Collaborative Place-making: Some Theoretical Perspectives on

Sense of Place as a Motivation for Participation

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Abstract

Collaborative planning is emerging as a novel approach to stakeholder participation, to create new values and products within urban planning. However, the motivations behind participating in the planning process have been limitedly addressed. Fainstein, Healey, Forester, and many planning theorists argue the necessity of public participation in urban development. Nevertheless, project-affected people may consider it a time-wasting, disinteresting and frustrating process. Therefore, the identification of significant motivation for community participation is important. This paper argues that sense of place is a significant motivator of community participation in collaborative place-making. These arguments draw upon planning theories, intrinsic and extrinsic motivations and efficacy theories. This research enables researchers to perceive the benefits of sense of place in the urban planning process, offering valuable insights for urban designers, planners, and policymakers seeking to foster community participation in the realms of place-making and environmental management.

Keywords: *Collaborative Planning, Motivations, Place-making, Urban Planning Theories, Sense of Place*

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Introduction

Place-making is a challenging, complex, multifaceted, time and resource-consuming process that needs extra attention in the pursuit of sustainable urban futures. The collaborative planning paradigm underscores the importance of community participation in planning to foster inclusiveness, sustainable communities and governments. Further, the governments are in favor of getting community participation, given the resources and expertise that individuals bring. In recent years, a growing body of planning literature focuses on co-production, co-creation and co-financing, which has been embraced as new participatory strategies of place-making (Puerari et al. 2018; Marušic and Erjavec, 2020; Stoica et al. 2022).

The statutes advocating for community participation would be worthless if collaborative planning proves to be disinteresting for people (Jones, 2018). In most cases, community participation is voluntary and depends on their level of expertise, creativity, passion for the topic and willingness (Teder, 2019). Meanwhile, Long (2013) highlights research gap in this arena, as it neglects to delve into the reasons driving agencies to get public participation in place-making. At the same time, Voorberg et al. (2014) confirm that most research efforts have concentrated on the effectiveness and efficiency of the collaborative process, whereas less aim is on increasing voluntary community participation. Thus far, considerable attention has been devoted to collaborative networks, processes and organizations within the realm of co-production (Brandsen and Van Hout, 2006; Joshi and Moore, 2004). However, Van Eijk and Steen (2014) identify a research gap that pertains to the examination of individuals' capacity and their willingness to collaborate. Against this backdrop, this paper aims to argue that sense of place is a significant motivator for participating in collaborative place-making.

The discourse presented in this paper is part of an ongoing, long-term research effort that delves into the relationship between a sense of place and the co-creation experience. Essentially, this paper seeks to contribute to the ongoing research endeavors in the field of place-making. Firstly, it offers a fresh perspective on communicative rationality theory, which elucidates cooperative efforts and inclusive discussions aimed at understanding public matters (Habermas, 1984). This paper proposes a scenario that goes beyond considerations of inclusiveness, rights, and justice, as it underscores the need to also account for supply-side aspects. Secondly, while previous studies have discussed various motivations for collaborative activities, this study extends the literature by revealing the potential of a sense of place as an intrinsic motivator for individuals to participate in the collaborative planning process.

The remainder of the article unfolds as follows: Firstly, we delve into the theoretical underpinnings of collaborative planning. The second section explores the intersection of collaborative planning and place-making. The third section engages in a discussion about collaborative planning and motivations. Finally, we conclude our research with implications.

The remainder of the article is as follows: First, we discuss the theoretical background of collaborative planning. The second section discusses collaborative planning and place-making. A discussion on collaborative planning and motivations is presented in the third section. Finally, we conclude the research with implications.

