:**

Jeg bakker op om modstanden mod den vedtagelse af byggeriet på Wilders plads, som vil gøre Strandgade til et rent støj- og trafikkaos

### **Svarnr.: 10 Borger**

**Vejnavn:** Overgaden Neden Vandet

**Postnr. og by:** 1414 København K

**Høringssvar:**

I byggeprocessen: Det er vigtigt at byggeriets lastbilstrafik holdes i Strandgade og ikke ledes ned i de smalle gader mod kanalerne. Her er nemlig ikke plads og tung lastbilstrafik på brostensgaderne vil skade de mange fredede og gamle smukke huse, skabe larm for beboerne og genere den lokale cyklende og gående trafik og turisternes ditto.

### **Svarnr.: 11 Borger**

**Vejnavn:** Christianshavns Kanal

**Postnr. og by:** 1406 København K

**Høringssvar:**

Høringssvar vedr. lokalplan og byggeri Wilders Plads 9-11 samt møde i Beboerhuset onsdag d. 13. august 2025

Jeg bor i Prinsesse Maries Hjem for gamle søfolk og deres enker, Christianshavns Kanal, lige overfor, hvor ansøgningen om nedrivning og nye bygninger ønskes opført.

Jeg er overrasket over at nedstemning af lokalplansforslaget i 2022 med vægtige begrundelser om bevaringsværdige gamle bygninger med lav bebyggelse nu ikke længere er gældende.

Museer og Byens Sjæl m.v. havde argumenter, der bibeholdt miljø og luft omkring hjørnet til kanalerne, hvor de støder sammen.

Alle på Christianshavn er bekendt med at Torvegade er travlt trafikeret med støj til følge men bare få hundrede meter borte i sidegaderne, er der roligt og behageligt at bevæge sig til fods eller på cykel.

Hvis lokalplanen gennemføres, vil det være til stor gene for alle beboere i nærheden, både i byggeperioden og senere med øget tung trafik og støj til følge.

Høringsmødet d. 13. august var oplysende, dog var der mange ubesvarede og væge svar på spørgsmål, besvaret af bygherrer, arkitekt og den administrative del fra Københavns Kommune.

Jeg har læst referater af mødet på nettet og er af den overbevisning, at de ikke er retvisende. Jeg mener at flere af de kritiske spørgsmål fra os beboere, specielt fra Prinsesse Maries Hjem ikke er gengivet i referatet.

Hvis politikerne, der skal stemme om lokalplanen ikke har alle spørgsmål og tilkendegivelser, så beslutter de sagen på misvisende grundlag.

Det er en trussel mod demokratiet når beboere bliver negligeret, pga. deres spørgsmål ikke er positive men kritiske overfor den ansøgte nye lokalplan.

### **Svarnr.: 12 Borger**

**Vejnavn:** Mikkel Vibes Gade

**Postnr. og by:** 1417 København K

**Høringssvar:**

At bygge på Wilders plads vil få katastrofale konsekvenser, både for os beboere og for København som en turistdestination. Så nej tak til det.

Af to forskellige årsager, som selvfølgelig unægteligt hænger sammen.

1:

Vi ender som Barcelona, Rom, Amsterdam og andre byer i Europa, som drukner i turisme, tarvelige souvenir butikker og forlystelsespark lignende bydele, som tidligere var tæt beboede, fulde af charme og autencitet.

Som det er nu er Chr.havn stadig en levende bydel, og her er levende fordi vi stadig er mange der bor og lever vores liv her. Her er både fredeligt og masser af udeliv, med al den støj det medfører.

Men vi balancerer på kanten til at bydelen bliver omdannet til en grotesk blanding af forlystelsespark og "levende museum", vi, borgere bliver statister i en forestilling om hvordan Christianshavn er.

Når først det er sket, så ender Chr.havn som endnu en bydel i en Europæisk storby uden identitet, autencitet og uden noget som helst at byde på. Hverken for de få der standhaftigt bliver boende eller de turister der kommer forbi.

2:

Så er der så trafikale udfordringer ved at bygge nyt og omlægge trafikken.

Som beboer på Christianshavn, med et barn i institutionen Krudthuset på hjørnet af Refshalevej og Prinsessegade, som starter på Chr.havns skole til august 2026 - vil jeg mene at den øgede tunge trafik på hele Chr.havn, som følge af nedrivning og nybyg på Wilders plads er stærkt kritisabelt for sikkerheden og miljøet. Vi skal ikke ha mere tung trafik ind i tæt beboede områder, i forvejen er prinsessegade livsfarlig, både for alle de børn og unge som dagligt skal i institution, i skole eller på gymnasium, for turister og alle andre.

Den planlagte omstrukturering af trafikken, vil skabe endnu mere tung trafik i et område som i forvejen ikke er skabt til det.

Hvordan kommer det til at se ud når Lynetteholmen også skal serviceres?

Allerede nu er der mange, lastbiler især, som istedet for at køre over Christmas Møllers plads, tar den ind igennem Prinsessegade og ud på holmen den vej.

Kommer der flere?

Måske en trafiktælling som ikke er fra 2016, ville synligøre problemet.

Chr.havn er bygget som øer af gammelt affald, vi kan ikke absorbere flere køretøjer, hverken den tunge eller person bilisme, uden at det går ud over en hel bydels borgeres både fysiske og psykiske helbred.

Og hvordan påvirker det miljøet?

