FAIR SHARED CITY: GENDER MAINSTREAMING PLANNING STRATEGY IN VIENNA: AUSTRIA.
Fair Shared City: Gender Mainstreaming Planning Strategy in Vienna
City of Vienna

- **1.6 million inhabitants**, 23 districts, 415 km²
- **increasing population** after decades of stagnation
- high percentage of historical districts
- „green city“, but **lack of open space** in districts close to the city center
- extensive **public transport** system
- large **city administration**: 67 municipal departments (20 departments in the technical sector)
17 Years Women´s Interests in the Field of Planning

- 1992: Women´s Office
- 1998: Co-Ordination Office for Planning and Construction Geared to the Requirements of Daily Life and the Specific Needs of Women

since 2001: Co-Ordination Office puts focus on Gender Mainstreaming
(about 50 gender mainstreaming pilot projects up to now)
Co-Ordination Office

- institutional background: Co-Ordination Office was established at the highest level of City Administration (Chief Executive Office – Executive Group for Urban Planning, Development and Construction)

- Co-Ordination Office works together mainly with 12 planning and traffic departments

- combining technical requirements and social skills

- personal staff of 5: head of office, 2 co-worker, secretary, tracer

- small, annual budget (~30,000 Euro) and extra budget for certain projects
Gender Mainstreaming in the Field of Planning

planning was traditionally focusing on a work and leisure-time perspective
gender-sensitive planning as an essential extension

- **thematically:** supply and family work, subjective feeling of safety, girls’ interests in playing activities and sports, patterns of mobility

- **methodically:** systematic and differentiated discussion on different needs of user groups

**challenge:** systematic evaluation and aggregation of experiences, identification of new topics and necessary activities, implementation of new successful methods into the mainstream
Gender Mainstreaming / New Public Management

defining target groups, **quality assurance**

gender mainstreaming giving important **impulses**:
decision support for conflicts of objectives with respect to social impacts

- **new demands**

- **constant level of supply and quality standards**

- **reducing costs**

**chances of success** depending on type of planning projects, social awareness and general level of quality assurance
Field of Activity

- gender-sensitive housing
- gender-sensitive park-design and playgrounds
- security in public space
- gender-sensitive traffic and transport planning
- public purpose building
- urban development

conducting research studies, evaluations and pilot projects, preparing checklists and planning recommendations, developing overall concepts, representing relevant interests in juries
Gender-sensitive Housing

Frauen-Werk-Stadt I: move-in 1997, 357 flats
Frauen-Werk-Stadt II: move-in 2004, 140 flats
Frauen-Werk-Stadt III: move-in 2010, 41 flats
Gender-sensitive Housing

gender-sensitive housing criteria
- for housing projects that have applied for subsidies (developers’ competitions, property advisory board)
- supporting supply and family work, encouraging neighbourly contact through „social space“, supporting subjective feeling of security, considering different family set-ups and life phases when designing flats

implementing into mainstream: Co-Ordiantion Office has assessed 966 residential buildings and 71.162 flats since 1997

noticeable increase of quality for
- staircases and entrance
- outlines of flats
- secondary utility rooms
- open space and playgrounds
Gender-sensitive Park-design

1997: „Foul Play with Opportunities? – Girls into Public Space!“
(socio-scientific survey by Schlaffer / Bernard)

different range of mobility and activity interests of girls and boys
⇒ specific interests of girls have to be considered

2000: strategic project within the City`s Strategy Plan

since 1999: 6 model projects realized (4 projects: testing different forms of participation for girls)

evaluation: usability analysis of 5 parks,
design analysis of 14 parks in Vienna
Gender-sensitive park-design

working group accompanying the whole process (Co-ordination Office, Departments for Parks, Urban Planning, Out-Of-School Activities)

2006: elaboration of planning recommendations for gender-sensitive park design effective from January, 1st, 2007: citywide, for all park-design or -redesign processes, annual evaluation workshop
Gender-sensitive Traffic Planning

considering women`s „everyday life“ mobility

**purpose of traffic:** complexity of journeys (esp. combination of employment and supply / family work)

**means of traffic (gender-split):**
60% of all journeys on foot in Vienna are made by women, 59% of all journeys by car are made by men

**methodical and strategical challenge:** needs of pedestrians - a „blind spot“ of traditional traffic planning

**Traffic Master Plan 2003:**
contains principles and objectives for pedestrians
Gender Mainstreaming Model Districts (2002)

providing 23 Viennese districts with a set of maps depicting **qualities** and **deficits** in the pedestrian-path network related to highly frequented destinations

