

2 ORCHARD TURN ION ORCHARD SINGAPORE 238801

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BOULEVARD · best-fit concept: Premium Boutique Gym (5 evaluated) · data coverage: Partial — 15 of 18 signals computed · generated 2026-08-26

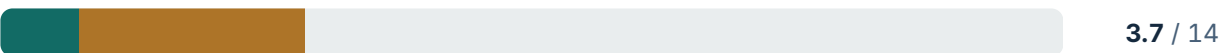
Executive overview

83.1 /100 Strong fit

Premium Boutique Gym

Market demand

Maximum contribution: 14 points



Accessibility

Maximum contribution: 29 points



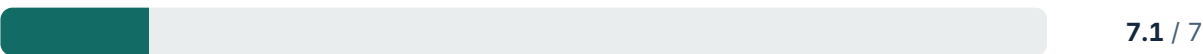
Mall access

Maximum contribution: 50 points



Competitive headroom

Maximum contribution: 7 points



Every track shares one 0-50-point axis, so bar length is directly comparable across categories -- a smaller-maximum category always draws a shorter track. Teal = points earned, amber = headroom left, red = no points earned, grey = not assessed for this profile.

Strong fit

Showing the best-fit concept for this site (Premium Boutique Gym) out of 5 gym formats evaluated — no concept was pre-selected.

Strong fit for a premium boutique gym. Mall Proximity is the strongest driver.

Proceed to detailed feasibility but validate after-work and office-worker demand, because the combination of maximum transit connectivity and mall access gives this site a destination-linked premium gym profile despite a thin residential base.

This reads as a destination-linked premium boutique gym opportunity: the value rests on capturing workers and visitors moving through ION Orchard rather than on a dense residential catchment. The residential signal is the main drag, so the format should be sized and marketed around journey-to-work convenience, not neighbourhood depth.

WHY IT COULD WORK

- Transit connectivity and mall proximity are both at maximum fit, making the site exceptionally convenient for workers, shoppers and commuters rather than dependent on local residents.
- The daytime-worker density signal scores 85.2% fit, which supports a plausible pre-work, lunch and after-work member pool from nearby offices.

WHAT COULD PREVENT IT

- Resident population density is the weakest weighted signal, and the immediate 0–500m band contains only 1,910 residents; the site may not draw weekend or early-morning local walk-up demand.
- Car access is only moderate, so any premium positioning that relies on private vehicle arrivals could underperform.

Next action: Shortlist this site — proceed to a site visit and lease/rent diligence.

Decision insights are generated automatically from the report's measured signals and model rules. They are not individually reviewed by a human consultant.

Data coverage — how many of the engine's signals could be computed for this site — is a measure of data completeness, not a judgement on whether to proceed.



PRIMARY CATCHMENT
MODELLED

1,910 residents
Density ~24th pct of 269 commercial peers · population signal 25.5/100 among all subzones within 500m · modelled



TRANSIT

Exceptional score
11 bus stops within 400m · ORCHARD · 126m



COMPETITIVE PRESSURE
LIVE

High pressure score
19 gym-category listings within 300m
competition score 0 / 100 · live



SITE & ZONING

Moderately suitable score
COMMERCIAL zoning score 66.8 / 100

PRINCIPAL OPPORTUNITY

Mall Proximity is the strongest driver toward the premium boutique gym concept — contributing 20.0 of a possible 20.0 points.

