



Landscape and Urban Planning 93 (2009) 38–45



Contents lists available at [ScienceDirect](http://www.sciencedirect.com)

## Landscape and Urban Planning

journal homepage: [www.elsevier.com/locate/landurbplan](http://www.elsevier.com/locate/landurbplan)



# WiMBY: A comparative interests analysis of the heterogeneity of redevelopment of publicly owned vacant land

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## ARTICLE INFO

### Article history:

Received 2 March 2008  
Received in revised form 25 May 2009  
Accepted 2 June 2009  
Available online 1 July 2009

### Keywords:

Publicly owned land  
Decision-making  
Land management  
Vacant land  
Land development  
Preference survey

## ABSTRACT

The abbreviation WiMBY (an antonym of NiMBY) is used to describe the diversity of positive attitudes towards land redevelopment policy. The concept of WiMBY was formulated for a preference survey used to compare land utilization schemes for under-utilized plots. The survey aimed to determine respondents' attitudes towards the development schemes when compared to other similar sites at more distant sites to their home. The survey results showed that the patterns of preference comparisons across the respondents' location of the publicly owned land lie in the most valuable areas near the central business district of Bangkok, Thailand. The factors involved in decision-making were compared using a quantitative analysis tool to characterize the homogeneity/heterogeneity of the patterns of preferences. Ultimately, all three legs of the "land redevelopment tripod" – economic, social, and environmental – are necessary to keep land development balanced and sustainable. The greater consensus in decision-making can be achieved by considering this tripod.