

CARLSBERG CITY DISTRICT: THE NEW HOME FOR THRIVING BUSINESSES IN COPENHAGEN



MORE COPENHAGEN



FOR COPENHAGEN

FACTS

By 2021, approx. 80% of the area is developed and by 2024, the Carlsberg City District is fully developed. It will comprise 600,000 square metres, 50% of which will be residential buildings, 35% offices and retail stores, and 15% educational institutions, cultural and sport facilities. The new city district will provide approximately 3,100 homes 12,000 jobs and 3,000 parking spaces for local residents and workers as well as visitors.

A NEW CITY IN THE CITY

The Carlsberg City District has that laid-back, yet sophisticated vibe that epitomises the Danish way of life. Set in the heart of Copenhagen, the cobbled streets, industrial architecture and rich history of this up-and-coming quarter fuse to give you the ultimate modern urban experience, complete with beautiful homes, schools, and modern offices, but also energised with creative businesses, colourful shops and restaurants, rooftop terraces and public squares where people can converge.

The area's brewery history permeates the impressive 19th century architecture with its industrial brick buildings that now form the backdrop for this emerging city quarter. The Carlsberg City District is four times the size of the Tivoli gardens, the renowned amusement park that is another historic Copenhagen attraction. Like Tivoli, the newly developed city district attracts large numbers of tourists and Copenhageners, who flock to the area to enjoy the unique ambience of this iconic Copenhagen site.

The Carlsberg City District is a short walk from the two adjacent neighbourhoods: hip Vesterbro and charming Frederiksberg. Vesterbro pulses with great night spots in its revamped Meatpacking District and its courtyard bars, with a multiplicity of restaurants and street cafés, with tattoo parlours and second-hand shops. Frederiksberg is a more relaxed, family-friendly neighbourhood with beautiful architecture, wide, tree-lined avenues, upmarket shops and green parks perfect for summer picnics and long walks – all wrapped in a cosy, yet exclusive, small-town atmosphere.

Between the two lies the once strictly industrial area that is now transforming into the quintessentially liveable Carlsberg City District.

Welcome to the Carlsberg City District!

Franciska Clausens Square will be a lively square in the historical center of the Carlsberg City District.

A VIBRANT CITY DISTRICT WITH AN OLD SOUL

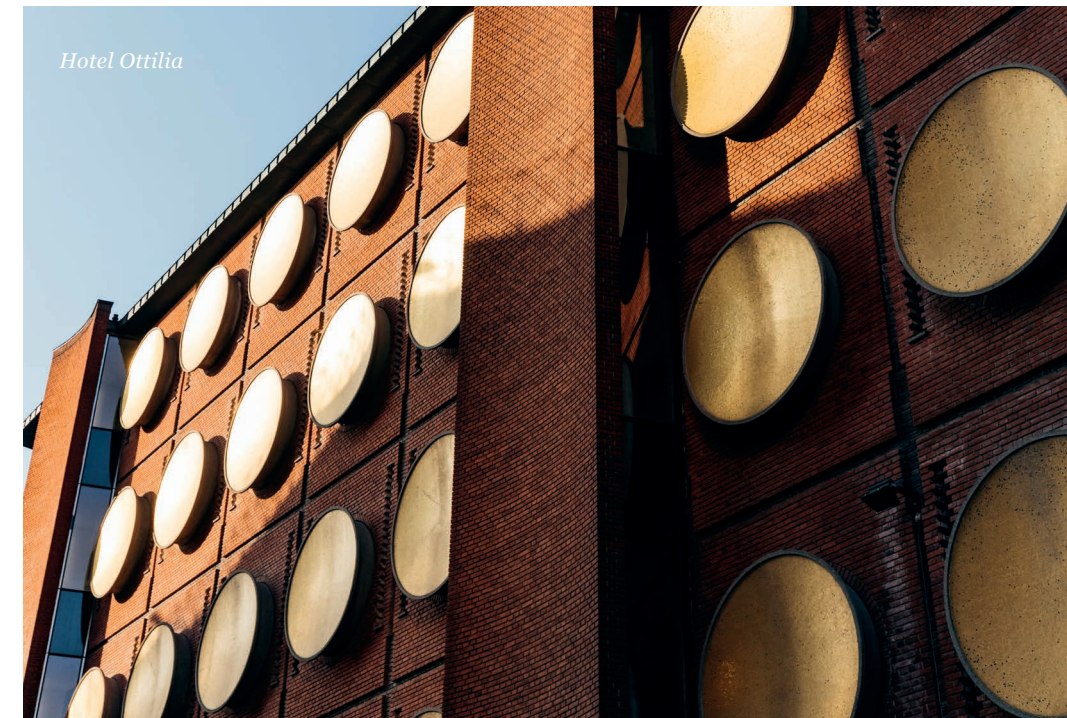
The historic brewery site is transforming into a new city district offering a mix of modern architecture and old, industrial brick buildings – a new quarter in Denmark's capital, Copenhagen. The towers, green gardens, narrow streets and open squares will provide this unique setting for apartment buildings, shops, cafés, offices, cultural activities and schools.

