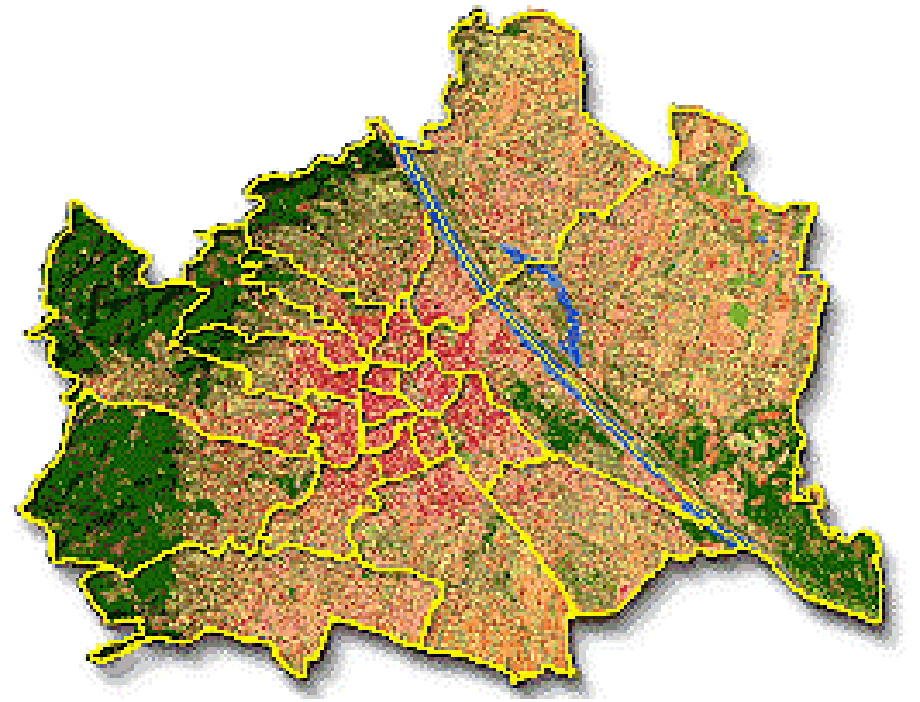




## Fair Shared City: Gender Mainstreaming Planning Strategy in Vienna

# 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

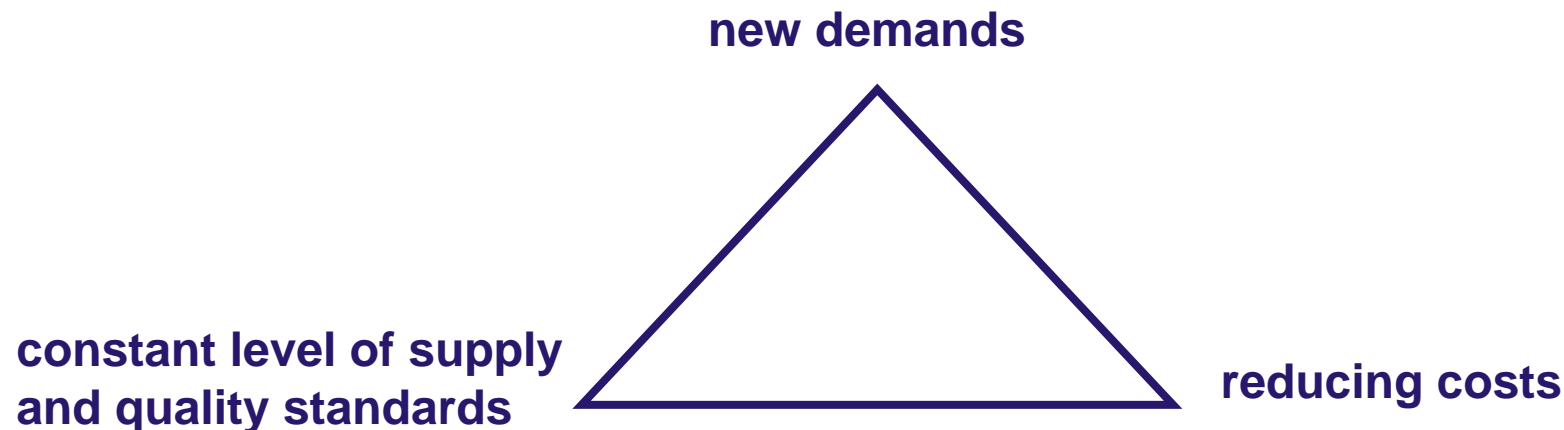
- **methodically:** needs of user groups  
systematic and differentiating

