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The Pasing District in Munich and its Retailers – Location Satisfaction, Economic Situation and Development

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Abstract

Pasing is a district of Munich located in the west, on the railway line to Munich Central Station, which belongs to the Pasing-Obermenzing borough. Due to its late incorporation, Pasing is characterised by an infrastructure that is independent of Munich's city centre. The purpose of this multimethod study from the year 2009 was to explore the centre of Pasing as a retail location. We were interested in the general structural characteristics of the retail sector in Pasing, retailers' location satisfaction, their economic situation, and their assessment of future economic development. We gathered data through a survey of retailers in Pasing's centre (n=38). In-depth qualitative interviews were conducted with 16 of them. In addition, mapping of buildings was carried out to record the use of the ground floor as well as structural and quality characteristics of shops. Most retail shops had a sales area of less than 50 qm, offered goods at normal prices, and had a normal to good shop design. The degree of filialisation was lower than usual in large cities. The majority of retailers were satisfied with the location conditions. Good satisfaction ratings were achieved for the central location, public transport accessibility, security, proximity to suppliers, and purchasing power in the district. The economic situation of businesspeople in Pasing, as in Munich, was rated as mediocre, but a slightly positive trend for the future was expected. The location conditions for retailers in Pasing's centre were good. Weak points were construction sites, noise pollution and the parking situation.

Keywords: economic situation; location satisfaction; Munich; Pasing district; retailer