



Linking knowledge-intensive firm locations with the urban structure of the City of Munich

Doctoral Candidates' Day 2023

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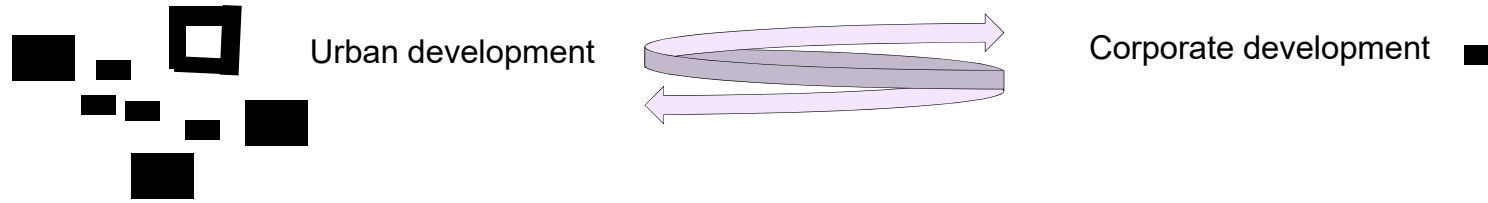
TUM School of Engineering & Design

Chair of Urban Development

Munich, March 16, 2023

New Google location, Postpalast, Munich (Müller 2021)

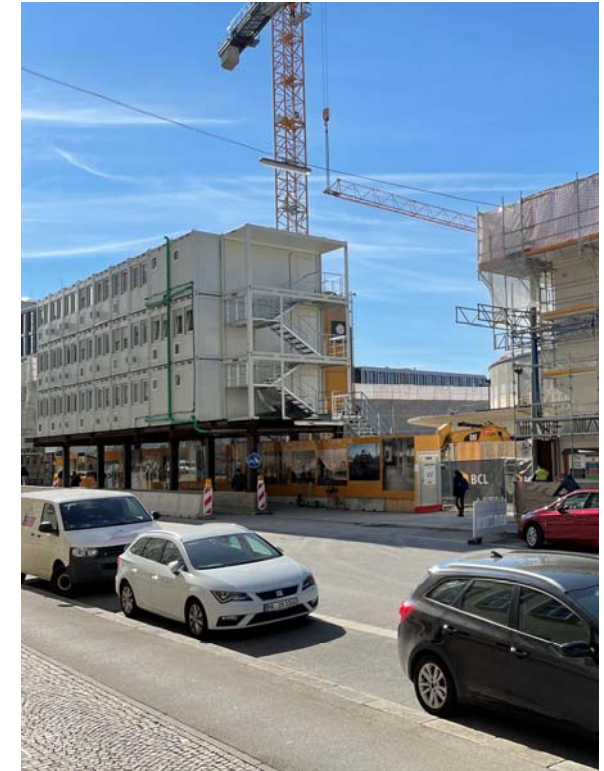
Munich: Urban development and economic performance



New Apple location, Karlstrasse, Munich (Müller 2022)



New neighbourhood: Werksviertel, Munich (Müller 2022)



New Google location, Postpalast, Munich (Müller 2021)

Research question and hypothesis

Premise

Knowledge-intensive firms can be regarded as real laboratories of labour location and urban development because they have a high spatial transformation capacity due to competitive pressure. Thus, they are "early indicators" for coming spatial trends. Therefore, knowledge-intensive business locations are an interesting case study to investigate spatial transformation processes and new paths in urban development..

Overall research question

What potentials and challenges does the location development of knowledge-intensive companies hold for urban development in Munich and vice versa?

Overall hypothesis

The spatial development of companies and firm locations as well as urban development are growing closer together due to new land design requirements and can no longer be considered separately from each other.

Motivation

To highlight the opportunities associated with transform
The aim is to shed light on the opportunities associated with transformation processes and to identify and discuss existing challenges.