From Rational Comprehensive Planning to Communicative Rationality

Planning is often defined as "foresight in formulating and implementing programs and policies" (Hudson et al., 1979). However, in practice, spatial planning is a complex and continually evolving activity, making it challenging to provide a single, unified definition. Hall and Tewdwr-Jones (2010) shed light on the influence of Howard and Geddes in urban planning, particularly with the introduction of the garden city concept in the late nineteenth century. Geddes' contribution included the development of a structured approach: the survey-analysis-plan sequence, which laid the foundation for the rational comprehensive approach. The outcomes of a rational comprehensive planning process are often referred to as "blueprint" plans, which have faced criticism from numerous scholars. Critics argue that planning is inherently complex due to its focus on people within an uncertain world (Faludi, 1973; Webber, 1983; Hall and Tewdwr-Jones, 2010; Lane, 2006). Hall and Tewdwr-Jones (2010:53) criticize planners who prioritize the production of static blueprints over the continuous and dynamic nature of the planning process.

In the 1960s, there was a shift away from blueprint planning, with a growing emphasis on community participation in planning. Community participation under the synoptic model was initially practiced by British planning authorities to establish the goals and objectives of planning (Lane, 2006). Hudson et al. (1979:389) note that "the real power of the synoptic approach lies in its basic simplicity." However, critics argue that synoptic planning assumes a uniform public interest, as it mainly considers participation as a means to validate and legitimize planning goals (Lane, 2006:290).

In response to criticisms and the desire to address the notion of a "universal public interest" associated with rational comprehensive planning, various alternative planning theories emerged. These include transactive (Friedman and Huxley, 1985), advocacy (Davidoff, 1965), bargaining (McDonald, 1989), and communicative actions (Healey, 1992). Transactive planning promotes interpersonal dialogue with the planning community to facilitate mutual learning and suggests decentralization of planning institutions to empower people (Hudson et al., 1979). Advocacy planning recognizes social and political pluralism, focusing on shaping the "image of society" to address unequal negotiating power and access to the political system (Mazziotti, 1982). Bargaining emphasizes that planning decisions result from negotiation among active participants in the planning process (Lane, 2006). Communicative actions emphasize the role of dialogue, argumentation, and discourse in community participation (Healey, 1996). This approach draws upon communicative rationality (Habermas, 1984), discursive democracy (Dryzek, 1990), and dialogic democracy (Giddens, 1994) to enhance communication, deliberation, and knowledge production in planning. The process is characterized as interactive, discursive, conflict-mediating, and consensus-building (Irazábal, 2009:120). Effective communication is seen as leading to better agreement among stakeholders, addressing inequalities and cultural differences (Young, 2000). Planners in this model serve as mediators among stakeholders.

Critics of communicative action theory (Forester, 1993; Flyvbjerg, 1998; Fainstein, 2000; Yiftachel and Huxley, 2000) argue that public participation is complex, leading to distrust, conflicts among stakeholders, and power struggles. Achieving consensus, as proposed by the theory, is challenging due to issues related to exclusion, difference, diversity, and identity politics (Flyvbjerg, 1998). Fainstein (2000) questions the role of planners as mediators when addressing structural inequities and power hierarchies. Additionally, critics argue

that the theory overlooks the political processes shaping cities and does not adequately emphasize the spatial aspects of place-making (Harvey, 1996; Yiftachel and Huxley, 2000). Therefore, it remains essential to understand the motivations driving community participation in collaborative place-making, even when statutory requirements are well-defined.

Collaborative Place-making

Scholars characterize place-making as the intricate process of transforming space into a meaningful, socially embedded, and functional place (Cilliers and Timmermans, 2014). A consensus among scholars prevails regarding place-making's integral connection to urban design, with a call for diverse stakeholders' active involvement (Fleming, 2007; Akbar and Edelenbos, 2021). Habibah et al. (2013) further elucidate place-making as a means of interpreting place through the lens of stakeholders' interests. Consequently, place-making emerges as a multifaceted and dynamic process, shaped by evolving places and the interests of its actors.

Conventionally, the prevailing notion perceives place-making as the purview of urban designers and governmental entities, culminating in the physical transformation of spaces. However, recent scholarship advances a different perspective, advocating for a collaborative planning approach that recognizes the residents' pivotal role in the place-making process (Cilliers and Timmermans, 2014; Adom, 2017; Ellery and Ellery, 2019; Akbar and Edelenbos, 2021).

