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idea



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**RUNNINGHEAD:** Design and Technology Design and Technology of Planning generally implies preparing for the future by detailing acts on what could be done to reach certain objectives. This paper seeks to discuss what “ public interest” is in planning and how this concept is articulated in practice by planners.

The concept of “ public interest” implies the interest of the greater majority of the population to benefit more from anything that is proposed. Public interest in planning entails giving what is more beneficial to those of greater number in society than those who actually make the plan in their personal and professional situations or conditions. It is therefore not surprising to equate “ public interest” in planning to the (neo) Marxist model, which can be better understood from a theoretical rather than practical approach. This is so since the interest of the public or the greater majority of the people could be so broad to encompass issues like human rights and justice (Roche, 2003).

Logically, the driving force in this kind of planning is a class struggle (Schoenwandt, 2008). To put class struggle into practice as the driving force is to ask for the enactment of laws that would favour the general public, particularly the underprivileged (Schoenwandt, 2008). This could mean that more social programs for the less fortunate people, who are presumed to be greater in number than the rich. In a democratic society, planners should get the cause of legislators, who could be sympathetic with advocating the right of the poor to achieve a significant leverage on the realization of plans.

Practitioners of this kind of planning should have grass roots support.

Public interest planners should therefore focus on advocating the rights of the disadvantaged, translating the interest of the latter into ways that would

empower them through all possible means and processes available to them under their own systems of government.

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