Fair Shared City: Gender Mainstreaming Planning Strategy in Vienna
City of Vienna

- **1.6 million inhabitants**, 23 districts
- **increasing population**
  after decades of stagnation: dynamic development areas
- high percentage of historical districts
- **lack of open space** in districts close to the city center
- extensive **public transport** system
- financial restraints became stronger
17 Years Women´s Interests in the Field of Planning

- 1991: exhibition „Whom Does Public Space Belong to – Women´s Everyday Life in the City“
- 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: 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 (20 of 67 departments are technical ones)

• 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:** needs of user groups
  systematic and differentiating

**challenge:** systematic evaluation and aggregation of experiences, identification of new topics and necessary activities, implementation of new successful methods into the mainstream

**fair shared city**
Quality Assurance

gender mainstreaming giving important **impulses** within a difficult framework:

- new demands
- constant level of supply and quality standards
- reducing costs

decision support for conflicts of objectives with respect to **social impacts**

fair shared city means a balance of interests and a systematic approach (gender, age, cultural backgrounds, status,...)
Field of Activity

- gender-sensitive housing
- gender-sensitive park-design and playgrounds
- security in public space
- gender-sensitive traffic and transport planning
- gender-sensitive public purpose building
- gender-sensitive 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 918 residential buildings and 67,783 flats since 1997

noticeable increase of quality for
- staircases and entrance
- outlines of flats
- secondary utility rooms
- open space and playgrounds
Frauen-Werk-Stadt I
Great Variety of Open Spaces
Building Social Space
Common Rooms
Secondary Utility Rooms as a Primary Issue
A Flat for All Life Phases
Assisted Living
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
Einsiedlerpark / St-Johann-Park (competition)

designing „open cages“ for ball games

boundaries as part of the game

increasing the feeling of safety
different forms of seating
Participation for Girls

the girls` wishes: areas for communication, sports / play and recreation
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

<table>
<thead>
<tr>
<th></th>
<th>pedestr.</th>
<th>bike</th>
<th>car</th>
<th>publ. tran.</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>40%</td>
<td>58%</td>
<td>59%</td>
<td>43%</td>
</tr>
<tr>
<td>female</td>
<td>60%</td>
<td>42%</td>
<td>41%</td>
<td>57%</td>
</tr>
</tbody>
</table>
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

6th district Mariahilf: 28,000 inhabitants
pilot process for two years

realized measures – overview:

- street crossings
- pedestrian-friendly traffic lights
- enlarging pavements
- lighting projects
- barrier-free pavements
- additional seating
Gender Mainstreaming Pilot District

- pedestrian-friendly traffic lights
- barrier-free pavements
- enlarging pavements
Gender Mainstreaming Pilot Projects
(since 2006)

4 municipal departments of planning and 4 of traffic sector choosing pilot projects at least 2 p.a., **scope of action**: urban planning, design, land use, road construction, bridge construction, lightning, traffic organisation

since: **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
Establishing Children’s Playgrounds of Adequate Scale
Criteria on Social Infrastructure for Urban Development

analysing case studies:
- 3 kindergartens
- 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
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, design and shape of stations exits and number of elevators and escalators

⇒ planning the next extension: modification of the planning process, focusing on the elderly as the most sensitive target groups
Public Purpose Buildings
Simmeringer Markt


library, music school, adult education

revising draft plans after the competition

after the competition: 2 workshops with the future users
(heads of the local institutions)
Public Purpose Buildings

Nordbahnhof

competition „school and kindergarten Nordbahnhof“ (2007)

large scale education center for 3 to 10 year-olds

„campus“: new education prototype for urban development areas

2 workshops in advance to identify gender-specific needs

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)

**gender figure**

multiple underprivileged women

multiple underprivileged men

higher level of resources compensatory active men

higher level of resources compensatory active women

local administrations, NGOS, institutions

showing the impacts of a measure on a certain target group
Conclusions

- to change and enrich the experts’ discussions
- well-balanced social impacts have to be regarded as important as functionality or asthetic values

**Analysis of social space**: identification of user groups and their specific needs, design and evaluation (guidelines for public space, traffic master plan)

to cope with limited resources

**better knowledge: Who are the users?**
- differentiated analysis of data (sex counting)
- evidence of every day life (inquiry, watching, workshops, participation processes)
Gender Mainstreaming is a successful strategy for quality assurance