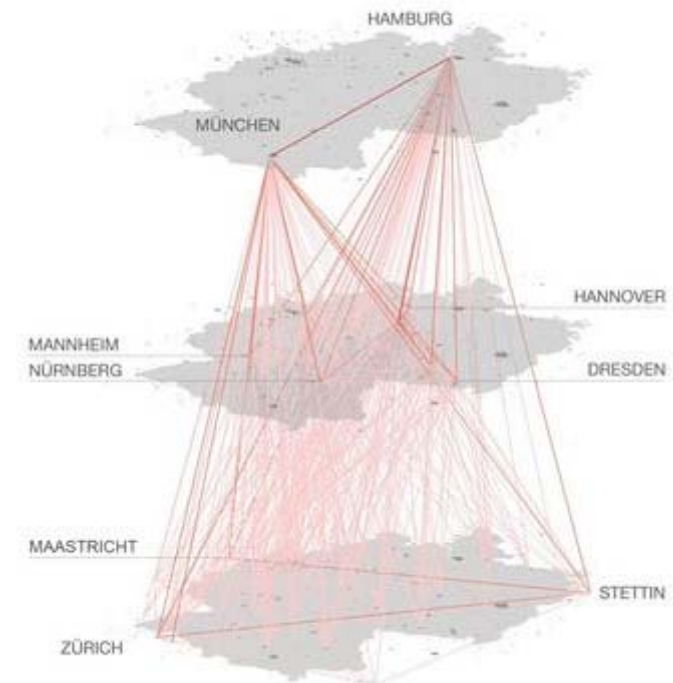
Data

Data collection:

- DFG-SNF-Project *“Knowledge-intensive firms, connectivity and spatial restructuring: dynamics and differences in Germany and Switzerland”*
- Panel analysis 2009 // 2019