Så alt i alt er det ikke i vores, borgerne på Christianshavn eller i resten af København for den sags skyld, interesse at bygge nyt på Wilders Plads. Det får simpelthen alt for store konsekvenser for vores liv, vores hverdag og vores bydel at give et aktieselskab carte blanche til at ødelægge noget så særligt som Chr.havn er for at de kan putte nogle penge i lommen. Den investering som aktieselskabet vil lave på Wilders plads, kommer ikke andre tilgode end aktieselskabet selv, så nej tak!

**Svarnr.: 13 På vegne af interesseorganisation eller borger Ejerforeningen Strandgade 48**

**Høringssvar:**

De seneste år er trafikken på Strandgade øget markant. Især tung trafik i form af lastbiler og varevogne er der meget af pga. etablering af supermarked, adskillige nye restauranter og et madmarked. Det larmer rigtig meget, og vi håber derfor ikke, at trafikken - især den tunge - øges pga. dette projekt. Vi håber og forventer, at en beslutning som denne baseres på

tidssvarende trafikmålinger og ikke forældet data, idet støjgener i vores øjne er et væsentligt element at forholde sig til ifm. en ændring af lokalplanen. Vi har hørt, at der angiveligt skulle være brugt en trafikmåling fra 2016. Det har vi svært ved at forestille os rigtigheden af, idet trafikbelastningen i dag er markant øget sammenlignet med tidligere, og en trafikmåling af ældre dato vil derfor ikke give et retvisende billede trafikken i dag. Og det bør man naturligvis have som grundlag for at træffe en oplyst beslutning

## **Svarnr.: 14 På vegne af interesseorganisation eller borger Prinsesse Maries Hjem for Gamle Sømænd og Sømænds Enker**

### **Høringssvar:**

Dette høringssvar indgives på vegne af 62 medunderskivere som alle er beboere i Prinsesse Maries Hjem.

Vi vil gerne udtrykke og begrunde vores modstand mod byggeriet på Wilders Plads 9-11 samt vores store bekymring for, at nærmiljøet tager varig skade af byggeriet.

### **Støj:**

Selve byggeperioden er én ting – støj, støv og hvad der ellers følger med det, er midlertidig, men det bliver alt andet lige hårdt og belastende for alle beboere i nærheden. Beboerne kommer til at bo og leve med betragtelig støj i minimum 18 måneder som det ser ud nu, hvis de går i gang.

Al nedrivning, udgravning og efterfølgende selve byggeriet vil støve, støje og luftforurene nabolaget intenst i hele perioden. Alt skal bortkøres i lastbiler og alt materiale og håndværkere til byggeriet skal ligeledes finde vej gennem Strandgade i lastbiler. Det er en i forvejen meget trafikbelastet gade, og det vil medføre anselig trafikstøj.

En anden ting er at leve og bo op ad konstant larm fra ikke én men to, tre eller fire restauranter, som der er lagt i kakkelovnen til fra Wilders Plads Ejendommens side lige nu.

Restaurationsbranchen larmer ikke kun fra 8-16, men det meste af døgnet. Der bliver leveret varer og tømt skrald både tidligt og sent, der bliver arbejdet, serveret mad og spillet musik hele dagen og til langt ud på aftenen. Den absolutte ro fra restauranter findes kun mellem midnat og kl. 05.00. Gæsterne kan høres vidt omkring fra udeserveringen og branchens puls er fuldstændig i utakt med pulsen i beboelse. Når beboere vil have ro – larmer restaurationsbranchen allermest.

Det er støj, vi kommer til at leve med hver eneste dag fra nu og i al fremtid.

Wilders Plads Ejendomme er ikke ligefrem kendt i lokalområdet for at lægge en dæmper på deres lejere, når de afholder både private studenterfester udenfor arbejdstid eller når restauranterne supplerer mad og drikke med udendørs DJ. Det højner ikke tilliden til, at de vil tage hensyn til naboerne ved at lægge en dæmper på lejerne i fremtiden.

Hjørnet af Christianshavns Kanal og Wilders Kanal er i dag et af de sidste bemærkelsesværdige åndehuller. Det ville klæde Københavns Kommune og borgerrepræsentationen at udvise mod til at bevare nogle af de få rolige områder i byen, så københavnernes stadig kan finde disse lyse og luftige steder uden konstant kommerciel, upersonlig støj.

### **Trafik:**

Københavns Kommune har vedtaget at vende ensretningen i Wildersgade og Overgaden Neden Vandet, der ligger parallelt med Strandgade. Det gør at al trafik, der skal mod nordøst fra Torvegade skal ned ad Strandgade. Det bliver den eneste vej ind i kvarteret mellem Christianshavn Kanal og havnen. Strandgade skal nu servicere:

Udenrigsministeriet, Eigtveds Pakhus, Føtex, Det Hvide Snit, Den Gule Misundelse, Kriminalforsorgen, Barr, Le Grande Rouge, Islands Ambassade, Krøyers Plads, Fingerbøllet, Cafe Wilder, Hos Nicola, Two Socks, Les Amis, Tino's, Stærkodder, Statens Værksteder for Kunst, Finanstilsynet, Lalala, Christianshavns Færgecaféen, Sankt Annæ 8, Restaurant Kanalen, Café Sandø, Båden, Nærvær, Krøyer's, POPL, et utal af virksomheder og sidst men ikke mindst hele Broens Gadekøkken.

Den trafik, der kommer med det nye byggeri, ikke bare under byggeriet med hundredvis af lastbiler, men også efterfølgende med de ekstra lastbiler til varelevering, afhentning af skrald m.m. og kunder i privatbiler og taxaer bliver næsten med 100 % sikkerhed mere end Strandgade kan kapere.

