SITE SNAPSHOT

Holland Village

Holland Village

HOLLAND DRIVE · Site Snapshot · data coverage: High data coverage — 17 of 17 signals available · generated 2026-08-30

Site Snapshot

Located 235m from Holland Village station, the site sits within a commercial-zone parcel surrounded by a largely residential 500m land-use mix. The data show strong resident counts in the 0–500m and 500m–1km bands, and the childcare proximity signal is elevated, with the nearest centre 41m away. Affluence is toward the upper-middle of the published planning-area distribution. These independent signals suggest a transit-accessible, residentially anchored environment with a nearby childcare cluster; actual footfall and behaviour remain hypotheses to verify on site.

SITE ARCHETYPE **Transit-connected residential node**

DIMENSION	SITE READ	EVIDENCE
Customer base	**Large immediate residential catchment**	13,129 residents within 500m · 39,072 within 1km
Accessibility	**Transit-led**	HOLLAND VILLAGE MRT 235m · 9 bus stops within 400m
Consumer context	**Mainstream**	Income at the 60th percentile among planning areas · 100% HDB housing mix
Urban setting	**Residential-led**	COMMERCIAL · 56% residential / 7% commercial in the 500m mix
Catchment behaviour	**Transit-amplified catchment**	13,129 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.

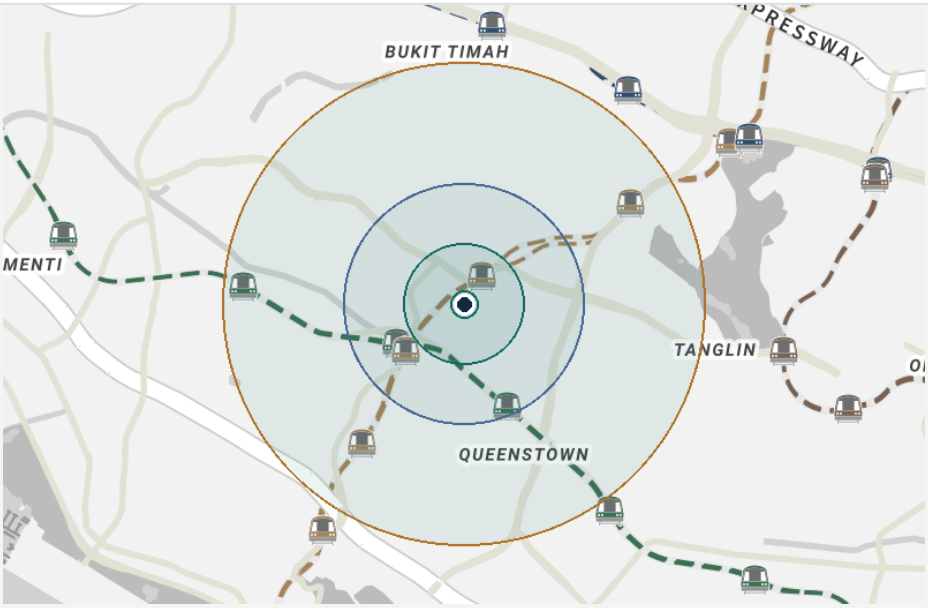
KEY CHECKS BEFORE USING THE SITE COMMERCIALLY

- 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