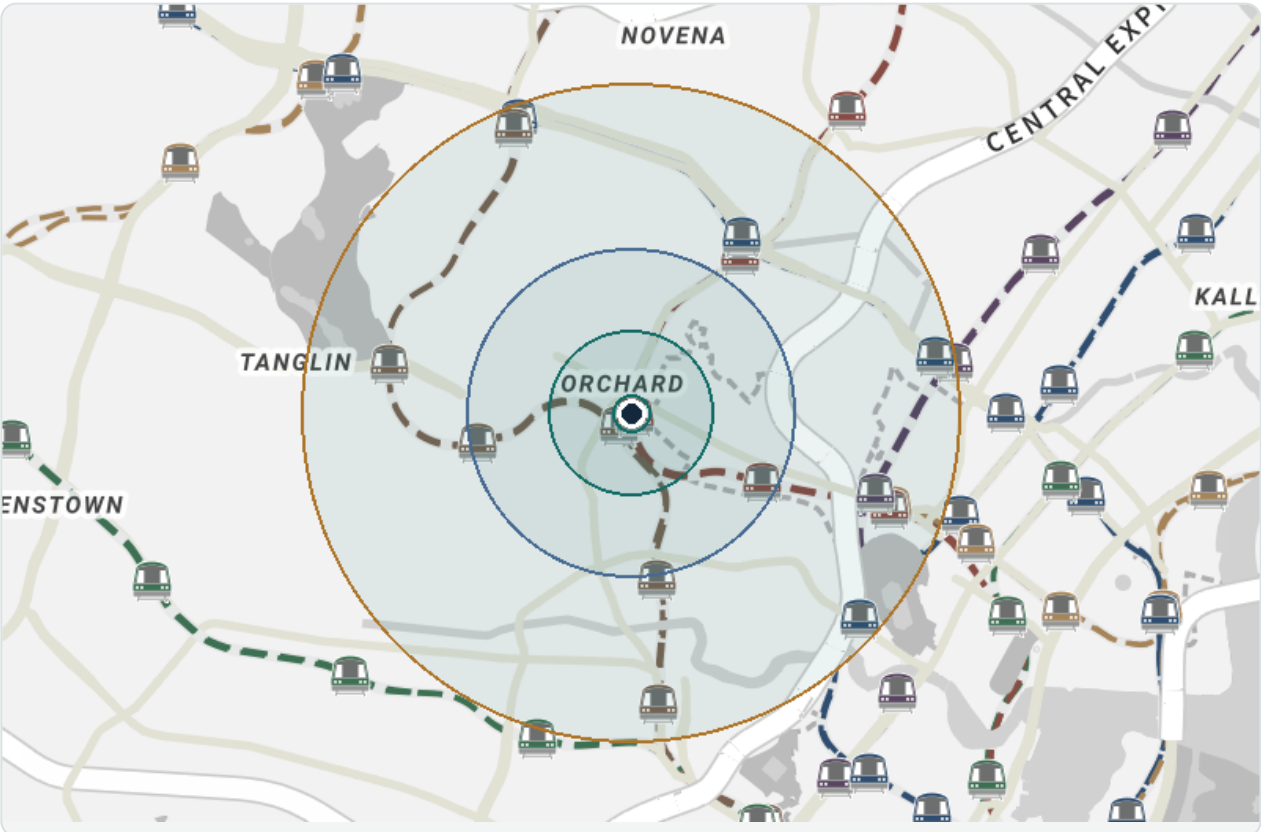
PRINCIPAL RISK

Resident Population Density holds the score back by 7.4 points (2.6 of a possible 10.0 earned).

This is a data-driven pattern observation based on the signals the engine measures, not investment advice. It does not consider your brand, operations, financing, or market knowledge — verify against a real site visit and your own numbers.

Location & accessibility

High accessibility — ORCHARD is reachable within a 0-5-min walk from the site, but actual interchange capture is unverified.



IMMEDIATE CATCHMENT

Residents (0-500m)	1,910
Residents (500m-1km)	12,697
Residents / km ² (0-500m)	2,432

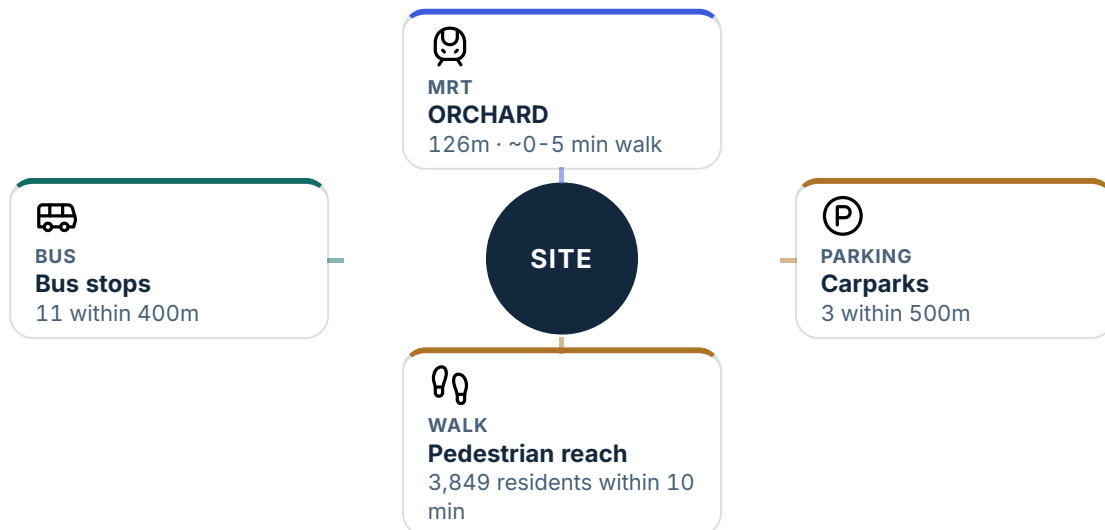
A sparse immediate catchment — about 1,910 residents within the primary ring.