The discourse of collaborative planning has evolved from deliberative and participatory elements within democratic governance systems. This shift arises from the recognition that past participation methods are no longer applicable to today's decision-making processes, which involve diverse and dynamic stakeholders (Abelson et al., 2003). Concurrently, collaborative partnerships and networks demonstrate greater inclusivity and promote empowerment (Lund, 2018). Agger and Löfgren (2008) emphasize that a key objective of collaborative planning is to facilitate competence building and empowerment. In essence, collaborative planning represents a governance mechanism characterized by deliberation and empowerment. Corcoran et al. (2017) assert that place-making is an outcome of the democratization of public realm design. Consequently, it rejects professionally dominated and commercially driven initiatives, prioritizing instead the co-production of places, with the aim of returning places to the people.

Gray (1985:912) defines collaboration as "the pooling of appreciations and/or tangible resources, e.g. information, money, labour, etc., by two or more stakeholders, to solve a set of problems which neither can solve individually." Emerson et al. (2012) define collaborative governance is,

 "the processes and structures of public policy decision making and management that engage people constructively across the boundaries of public agencies, levels of government, and/or the public, private and civic spheres in order to carry out a public purpose that could not otherwise be accomplished."

Furthermore, scholars have recognized that sustainable development is fundamentally supported by collaborative design practices. This innovative design pedagogy fosters trust among participants, facilitates innovation by harnessing local wisdom, and empowers citi-

zens to shoulder responsibility (Thompson and Prokopy, 2016). Examining the environmental impact, collaborative designs contribute to the creation of high-quality urban designs, dynamic public spaces, and the enrichment of the city's cultural fabric (Kendig et al., 2010; Amarawickrama, 2022).

Community Motivations for Collaborative Place-making

Despite planning agencies establishing platforms for community participation with a focus on social justice, rights and inclusiveness, individuals may nonetheless view participation in the planning process as a tedious, disinteresting and frustrating endeavor (Brandsen et al. 2018). Additionally, a lack of awareness can lead people to view participation as irrelevant (Borrup, 2019). However, for a collaborative process to achieve sustainability, it necessitates more than passive user involvement (Bager et al. 2021). Nevertheless, the active and continuous involvement of stakeholders remains a subject of debate, with unresolved questions surrounding the most effective and equitable means of involving individuals who harbor concerns about the process's effectiveness and fairness.

However, Bager et al. (2021) emphasize the importance of involving a diverse range of individuals and giving voice to those in collaborative planning. Additionally, governments are keen to encourage public participation in planning, recognizing that project-affected individuals often bring alternative resources for development and offer a cost-effective means to deliver services. However, voluntary participation hinges on motivation. According to existing literature, this voluntary public engagement is primarily driven by individuals' motivation and willingness to participate (Tõnurist and Surva, 2017; Borges Júnior and Farias, 2020). Chado et al. (2016:187) define voluntary participation as "an informal public participatory practice rooted in ethical or moral values attached to participation." This kind of participation typically arises informally, initiated by citizens, private sector planners, academics, and NGOs. Among the six dimensions of the Voluntary Functions Inventory (VFI), the social function appears to be a prominent factor in motivating participation for urban development purposes, as it acknowledges that volunteering can strengthen social relationships (Benjamin and Brudney, 2018).

While concepts like power, rights, and justice serve as foundational pillars for community participation, it is essential to delve into the diverse classifications of motivations to understand the driving forces behind community involvement in collaborative place-making (see Figure 1). According to existing literature, motivations can be broadly categorized as intrinsic and extrinsic motivations (Deci, 1972; Van Eijk and Gasco, 2018; Puerari et al., 2018) (Figure 1). Intrinsic motivations pertain to people engaging in the co-creation process for their own sake, driven by internal factors, while extrinsic motivations involve external incentives. Examples of intrinsic values include loyalty, a sense of civic duty, and the desire to witness positive development (Voorburg et al., 2014). In contrast, examples of extrinsic motivations encompass monetary compensation and recognition by others (Puerari et al., 2018).

