SITE SNAPSHOT

298 Tiong Bahru Road

298 Tiong Bahru Road

TIONG BAHRU STATION · Site Snapshot · data coverage: High data coverage — 17 of 17 signals available · generated 2026-08-28

Site Snapshot

At 298 Tiong Bahru Road, 66,244 residents live within 1km—25,056 in the 0–500m band—and the subzone sits at the 68.5 population percentile. Transit access is immediate: Tiong Bahru station is 118m away, 4 bus stops are within 400m, and 2 rail stations are within 1km. 20 childcare centres are present within 1km; the nearest is on or adjacent to the site, and a primary school is 332m away, while housing is 91.3% HDB and affluence ranks at the 30th percentile among the published planning areas. These signals suggest a dense residential base with strong local access needs; any spike in passerby activity at the station remains a hypothesis worth verifying on site.

SITE ARCHETYPE **Transit-connected residential node**

DIMENSION	SITE READ	EVIDENCE
Customer base	**Very large immediate residential catchment**	25,056 residents within 500m · 66,244 within 1km
Accessibility	**Transit-led**	TIONG BAHRU MRT 118m · 4 bus stops within 400m
Consumer context	**Price-sensitive**	Income at the 30th percentile among planning areas · 91% HDB housing mix
Urban setting	**Residential-led**	COMMERCIAL · 68% residential / 3% commercial in the 500m mix
Catchment behaviour	**Transit-amplified catchment**	25,056 within 500m with strong transit access

WHAT THIS MEANS

- Repeat local demand is plausible — the resident base supports frequent, convenience-oriented visits.
- Commuter and cross-neighbourhood flow is plausible — strong transit access widens the reachable market.

- Family-oriented trips are plausible — the childcare and school cluster points to school-run and family patterns.
- Daytime-worker demand is likely limited — office density is low in this catchment.

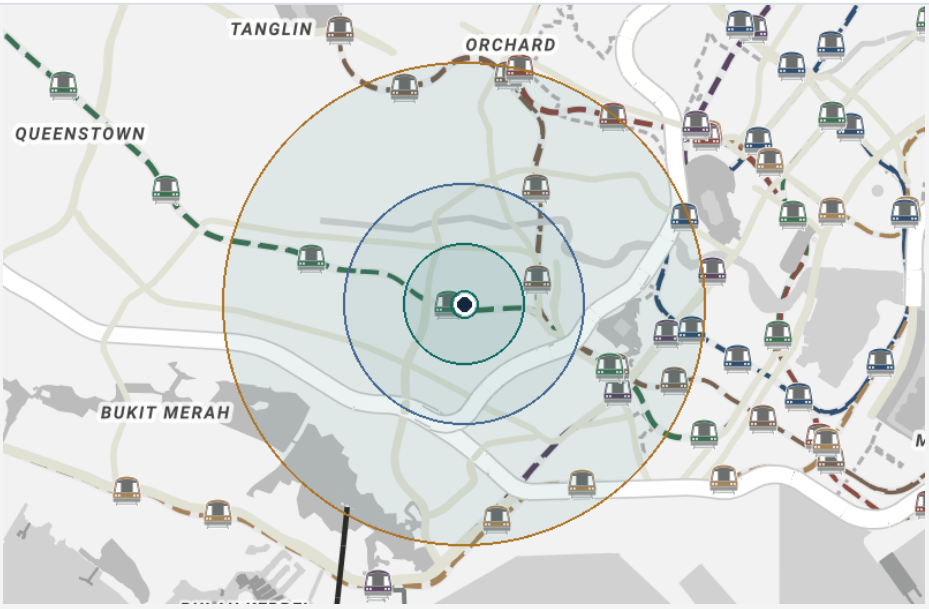
KEY CHECKS BEFORE USING THE SITE COMMERCIALLY

- Walk the station-to-unit pedestrian route at peak and off-peak to confirm flow and visibility
- Observe daypart footfall to test which hours actually deliver traffic
- Check visibility from the primary arrival paths and street-level approaches
- Verify rent, lease terms, and unit configuration against the intended use
- Review the immediate tenant and operator mix for complementarity or direct competition

This is a data snapshot of the site's observable characteristics — it does not assess any business concept, recommend a format, or estimate commercial viability.