For more than a century, the brewery site was abuzz with life. People, horses and carts delivering heavy beer barrels were a natural part of the brewery's daily activities. Although the distinctive scent of fermented hops no longer fills the air since Carlsberg relocated its beer production, the area remains steeped in its original atmosphere. Locals and tourists from Denmark and abroad come to study the architecture, admire the listed Elephant Gate, or take a stroll in J. C. Jacobsen's famous garden. In 2016, the first new residents moved into the Carlsberg City District.

A mix of historic and modern architecture



Hotel Ottilia



The world-famous Elephant Gate





FACTS
Copenhagen Central Station is just a five-minute train ride from the Carlsberg City District, the Town Hall square is 2 km away, and the airport can be reached in 15 minutes by train. It couldn't be easier!

The busy square by Carlsberg Station and UCC with shops and the Cycle superhighway connecting the area to the rest of Copenhagen.

LOCATION, LOCATION, LOCATION

Getting to and from the Carlsberg City District is quick and easy, whether you use public transport or bike, as many Copenhageners do. Trains leaving from the new Carlsberg Station, built in 2016, whisk you to the airport in 15 minutes. Nearby buses will get you wherever you need to go, and by 2019, you'll be able to hop on the city metro at the local station. If you prefer to drive, you'll be pleased to know that the Carlsberg City District is well connected to all other parts of Copenhagen. You can also park in one of the district's many underground car parks.



Kobke Square is located in the center of the city district between private homes, shops and offices.

THE CARLSBERG CITY DISTRICT IN NUMBERS

7,000 – 8,000

residents

12,000

jobs, including those provided by Carlsberg's new head office

10,000

students at the University College UCC's Campus Carlsberg

1,000

students at European School Copenhagen

30-40

cafés/restaurants

Hotel Ottilia attracts approx.

70,000

visitors every year.

9 towers,

2 parks and approx.

23 green urban spaces

Approx. **3,000**

parking spaces – primarily underground

12,000 JOBS IN UNIQUE SURROUNDINGS

Looking for new opportunities? Now you have a unique chance to build and develop your business from the historic brewery site in central Copenhagen. Locate your company alongside other entrepreneurs, creative thinkers, cutting-edge businesses and enterprising shop owners who enjoy working in a vibrant, residential, cultural and commercial mecca built in historic surroundings.

The Carlsberg City District offers both newly built offices with modern facilities, and industrial, rustic premises. In the vibrant area, you'll find both small and large-scale offices to suit to your company's every need. Some office buildings are equipped with rooftop terraces with a fantastic view of Copenhagen, some have shared cantinas with other companies in the building, and others are equipped with their own kitchen, if this is what you prefer.

Remember: If you sign on early, you'll be able to adapt the offices to your business's needs. Don't hesitate to contact us on erhverv@carlsbergbyen.dk

FACTS

Your clients, customers, and employees will easily find their way to and from the centrally located Carlsberg City District. Overnight accommodation is conveniently arranged for your guests at Hotel Ottilia, and if your company requires modern conference facilities, they too are available in the area.



FACTS

12,000 jobs. That's how many people will be working in the Carlsberg City District by 2024, when the ambitious visions for the city district are completed. Customers, clients, guests and employees will enjoy coming to an office located in the midst of such a historic, yet lively area – in a corner of central Copenhagen that is one of its best-kept secrets. No need to state the obvious, but your guests will be suitably impressed when you show them the iconic Elephant Gate or J. C. Jacobsen's famous garden.

Many of the historic buildings are transformed into modern offices. Here, the new offices in Theodora Hus.

BUILDING MODERN HOMES IN THE MIDDLE OF THE CITY

Every month Denmark's popular and growing capital, Copenhagen, welcomes many new residents. In the Carlsberg City District, we are building 3,100 new homes that will house approx. 7,000 – 8,000 people.

The Carlsberg City District is a diverse, lively urban district tucked between Copenhagen's popular neighbourhoods of Vesterbro, Valby and Frederiksberg. The district offers a variety of housing, from one- to seven-bedroom apartments and exclusive penthouses with rooftop terraces, to beautiful town houses with private gardens and nine apartment towers with a fantastic view of the Copenhagen skyline.