Furthermore, Benjamin and Brudney (2018) distinguish motivations as either egoistic (self-centered) or pro-social (community-oriented). They highlight the role of individual capacity, which encompasses human capital and social capital, in explaining decisions to participate in co-production. Van Eijk and Gasco (2018) refer to this individual capacity as individual competency or efficacy, distinguishing between internal and external efficacy. This distinction is crucial in co-production, as it involves individuals feeling capable of engaging and

believing that other stakeholders will provide adequate room for interaction. Moreover, Van Eijk and Gasco (2018) differentiate motivations based on material and non-material incentives. Material rewards encompass money, goods, and services, while community motivations are driven by non-material values, particularly altruism stemming from a sense of place with other participants and trust (Ostrom, 2009). Social trust, defined as a positive expectation of cooperative behavior with others, is central (Di Napoli et al., 2019:3). Overcoming mistrust is often the primary challenge in urban development activities focused on local empowerment (Luhmann, 1988). A lack of trust can hinder cooperation and risk-sharing (Guiso et al., 2008), causing a negative attitude towards collaboration when individuals feel mistrusted (Van Eijk and Gasco, 2018).

Description	Authors
Intrinsic- Pro-social (community-oriented)	
Loyalty, the feeling of civic duty and the wish to see a positive development	Voorburg et al. (2014)
Sense of community and sense of ownership	Anderson (2009); Talo et al. (2013); Puerari et al. (2018)
Feeling of altruism, fellow feeling, feeling of trust	Van Eijk and Steen (2014); Ostrom, (2009)
Social capital	Benjamin and Brudney (2018); Voorberg et al. (2015)
Social trust	Purdy (2012); Luhmann (1988); Guiso et al. (2008); Van Eijk and Gasco (2018)
Solidarity: sense of belonging, socialization Expressive: feeling of being able to express an ideology, having contributed	Sharp (1978)
Sense of fulfilment	Puerari et al. (2018)
Sense of place	Stoica et al. (2022); Puerari et al. (2018); Hadjilouca et al. (2015); Manzo and Perkins (2006); Lewicka (2011); Shamai (2005)
Place satisfaction, attachment and sense of place	Zenker and Rutter (2014), Peighambari et al. (2016) and Campelo (2014)
Sense of place and identity	Hadjilouca et al. (2015); Cumberlidge and Musgrave (2007)
Place attachment	Brown et al. (2003)
Intrinsic- Egoistic (self-centred)	Benjamin and Brudney (2018)
Age	Van Eijk and Gasco (2018)
Gender and education level	Bovaird et al. (2015)
Human capital	Benjamin and Brudney (2018); Voorberg et al. (2015)
Social, cultural, technical and psychological factors	Fuller et al. (2008); Puerari et al. (2018); Van Eijk and Gasco (2018)
Individual capacity as individual competency or efficacy	Van Eijk and Gasco (2018)
Extrinsic	
Monetary compensation and recognition by others	Puerari et al. (2018)
Material rewards: money, goods and service	Van Eijk and Steen (2014)
Material: goods or services	Sharp (1978)

Figure 1. Motivations for collaborative place-making.

Moreover, scholars have identified social, cultural, technical, and psychological factors that play a role in participation (Fuller et al., 2008; Puerari et al., 2018; Van Eijk and Gasco, 2018). Age, as identified by Van Eijk and Gasco (2018), is linked to willingness to engage, with young people often reporting lower levels of efficacy and, consequently, lower interest in participation. Other social factors, such as gender and education level, also influence participation, with studies indicating that women and those with higher education levels tend to participate more (Bovaird et al., 2015). Additionally, social capital plays a significant role in accelerating the co-production process, as strong social ties tend to increase willingness to engage (Voorberg et al., 2015). Figure 2 illustrates the conceptual framework outlining the factors that influence community participation in place-making.