- Address-specific and geo-coded (2019)
- High-tech (HT) und Advanced Producer Services (APS)
- Rated according to their ‘service values’ (1-5)

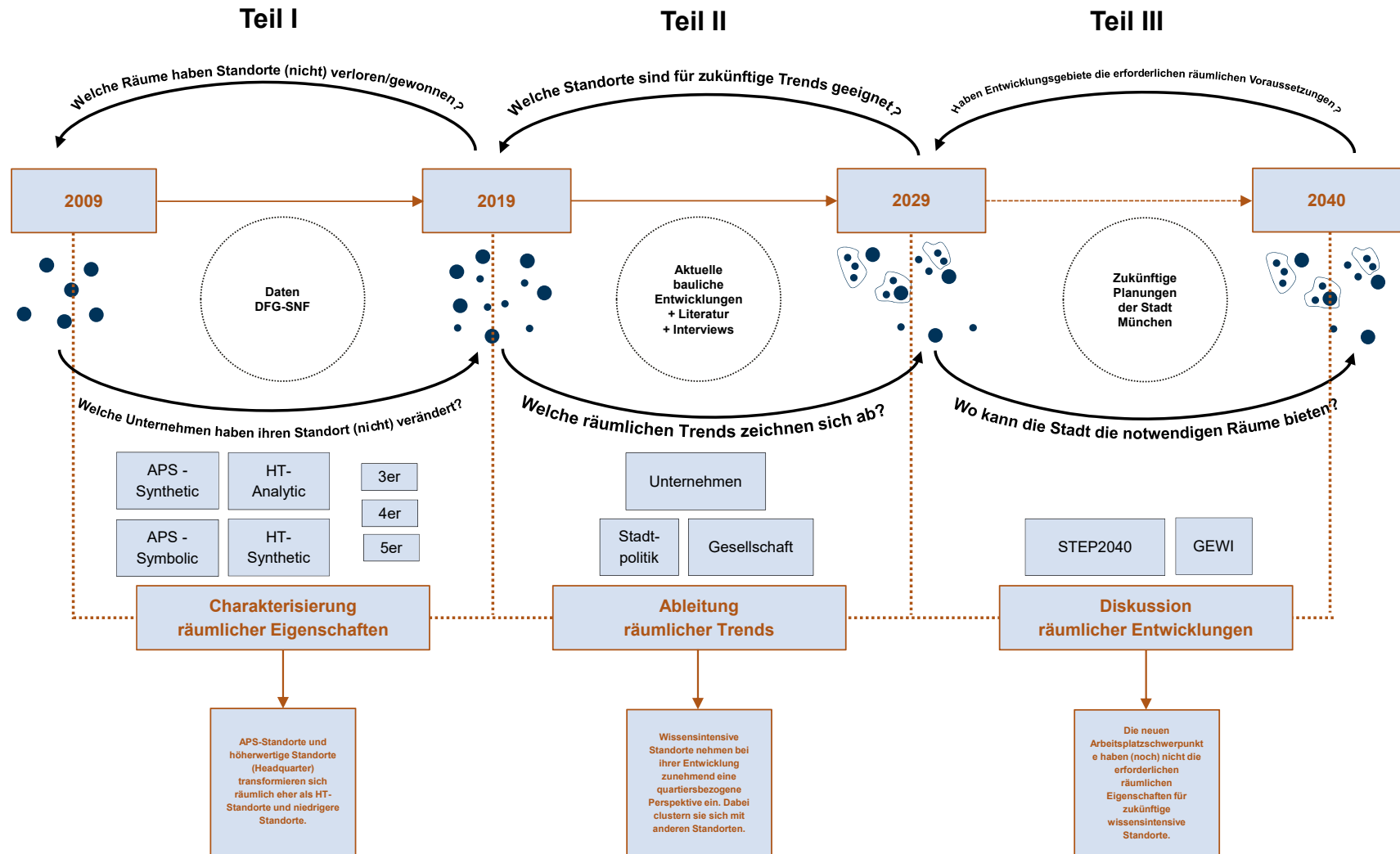
Modifikation Datensatz für Untersuchung:

- Address-specific post-collection of 2009 data
- Addition of knowledge bases
- Filtering of locations with service values 3,4,5
- Spatial delimitation: FUA Munich + FUA FreisingSpäter:
- Later: Case studies in in-depth locations

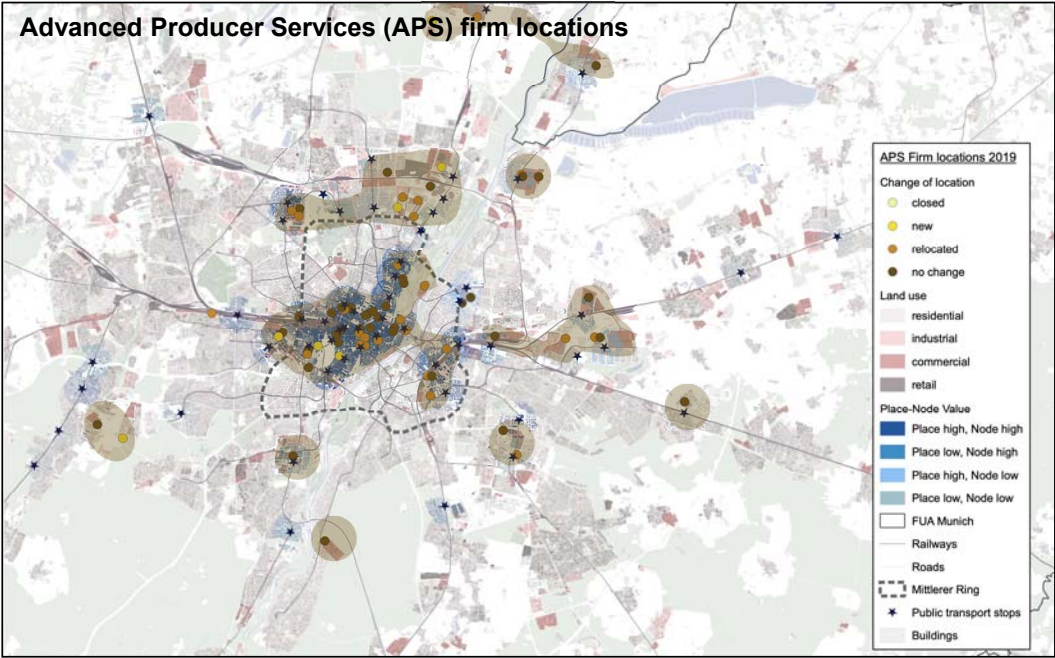


Thierstein et. al 2016

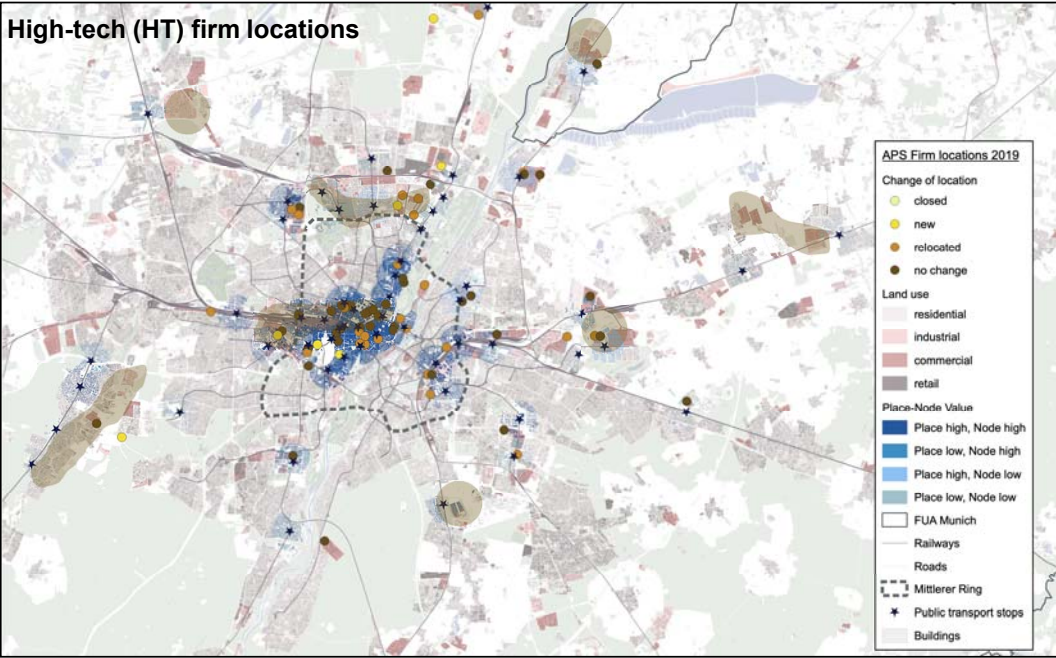
Methodological approach



Analysis of firm locations in 2019

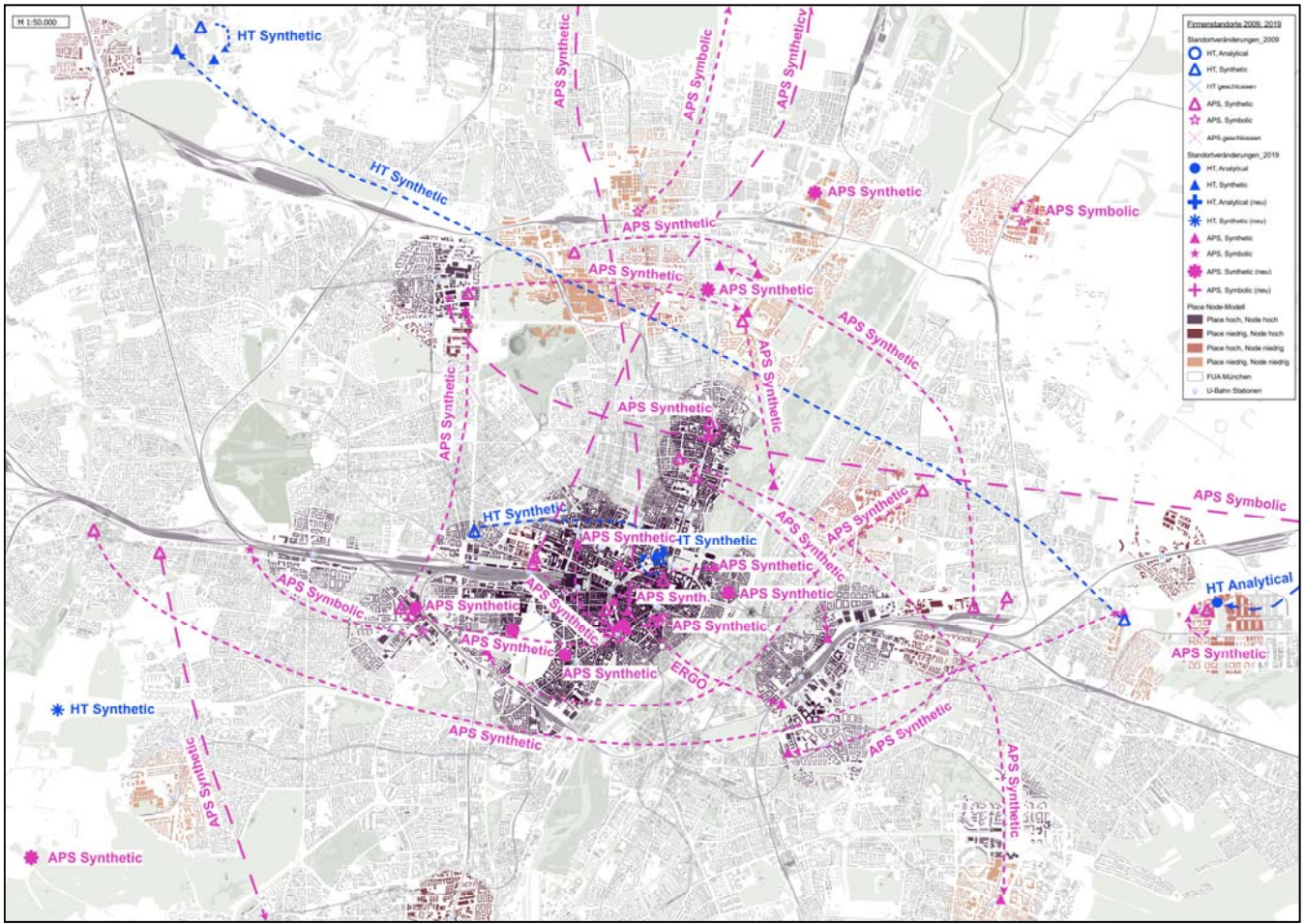