Mange af sidegaderne er brostenbelagte, hvilket forstærker støjen yderligere. Ovenikøbet er det et meget lille afgrænset lokalområde med meget få parkeringspladser og masser af cirkulationskørsel i forvejen.

Allerede nu sander Strandgade til i stillestående biler i spidsbelastningsperioder morgen og eftermiddag. Alle besøgende til virksomheder, restaurationer, institutter og alt det andet er ikke lokalt kendte. De cirkulerer i forvejen rundt i kvarteret for at finde den ledige p-plads, som ikke er der. Det er ovenikøbet også en gade, der bliver benyttet af rigtig mange cyklister, heriblandt børn, ældre og ikke mindst turister på udlejningscykler.

Vi mener ikke, man skal finde løsninger på den enorme trafikforøgelse. Vi mener, man skal forhindre den.

Den seneste trafikmåling er fra 2016 ved Wilders bro, og siden da er både Broens Gadekøkken og Finanstilsynet kommet til.

Luft, lys og kultur forsvinder:

Området omkring Wilders Plads 9-11 er i forvejen godt fortættet af byggeri i højden. Det sidste lille stykke blå himmel vil med det nye byggeri være en saga blot. Det åbne rum midt i byen forsvinder for altid. Det er vanvittig trist.

Sammen om byen, men ikke den samme by i hele byen. Hjørnet er i dag et sted, hvor folk ofte gør holdt, og hvor man kan nyde den lavtstående forårs- og efterårssol. Resten af den lave industribebyggelse, som har været karakteristisk for denne del af Christianshavn, er væk. Det sidste lille monument og den sidste påmindelse om hele områdets industrihistorie bidrager til et lyst og luftigt område. Det ender med, at det eneste, der er tilbage fra B & W er den nye statue på torvet.

Det er det sidste sted på Christianshavn, hvor man stadig kan fornemme den variation, der har været i småindustriens bygninger. Det er et levende og kuperet bygningslandskab. København mister et enestående område og erstatter det med noget mainstream, vi kun kender alt for godt fra resten af indre by.

Bygningerne, der ligger der i dag er kulturbærende for området. De er arbejdshestene, der viser, hvad hele området kommer af. Det er den sidste rest af det industriområde, der engang satte sit præg på København og Danmark. Arbejdsheste, der næsten aldrig får lov til at bestå.

Det er det sidste lille kig til, hvad København er skabt af, og når man står nede på hjørnet, og det svært at se en ny mursten. Mange ejendomme i området er bevaringsværdige i en eller anden grad, og det giver området en meget fin karakter.

Den lokale forankring, der refereres til i motivationen til at genoptage forslaget til lokalplanen findes simpelthen ikke mere. Ingen med tilknytning til Wilders Plads Ejendomme bor længere på pladsen.



Derudover er vi bekymrede for følgende:

- Lysforurening.
- Udemøbler, der inviterer til udendørsfester i de sene timer.
- Hvordan en eventuel grundvandssænkning vil påvirke områdets fundament af pæle.
- At familien Barfred i deres oplæg ligefrem opfordrer til udeliv på hjørnet, som bliver meget belastende for nærområdet.

Vi vil gerne opfordre til at Københavns Bymuseums høringssvar 2022 bliver genlæst.

## **Svarnr.: 15 Borger**

**Vejnavn:** Wildersgade

**Postnr. og by:** 1408 København K

### **Høringssvar:**

Jeg sender dette høringssvar som beboer i kvarteret omkring Wilders Plads, hvor jeg har min dagligdag. Jeg kender området godt og bruger de omkringliggende gader og byrum til fods og på cykel. Jeg er derfor direkte berørt af de konsekvenser, en gennemførelse af lokalplansforslaget vil medføre.

Mit høringssvar fokuserer på tre hovedpunkter:

1. De markante problemer med støj, både under og efter byggeriet.
2. De trafikale konsekvenser, der efter min vurdering er stærkt undervurderede.
3. Den manglende lokale forankring og respekt for områdets historie samt byggeriets fodaftryk.

Jeg vil dog starte med konklusionen, da jeg har meget på hjerte.

### **Konklusion**

Jeg mener grundlæggende ikke, at lokalplansforslaget tager tilstrækkeligt hensyn til de mennesker, der bor og færdes i kvarteret i dag.

Den såkaldte "lokale forankring" er for længst forsvundet. Ingen fra Barfred-familien bor længere i området, så de bliver ikke selv berørt af byggeriet eller de gener, det medfører. Det betyder, at hele argumentationen for projektets lokale forankring i praksis står uden indhold. Når dem, der står bag projektet, hverken lever eller færdes i kvarteret, hvorfor skulle de så værne om det?

Byggeriet udvider brugen af fodaftrykket markant i forhold til, hvad der tidligere har ligget dér. De tidligere restaurationer fyldte en brøkdel af de kvadratmeter, der nu foreslås inddraget til restaurationsbranchen. Det er direkte vildledende at påstå, at der ikke kommer mere støj eller trafik, fordi der tidligere har ligget én restaurant og én café.

Kvarteret har en historie og en sjæl, som er tæt forbundet med de gamle bygninger og mursten. Det er en historie, der fortæller om et arbejds- og havnemiljø, der har grundlagt byen, og som ikke kan genskabes, når først det er revet ned. Hver gang et stykke af den gamle by erstattes af et projekt som dette, mister København en del af sin karisma.