Location & accessibility

Site Snapshot data — no business concept is assessed. Data coverage: High data coverage — 17 of 17 signals available.



How people reach the site



Site · Primary (0-500m) · Secondary (500m-1km) · Fringe (1-2km)

Powered by OneMap · © Singapore Land Authority

Subzone **TIONG BAHRU STATION** Zone **COMMERCIAL**

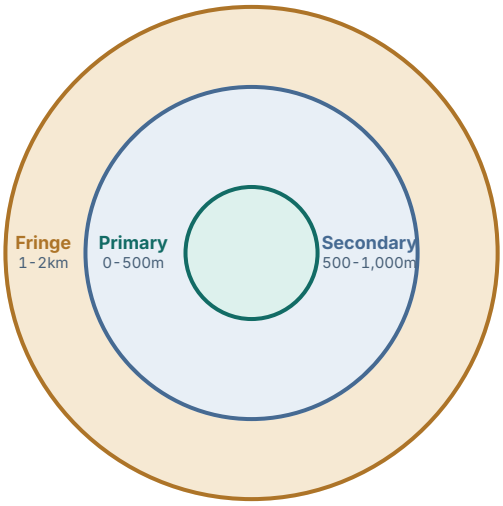
Trade-area catchment

Incremental values per ring — what lives in each band, not cumulative totals. Residents are an area-weighted estimate from subzone totals (estimated from subzone population totals assuming uniform density within each subzone).

Access anchor — TIONG BAHRU, 118m

1 · RESIDENT CATCHMENT

Trade-area catchment at a glance



Primary · 0-500m

25,056
residents added

31,902/km²
density

Dense immediate catchment — most relevant to repeat and convenience visits.

Secondary · 500-1,000m

41,188
residents added

17,481/km²
density

Adds population plus schools and childcare — relevant to family and after-school demand.

Fringe · 1-2km

91,849
residents added

9,745/km²
density

Adds a large population base, but density and walk-in probability decline.

Schematic — rings not drawn to geographic scale (the outer ring spans 1-2km). Residents are incremental per band, area-weighted from Census 2020 subzone totals.

Per-ring detail — transport, schools, land use

PRIMARY RING
0-500m

25,056 residents

modelled

13 bus stops · 1 rail stations — TIONG BAHRU (118m) · 5,653 carpark lots

31,902 residents/km² · 16.6 bus stops/km²

Dense immediate catchment — most relevant to repeat and convenience visits.
Primary local-access catchment (0-500m straight-line); actual walk-in origins and pedestrian volumes are not measured.

SECONDARY RING
500-1000m

41,188 residents

modelled

37 bus stops · 1 rail stations — HAVELOCK (656m) · 5,705 carpark lots

17,481 residents/km² · 15.7 bus stops/km²

Adds population plus schools and childcare — relevant to family and after-school demand.
Secondary surrounding catchment (500m–1km straight-line).

FRINGE RING
1000-2000m

91,849 residents

modelled

153 bus stops · 8 rail stations — nearest 2 of 8: GREAT WORLD (1,081m), REDHILL (1,313m) · 16,043 carpark lots

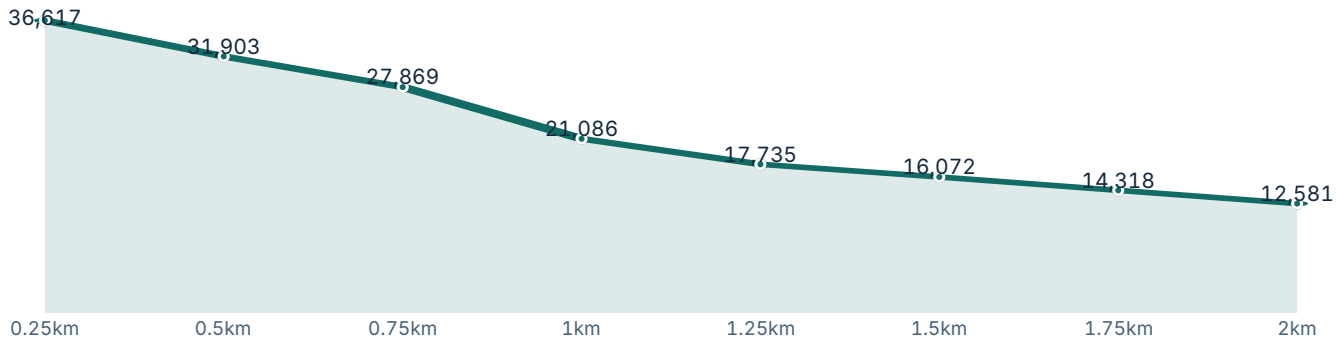
9,745 residents/km² · 16.2 bus stops/km²

Adds a large population base, but density and walk-in probability decline.
Potential destination catchment (1–2km) — customer origins are not measured.

