Abstract. In this paper, we test whether farmland and developable land prices are governed by the same determinants (mainly urbanization). We estimate here quasi-identical econometric equations for both agricultural and developable land markets, instead of the conventional approach of adding variables that capture the urban influence. Using data aggregated at the level of the 589 municipalities of a highly urbanized country (Belgium), we found that the same determinants enter these equations, with slight differences in parameter values: land prices decrease with distance to central business district (developable land: $-2.7\%$ per km; farmland: $-2.5\%$ per km), and increase with the population of the commune as well as with its demographic growth and with the average income of its inhabitants.