De støjgener, vi står overfor, er massive – både fra selve byggeriet og fra de mange nye restaurationer, der vil komme til. Bygherres lejere viser allerede nu manglende hensyn til beboerne med ulovlige fester og arrangementer. Det giver ingen grund til at tro, at en udvidelse vil blive håndteret bedre. Tværtimod peger alt på, at vi må indstille os på et niveau af larm, der er helt uforeneligt med et boligkvarter.

Dertil kommer trafikken. Strandgade og de små brostensgader er allerede under pres. Flere vareleveringer, flere afhentninger og flere gæster vil kun gøre situationen værre. Trafikken vil ikke bare ramme Wilders Plads, men brede sig til hele Christianshavn, hvor både børn, ældre

og cyklister allerede kæmper for at finde plads.

På den baggrund finder jeg det uforståeligt, at lokalplansforslaget vurderes at have begrænsede konsekvenser. For os, der bor her, er konsekvenserne alt andet end begrænsede: Vi står til at miste ro, tryghed og et vigtigt stykke af vores lokalhistorie – alt sammen for et projekt, der alene tjener kommercielle interesser.

Derfor opfordrer jeg til, at forslaget i sin nuværende form forkastes.

## 1. Støj

Der er masser af støj i København hele tiden. Nogle siger: "sådan er det bare at bo i en storby", men byen skal være for alle - det bryster de sig af på kommunen. Jeg er så ufattelig heldig at bo i et nogenlunde roligt kvarter, og det føles nogle gange som om, det er en uskik eller noget, jeg ikke har gjort mig fortjent til. At det er lidt snyd. Hvis andre skal leve med larm, så skal jeg også. Det kan ikke være rigtigt, at kvarterer i indre by absolut skal støje. At vi alle sammen skal leve i noget, der minder om Nyhavn med restauranter og ståhej på hvert et gadehjørne.

Vi skal værne de rolige og åbne steder, der er tilbage. Steder midt i en hektisk by og hverdag, hvor man kan søge hen for at dvæle, gå i stå og koble af.

Med lokalpladsforslaget følger ubeskrivelig larm og uanede mængder lastbiltrafik fra selve byggeriet. Broen over til Wilders Plads er så lille, at det vil være en nødvendighed med mange små lastbiler i stedet for få store. Det vil give så mange gener i kvarteret, at det næsten er umuligt at forestille sig.

Dertil kommer de mange flere kvadratmeter til restauranter med udeservering. Det er noget af den værste støj at bo i nærheden af, fordi det er så uforudsigeligt. Folk griner, støjer, klinger med glas og service og støjniveauet stiger i takt med, at aftenen skrider frem. Det er støj, der er helt i utakt med et boligkvarters rytme. Når beboerne i kvarteret gerne vil falde til ro, er der allermest gang i butikken hos restauranterne.

De nuværende lejere "underholder" ofte hele kvarteret med private fester i erhvervslokaler og udenfor på pladsen, med DJ's og store arrangementer, som de ikke søger tilladelse til. Flere har sager kørende hos Støjvagten, men lige lidt hjælper det. Det vækker ikke ligefrem tillid til at bygherre fremadrettet vil være behjælpelige med at holde støjen fra deres lejere nede på et tåleligt niveau.

## 2. Trafik

Torvegade bliver fremtids- og klimasikret i disse år, og det medfører at ensretningen i Wildersgade og Ovengaden Neden Vandet bliver vendt, så man ikke længere kan dreje ad dem fra Torvegade ned mod Wilders Plads.

Det medfører, at al trafik ind i kvarteret vil blive ledt ned ad Strandgade. En gade, hvor der i forvejen ikke er meget ledig asfalt og som er smal. Den bliver dagligt brugt af børn, ældre og turister på elcykler, der kører som, ja - som om de er turister på elcykler.

Det betyder, at alle vareleveringer til hele Wilders Plads skal gennem Strandgade. Alle varer til værtshuse, virksomheder og restauranter i vores kvarter skal ned ad Strandgade for så at køre op ad brostensbelagte sidegader for at nå frem. De brostensbelagte gade er hyggelige, smukke og aldeles uegnede til varelevering med store lastbiler. De er ekstremt smalle og det støjer. Meget.

Det vil øge både støj, trafiktæthed og utryghed ved at færdes i kvarteret til fods og på cykel. P-pladser er en hel saga for sig med evig bumlen rundt i kvarteret og daglige frustrationer til følge. Noget som byggeriet vil gøre endnu værre end det er i dag.

Der blev lavet en trafiktælling i Strandgade tilbage i 2016 lige ved Wilders Bro. Efterfølgende

er alle restaurationer på Broens Gadekøkken og Finanstilsynet kommet til. Nu kommer der så tre, fire, fem nye, restaurationer til. De vil medføre mange daglige leverancer af varer, mange afhentninger af flasker og andet affald og virkelig mange gæster til og fra gennem kvarteret.

Teknisk forvaltning har regnet ud, at trafikken ikke vil stige nævneværdigt med byggeriet fordi, der ifølge dem, kun vil være en stigning i "brugen" af pladsen fra de cirka 22 personer, der skal bebo de nye lejemål. Det begrundes i, at der tidligere har været én restaurant og én café. Som beskrevet længere nede regner de ikke på, at der er mange flere kvadratmeter til flere restaurationer med hver deres udeservering.

