

A “prime site” is one of those phrases that can sound like marketing shorthand. Still, when the Urban Redevelopment Authority labels a land parcel as a prime site under its Government Land Sales programme, it signals something more concrete than a nice-sounding adjective. It usually means strong planning expectations for how the area should evolve, and it often comes with higher levels of site prominence, access considerations, and a larger mix of commercial and public-facing intent.

That is the context behind Dunearn Green, a new-launch condominium positioned along Dunearn Road and described by developers and related materials as among the first residences within the Bukit Timah Turf City precinct in District 10. For buyers weighing a future home against the realities of nearby infrastructure, lifestyle amenities, and long-term value, the URA Prime Site designation helps answer a practical question: what kind of neighbourhood is this development expected to help shape?



Below, I break down what is known from the URA and developer background, what it can reasonably imply for residents, and where you should still apply careful judgment before committing. I will stay close to verified facts, because when you are planning for years ahead, assumptions are what hurt most.

The URA Prime Site label, translated into real buyer impact

URA’s prime site categorisation is not merely a pricing label. In the Dunearn Road case, the URA award was for a 99-year leasehold prime site, with a tender price stated as S\$532,999,999. When such a strong tender value is tied to a prime site status, it typically reflects the land’s perceived attractiveness and its planning significance within the precinct.

For residents, the practical value of that prime site context lies in three areas.

First, prime sites are often planned around connectivity and destination potential, not just internal convenience. Dunearn Green’s site sits within the upcoming Bukit Timah Turf City precinct, which is linked to a broader estate vision for District 10 rather than an isolated pocket. A well-planned precinct usually means that future roads, cycling and pedestrian links, and amenity clusters are more likely to arrive as an integrated system, rather than as disconnected upgrades.

Second, URA approvals on prime sites often carry clear expectations for commercial integration and public-minded facilities. In this case, the approval includes up to 1,400 square metres of commercial space. Importantly, that commercial component includes a minimum 600 square metres for an Early Childhood Development Centre.

This matters because it reduces the “will there be useful ground-floor services later?” question for families, while also indicating that the ground level is intended to serve more than just residents.

Third, prime sites usually face higher scrutiny in terms of how the development fits into the overall precinct design. The developer has pointed to the benefit of an upcoming park adjacent to the project and an extensive green network in the precinct. Even without overpromising, the wording matters: it suggests that greenery and open space are part of the precinct’s planned character, not an afterthought.

The takeaway is simple. URA prime site status does not guarantee every resident will love the outcome, but it does mean the site is not being treated as filler land. It is being treated as a meaningful piece of how the neighbourhood develops.

Where Dunearn Green sits in Bukit Timah Turf City, and why that timing matters

Dunearn Green is described as one of the first residences in the Bukit Timah Turf City estate, positioned in District 10 near the former Turf City / Dunearn Road area. That “first residences” phrasing is more than a timeline detail. Early launches can be a double-edged sword.

On the optimistic side, being early can give buyers more time in the home to observe how the precinct matures, and you can potentially benefit from the neighbourhood’s improving convenience as new nodes come online. When other large developments eventually complete, early residents are often the ones who experience the change gradually, with fewer “moving twice” scenarios.

On the cautious side, being early also means you should assume some portions of the precinct may be in progress rather than fully active at the point of your move-in. With Dunearn Green, the verified context points to the Bukit Timah Turf City precinct and references to a future civic heart or amenity cluster around the Grandstand buildings and an upcoming Turf City MRT station. That linkage is useful, but it also highlights that you cannot judge final convenience without respecting the precinct’s development timeline.

If you are the kind of buyer who wants a mature, fully stocked neighbourhood on day one, you might need to calibrate expectations. If you are comfortable with incremental improvement, then early placement can be a strategic advantage.

The site specifics that stand out: 99-year leasehold, major tender value, and commercial intent

Let’s anchor this discussion to the concrete items that are already stated in the available background.

The URA award was for a 99-year leasehold prime site at Dunearn Road, with a tender price of S\$532,999,999. The site area is stated as about 19,045.9 square metres. Those figures matter because they signal scale. A 19,000 plus square metre site is not a small infill parcel, and the development is tied to an approval that includes up to 1,400 square metres of commercial space.