**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:



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**

Ansicht Nord-West



# Gender-sensitive Housing

## gender-sensitive **housing criteria**

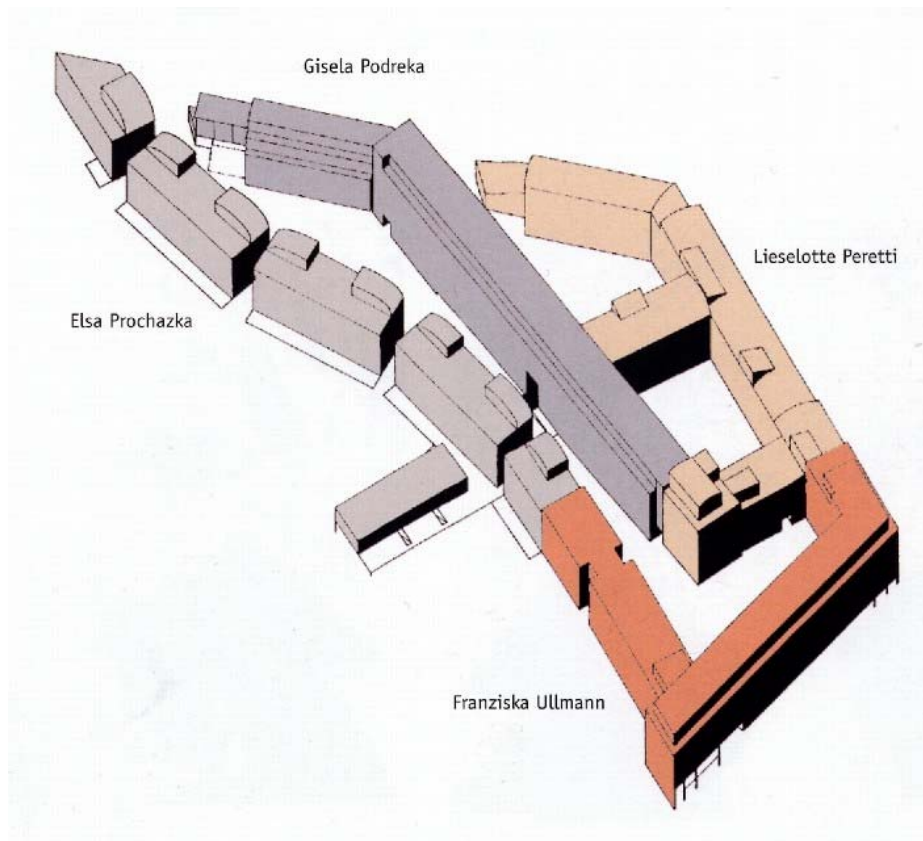
- for housing projects that have applied for subsidies (developers' competitions, property advisory board)
- supporting supply and family work, encouraging neighbourly contact through „social space“, supporting subjective feeling of security, considering different family set-ups and life phases when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

**implementing into mainstream:** Co-Ordination Office has assessed **918 residential buildings** and **67.783 flats** since 1997

## **noticeable increase of quality for**

- staircases and entrance
- secondary utility rooms
- outlines of flats
- open space and playgrounds