Det er ikke kun beboere og erhvervsdrivende i området omkring Strandgade, der bliver berørt af trafikken til Wilders Plads. Beboere i Dronningensgade, Mikkell Vibes Gade, Overgaden Oven Vandet og Skt. Annæ Gade får også mere trafik, når der skal leveres varer til restauranter og virksomheder i området. Når Strandgade sander til, vil lastbilerne uvægerligt finde andre ruter ind i kvarteret. Dertil kommer masser af fodtrafik fra Metroen og torvet til Wilders Plads (Se vedhæftede). Det er en "håndtegning" af trafikforløbet igennem kvarteret.

### 3. Den lokale forankring er væk

Ingen fra Barfred-familien bor længere på Wilders Plads. Det er efterhånden længe siden, at den sidste bastion, Niels Barfred, flyttede. Der er heller ingen fra familien, der længere har deres daglige gang eller arbejde dér. Argumentet om den lokale forankring klinger hult.

De vil aldrig blive berørt af gener fra hverken byggeri eller den efterfølgende støj fra restaurationer og caféer med udeservering. Der er ingen kærlighed til det lokale miljø og da de blev spurgt direkte på et borgermøde, sagde de, at de ikke har tænkt sig at gøre noget for at mindske generne for os, der bor i nærheden.

### De gamle mursten betyder noget

Når man står på hjørnet af gaden Christianshavns Kanal og Overgaden Neden Vandet kan man stort set kun se mursten, der er lagt før år 1900. Det, synes jeg, er værd at bevare. Da de begyndte at bruge stenene fra bølgebryderen ved Trekroner Fortet, sagde en mand fra M/S Museet for Søfart, at det var en af de sidste arbejdsheste, der blev fjernet fra København. Det er en bølgebryder, der meget fysisk har været med til at sikre det København, vi kender i dag.

De gamle bygninger på Wilders Plads er et fysisk bindeled til og et vidnesbyrd om, hvad København kommer af. Hvad københavnernes levede af og hvordan byen så ud, før der skød nyere byggeri op alle vegne. Når først disse bygninger rives ned, er historien væk for altid. Jeg vil opfordre til, at man læser Politiken serie om Byggematadorerne og sørger for, at vi ikke får en lignende oplevelse på Christianshavn.

### Fodafttrykket

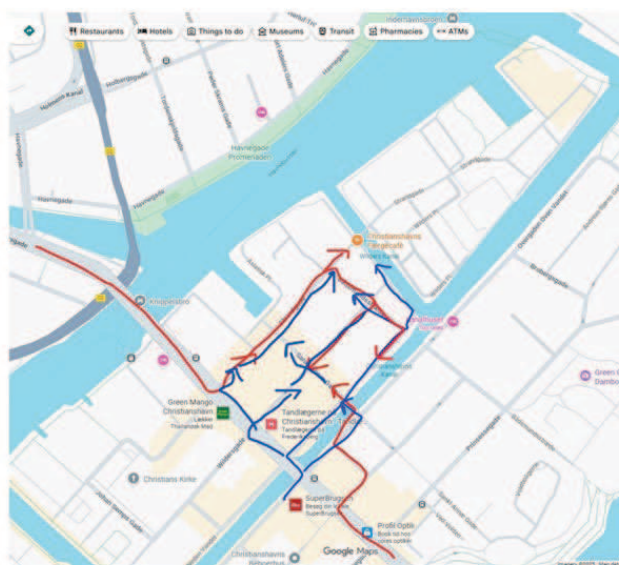
Byggeriet skal ligge på de samme firkanter som tidligere, og her er argumentet, at der derfor ikke vil være nævneværdigt mere støj eller trafik fra flere restaurationer end der tidligere har været. Da restauranten Undici og caféen Båden lå i nummer 11, udgjorde deres serveringsområder samt køkkener til sammen ikke engang halvdelen af kvadratmeterne i bygningen. Senere gjaldt det samme, da Undici flyttede over i nummer 9 (se vedhæftede).

Ja, det er også en ubehjælpelig tegning og frit efter hukommelsen, men det ændrer ikke ved, at det areal, der fremadrettet vil blive inddraget til restauration er langt større end det tidligere har været.

Det er en massiv udvidelse – ikke en videreførelse.

Dertil kommer at bygherre får det til at fremstå, som om serveringsstederne lå der i mange år. Det er heller ikke tilfældet. Det var omkring fem år og det fungerede som det, jeg vil kvalificere som pop up steder. I øvrigt fik de også dengang utallige klager over støj.

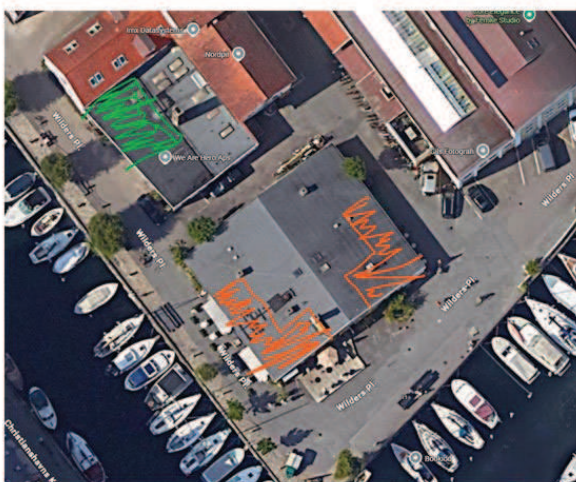
Bilag 1 af 2 for Svarnr. 15: 20250921T13-09\_Trafikforloeb.jpg



Trafikforløbet i området, der leder ind til Wilders Plads efter ensretningen bliver vendt i Wildersgade og Overgaven Neden Vandet.