How the catchment changes: a circular residential catchment understates non-residential accessibility near a major interchange — transit riders can reach the site from beyond these rings.

158,093 total residents within 2km across all three rings · 203 bus stops · 27,401 carpark lots

Resident density by distance from the site (residents per km², cumulative within each radius) — demand concentrates near the site and falls outward.



2 · WALKING REACH

Walk-time zones from the site's geocoded coordinate via OpenRouteService's pedestrian network — the summary is CUMULATIVE (within N minutes); the cards below are incremental bands (what lives in each zone).

Walkable reach is broadly efficient

39,771 cumulative residents within 10 min

25 transit nodes · 12 schools/childcare

Within a 10-minute walk the modelled pedestrian network reaches 39,771 residents — 100% of what an equal-area circle would hold. At this scale the network does not produce an unusually constrained catchment relative to that circle; actual entrance routes, crossings and indoor mall circulation remain unverified.

Reach percentage compares modelled walk reach against an equal-area circle; it is not capped at 100% (the modelled catchment can exceed the benchmark) and displayed values round to whole percentages.

0-5 MINUTES

mapped street network

10,826

residents modelled

4 transit nodes · 3 schools/childcare · 2,256 carpark lots

35,461 residents/km² · 9 carparks · 0 anchors

Land use: other 23% · commercial 7% · residential 65% · institutional 6%

5-10 MINUTES

mapped street network

28,945

residents modelled

21 transit nodes · 9 schools/childcare · 5,473 carpark lots

28,542 residents/km² · 29 carparks · 0 anchors

Land use: other 31% · business 1% · commercial 1% · residential 61% · institutional 6%

10-15 MINUTES

mapped street network

25,748

residents modelled

26 transit nodes · 9 schools/childcare · 3,272 carpark lots

16,035 residents/km² · 25 carparks · 2 anchors

Land use: other 36% · business 7% · commercial 10% · residential 38% · institutional 8%

Method and limitations: Computed from the site's geocoded coordinate on the OpenStreetMap path network. Does not account for building entrances, indoor mall circulation, escalators/lifts, or covered/elevated walkways — actual walk times inside large complexes may differ from what is shown here.

Cumulative walking reach

Walkable reach — 100% of an equal-area circle

Within 5 minutes

10,826 residents

4 transit · 3 schools

Within 10 minutes

39,771 residents

21 transit · 9 schools

Within 15 minutes

65,519 residents

26 transit · 9 schools

3 · LAND USE AND DEMAND CONTEXT

Share of land area by use within each ring — from URA zoning data (see Source below).

Residential use remains dominant from the primary ring through the fringe; commercial land is a minority share even at the site.

SITE PARCEL

COMMERCIAL

The site's own parcel is commercial — a station strip or retail pocket inside its wider catchment.

→

PRIMARY · 0-500M

Residential-led

Res 65% · Com 3%

Residential-led — repeat neighbourhood demand is the plausible primary driver.

→

SECONDARY · 500-1000M

Residential-led

Res 42% · Com 8%

commercial ▮ 5pts, residential ▮ 23pts vs inner

Residential-led — repeat neighbourhood demand is the plausible primary driver.