# Frauen-Werk-Stadt I





# Great Variety of Open Spaces







# Common Rooms



Dipl.-Ing.<sup>in</sup> Elisabeth Irschik Sevilla, May 6<sup>th</sup>, 2009



# Secondary Utility Rooms as a Primary Issue

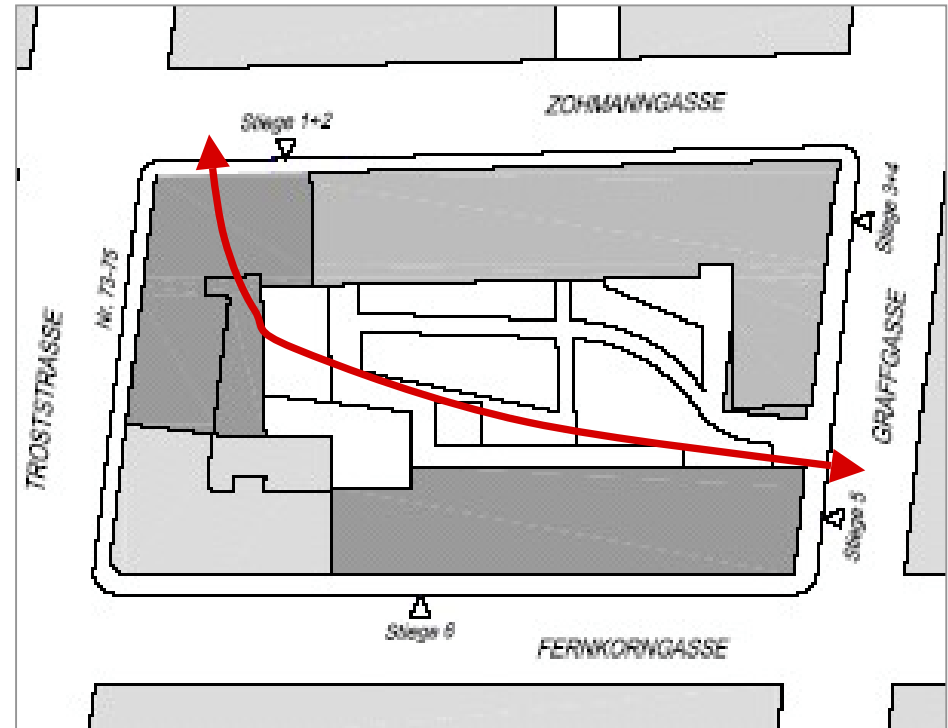


# A Flat for All Life Phases

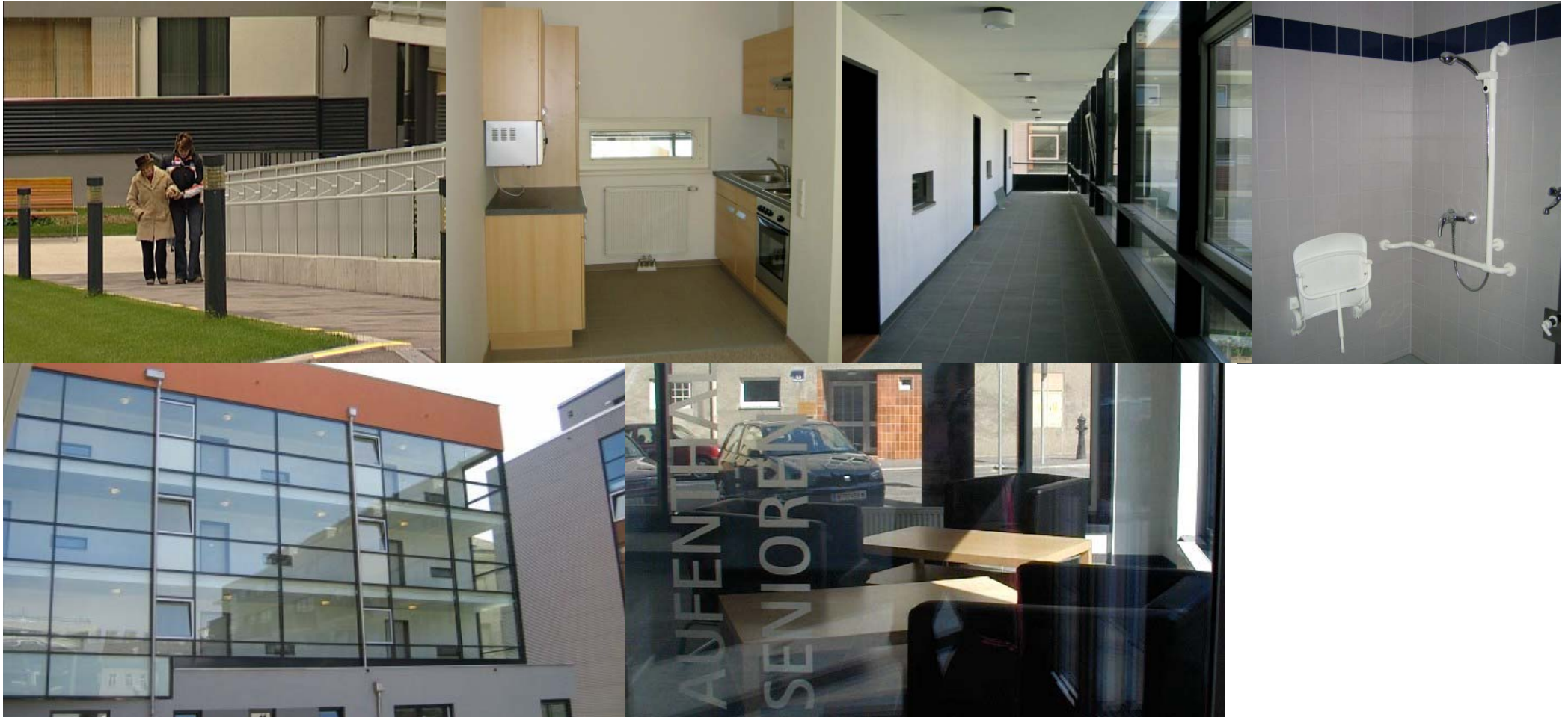