De blå pile er fodgængere og cyklister.  
De røde er lastbiltrafik.

**Bilag 2 af 2 for Svarnr. 15:** 20250921T13-09\_WP911 - Luftfoto af areal.JPG



Det markerede orange område svarer nogenlunde til det areal som restauranten Undicis og caféen Bådens serveringsareal udgjorde. Det grønne område er Unidici gulvareal efter de flytte fra nummer 11 til nummer 9.



## **Svarnr.: 16 Borger**

**Vejnavn:** Wildersgade

**Postnr. og by:** 1408 København K

### **Høringssvar:**

Til alle medlemmer af borgerrepræsentationen.

Lokalplanen Wilders plads på hjørnet Wilders kanal og Christianshavns kanal.

En vedtagelse af nedrivning af eksisterende bygninger og efterfølgende opførelse af nyt har følgende konsekvenser:

- 1 Nedrivning af bygninger, der fik næstflest stemmer i projektet Byens sjæl.
- 2 Det begrædes af bymuseet og stadsarkitekten.
- 3 Alle de nærmeste 100 beboere i Prinsesse Maries hjem for gamle sømænd og deres enker af 1856 er frustrerede.
- 4 Et af de sidste steder i indre by, hvor man kan dvæle et øjeblik forsvinder og....byen får i stedet noget vi ser og ikke mindst hører nærmest overalt i København.
- 5 Genanvendelse af eksisterende bygninger og bevarelse af historie og kultur tilsidesættes.
- 6 Trafikken i det gamle kvarter bliver tungere og endnu mere intens.
- 7 Det er op til bygherre, hvor meget restaurantdrift, der bliver i stueetagen og i hvor høj grad der skal være udeservering.

Når man læser op på medlemmerne af borgerrepræsentationens personlige mærkesager og ønsker for byen så....er det meget få som:

- trækker på skulderen oven væsentlig mere tung trafik i et gammelt bolig kvarter med mange bløde trafikanter.
- er begejstrede ved nedrivning af noget sjældent og unikt for os her i kvarteret og alle turisterne.
- tilsidesætter grønt genbrug og genanvendelse, men mener, at der skal erstattes af nyt.
- tillader meget mere støj i et gammelt boligkvarter. Til langt ud på aftenen.

Sidst men ikke mindst:

ikke lytter til de berørte borgere, men udelukkende til et aktieselskab, hvis regnskab taler for sig selv. De gør det godt.

## **Svarnr.: 17 Borger**

**Vejnavn:** Andreas Bjørns Gade

**Postnr. og by:** 1428 København K

### **Høringssvar:**

Jeg ønsker hermed at gøre indsigelse mod planerne om nedrivning og ny bebyggelse på Wilders Plads 9-11.

Ejendommene er udpeget som en del af initiativet Byens Sjæl og vurderet bevaringsværdige, netop fordi de understreger områdets høje arkitektoniske og kulturhistoriske betydning. De indgår i et særligt kulturmiljø, hvor bygninger, kanaler og pladser tilsammen skaber en atmosfære, der er væsentlig for hele Christianshavns identitet.

Jeg opfordrer derfor til, at bygningerne på Wilders Plads 9-11 ikke nedrives, men opgraderes

i bevaringskategori, fredes og restaureres, så deres værdi bevares for fremtiden. Denne kontinuerlige standardisering og ensretning af Københavns byrum må høre op nu!

### **Svarnr.: 18 Borger**

**Vejnavn:** Krystalgade

**Postnr. og by:** 1172 København K

#### **Høringssvar:**

Jeg ønsker hermed at gøre indsigelse mod planerne om nedrivning og ny bebyggelse på Wilders Plads 9-11.

Ejendommene er særligt udpeget som en del af initiativet Byens Sjæl og vurderet bevaringsværdige, netop fordi de understreger områdets høje arkitektoniske og kulturhistoriske betydning. De indgår i et særligt kulturmiljø, hvor bygninger, kanaler og pladser tilsammen skaber en atmosfære, der er væsentlig for hele Christianshavns identitet.

Jeg opfordrer til, at bygningerne på Wilders Plads 9-11 ikke nedrives, men opgraderes i bevaringskategori, fredes og restaureres, så deres værdi bevares for fremtiden. Den kontinuerlige standardisering og ensretning af Københavns byrum må høre op nu. Der må ligeledes være respekt for bevaringsstatus, og ejerne bør forstå hvad bevaring betyder i denne kontekst.

Området vil i længere periode være stærkt plaget af byggeriet, som kun handler om penge for den enkelte og ikke værdi for det historiske Christianshavn.

### **Svarnr.: 19 Borger**

**Vejnavn:** Wildersgade

**Postnr. og by:** 1408 København K

#### **Høringssvar:**

Wilders Plads 9-11 er et område af Bjørnsholm en ø bygget af skrald og andet affald. Byens sjæl og Københavns Museum anbefalede at miljøfordele området. Det skete i 2022 men nogen har siden foreslået noget andet.

Familien Barfod har nu også ladet stå til siden miljøfredningen. Bygningerne indeholder dog ikke flere miljø eller sundhedsfarlige stoffer end andre bygninger der er blevet renoveret. Wilders Plads 9-11 ligger på hjørnet af Wilders kanal og Christianshavn kanal. De lave bygninger giver et godt kig ind til de finer røde tegltage, gamle pakhuse og haller der er fredede. Det historiske Christianshavn. Her hersker fred og ro de lave bygninger ville være ideelle til kunst og kreative erhverv. Området besøges af københavnere og turister gående eller på cykel. Flere udtaler tit at her er dejligt roligt i forhold til det øvrige historiske København.