Residents are area-weighted estimates assuming uniform density within each subzone (Census 2020).

Verify on site: Walk the primary ring and confirm footfall at the site's main access points.

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

How people reach the site



Powered by OneMap · © Singapore Land Authority

Subzone **BOULEVARD** Zone **COMMERCIAL**

Source: Map: OpenStreetMap contributors (ODbL) · Subzone boundaries: URA/SingStat

Trade - area catchment

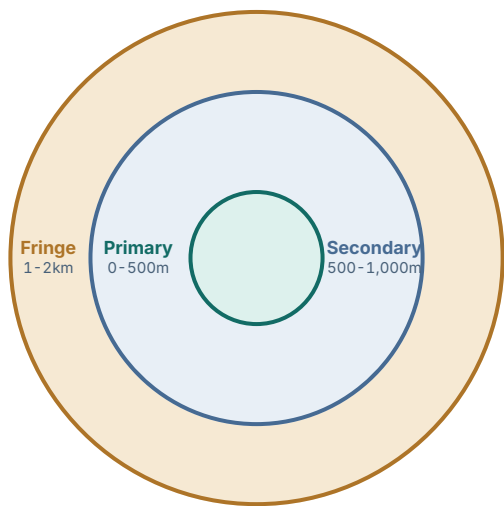
A sparse residential catchment — about 1,910 residents within 500m.

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 — ORCHARD, 126m

1 · RESIDENT CATCHMENT

Trade - area catchment at a glance



Primary · 0-500m

1,910

residents added

2,432/km²

density

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

Secondary · 500-1,000m

12,697

residents added

5,389/km²

density

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

Fringe · 1-2km

60,007

residents added

6,367/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

1,910 residents

modelled

12 bus stops · 1 rail stations — ORCHARD (126m) · 450 carpark lots

2,432 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

12,697 residents

modelled

24 bus stops · 1 rail stations — SOMERSET (885m) · 204 carpark lots

5,389 residents/km² · 10.2 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

60,007 residents

modelled

98 bus stops · 7 rail stations — nearest 2 of 7: GREAT WORLD (1,063m), NEWTON (1,137m) · 5,675 carpark lots

6,367 residents/km² · 10.4 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.

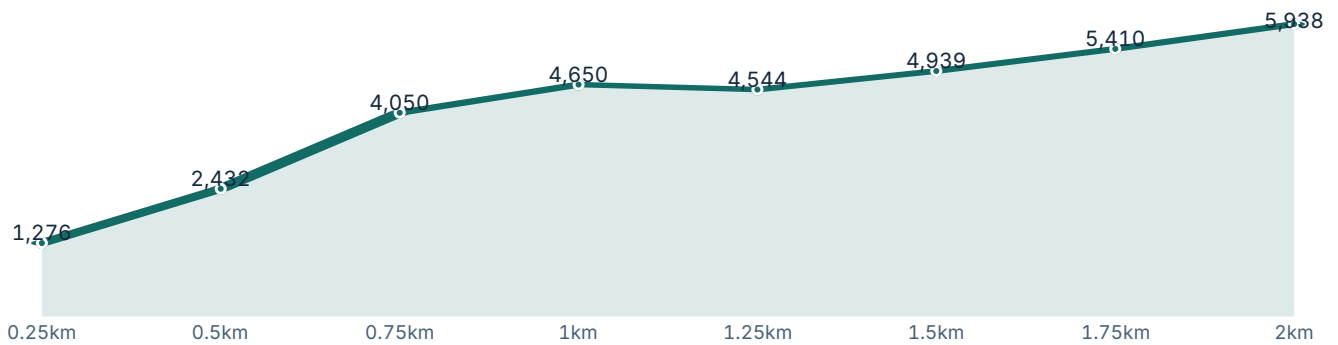
Resident density: 25.5/100 against all published Singapore subzones, and ~24th percentile among the 269 commercially zoned peer sites — the catchment is not among Singapore's very densest residential subzones, but it is unusually resident-dense for a commercially zoned peer site.