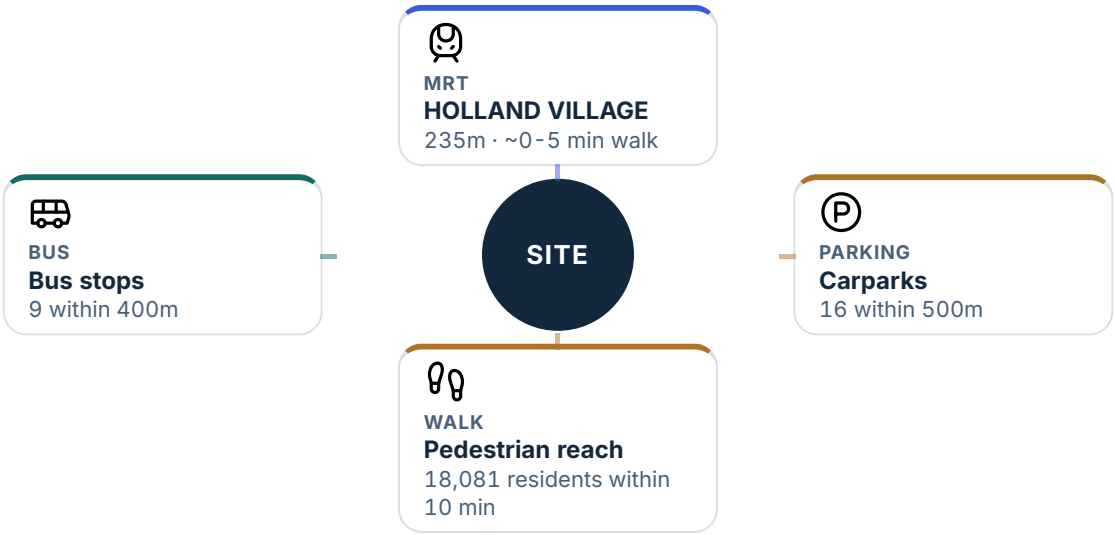
This is a data snapshot of the site's observable characteristics — it does not assess any business concept, recommend a format, or estimate commercial viability.

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)

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Subzone **HOLLAND DRIVE** Zone **COMMERCIAL**

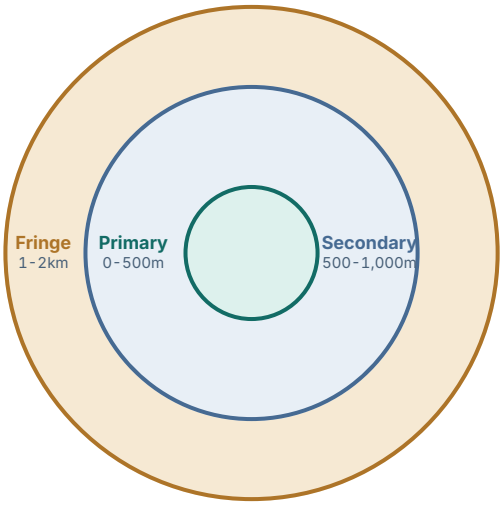
Trade-area catchment

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 — HOLLAND VILLAGE, 235m

1 · RESIDENT CATCHMENT

Trade-area catchment at a glance



Primary · 0-500m

13,129
residents added

16,716/km²
density

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

Secondary · 500-1,000m

25,943
residents added

11,011/km²
density

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

Fringe · 1-2km

54,187
residents added

5,749/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

13,129 residents

modelled

12 bus stops · 1 rail stations — HOLLAND VILLAGE (235m) · 2,568 carpark lots

16,716 residents/km² · 15.3 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

25,943 residents

modelled

26 bus stops · 2 rail stations — BUONA VISTA INTERCHANGE (638m), COMMONWEALTH (933m) · 2,562 carpark lots

11,011 residents/km² · 11.0 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

54,187 residents

modelled

90 bus stops · 3 rail stations — nearest 2 of 3: ONE NORTH (1,443m), FARRER ROAD (1,603m) · 6,614 carpark lots