Nu kan vi se frem til etagebyggeri i fire etager og kigget til de gamle bygninger er væk. Mure der det meste af dagen vil give skygge mod vest og nord. En del vindsus langs facaderne vil der også komme (arkitektens eget udsagn).

Nu kan vi se frem til flere restauranter og caféer med udeservering. Det vil medføre medføre støj det meste af dagen/aften. Der skal leveres varer, renovering og oprydning efter at alle gæster er gået.

Strandgade er sidst blevet trafikmålt i 2016. I perioden til nu er der kommet flere erhverv til (Finanstilsynet Broens Madmarked skøjtebane (vinter) Popl). Der er en lind strøm af lastbiler privat bilister og taxaer i den lukkede/blinde gade.

Der er yderligere planlagt omlægning af de ensrettede gader. Strandgade vil så blive eneste gade ind i kvarteret fra Torvegade.

De eneste der vinder på dette projekt er Wilders Ejendomsselskab. De 18-22 leje lejligheder bliver nok ikke en del af de billige lejligheder der er ønsket af flere af politikerne i Københavns kommune.

## **Svarnr.: 20 Borger**

**Vejnavn:** Overgaden Oven Vandet

**Postnr. og by:** 1415 København K

### **Høringssvar:**

Jeg synes det er uacceptabelt at nedrive gamle bygninger, de er vores alle sammens Sjæl+ at det vil komme til at koste milliarder i reparationer efter byggeri er færdigt

## **Svarnr.: 21 På vegne af interesseorganisation eller borger Sømandsforeningen af 1856**

### **Høringssvar:**

Høringssvar til lokalplanforslag – Wilders Plads 9–11

### 1. Overordnet indtryk

Vi takker for muligheden for at kommentere lokalplanforslaget for Wilders Plads 9–11. Forslaget rummer mange positive elementer – herunder ønsket om byliv, grønne forbindelser, klimatilpasning og nye boliger. Samtidig giver det anledning til en række bekymringer, især relateret til skala, bevaringsværdi og naboskab til den fredede kulturarv på Wilders Plads 7.

### 2. Højde, volumen og påvirkning af bybilledet

Lokalplanen muliggør en bebyggelse i op til fire etager (16 m). Dette giver en væsentlig højde- og volumenforskel i forhold til de eksisterende bygninger på grunden og de omkringliggende lave bygninger.

Vi er bekymrede for, at byggeriet vil fremstå for dominerende i bybilledet – særligt set fra den anden side af Wilders Kanal, hvor det vil bryde områdets traditionelle skala og overskygge de ældre, lavere bebyggelser. Det bemærkes, at vi som nærmeste genbo har udsigt til Wilders Plads 9-11 fra opgangene Christianshavns Kanal 10 og 12, Wildersgade 70 og Overgaden Neden Vandet 53.

Vi finder det særligt problematisk, at den nye bygning vil komme til at dominere udsynet til og sammenhængen med den fredede bindingsværksbygning på Wilders Plads 7, det gamle sejlmagerværksted fra før 1730, som er en af Christianshavns ældste og smukkeste bygninger, der udgør en enestående og identitetsskabende del af kvarteret.

Vi opfordrer til, at den maksimale bygningshøjde justeres ned, eller at øverste etager tilbagetrækkes markant, så nybyggeriet indpasser sig bedre i den historiske kontekst og ikke forringer oplevelsen af den fredede bygning og området som helhed.

En visualisering af byggeriets indvirkning på sigtelinjer og proportioner fra Christianshavns Kanal (gaden) bør udarbejdes og offentliggøres som supplement.

### 3. Bevaringshensyn og identitet

Vi stiller os kritiske over for den planlagte nedrivning af de eksisterende bygninger, særligt Wilders Plads 11, som i tidligere vurderinger har været betragtet som bevaringsværdig og del af "Byens Sjæl".

Selvom den ikke er fredet, rummer bygningen kulturhistorisk betydning og arkitektonisk særpræg, der i højere grad burde indgå i områdets fremtidige udtryk.

Vi foreslår, at bygningen helt eller delvist bevares, eller at facadematerialer og karaktertræk

videreføres i nybyggeriet.

#### 4. Kommercielt brug og støj

Vi forstår ønsket om at åbne stueetagen for restaurations- eller caféformål som en del af ønsket om at skabe byliv.

Som naboer overfor Wilders Kanal er vi dog bekymrede for, at en restauration i stueetagen – særligt med udendørs servering – vil medføre støjgener, aftenaktivitet og affald, der forringer det rolige miljø og livskvaliteten for beboerne i området.

Erfaringer fra lignende byrum i København viser, at uden stramme krav til åbningstider, lydniveau, skiltning og affaldshåndtering, kan denne type erhverv få karakter af egentlig støjbelastning – især ved åbne vinduer, ophold ved kajkant og aktivitet uden for normale butiks- og arbejdstider.

Vi opfordrer derfor til, at der indsættes klare og bindende begrænsninger i lokalplanen for kommercielle aktiviteter i stueetagen, herunder:

- Maksimale åbningstider for udendørs og indendørs servering
- Forbud mod musik i det fri
- Krav om affaldssortering og lukkede affaldsbeholdere
- Krav om diskret facade- og skiltedesign

Vi ønsker i stedet et fokus på stille erhvervstyper, fx mindre atelierer, gallerier, boghandel eller værksteder, som understøtter kvarterets kulturmiljø.