Within that commercial allocation, there is a minimum of 600 square metres for an Early Childhood Development Centre. For many households, childcare proximity is not a “nice-to-have” convenience. It can influence daily routines, time costs, and even how feasible it is for a parent to work full schedules.

Separately, the developer has said the development will benefit from an upcoming park adjacent to the project and an extensive green network in the precinct. Again, this does not promise that every view will be

unobstructed, but it does help define the precinct's direction. You are not buying into a purely traffic-heavy environment.

What I find useful, as a buyer mindset, is to connect these site specifics to your own operating life. If you have children, the commercial and childcare allocation gives you something to evaluate early, even without having all the fine-grained ground-floor tenancy plans in hand. If you walk or cycle, the green network and upcoming park hint at outdoor usability over time, not just at a sales gallery.

Developer context: Wing Tai and Metro as a joint venture, with a prime site track record

The verified context states that the developer is a Wing Tai Holdings and Metro Holdings joint venture. Wing Tai has also described its wholly owned subsidiary and Metrobilt Construction Pte Ltd winning the site.

This joint venture detail is worth noting because the construction and delivery experience of the teams behind a project can influence how cleanly a development is executed, especially where you have mixed elements like residential living plus ground-level commercial and an Early Childhood Development Centre component.

That said, as a buyer, you still need to do the disciplined work yourself. Developer names can help you assess track record at a high level, but they do not replace checking what is actually planned for the specific project you are considering, including the Dunearn Green unit mix, the floor plan layouts, and practical considerations like how you will move to and from home.

For now, what the URA prime site and the developer identity do provide is an indicator that this is not a minor, experimental launch. It is a substantial undertaking, backed by established players.

Dunearn Green Location: access routes that matter on real commutes

Location is one of those words that can get inflated. "Near everything" is rarely true. So instead of repeating slogans, it is better to look at what access routes are identified as relevant around the area.

Verified context includes nearby access/roads identified by URA and research sources such as Dunearn Road, Bukit Timah Road, Eng Neo Avenue, and the Pan-Island Expressway. These roads help frame the kind of commuting options you are likely to use.

In my experience, what makes these routes meaningful is not just their existence, but how they connect you to your repeated destinations. If your routine involves travel towards major employment corridors, the presence of the Pan-Island Expressway can be a significant factor, even if you still expect congestion at peak hours. If your routine involves local errands and food, roads like Bukit Timah Road and Dunearn Road tend to carry more daily value because you use them frequently.

Eng Neo Avenue also signals that the precinct is being integrated into the wider road network, which can reduce the "single road dependency" risk that sometimes affects developments surrounded by limited access.

The key judgment call is whether you can live with travel times that will fluctuate as the precinct grows. When a neighbourhood is under development, traffic patterns can change. So even if you can access major roads today, your daily experience may evolve.

Green networks and an adjacent park: what that usually means day to day

The developer's statement about an upcoming park adjacent to the project and an extensive green network in the precinct is the closest thing we have to a "lifestyle anchor" in the verified materials.

Green networks in a precinct tend to affect a few real-life areas.

First, they shape the way people move around the estate. If there are connected green corridors, residents often find themselves walking for short trips instead of always driving to the same local destinations. That reduces friction in daily life, especially for households that value weekend outdoor time.

Second, parks can influence how the neighbourhood feels at different times of day. A park that is adjacent to a residential cluster often changes the soundscape and the microclimate around walkways. Even if you do not sit there every day, the presence of open space can change how windows face and how outdoor areas are used.

Third, greenery can help future-proof the emotional side of a home purchase. Not every premium comes from numbers. Some premiums come from a place feeling livable, year after year.

The trade-off is that an "upcoming" park and precinct green network implies a timeline. If you move in before the park and links are fully active, you may see construction phases or temporary arrangements. The prime site planning intent is a good sign, but you still need to manage expectations about when full amenity becomes usable.