🕒 DECISION INSIGHT

The immediate 0–500m residential band is thin at 1,910 residents, and resident population density scores only 25.5% fit, whereas office (daytime-worker) density fits at 85.2%. This contrast indicates the catchment's demand character is primarily office-linked and destination-driven rather than neighbourhood-residential. The 1km–2km band adds the largest incremental resident count, but it is less immediately accessible than the inner rings.

74,614 total residents within 2km across all three rings · 134 bus stops · 6,329 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 modestly constrained

3,849 cumulative residents within 10 min

18 transit nodes · 3 schools/childcare

Only 91% of the population an equal-area circle would reach is reached within a 10-minute walk — the modelled network reach is somewhat constrained relative to that benchmark. 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

385 residents

modelled

8 transit nodes · 0 schools/childcare · 0 carpark lots

1,446 residents/km² · 0 carparks · 7 anchors

Land use: other 37% · commercial 48% · residential 15% · institutional 0%

5-10 MINUTES

mapped street network

3,464 residents

modelled

10 transit nodes · 3 schools/childcare · 450 carpark lots

3,446 residents/km² · 3 carparks · 11 anchors

Land use: other 36% · commercial 26% · residential 36% · institutional 2%

10-15 MINUTES

mapped street network

10,253

residents modelled

23 transit nodes · 7 schools/childcare · 213 carpark lots

5,470 residents/km² · 10 carparks · 7 anchors

Land use: other 32% · commercial 11% · residential 52% · institutional 5%

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 — 91% of an equal-area circle

Within 5 minutes

385 residents

8 transit · 0 schools

Within 10 minutes

3,849 residents

10 transit · 3 schools

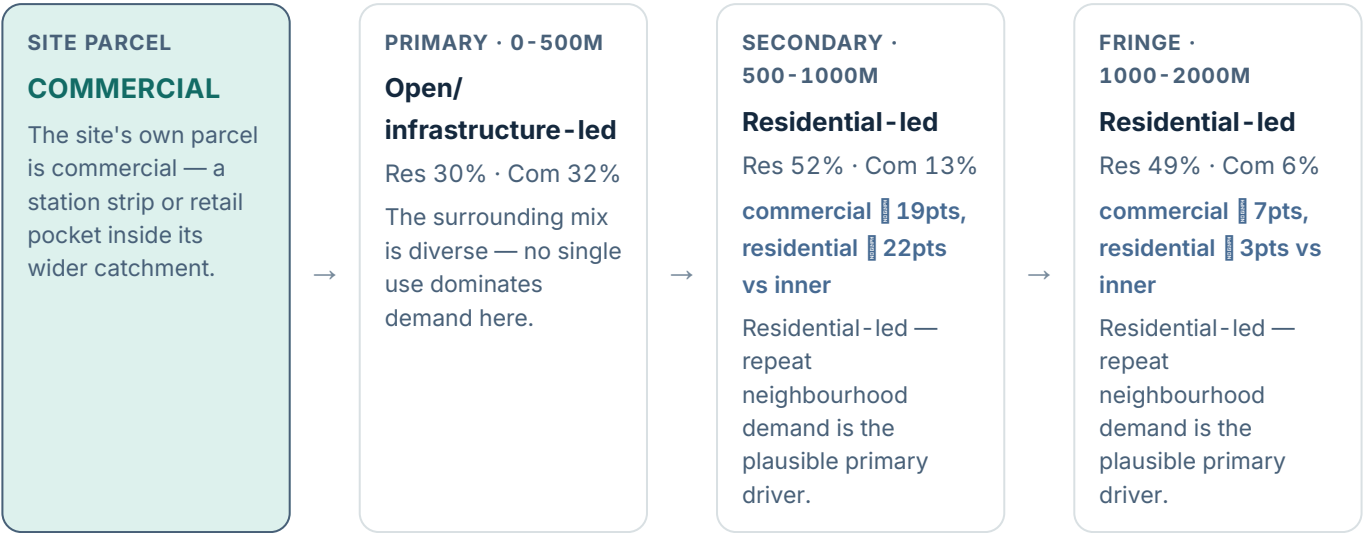
Within 15 minutes

14,102 residents

23 transit · 7 schools

3 · LAND USE AND DEMAND CONTEXT

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



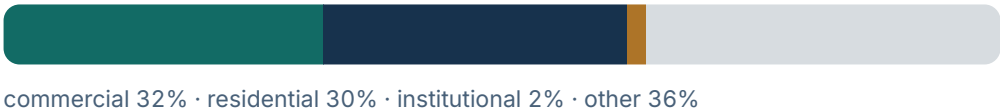
Commercial-vs-residential balance: commercial use leads the inner catchment (32% vs 30% residential).

