



Changing landscape
of housing
governance:
municipal responses
Barcelona,
15 November 2017

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The City of Vienna – General Facts and Figures

Dimension and Size

Area: ca. 415 km²

Inhabitants: 1.867.960 (2017)

Metropolitan Region

Centrope: ~ 7,2 Mio Inhabitants

Administration and Organisations

Capital and Federal State

23 districts, UN, OPEC, OECE, etc.

Economy and Wealth

1st place in „Quality of Living Ranking“ since 2009 by Mercer

GDP/capita: € 47.700 (Dez. 2016), average
age: 40,5 years;
185.000 students;

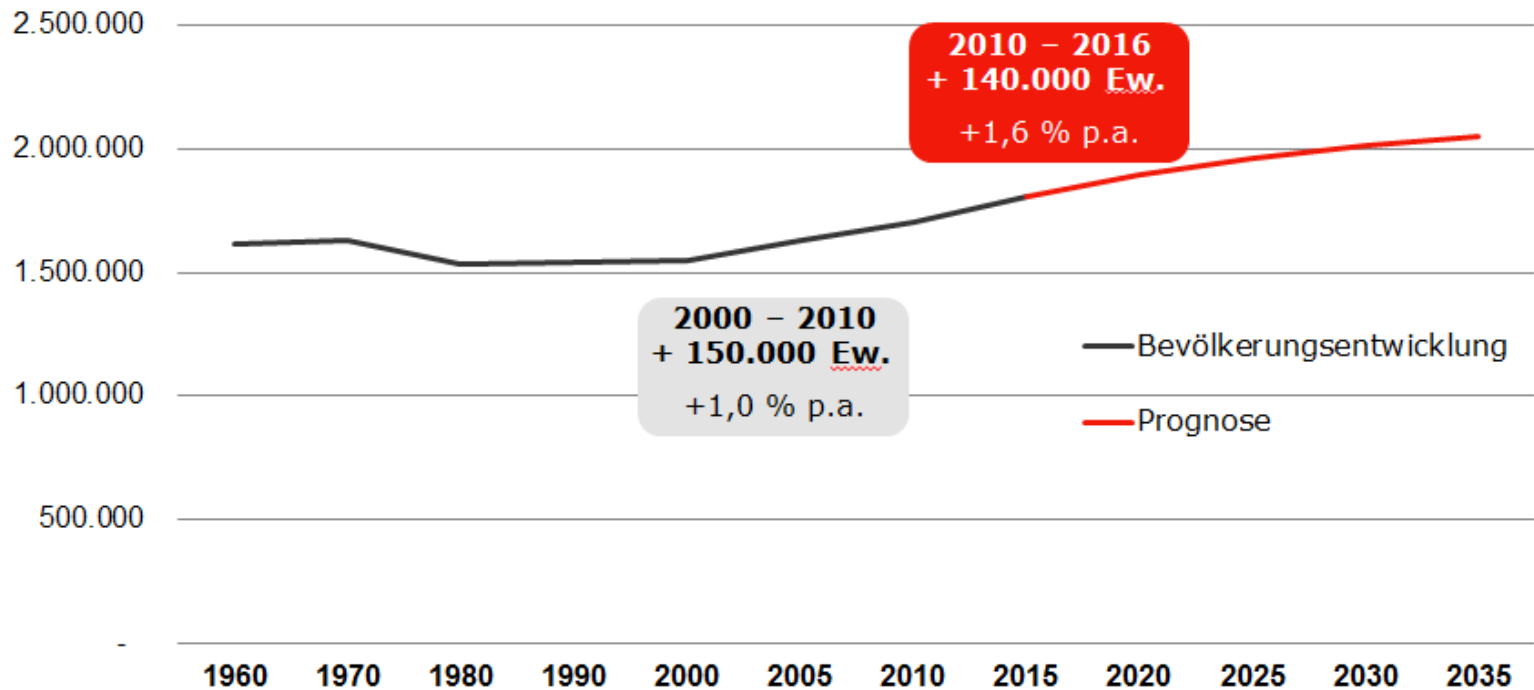


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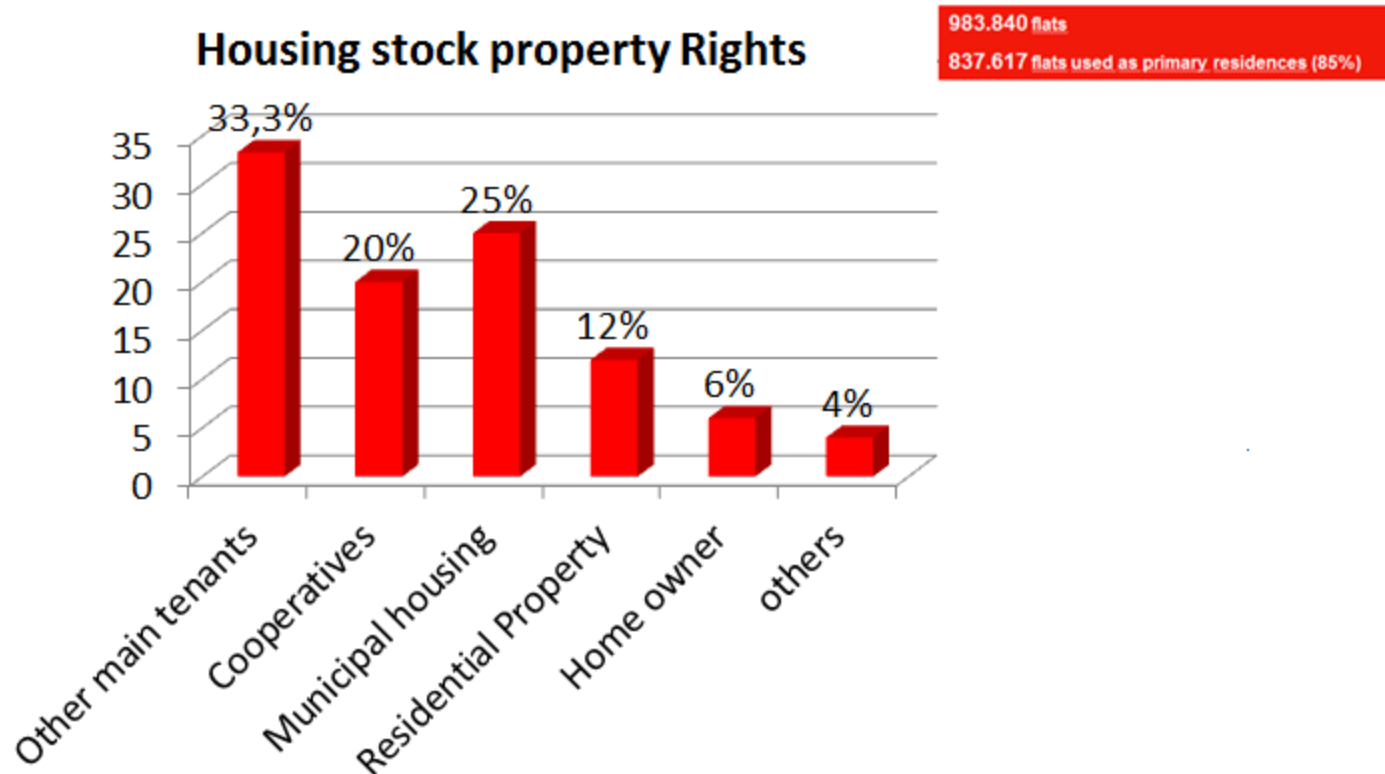
CENTROPE: Die Centrope Region besteht aus Wien, NÖ, Burgenland, Südmähren, Bratislava, Trnava, Győr-Moson-Sopron und Vas.

Growing City Vienna

Population Growth: app. 25.000 Persons per year



Overview: Housing structure in Vienna



Source: Statistik Austria, Mikrozensus 2015, Neues Hochrechnungsverfahren ab 2014

Important Legal Framework in Vienna:

(a selection:)

Wiener Wohnhausförderungs- und Wohnhaussanierungsgesetz
(WWFSG 1989)

WWFSG 1989

I. Hauptstück
Wohnbauförderung

II. Hauptstück
Sanierungsförderung

III. Hauptstück
Wohnbeihilfe

Neubauverordnung
(NeubauVO 2007)

Sanierungsverordnung
(SanVO 2013)