What to look for in the Dunearn Green showflat experience, without overtrusting the brochure

For many buyers, the showflat and the Dunearn Green brochure (and related materials such as e-brochures and floor plans offered on launch pages) are the first place you can evaluate the project's true fit. The verified context notes that publicly available launch pages indicate that e-brochures and floor plans are being offered or will be released. It also states that an official floor-plan PDF was not found in the reliable sources reviewed.

That detail is important. If the exact floor plan dimensions and layouts are not readily available in a verified and official format, you should treat early impressions as provisional. You can still learn a lot in a showflat, but you must verify the specifics for your intended unit type before making financial commitments.

When I advise buyers who are actively comparing projects, I suggest focusing on how the floor plan supports your weekly routines, not just how it looks during a 15-minute inspection.

- How does the living space connect to the balcony or service areas, and does that match how you actually host?
- Where are the practical storage areas, and are they sized realistically?
- How do bedrooms work for your work from home arrangement, if relevant?
- Do the corridors feel efficient, or do they eat into usable space?

If you can get the Dunearn Green floor plan details from the official materials, scrutinize them closely. If those details are not yet available in a reliable way, ask for the official version through the sales team and insist on clear documents.

"New launch" on an emerging estate: the edge cases you should not ignore

Dunearn Green at Bukit Timah Turf City is positioned as an upcoming estate, with amenities clustering and transport nodes linked to future developments in the precinct. That is exciting, but it also creates edge cases that

can surprise first-time buyers.

One edge case is what I call the “half-activated neighbourhood” phase. Early residents can live with limited opening hours, construction noise at certain intervals, or fewer food options within walking distance before the precinct’s commercial and lifestyle components fully materialise.

Another edge case is the way road patterns evolve. Even if Dunearn Green location benefits from major roads like Bukit Timah Road and the Pan-Island Expressway, traffic flows typically change as construction zones, new entrances, and future MRT-related access points come online.

A third edge case is your unit’s micro-lot experience. Two buyers with the same type can experience different realities depending on orientation, view corridors, and how close their everyday walking routes are to the external green spaces and the future park.

The URA prime site and the precinct planning intent give you direction. They do not remove the need for unit-level judgment.

A due-diligence checklist I would actually use for a Dunearn Road prime-site launch

If you are **Dunearn Green** evaluating Dunearn Green Condo as a decision, here is a short checklist that helps you stay grounded even when the marketing materials are compelling.

1. Confirm the exact leasehold terms stated for the specific unit you are considering, including that it is a 99-year leasehold prime site for the overarching development.
2. Request the official unit-level floor plan and any dimensional details you can verify, since publicly visible floor-plan documents may not be complete or easy to confirm from independent pages.
3. Ask what the ground-floor commercial and the Early Childhood Development Centre allocation means in practical terms for access to daily services after move-in.
4. Evaluate commuting routes based on your routine, not on Google map optimism, and assume traffic patterns may shift as the Turf City precinct develops.
5. Visit the showflat and physically check storage, corridor widths, and how the plan supports your real furniture sizes.

This is not about being difficult. It is about avoiding the common mistake of buying the idea of a future neighbourhood, instead of buying the lived experience of your specific unit in a specific timeframe.

How the prime site planning influences pricing logic, without pretending numbers are fixed

It is tempting for buyers to say, “Prime site means it will be worth more.” Sometimes that happens. Other times, market cycles dominate short-term outcomes.

What prime site status does most reliably is set the baseline for the kind of planning you can expect: the precinct’s direction, the presence of a meaningful commercial component, and the stated intention for parks and green networks. In other words, the prime site helps shape the probability of long-term livability, even if exact financial performance depends on broader market conditions.

So when you assess Dunearn Green New Launch pricing conversations, you should treat URA prime site status as a context factor, not a guarantee. Focus on whether the development aligns with your lifestyle and whether the

precinct plan reduces your long-term friction.

If childcare, green spaces, and a precinct that is meant to evolve around major amenities matter to you, that alignment can be more valuable than any spreadsheet-based argument.

Using the verified facts to decide if Dunearn Green at Dunearn Road fits you

Let's bring the verified pieces together in a way you can use.