Decomposed 'Other': at 0-500m the 'Other' share (36%) is mostly reserve & other (5%), roads & transport (30%), open space & parks (1%); at 500-1000m the 'Other' share (30%) is mostly reserve & other (6%), roads & transport (22%), open space & parks (1%); at 1000-2000m the 'Other' share (33%) is mostly water (2%), reserve & other (6%), roads & transport (20%). '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. Daypart character is not strongly indicated by the 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.

Primary (0-500m)



Secondary (500-1000m)



commercial 13% · residential 52% · institutional 5% · other 30%

Fringe (1000-2000m)



commercial 6% · residential 49% · business 0% · institutional 11% · other 33%

■ Commercial ■ Residential ■ Business ■ Institutional ■ Other

4 · AFFLUENCE AND HOUSING

Affluence and housing profile

1,910

residents · 500m

12,697

residents · 500m–1km

60,007

residents · 1–2km

LIMITED DEMOGRAPHIC COVERAGE

The surrounding area is not empty: the model estimates **1,910** residents within **500m**, with a further **12,697** in the **500m–1km** band and **60,007** in the **1–2km** band.

However, the standard affluence profile cannot be calculated for this site. Census 2020 housing-composition data is not published at the relevant small-area geography, and household-income data is unavailable for the Orchard planning area, likely because published household counts do not meet SingStat's reporting thresholds. Orchard is also not one of Singapore's 26 official HDB towns, so no resale-price benchmark applies under that name — this is a naming-match limitation, not a check for nearby HDB resale activity, which this report does not attempt.

Implication: resident population can be measured, but resident spending power and housing composition remain unknown. Do not interpret the missing affluence score as either low or high affluence.

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

Concept - fit assessment

Premium Boutique Gym fits this site with a 83.1/100 match — the gap to the next concept is 8.9 points.

Five weighted categories sum to the 83.1/100 fit score. Expand a category to see its underlying signals.

How scoring works

The match is grouped into decision-facing categories; each bar shows points earned out of that category's possible weight, and they sum to 83.1/100. Fit % is how well the observed value matches this concept's ideal range — not the raw value itself; a low value can still earn full credit if the concept prefers it low. Points = Fit % × Weight, normalised so each category's rows sum to its bar.

Market demand

3.7 / 14.3

26% of available

The size and spending power of the resident catchment

Signals behind market demand

Signal	Value (0 - 100)	Weight	Fit %	Direction	Points
resident population density (among all published Singapore subzones)	25.5	0.10	26%	weak	+3.7
Resident population density is the weakest signal at 25.5% fit; the immediate 0–500m band holds only 1,910 residents, so the site lacks a dense bedroom community. Operating implication: build the membership model around commuter and destination visits, and validate weekend neighbourhood demand as a secondary upside rather than a core assumption.					

Accessibility

25.4 / 28.6

89% of available

How easily customers can reach the site without a car

Signals behind accessibility

Signal	Value (0 - 100)	Weight	Fit %	Direction	Points
transit connectivity	100.0	0.10	100%	strong	+14.3
Transit connectivity is at maximum fit with 2 rail stations within 1km and 11 bus stops within 400m; the nearest station is 126m. This makes the site highly accessible for workers and visitors, so the membership catchment can extend well beyond the immediate subzone. Operating implication: market the location on journey-to-work convenience rather than car access.					

Signal	Value (0 - 100)	Weight	Fit %	Direction	Points
car access	39.1	0.10	78%	weak	+11.1

Car access is moderate; it likely supports a subset of premium members arriving by private vehicle but is not the strongest access mode. Operating implication: do not over-invest in car-oriented perks or parking partnerships; prioritise walk-and-train integration.

Mall access

46.9 / 50.0

94% of available

Mall Proximity and Office (Daytime-Worker) Density lead this category

Signals behind mall access

Signal	Value (0 - 100)	Weight	Fit %	Direction	Points
mall proximity	100.0	0.20	100%	strong	+28.6

Mall proximity is at maximum fit, placing the gym inside a top-tier retail destination; this likely means high visibility and convenience for members who combine workouts with shopping or after-work trips. Operating implication: design a distinct premium entrance and schedule staff for likely weekday evening peaks rather than relying on street-level walk-by discovery.

office (daytime-worker) density	42.6	0.15	85%	moderate	+18.3
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Office (daytime-worker) density scores 85.2% fit, supporting a plausible pre-work, lunch and after-work member pool from nearby offices. Operating implication: offer express and lunchtime classes, plus strong locker and shower facilities, to convert daytime worker proximity into memberships.