# Frauen-Werk-Stadt II



# 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



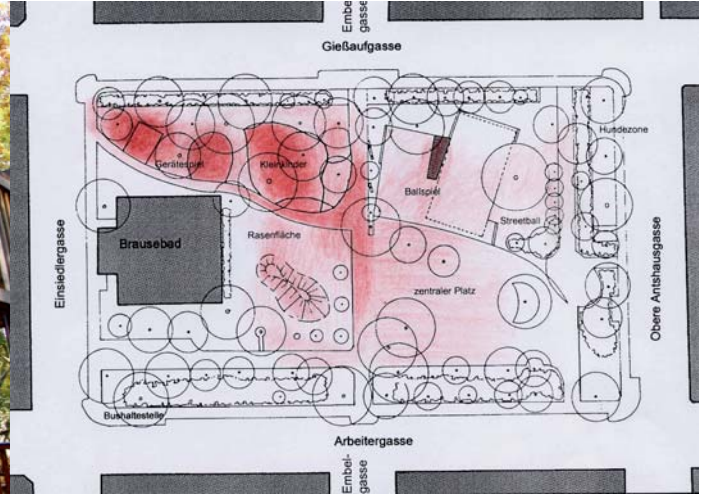
# Gender-sensitive Park-design



Odeonpark



Draschepark



usability analysis Einsiedlerpark

**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, 1<sup>st</sup>, 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



