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# **The Southern Station District in Munich and its Businesspeople – Location Satisfaction, Economic Situation and Development**

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## **Abstract**

The southern station district in Munich extends southward from the main railway station. Covering a small area of less than 1 km<sup>2</sup>, it is characterised by a wide variety of shops, restaurants, bars, cafes and other services around Schwanthalerstraße, Goethestraße, Schillerstraße and Landwehrstraße. The research study from 2009 aimed to examine location satisfaction, the current economic situation, and the assessment of future economic development among businesses in the district's core area. At the same time, general characteristics of the businesses and commercial enterprises examined should be recorded. The multimethod study is based on data from a survey of businesspeople (n=148) and qualitative interviews with some of them (n=26). This was supplemented by mapping buildings (ground-floor usage). Central location, public transport connections, safety in the surrounding area, pedestrian traffic, the location's image, property prices, and the quality of commercial spaces were considered highly important for business activities. High to very high satisfaction was particularly evident regarding public transport connections and the central location of the southern station district. Weak points were identified in the traffic situation and in the appearance of public spaces. The majority of respondents rated the economic situation of businesspeople in the southern station district and their own businesses as average, and predicted a positive trend for the coming year. The rental burden was generally considered high relative to turnover. The southern station district was generally regarded as a good location. The benefits of pooling interests in a community of interests should be made more widely known.

**Keywords: Businesspeople; Economic Situation; Location Satisfaction; Munich; Southern Station District**