Trains will take you from the district's modern station to Copenhagen central station in a few minutes; the airport is a mere 15-minute train journey away; underground parking is available for businesses, visitors and local people; and the city district is fully equipped with bike lanes. Whatever your preferred method of transport, you are always well connected to other parts of Copenhagen.

The Carlsberg City District features nurseries, kindergartens, schools, and educational institutions. With its cafés, restaurants, public squares and green parks for children and adults to enjoy, the area is rich on history, charm and atmosphere.



FACTS

Copenhagen is considered a youthful city with a large percentage of young citizens. The average age of a Copenhagener is 35 years.

FACTS

Copenhagen's development reflects a general Nordic trend toward urban migration to larger cities. Between 1995 and 2017, the population of Copenhagen has grown by 23% - and is expected to continue rising until 2025. Copenhagen is officially projected to have approx. 75,000 new citizens by 2027.

“Architects and city developers have focused on creating optimal conditions for a vibrant life – both in and between the buildings.”

– Jens Nyhus, CEO, Carlsberg Byen P/S



HISTORY

In 1811, Jacob Christian Jacobsen – or J.C. Jacobsen as he is known to the Danes – the founder of Carlsberg, was born. He was born to be a brewer. Driven by his passion for beer and an early interest in the natural sciences, he embarks on a lifelong journey to improve the quality of beer. Taking the name of his son, Carl, and the Danish word for hill, “bjerg”, he builds his new brewery just outside what was then the city border of Copenhagen. Thus, the brewery Carlsberg is founded in 1847.

In 1882, J.C. Jacobsen’s son Carl starts his own brewery under the name New Carlsberg on the same grounds as Old Carlsberg. In the following years, Carl Jacobsen successfully implemented new techniques for brewing beer, and in 10 short years, sales at his New Carlsberg exceed those of his father’s Old Carlsberg.

In 1906, New and Old Carlsberg merge to become the Carlsberg Breweries we know today.

All this time, the brewery has been located in a closed industrial area. Now, a new Copenhagen city district is being built on the very same site where carts delivering heavy beer barrels were a natural part of the brewery’s daily activities. Although the distinctive scent of fermented hops no longer fills the air since Carlsberg relocated its beer production, the brewery origins are evident in the original architecture of the many listed industrial buildings.

15 % of the Carlsberg City District will consist of these listed buildings reverently converted into modern offices, cultural facilities or hotels. To maintain its roots, the Carlsberg Group is building its new head office in the west part of the Carlsberg City District.



The historic buildings, Lagerkælder 3 and Maltmagasinet have now been transformed into the new Hotel Ottilia by Bröchner Hotels.

A LIVELY CITY HUB

To the delight of local residents, the first supermarkets have already opened on Ny Carlsberg Vej and next to Carlsberg Station. In the small shops surrounding the two nearby squares you can buy Danish pastries still warm from the oven, hot, freshly ground coffee, and beautiful flower bouquets from the local florist.

The old brewery site has begun its rapid transformation into a lively neighbourhood where Copenhageners can hang out, go to concerts, and visit art exhibitions.

In the warm summer months, urban life will flourish on the numerous city squares. One of them is called Bag Elefanterne, which is an attraction in itself. Located near the iconic Elephant Gate, the square is designed with small plateaus and sunny staircases that contrast with the brewery's old, sculptural mash tanks now placed in the middle of the square as a reminder of the district's industrial past. Here, families will be able to live their daily lives, watching urban life unfold from their private balconies or meet up with friends for a meal in a local café. The new city district offers locals and visitors a choice of no fewer than 23 squares and plazas plus two green parks.



JOIN OUR NEXT EVENT

Although the district will resemble a construction site for some years to come, it is important that people keep making use of the amazing venues that the Carlsberg City District brings to the centre of Copenhagen. That's why – while the Carlsberg City District takes shape – Carlsberg Byen P/S organizes lots of temporary, cultural events to entice people to visit the area and join in the urban scene at the former brewery site. Christmas markets, street food markets, festivals and an annual street party for families are just a few of the popular events that attract thousands of curious Copenhageners and tourists to the area each month.



ABOUT THE DEVELOPMENT COMPANY, CARLSBERG BYEN P/S

In 2006, the Carlsberg brewery decided to move its beer production from its birthplace in Copenhagen. In response to a desire to open up the closed industrial area, an international architectural competition was announced and then won by Entasis Architects in 2007. The following year, Carlsberg moved out, and in 2009 the area was opened to the public – to the great delight of many curious visitors. The same year the framework plan was adopted.