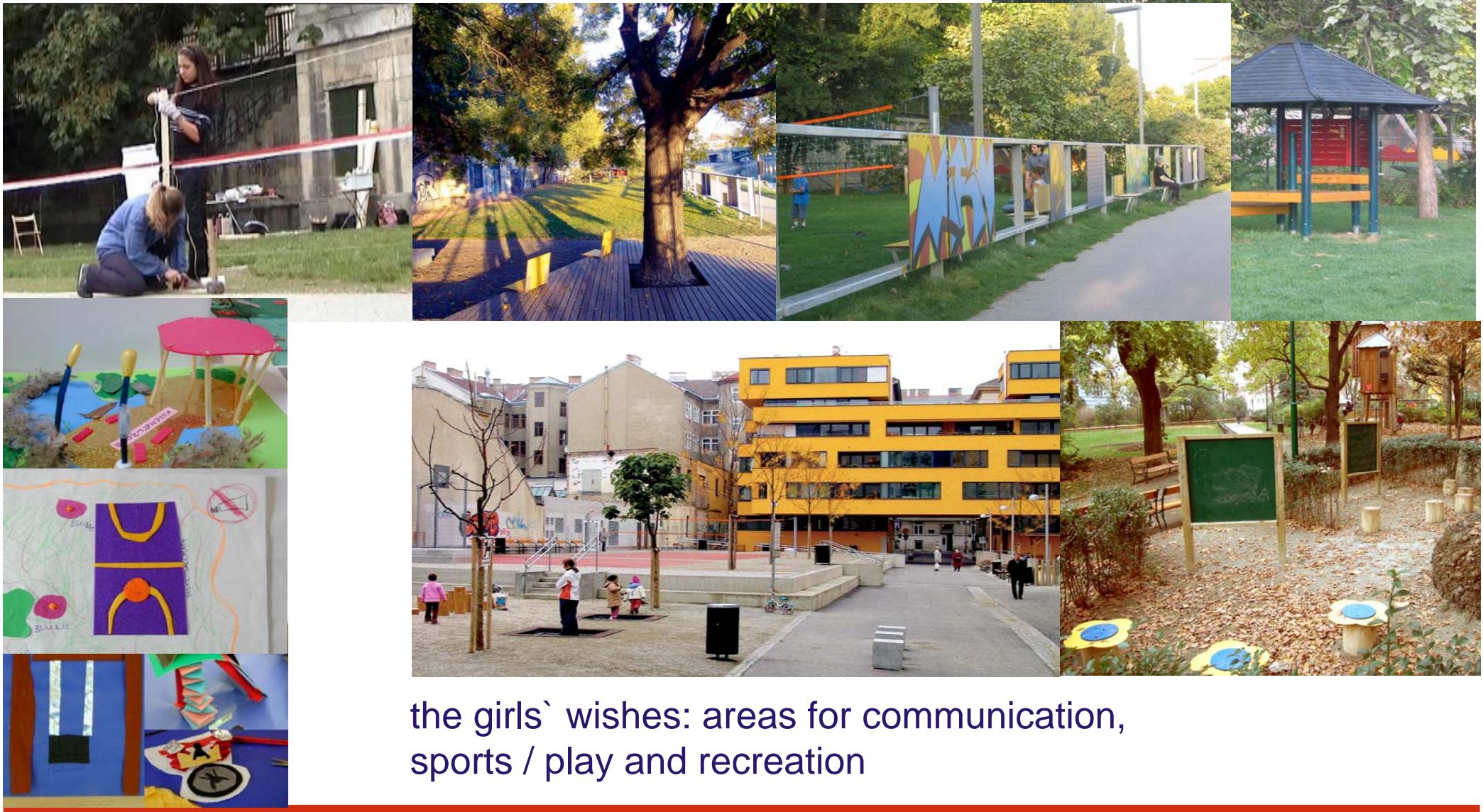
increasing the feeling of safety



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)

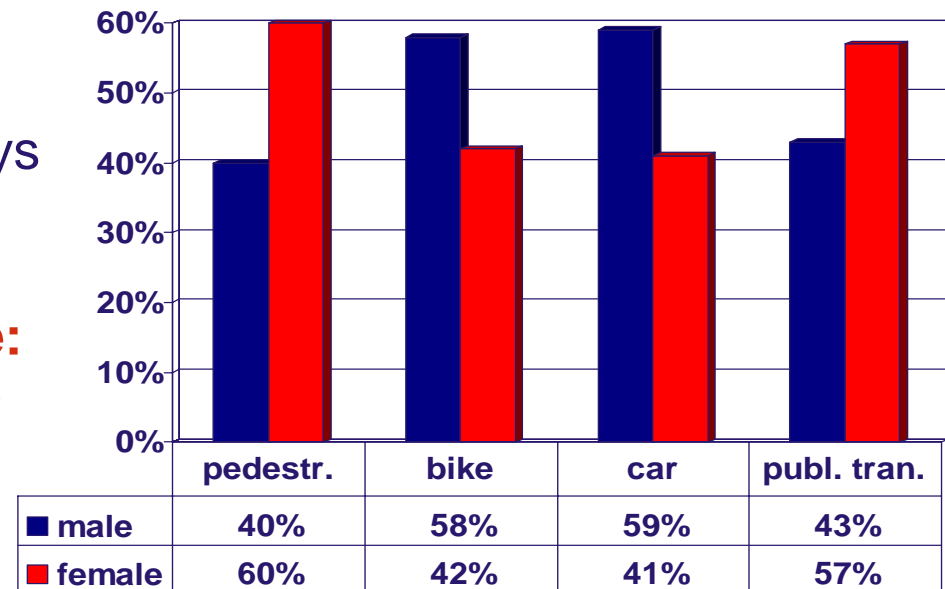
**means of traffic (gender-split):**

60% of all journeys on foot in Vienna are made by women, 59% of all journeys by car are made by men

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

**Traffic Master Plan 2003:**

contains principles and objectives for pedestrians





# Gender Mainstreaming Pilot District (2002)

**Mariahilf** as a small district close to the **city center**

28.000 inhabitants, 1,5 km<sup>2</sup>, 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)