Adom (2017) underscores the centrality of environmental protection within local communities. According to the existing literature, a strong correlation exists between community participation and both the sense of community and the sense of ownership (Anderson, 2009; Talo et al., 2013; Puerari et al., 2018) as well as motivation (Bager et al., 2021). Sharp (1978) categorizes motivational incentives into three types: material (related to goods or services), solidarity (related to a sense of belonging and socialization), and expressive (related to the ability to express an ideology and feeling of contribution). However, Leino and Puumala (2021) argue that material incentives are effective only for simple tasks, emphasizing the importance of intrinsic rewards for complex activities. Puerari et al. (2018) also highlight the sense of fulfillment associated with participation in Urban Living Labs.

Several scholars indicate that the sense of place serves as a significant motivator for participation in collaborative planning (e.g., Stoica et al., 2022; Puerari et al., 2018; Hadjilouca et al., 2015; Manzo and Perkins, 2006; Lewicka, 2011; Shamai, 2005; Meetiyagoda et al., 2023). Zenker and Rutter (2014), Peighambari et al. (2016), and Campelo (2014) argue for the importance of residents' place satisfaction, attachment, and sense of place in successfully promoting a place. Hadjilouca et al. (2015) explore socially engaged design practices in place-making and examine how individuals can become engaged in the redevelopment and management of contested public spaces, acknowledging the significance of a sense of place and identity in successful place-making, as asserted by Cumberlidge and Musgrave (2007). Brown et al. (2003) discovered that when people are attached to a place, they are more inclined to invest their time and resources in neighborhood revitalization efforts. They also found that higher attachment levels correlate with increased community interactions, subsequently enhancing social cohesion. Shamai (2005) introduces a scale with seven levels of the sense of place, including involvement in a place, which encompasses the investment of human resources such as talent, time, and money in place-based activities. Scannell and Gifford (2010) and Perkins et al. (1996) have established a positive connection between place identity and environmentally responsible behavior and between community attachment and participatory behavior, respectively. Lewicka (2011) concluded that individuals with a strong attachment to a place tend to trust others more, cultivate better relationships with neighbors, and maintain a more positive attitude toward their residential area, all of which are positive aspects of collaboration. Payton et al. (2007) also report that social trust mediates the relationship between place attachment and civic actions. Nevertheless, some scholars have noted a weak relationship between place attachment and willingness to engage in community activities (Lewicka, 2005; Payton et al. 2005; Perkins and Long, 2002; Uzzell et al., 2002).
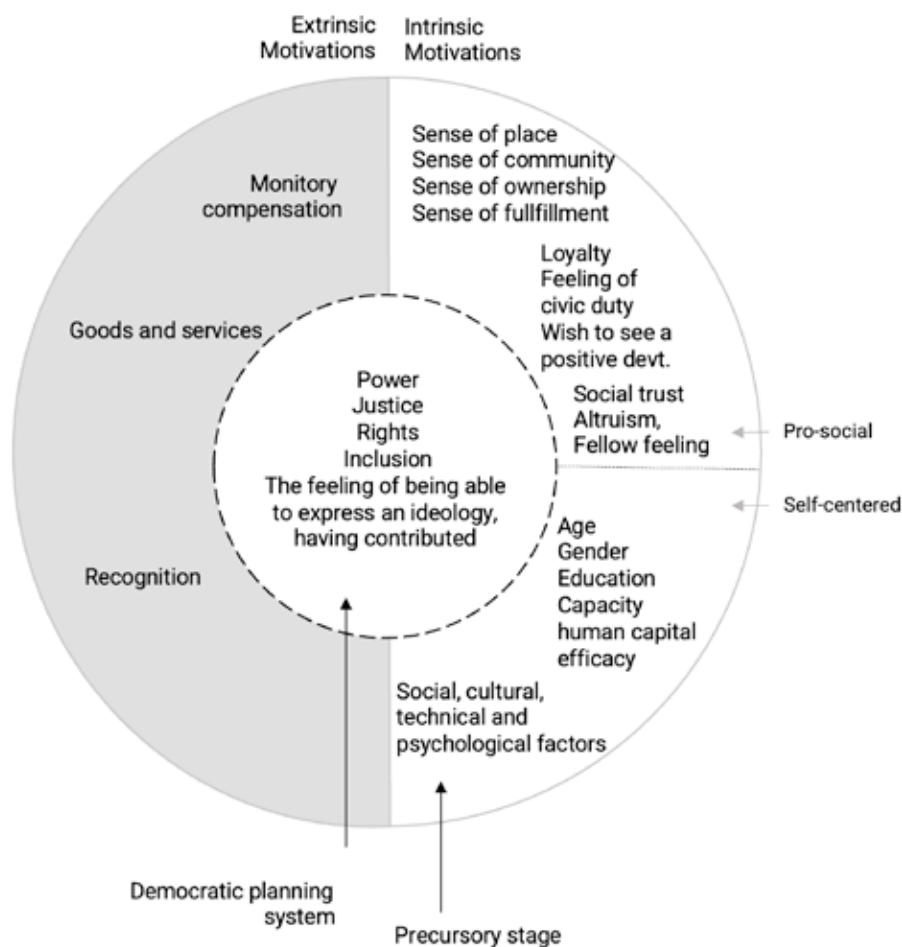
Figure 2. Influencing factors for collaborative place-making.