Established in 2012, the development company Carlsberg Byen P/S was appointed to spearhead the transformation project, and immediately began planning how to reinvent the former brewery site. The primary goal is to shape a vibrant city district containing a balanced mix of private homes, urban squares, cultural and educational institutions, colourful shopping streets and thriving businesses. All equally important aspects in creating a liveable city district.

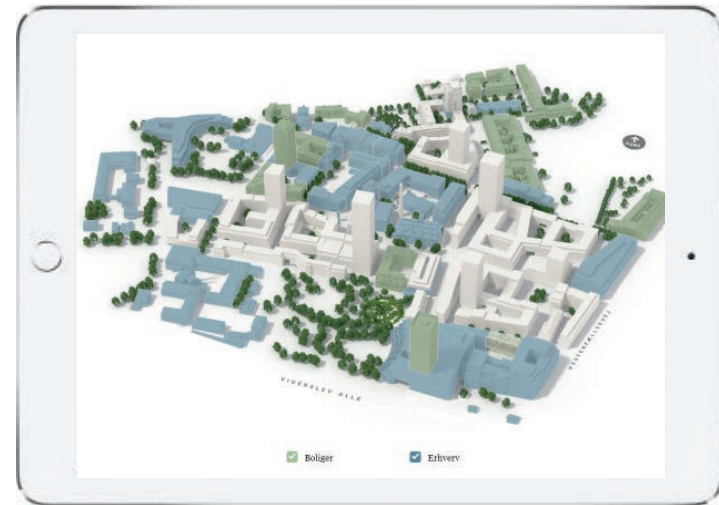
FACTS

Carlsberg Byen P/S is an independent company owned by Carlsberg (25%) and three Danish pension funds: PFA (30%), TopDanmark (22.5%) and PenSam (22.5%).

SEE MORE AT **CARLSBERGBYEN.DK**

On the website, you can read more about the Carlsberg City District. Visit carlsbergbyen.dk/erhverv to explore the business leases offered. Here you can find the exact locations on the interactive 3D map, get information about the specific properties, and download the prospectuses.

Explore the many opportunities at [Carlsbergbyen.dk](https://carlsbergbyen.dk)