→

FRINGE · 1000-2000M

Residential-led

Res 41% · Com 8%

residential ▮ 1pts vs inner

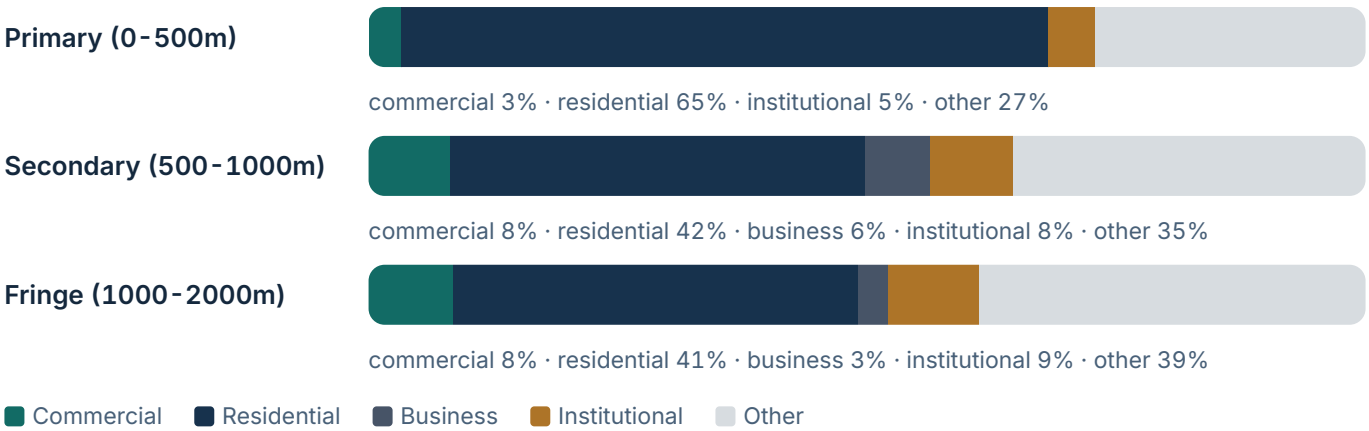
Residential-led — repeat neighbourhood demand is the plausible primary driver.

Commercial-vs-residential balance: residential leads the inner catchment (65% vs 3% commercial), and the commercial share rises outward to 8% at 2km — the site sits inside a residential core that draws broader accessibility from surrounding mixed-use districts.

Decomposed 'Other': at 0-500m the 'Other' share (27%) is mostly water (0%), reserve & other (4%), roads & transport (20%); at 500-1000m the 'Other' share (35%) is mostly water (2%), reserve & other (4%), roads & transport (25%); at 1000-2000m the 'Other' share (39%) is mostly water (1%), reserve & other (6%), roads & transport (21%). 'Other' is non-building land in the URA Master Plan 2025 — roads, transport infrastructure, water, open space, reserve sites and uncategorised land. It occupies real area but is not 'land-use character'.

Daypart hypothesis — an inference, not a measured fact. A residential-led inner catchment with direct MRT access to TIONG BAHRU points to neighbourhood-convenience and commuter dayparts; the rising commercial share outward suggests destination trips depend more on the transit anchor than on the immediate land-use mix alone.

A peer land-use benchmark (comparable commercial sites) is not available from the current datasets — this section compares the site against its own surrounding rings instead.



Source: Residents: SingStat Census 2020 (modelled allocation) · Transit: LTA · Carparks: HDB/URA · Anchors: curated/MOE/ECDA

Affluence and housing profile

Median monthly household income — planning area vs median planning area

BUKIT MERAH

$8,482 /month

planning-area median household income

8% below

$782 below

MEDIAN PLANNING AREA

$9,264 /month

median of 30 published planning areas

PLANNING-AREA INCOME RANK



9th-lowest among 30 published planning areas 30th percentile · Census 2020 employed-household income

HOW TO READ THIS COMPARISON

- Census 2020 — a 6-year-old vintage; it does not move with the current economy.
- Planning-area geography (the whole planning area), not subzone and not the catchment.
- Employed households — the published distribution is based on households with at least one employed person.
- This benchmarks the planning area's residents; it is not a direct measurement of the 500m/1km catchment, or of the site's visitors.