**2006 / 2008:** improving and updating

**prioritizing** measures in public space (limited resources)
Gender Mainstreaming Pilot District (2002)

**Mariahilf** as a small district close to the city center
28,000 inhabitants, 1.5 km², high density, road network with a total length of 27 km

7 involved municipal departments

**challenge:** to make participants sensitive to the different, gender-specific needs of road users

developing **planning instruments** for each department (e.g. **checklist** for road construction projects)
Gender Mainstreaming Pilot District

realized measures within the project (2002 - 2006):
widening 1,000 metres of pavement, 40 street crossings, 26 lighting projects, 5 barrier-free pavements, installing one lift in public space, 2 minor square designs and additional seating in 9 different locations

pedestrian-friendly traffic lights
barrier-free pavements
enlarging pavements
Gender Mainstreaming Pilot District

realized measures – overview:

- street crossings
- pedestrian-friendly traffic lights
- enlarging pavements
- lighting projects
- barrier-free pavements
- additional seating
Activities since 2006

Gender Mainstreaming-Best Practice-Exhibition and –Competition (2008/09)

**focus:** projects in public space, contribution to equality
10 of 23 districts have submitted projects

**exhibition** of the projects will be shown in all participating districts

Evaluation of the Traffic Master Plan

**focus:** lack of data, quality of sojourn, traffic lights

Gender Mainstreaming Pilot Projects

8 municipal departments of planning and traffic sector choosing pilot projects

at least **2 p.a., scope of action:** urban planning, urban design, land use, road construction, bridge construction, lightning, traffic organisation

since 2006: **42 pilot projects**, scale ranging from **1:200** (road construction) to **1:12000** (urban development)
Urban Development: Flugfeld Aspern (Master Plan)

size: 200 ha
intended number of inhabitants: 20.000
intended number of workplaces: 25.000

focus: social infrastructure and accessibility
gender-specific urban development expertise

analysing 9 typical sequences of journeys of different daily life pattern on the basis of four virtual places of domicile
child, female/male youth, female/male student, paid working (supply work), paid working at night (supply work), working (no supply work), elderly person
Sequences of Journeys

paid working (combined with supply work)  „supplied“ working
Urban Development: Nordwestbahnhof (competition)

- Size: 41 ha
- Intended number of inhabitants: 13,000

Considering gender mainstreaming:
- Within the urban development competition (prequalification and jury)
- Co-ordination Office is part of the core team

Focus: quality of public and semi-public space

Analysing the shading of open space for each submitted project at a certain time and date

Analysing the possibility to establish children’s playgrounds of adequate scale

Winning project (March 2008)
Shading of Semi-public Space (April, 10th, 3 p.m.)

Establishing Children´s Playgrounds of Adequate Scale
Extension of Subway Line No. 1

extension of the subway line from densely populated areas (historical and recent multi-storey housing) to areas of urban development

optimizing **location** and **design of stations**

⇒ considering surrounding, highly frequented destinations (schools, municipal facilities,..) when defining location of stations, exits and number of elevators and escalators

⇒ considering the needs of sensitive target groups when discussing alternatives

⇒ public relation: gender-sensitive language, offering child care at information events
Criteria on Social Infrastructure for Urban Development

analysing case studies:
- 3 kindergardens
- 3 schools
- 2 geriatric hospitals

interviews with the heads of the institutions to gain knowledge about users` experiences

recommendations for size and location of site, orientation, structure and shape of buildings as well as height
Public Purpose Buildings


library, music school, adult education

revising draft plans after the competition

competition „school and kindergarten Nordbahnhof“ (2007)

large scale education center for 3 to 10 year-olds

new prototype for urban development projects

considering planning requirements in the competition (prequalification, jury)
„Salto“

Developing measures to assure the quality of life of *elder people* and to strengthen their autonomy (2 pilot districts)

**Method:** gender figure showing the impacts of a measure on a certain target group
Conclusions

urbanistic level:

social infrastructure: location, connection to the surroundings, site (size and shape), building (extension, number of floors)

strong relation between shape of buildings and public and semi-public open space

two often neglected aspects: shadow / light, noise

pedestrian traffic / needs of mobility:

quality of mobility / of staying in public space

importance for sensitive user groups, „aging society“
Outlook

- defining „bricks“ and necessary elements
- systematic request of experiences of different user groups
- pilot projects, pilot processes
- involvement with all levels of planning => overall view

=> demand exceeds resources of Co-Ordination Office

changed strategy:
key tasks - concentration on processes with highest dynamics
Gender Mainstreaming is a successful strategy for quality assurance