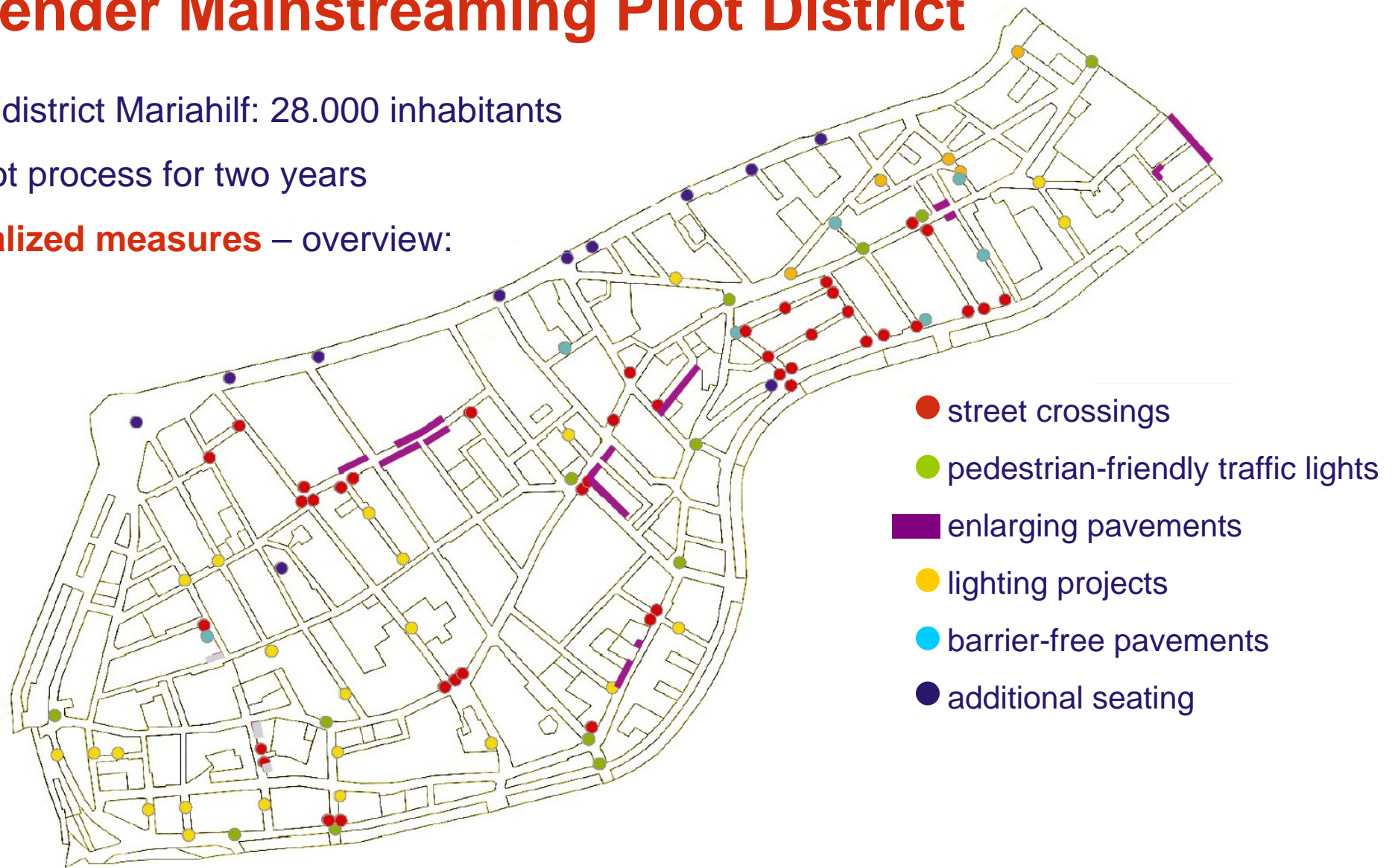


# Gender Mainstreaming Pilot District

6<sup>th</sup> district Mariahilf: 28.000 inhabitants

pilot process for two years

**realized measures** – overview:



# 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)



Flugfeld Aspern

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**