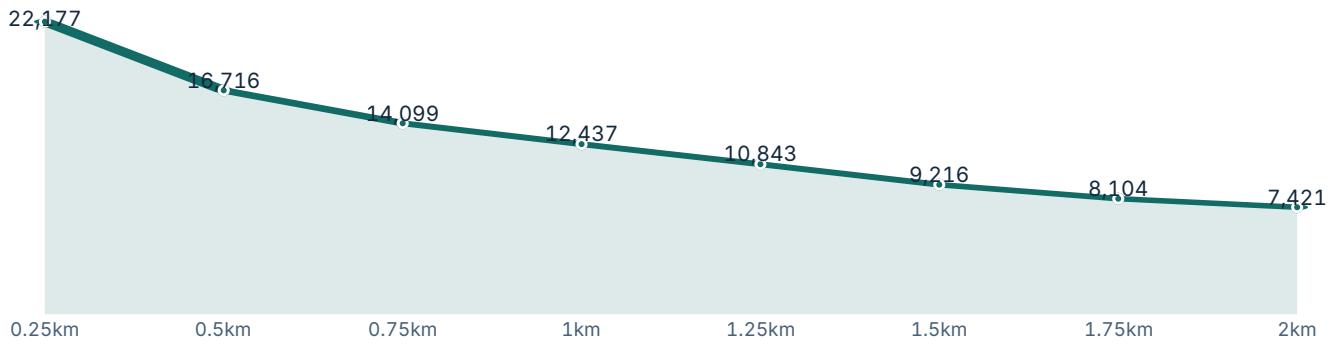
5,749 residents/km² · 9.5 bus stops/km²

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.

93,259 total residents within 2km across all three rings · 128 bus stops · 11,744 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

18,081 cumulative residents within 10 min

19 transit nodes · 9 schools/childcare

Within a 10-minute walk the modelled pedestrian network reaches 18,081 residents — 99% 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

5,168 residents

modelled

6 transit nodes · 3 schools/childcare · 485 carpark lots

20,080 residents/km² · 3 carparks · 0 anchors

Land use: other 34% · business 0% · commercial 14% · residential 51% · institutional 1%

5-10 MINUTES

mapped street network

12,913

residents modelled

13 transit nodes · 6 schools/childcare · 2,083 carpark lots

13,762 residents/km² · 13 carparks · 0 anchors

Land use: other 25% · business 4% · commercial 4% · residential 60% · institutional 7%

10-15 MINUTES

mapped street network

18,855

residents modelled

18 transit nodes · 9 schools/childcare · 1,654 carpark lots

10,830 residents/km² · 21 carparks · 0 anchors

Land use: other 26% · business 11% · commercial 8% · residential 55% · institutional 1%

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 — 99% of an equal-area circle

Within 5 minutes

5,168 residents

6 transit · 3 schools

Within 10 minutes

18,081 residents

13 transit · 6 schools

Within 15 minutes

36,936 residents

18 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 56% · Com 7%

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

→

SECONDARY · 500-1000M

Residential-led

Res 57% · Com 7%

residential ▮ 1pts vs inner

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

→

FRINGE · 1000-2000M

Residential-led

Res 54% · Com 4%

commercial ▮ 3pts, residential ▮ 3pts vs inner

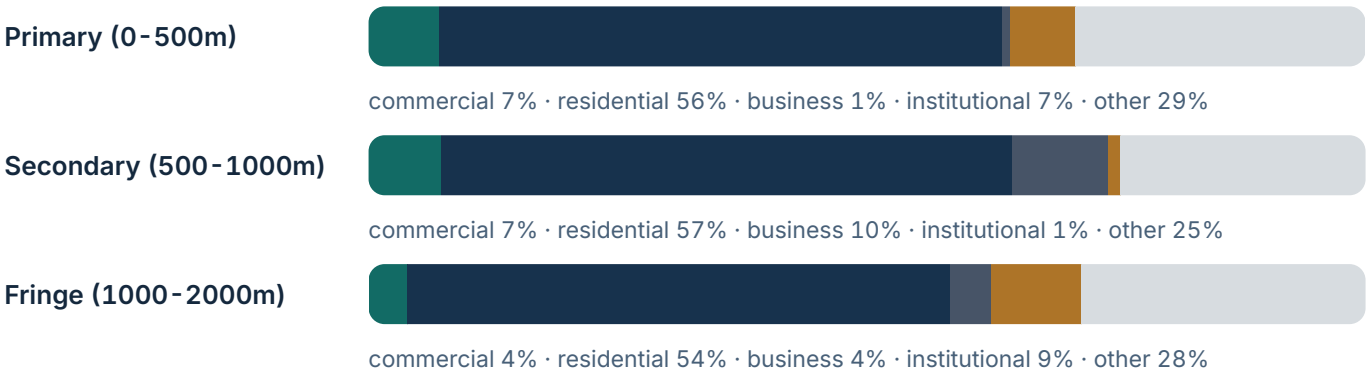
Residential-led — repeat neighbourhood demand is the plausible primary driver.