Within the reviewed literature, certain studies, such as those conducted by Fuller et al. (2011) and Thompson and Prokopy (2016), offer empirical insights into the connection between the sense of place and collaborative initiatives. Fuller et al. (2011) delved into the concepts of a perceived sense of community and the co-creation experience within the context of jewelry designing, affirming the positive impact of the sense of community on the co-creation experience. The authors posit that this relationship can be strengthened when managers facilitate opportunities for social interactions among participants. On the other hand, Thompson and Prokopy's (2016) research, centered on the preservation of farmlands and open spaces, underscores the role of the sense of place in collaborative planning and corroborates that the sense of place serves as a crucial predictor for developing a commitment to collaborate. Furthermore, the authors of this research note that individuals with a strong sense of place exhibit greater willingness to trust and collaborate with others in collective endeavors.

On the other hand, the literature suggests the potential for engagement in collaborative initiatives, ultimately contributing to the development of a sense of place (Bush et al., 2020; Slingerland et al., 2020; Lee and Blackford, 2020; Fang et al., 2016; Marusic and Erjavec, 2020). Correspondingly, place-making (Slingerland et al., 2020; Teder, 2019; Ellery and Ellery, 2019); place branding (Zang et al., 2019; Casais and Monterio, 2019); getting involved in

tourism activities (Suntikul and Jachna, 2016); strong partnerships and self-directed participation (Jiang et al., 2020) are important in developing sense of place.

As a result, the existing literature has acknowledged the role of a sense of place as a motivation for collaborative planning efforts, and some studies have empirically tested its impact in the context of tourism and place branding. However, empirical studies examining the role of a sense of place in place-making are limited.

Conclusion

Building upon the theoretical foundations of communicative rationality theory, this paper underscores the significance of collaborative place-making. However, current discourses tend to overlook the preliminary stages of community participation and make limited attempts to delve into the factors motivating public involvement in place-making. Understanding the motivations driving community participation is crucial for attracting a diverse, capable, genuine, and active citizenry to engage in collaborative place-making. Therefore, this study introduces a fresh perspective to the collaborative place-making literature, placing particular emphasis on the sense of place as a significant motivator for community participation while also exploring other motivating factors.

Scholarly works acknowledge that the sense of place serves as a source of motivation or commitment to collaborate, contributing to the successful promotion of a place or place-making. This manifests as participants investing in social and human resources and further enhancing social cohesion. Though the benefits are acknowledged, only non-spatial or non-urban studies empirically tested the impact of sense of place on participation in collaborative place-making. As a result, future research may address the reciprocal relationship between sense of place and collaborative place-making within urban and spatial contexts.

The discussion suggested the need to pay attention to people's willingness to participate, maintain persistent participation and participate actively throughout the collaborative planning processes, rather than merely participating to meet governmental or statutory requirements. As a result, this paper contributes to a theoretical framework that deepens our understanding of community participation in planning. Furthermore, it provides valuable insights for urban planners by emphasizing the significance of assessing the community's sense of place when initiating collaborative place-making efforts.

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