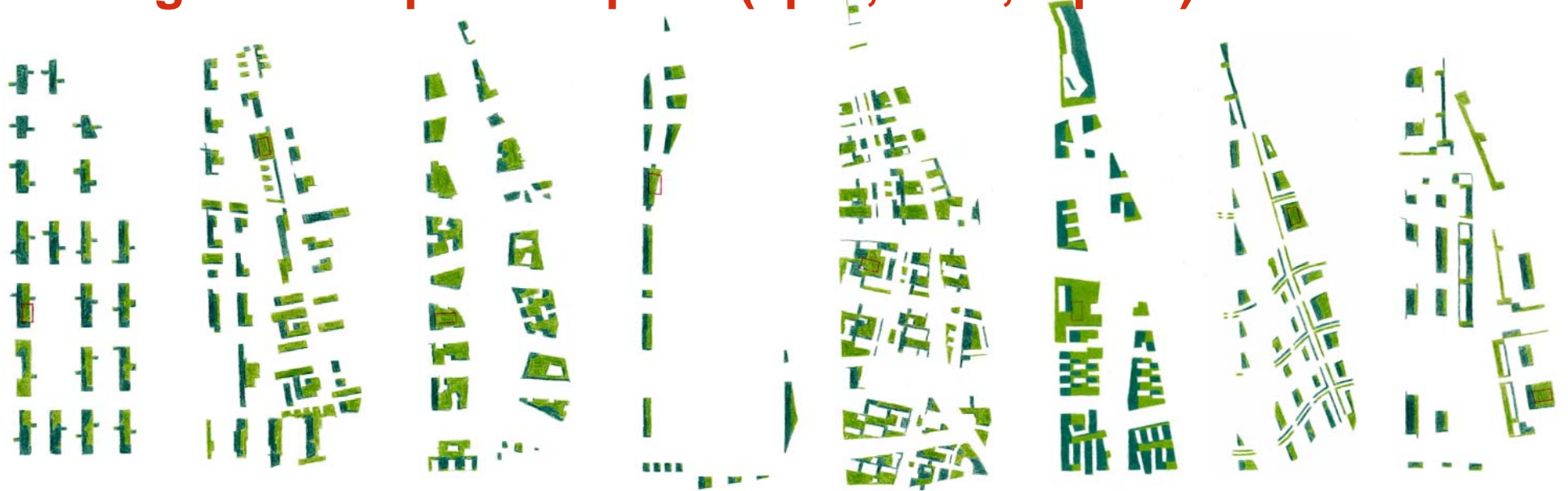
analysing the **shading** of **open space** for each submitted project at a certain time and date

analysing the possibility to establish children's **playgrounds** of adequate scale

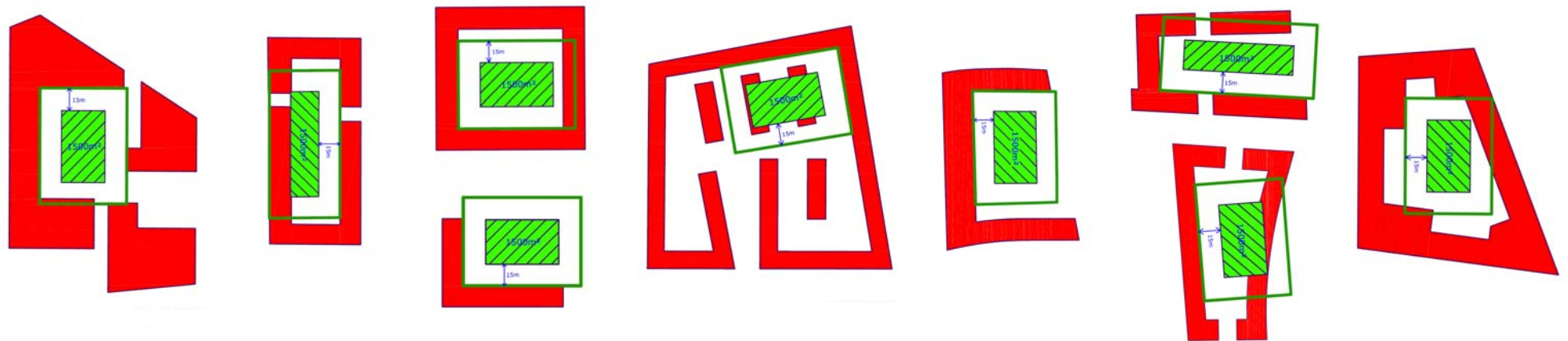
winning project (March 2008)