Commercial-vs-residential balance: residential use leads throughout (56% vs 7% commercial in the primary ring) — demand here is neighbourhood-led.

Decomposed 'Other': at 0-500m the 'Other' share (29%) is mostly reserve & other (2%), roads & transport (22%), open space & parks (5%); at 500-1000m the 'Other' share (25%) is mostly water (0%), reserve & other (2%), roads & transport (19%); at 1000-2000m the 'Other' share (28%) is mostly water (1%), reserve & other (5%), roads & transport (17%). '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. The residential-led mix points to repeat neighbourhood activity across daytime and evening hours; destination demand is more likely to depend on the transit connection 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

QUEENSTOWN

$9,547 /month

planning-area median household income

3% above

$283 above

MEDIAN PLANNING AREA

$9,264 /month

median of 30 published planning areas

PLANNING-AREA INCOME RANK



18th-lowest among 30 published planning areas 60th 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

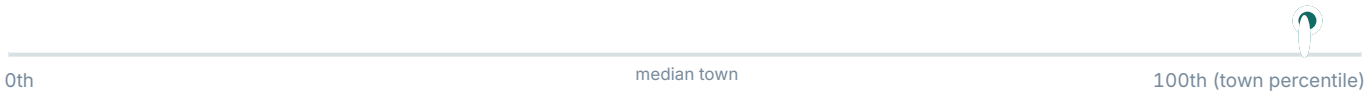


HDB 99.6%

Other 0.3%

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

$918 psf

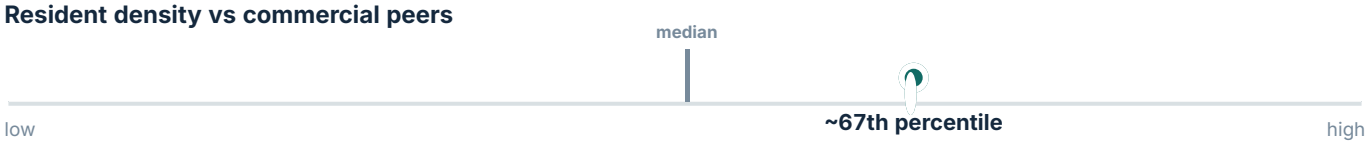


96th percentile — $258 psf (39.1%) above the median town's $660 psf.

Measurement: trailing-12-month transaction average; the town figure is Queenstown's average psf over 682 transactions; the benchmark is the median of the 26 HDB towns' average psf, towns equal-weighted.

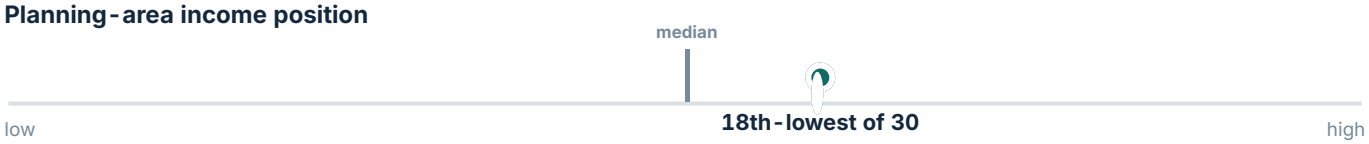
Commercial read

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 13,129 residents within 500m; 39,072 within 1km; resident density at the 67th percentile of the 269-site commercial benchmark; affluence percentile 60.0.

Nearby anchors

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

Childcare centre	**MINDCHAMPS PRESCHOOL @ HOLLAND V PTE. LTD. · 41m**
Private institution	**ESSEC Business School Asia-Pacific · 1,148m**
Primary/secondary school	**NEW TOWN PRIMARY SCHOOL · 1,299m**
Junior college	**ANGLO-CHINESE JUNIOR COLLEGE · 1,335m**
International school	**Tanglin Trust School · 1,511m**

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