WGG

Wohnungsgemeinnützigkeitsgesetz
und Bauträgervertragsgesetz

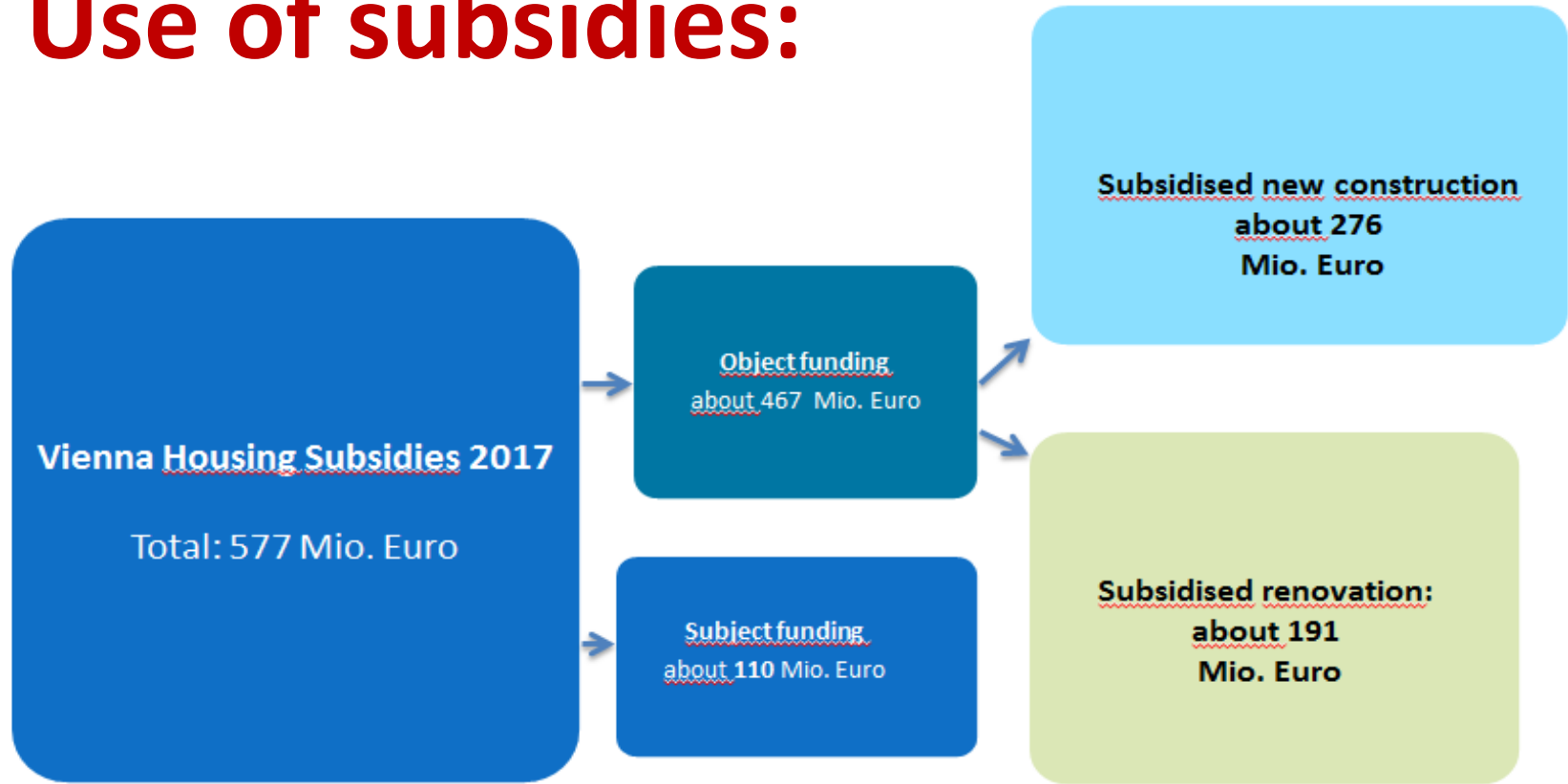
Mietrechtsgesetz (MRG)

Reliable partners: Limited Profit Housing Associations



- Legal regulations: Limited Profit Housing Act
- Owners are municipalities, the financing sector, trade unions, charity organisations, private persons etc.
- LPHA shall make profit, but profits have to be re-invested in affordable housing; low profit distribution to owners
- Cost coverage principle
- Tie-up of assets, undisclosed reserves cannot be cashed out
- Strict audit and control