#### 5. Parkering og tilgængelighed

Vi bemærker, at parkeringsbehovet anses for opfyldt, men anbefaler, at kommunen overvejer en højere parkeringsnorm eller krav om cykelparkering og delebilsordning, da området allerede er præget af pres på gadeparkeringen.

#### 6. Konkrete anbefalinger

1. Reducer eller tilbagetræk øverste etager i byggeriet og foretag visuel analyse ift. Wilders Plads 7
2. Genovervej nedrivning og bevar arkitektoniske træk fra Wilders Plads 11
3. Begræns serveringsareal og støjgener
4. Sikr eksisterende træækker langs kanalen
5. Tilføj krav om bæredygtig mobilitet og parkering

#### 7. Afslutning

Vi håber på en lokalplan, der balancerer udvikling og bevaring. Det fremlagte forslag rummer mange gode ambitioner, men bør justeres, så områdets særlige kulturhistoriske karakter og visuelle sammenhæng respekteres – især i forhold til Wilders Plads 7 og det nære byrum langs kanalen.

Med venlig hilsen,

Bestyrelsen for Sømandsforeningen af 1856 & Fonden for Sømandsboliger,  
&  
Beboerforeningen i Prinsesse Maries Hjem for gamle Sømænd og Sømandsenker



Wildergade 70 st.

1408 København K.

[post@smf1856.dk](mailto:post@smf1856.dk)

[www.smf1856.dk](http://www.smf1856.dk)

**SØMANDSFORENINGEN AF 1856  
FONDEN FOR SØMANDSBOLIGER  
PRINSESSE MARIES HJEM**

Christianshavn den 22/9 2025

## Høringssvar til lokalplanforslag – Wilders Plads 9–11

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Til: Københavns Kommune – Teknik- og Miljøforvaltningen

Vedrørende: Forslag til lokalplan for Wilders Plads 9–11, offentliggjort den 19. juni 2025

Afsender:

Sømandsforeningen af 1856, Fonden for Sømandsboliger, beboerforeningen Prinsesse Maries Hjem for gamle Sømænd og Sømandsenker, Wildersgade 70. st., 1408 København K

### 1. Overordnet indtryk

Vi takker for muligheden for at kommentere lokalplansforslaget for Wilders Plads 9–11. Forslaget rummer mange positive elementer – herunder ønsket om byliv, grønne forbindelser, klimatilpasning og nye boliger. Samtidig giver det anledning til en række bekymringer, især relateret til skala, bevaringsværdi og naboskab til den fredede kulturarv på Wilders Plads 7.

### 2. Højde, volumen og påvirkning af bybilledet

Lokalplanen muliggør en bebyggelse i op til fire etager (16 m). Dette giver en væsentlig højde- og volumenforskel i forhold til de eksisterende bygninger på grunden og de omkringliggende lave bygninger.

Vi er bekymrede for, at byggeriet vil fremstå for dominerende i bybilledet – særligt set fra den anden side af Wilders Kanal, hvor det vil bryde områdets traditionelle skala og overskygge de ældre, lavere bebyggelser. Det bemærkes, at vi som nærmeste genbo har udsigt til Wilders Plads 9-11 fra opgangene Christianshavns Kanal 10 og 12, Wildersgade 70 og Overgaden Neden Vandet 53.



Vi finder det særligt problematisk, at den nye bygning vil komme til at dominere udsynet til og sammenhængen med den fredede bindingsværksbygning på Wilders Plads 7, det gamle sejlmagerværksted fra før 1730, som er en af Christianshavns ældste og smukkeste bygninger, der udgør en enestående og identitetsskabende del af kvarteret.

Vi opfordrer til, at den maksimale bygningshøjde justeres ned, eller at øverste etager tilbagetrækkes markant, så nybyggeriet indpasser sig bedre i den historiske kontekst og ikke forringer oplevelsen af den fredede bygning og området som helhed.

En visualisering af byggeriets indvirkning på sigtelinjer og proportioner fra Christianshavns Kanal (gaden) bør udarbejdes og offentliggøres som supplement.

### **3. Bevaringshensyn og identitet**

Vi stiller os kritiske over for den planlagte nedrivning af de eksisterende bygninger, særligt Wilders Plads 11, som i tidligere vurderinger har været betragtet som bevaringsværdig og del af "Byens Sjæl".

Selvom den ikke er fredet, rummer bygningen kulturhistorisk betydning og arkitektonisk særpræg, der i højere grad burde indgå i områdets fremtidige udtryk.

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### **4. Kommercielt brug og støj**

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Vi opfordrer derfor til, at der indsættes klare og bindende begrænsninger i lokalplanen for kommercielle aktiviteter i stueetagen, herunder:

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### **6. Konkrete anbefalinger**

1. Reducer eller tilbagetræk øverste etager i byggeriet og foretag visuel analyse ift. Wilders Plads 7
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### **7. Afslutning**

Vi håber på en lokalplan, der balancerer udvikling og bevaring. Det fremlagte forslag rummer mange gode ambitioner, men bør justeres, så områdets særlige kulturhistoriske karakter og visuelle sammenhæng respekteres – især i forhold til Wilders Plads 7 og det nære byrum langs kanalen.

Med venlig hilsen,

Bestyrelsen for Sømandsforeningen af 1856 & Fonden for Sømandsboliger,

&

Beboerforeningen i Prinsesse Maries Hjem for gamle Sømænd og Sømandsenker