## Shading of Semi-public Space (april, 10th, 3 p.m.)



## Establishing Children's Playgrounds of Adequate Scale



# 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

# 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



competition „education center **Simmeringer Markt**“ (2006)

**library, music school, adult education**

revising draft plans after the competition

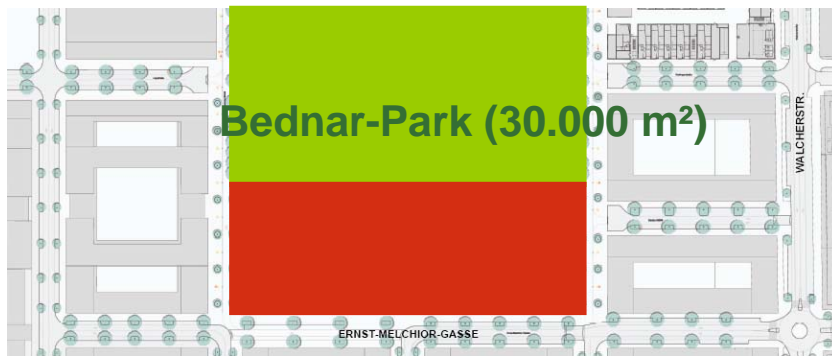
after the competition: 2 workshops with the future users  
(heads of the local institutions)



# Public Purpose Buildings

## Nordbahnhof

competition „school and kindergarden **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

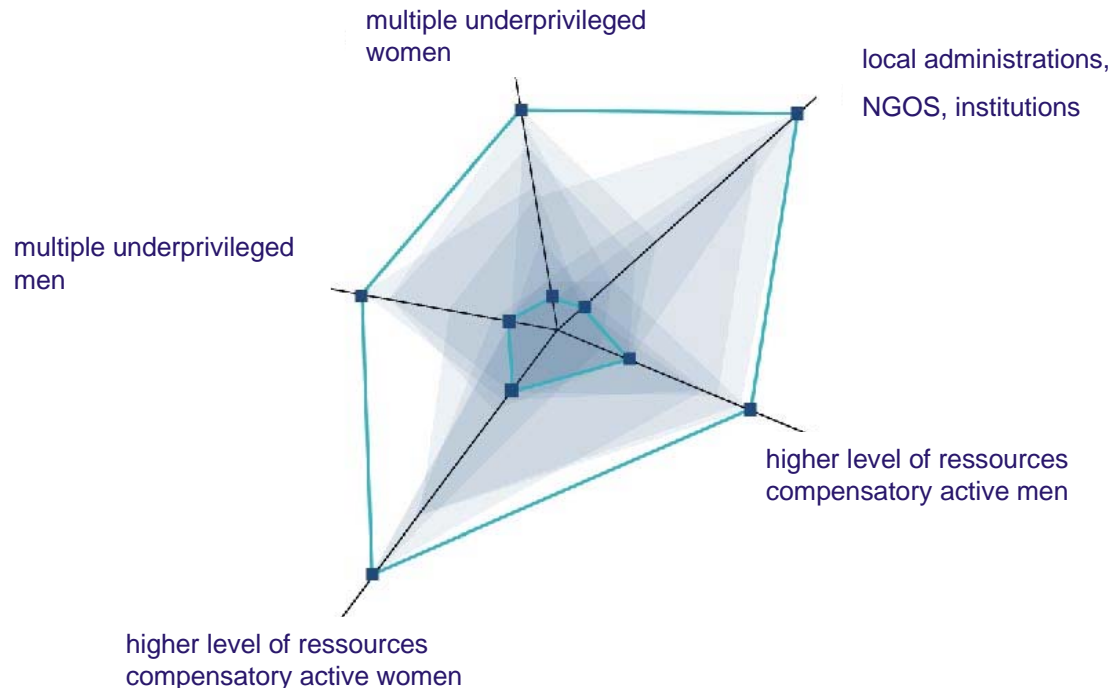
considering planning requirements in the  
competition (prequalification, jury)



# „Salto“

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

## gender figure



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 aesthetic 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