Use of subsidies:



Source of funds: Contribution of employees and employers of 0,5% each of gross pay

Active Viennese Housing Policies

Council Flats

administration, maintenance and renting of 220,000 council flats owned by the city of Vienna

Promotion of Urban renewal

subsidized renovation of 9,000 flats per year within the framework of Gentle Urban Renewal

Subsidized Housing Construction

public subsidized construction of currently 7,000 dwellings per year, total stock: 200.000 subsidized units



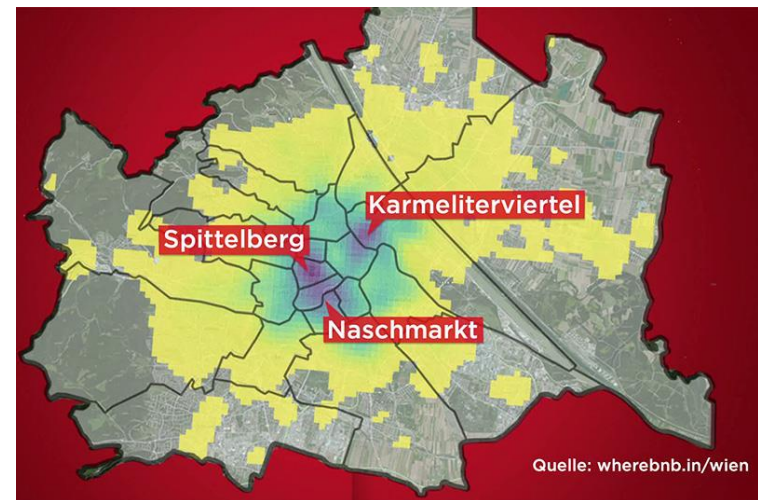
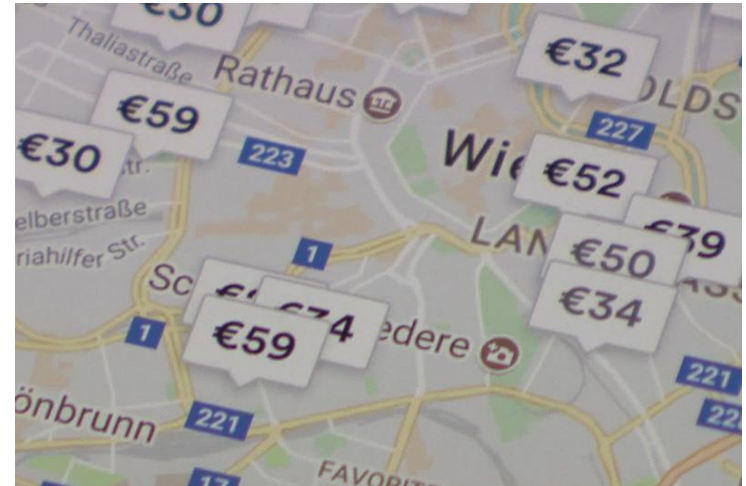
(Some) Bottlenecks:

- **Price:** Increasing price of land: Vienna: 2002-2009: 3,3% p.a., 2010-2013: 5,4% p.a.
- **Quantity:** Less building land is available - City „boundaries“ in a metropolitan region
- Longterm investment **versus** growth and stability pact
- Services of General Interest (State Aid) **versus** Principle of subsidiarity