Theodora Hus



Emil Christian Hansen Hus



Laura Hus



Fristrup Hus



Hotel Ottilia



Maltmagasinet



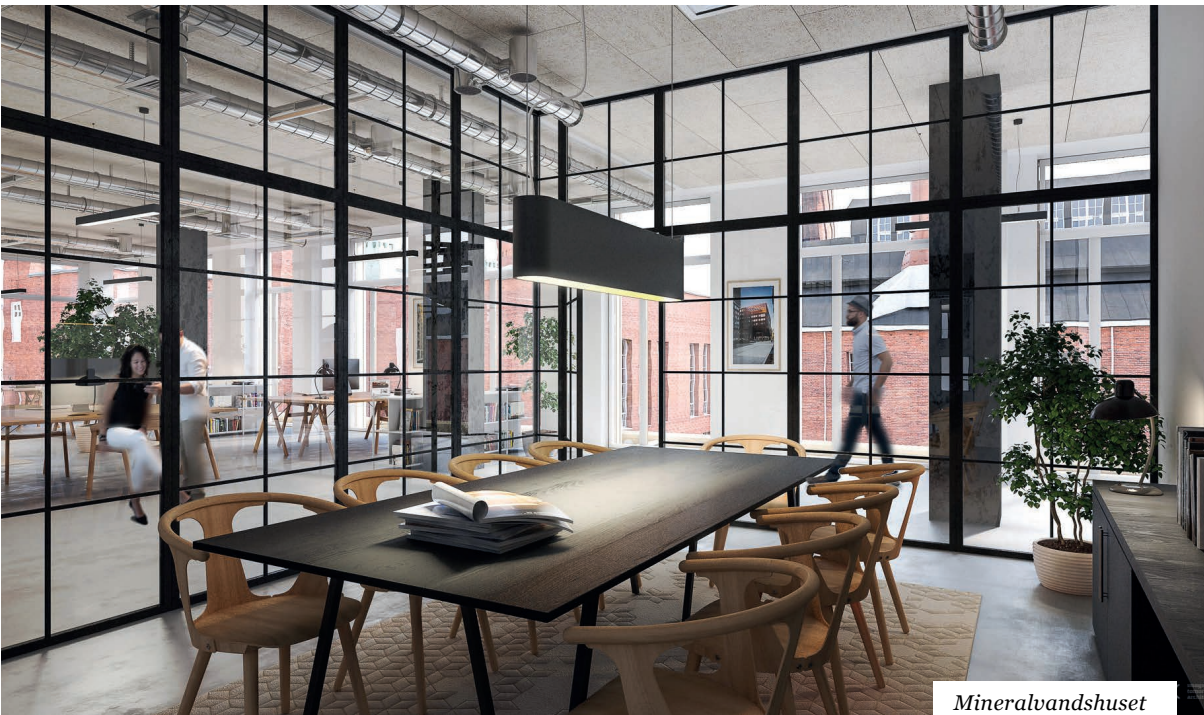
Halmageret



Christen Hus



Harild Hus

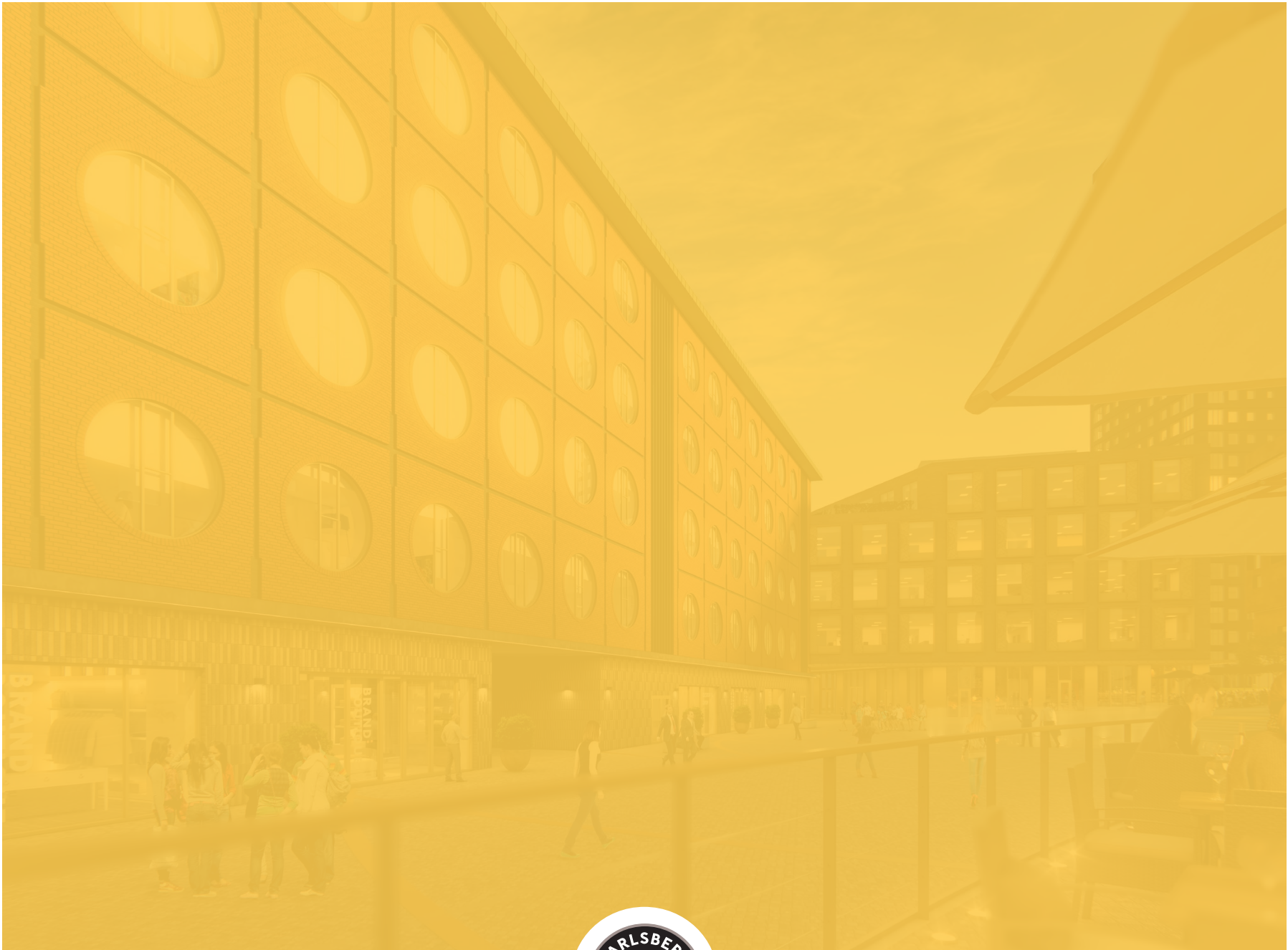


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