

Tidarat Sindhurat 2011 : Relationships between Mega Shopping Center and Suburban Residential Development : A Case Study of Future Park Rangsit Shopping Center, Pathum Thani Province. Master of Urban and Environmental Planning, Major Field: Urban and Environmental Planning, Department of Urban and Environmental Planning. Thesis Advisor: Associate Professor Suwattana Thadaniti, Ph.D. 177 pages.

The purpose of this research is to study the relationships between mega shopping center and residential development and to propose an appropriate land use guidelines that suitable for mega shopping center and residential development in the future by using Future Park Rangsit Shopping Center as a case study.

Results from the questionnaire surveys about the factors affecting homebuyer preferences in home buying, show that Future Park Rangsit has less impact on homebuyer's choice. About 80 percent of the homebuyers choose to buy their house for convenience transportation (25%), following by good environment (22.01%), affordable price (16.37) and close to work (15.39%). Only 10 percent of the homebuyers chose to buy their houses because of the shopping center. On the other hand, developers will choose to open a shopping center close to residential real estate or communities. This means that residential development has more impact on shopping center and does not rely on commercial real estate. As for the appropriate land use guidelines for Rangsit District, the developers should reduce the growth of the shopping center industry with horizontal development by decreasing the extension of residential development in the suburban areas. These can be done by using measurements in urban planning practice and developing the area based on compact city theory through increasing the density of the existing land use areas with mixed-use building and developments and providing a green buffer between them in order to control the expansion of residential and commercial real estate development and reduce the cause of urban sprawl in the future.

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