The study aims to analyze the effects of implementing the project of the combination of trade center, house constructions - Shop House (Shophouse) on land prices, thus proposing solution to limit unreasonable changes of land prices in Thai Binh city. Research results show that during the implementation of Shophouse project, land prices and real prices have big changes between inside and outside the project area. Land prices also have changed at the time before and after the implementation of the Shophouse project. The general trend is that the change of real land price is bigger and occur earlier than the governmental land price. In order to limit the unreasonable fluctuations of land prices in Thai Binh city, it is necessary to implement synchronously the following solutions: publicize land use planning and publicize projects to avoid causing land price “fever”; to strictly control the transfer or change of land use purposes, to auction land use rights.

**Keywords:** Shop-house project, land price, changes of land prices, Thai Binh city.