Functional Urban Area (FUA) of Munich



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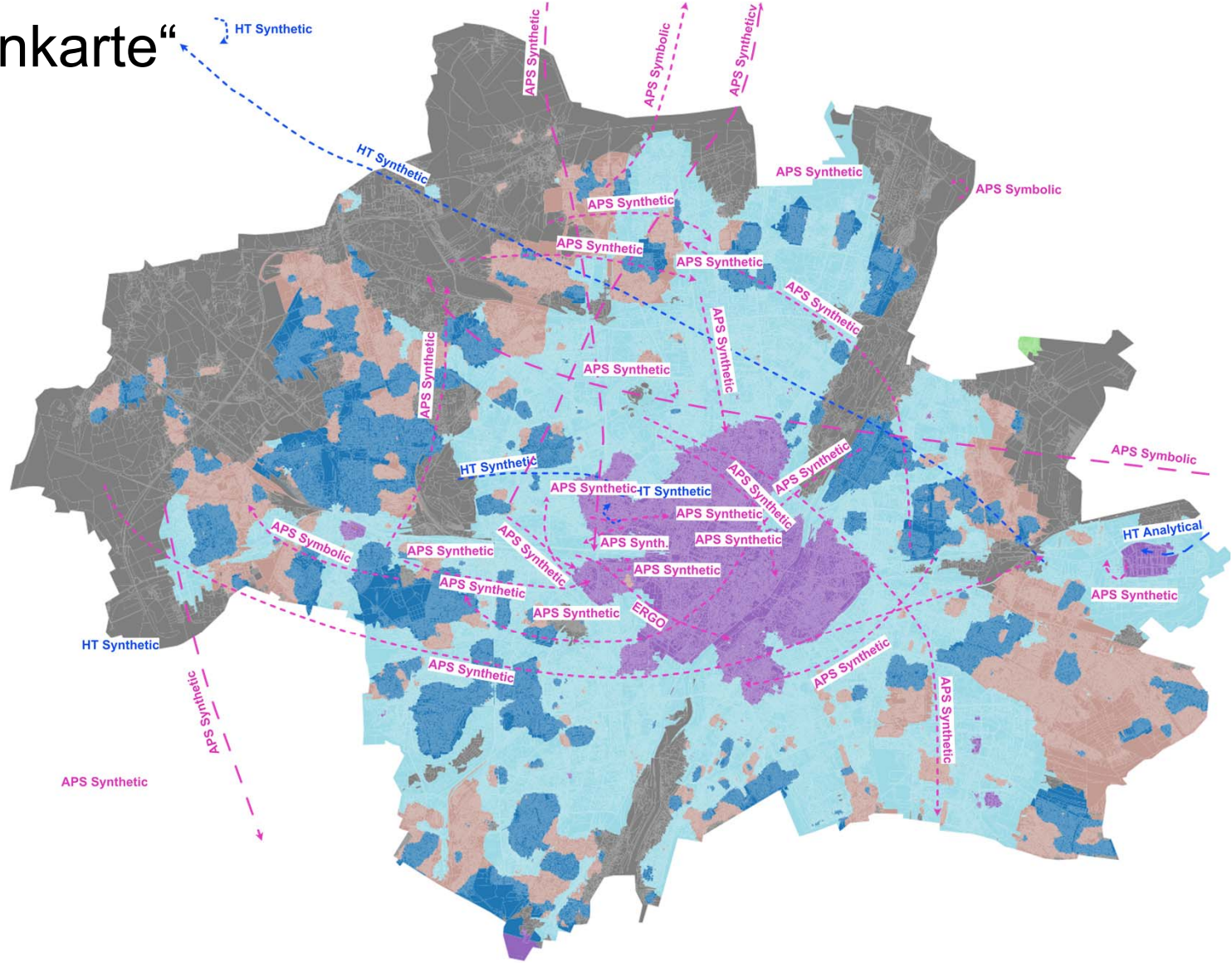
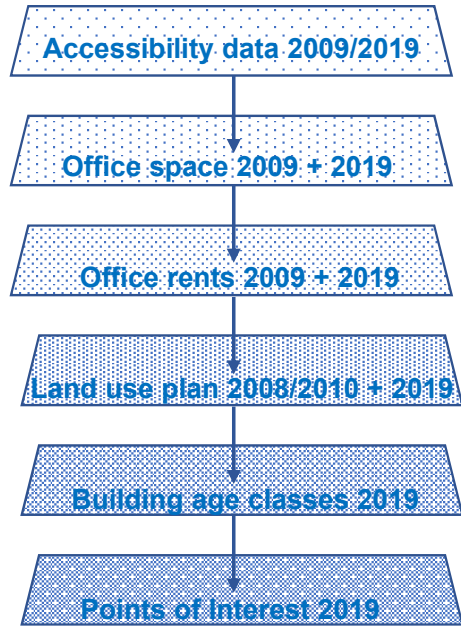
Analysis of movement of firm locations 2009-2019