Dunearn Green is tied to a URA award for a 99-year leasehold prime site at Dunearn Road, with a tender price stated as S\$532,999,999. The site area is about 19,045.9 square metres, with approval for up to 1,400 square metres of commercial space that includes a minimum of 600 square metres for an Early Childhood Development Centre. The developer is a Wing Tai Holdings and Metro Holdings joint venture, and the development is described as among the first residences in the Bukit Timah Turf City precinct in District 10.

The developer also points to an upcoming park adjacent to the project and an extensive green network in the precinct. Nearby access routes mentioned in verified context include Dunearn Road, Bukit Timah Road, Eng Neo Avenue, and the Pan-Island Expressway. Launch materials are said to indicate e-brochures and floor plans, but an official floor-plan PDF was not found in the reviewed sources, so unit-level confirmation remains important before you commit.

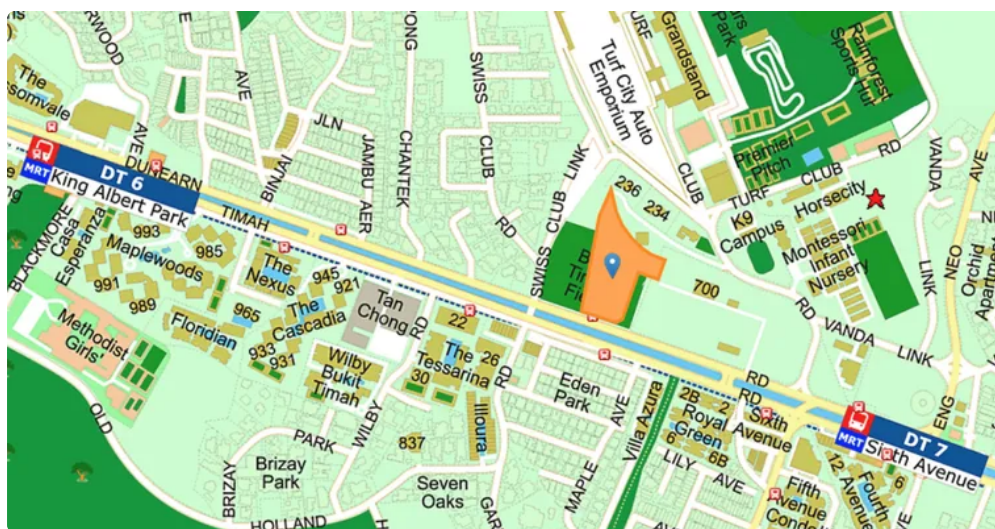
If that combination matches your priorities, Dunearn Green Location may offer the kind of precinct-driven lifestyle evolution that many buyers look for. If your priorities are immediate, fully matured amenities at move-in day, you will want to verify what is ready versus what is still coming as the Turf City estate develops.

What I would ask the sales team before booking a unit

When a project sits inside an emerging precinct, the quality of your questions makes a big difference. Here are a few targeted prompts you can ask without sounding confrontational.

- Which parts of the approved commercial and the Early Childhood Development Centre are expected to be operational first after completion, and what are the practical access timings?
- What exact floor plan options are available right now with official documents, and can you share the unit-level floor plan details in a verifiable format?
- What is the expected timeline for the adjacent park and the green network elements in the precinct, and how might that affect walking access from the development?
- How does the sales team advise buyers to think about road conditions and commute patterns during the precinct's development phase?

These questions force clarity on the parts that actually impact day-to-day living.



Final thought, grounded in the URA prime-site reality

URA prime site designation, at Dunearn Road, is not just a label attached to a property ad. It reflects a substantial land award, a 99-year leasehold framework, an approval that includes meaningful commercial space with a dedicated Early Childhood Development Centre component, and a stated precinct direction shaped around green networks and an adjacent park.

For buyers considering Dunearn Green at Bukit Timah, the most sensible approach is to treat the URA and developer context as your baseline expectation for how the neighbourhood should evolve, then use showflat visits and official unit-level documents to decide whether the specific layout, daily routes, and practical service access work for your household.

If you want, tell me your household profile (for example, working arrangements, whether you need childcare, and your commuting direction), and I can suggest which Dunearn Green floor plan traits to prioritise when you compare unit types.