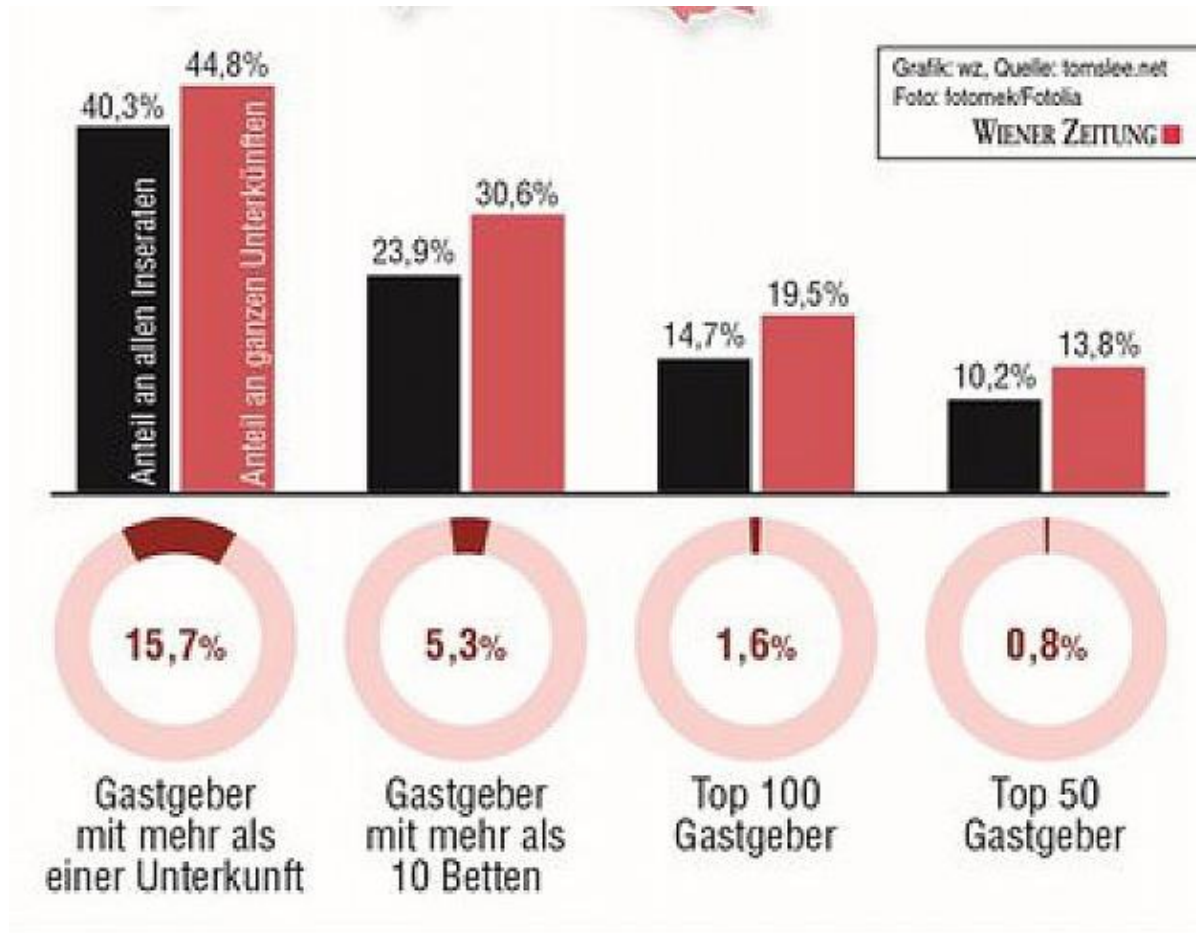
Short term rental platforms

- Estimated 8.600 Airbnb lodgings in Vienna (about 1‰-2‰ of housing stock)
- Estimated 2.000 are „mis“-used permanently
- City started information campaign:
 - restricted right to subletting
 - tourist tax has to be paid
 - would a business license be necessary?
 - provide statistical data
 - compulsory registration (Meldepflicht)

First successes: More airbnb landlords and landladies pay tourist tax!



Airbnb hosts:



Further steps

- About 50% of the 16 platforms cooperate with the City of Vienna (e.g. data exchange).
- City considers penalties for platforms which do not cooperate.
- Strictly no airbnb use for housing units that were subsidized.



StoDtWien

Tourism is an important factor in Vienna's economy:

- Total spending on holiday and business trips, visits to relatives and friends and stays at weekend and second homes amounted to € 4.39 billion in 2013, a plus of 13.9 percent compared to 2011.
- From the total expenditures, 54.9 percent were spent by domestic travellers.
- 44.7 percent by foreign visitors and 0.4 percent on stays in weekend and second homes.
- In 2013, the direct value added amounted to € 1.52 billion, which is 1.8 percent of the gross regional product.
- The direct and indirect effects of tourism in Vienna contributed 5.1 percent to the overall regional economy.

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**THANK YOU FOR YOUR
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