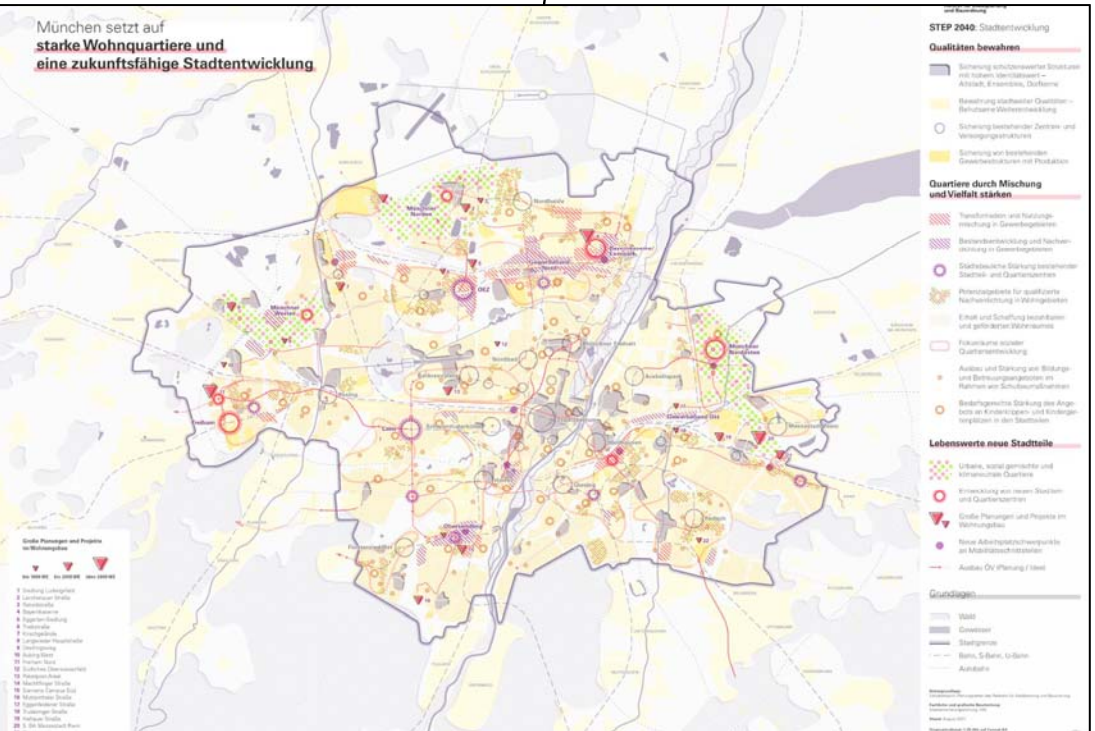
Functional Urban Area (FUA) of Munich

Analysis: „Raumtypenkarte“

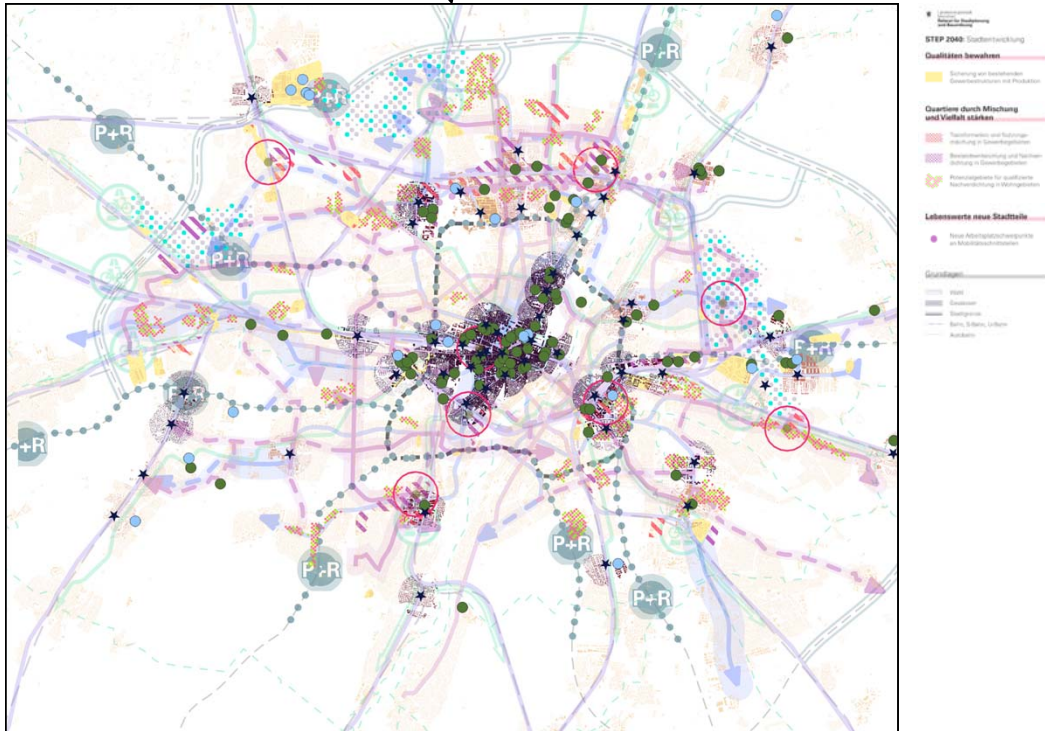
Neighbourhood analysis based on a morphological layer model



Analysis of future work locations in 2040: STEP2040



Stadtentwicklungsplan STEP2040, LHM 2022



Overlapping and analysis of knowledge-intensive firm locations and future work locations of STEP2040