Housing composition — share of residents

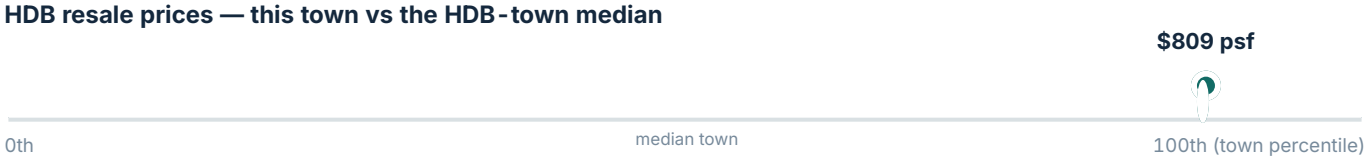


HDB 91.3%

Condo 8.5%

Other 0.1%

HDB resale prices — this town vs the HDB-town median

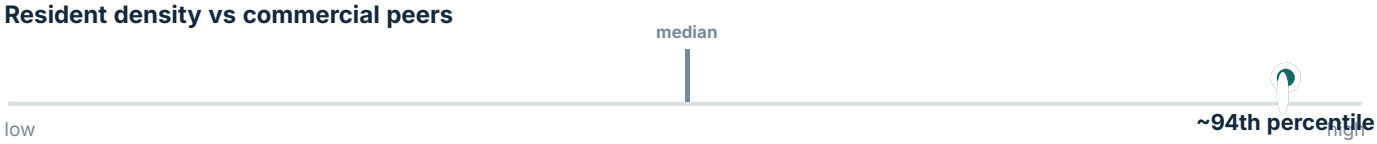


88th percentile — $149 psf (22.6%) above the median town's $660 psf.

Measurement: trailing-12-month transaction average; the town figure is Bukit Merah's average psf over 853 transactions; the benchmark is the median of the 26 HDB towns' average psf, towns equal-weighted.

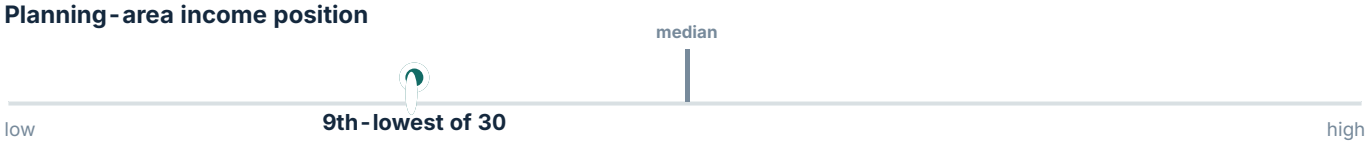
Commercial read

Resident density vs commercial peers



the site's 0-500m resident density among 269 commercially zoned peer sites

Planning-area income position



median employed-household income among 30 published planning areas (Census 2020)

> The site's catchment measures: about 25,056 residents within 500m; 66,244 within 1km; resident density at the 94th percentile of the 269-site commercial benchmark; affluence percentile 30.0.

Nearby anchors

Named nearby places of interest, ordered by straight-line distance (no concept weighting — this is a neutral list).

Childcare centre	**THE ORANGE ACADEMY PTE. LTD. · 0m**
Primary/secondary school	**ZHANGDE PRIMARY SCHOOL · 332m**
Hospital	**Singapore General Hospital · 762m**
Hotel	**Grand Copthorne Waterfront · 900m**
Mall	**Great World City · 901m**
Park	**The Southern Ridges · 1,804m**

Anchors are a curated/licensed subset (MOE/ECDA/curated lists) — not exhaustive; unlisted categories may still exist nearby.

Methodology, sources and limitations

- Data coverage: High data coverage — 17 of 17 signals available — the report is computed from the site's available signal groups (subzone population, affluence, land use, office density, transit, schools/healthcare/recreation/childcare/mall/hotel proximity, age bands, car access, household composition).
- Signals are benchmarked against published Singapore datasets (Census 2020, URA Master Plan 2025 land use, LTA transit).
- Trade-area residents are area-weighted estimates assuming uniform density within each subzone (Census 2020); the walking-reach figures are modelled on a street network, not measured routes.
- This Site Snapshot is a data snapshot of the site's observable characteristics. It does not assess a business concept, recommend a format, or estimate commercial viability.
- The site interpretation narrative is generated automatically from this Snapshot's measured signals and model rules. It is not individually reviewed by a human consultant. The narrative is produced by an AI model (deepseek-v4-pro) at report generation from this Snapshot's own computed data -- a data-driven pattern observation, not investment advice.

Source: Residents: SingStat Census 2020 (modelled allocation) · Transit: LTA · Carparks: HDB/URA · Anchors: curated/MOE/ECDA