Competitive headroom

7.1 / 7.1

100% of available

Room to enter given nearby competitors

Signals behind competitive headroom

Signal	Value (0 - 100)	Weight	Fit %	Direction	Points
competition level	0.0	0.05	100%	high competition (saturated)	+7.1

Competition measured 0/100 (High pressure band). This profile grants full fit once competition is at or above its acceptability floor, so the signal carries its full (small) weight here — the live count behind this score is in the Competition section.

Total fit score — 83.1/100

Source: SingStat Census 2020 · LTA transit · URA Master Plan 2025 land use · MOE/ECDA · curated lists · Competition: Google Places Aggregate (count only, live)

Full signal coverage — which of the 18 signals influence this score

Every signal is computed for every site; only the ones this concept's profile weights actually move the match score. "Used" means weighted in the Premium Boutique Gym profile; a computed-but-unweighted signal is diagnostic context, not a drag or a driver.

Signals used for this concept

Signal	Computed	Concept weight	Reason
resident population density (among all published Singapore subzones)	Yes		no format was pre-selected — every format in the category was evaluated and ranked
transit connectivity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
office (daytime-worker) density	Yes		no format was pre-selected — every format in the category was evaluated and ranked
competition level	Yes		no format was pre-selected — every format in the category was evaluated and ranked
mall proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
car access	Yes		no format was pre-selected — every format in the category was evaluated and ranked

Additional diagnostic signals

Signal	Computed	Concept weight	Reason
tourist/heritage precinct	Yes		no format was pre-selected — every format in the category was evaluated and ranked
catchment affluence (among 30 published planning areas)	No		no format was pre-selected — every format in the category was evaluated and ranked
zoning suitability	Yes		no format was pre-selected — every format in the category was evaluated and ranked
school proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
tertiary-institution proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
hospital proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked

Signal	Computed	Concept weight	Reason
park proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
childcare proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
hotel proximity	Yes		no format was pre-selected — every format in the category was evaluated and ranked
family-flat share	No		no format was pre-selected — every format in the category was evaluated and ranked
multi-generation household share	No		no format was pre-selected — every format in the category was evaluated and ranked
age-band mix (elderly / children / young-adult)	Yes		no format was pre-selected — every format in the category was evaluated and ranked

Peer comparison unavailable — at least 30 comparable sites are required for a reference distribution; 0 stored for this concept. A single point without a reference set would be misleading, so it is not shown.

Concept comparison

Concept fit — ranked tiers

PRIMARY FIT

1	Premium Boutique Gym Driven by Mall Proximity · Resident Population Density the biggest drag		83.1
2	Yoga / Pilates Studio Driven by Transit Connectivity · Competition Level the biggest drag		74.2
3	CrossFit / Functional Training Driven by Car Access · Competition Level the biggest drag		68.4
4	Heartland 24-Hour Gym Driven by Transit Connectivity · Competition Level the biggest drag		63.0
5	Heartland / Budget Gym Driven by Transit Connectivity · Competition Level the biggest drag		60.2

Principal opportunity versus principal risk

mall proximity +20.0	resident population density -7.4
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Headline comparison of the two largest drivers — not a net-score calculation.

Field observations

1 Observe flows Entrance routes, queues and dayparts Observe arrival and departure timing at the ION Orchard MRT entrances on weekdays versus weekends to verify whether after-work flows are strong enough to fill evening classes. Survey nearby office tenants to estimate the share of workers likely to buy premium gym memberships within walking distance.	2 Test competitors Speed, offers, seating and unmet occasions Test differentiation against the 14 direct competitors and 19 measured operators within 300 m: speed, offers, seating and unmet occasions.	3 Validate economics Rent, ticket, throughput and margin Confirm rent, average ticket, throughput and margin against the unit's own figures before committing.
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Competitive landscape

High pressure — 19 nearby gym-category businesses within 300m.

High pressure (0/100) 19 nearby gym-category listings within 300m

Low Typical (~4-10) Saturated (15+)

High pressure means winning share, not just attracting demand.

The aggregate count measures broad gym-category pressure. Of 19 nearby businesses identified within 300 m when this report was generated (26 Aug 2026), 14 are direct competitors and 5 outside the measured category. Business names appear only on the hosted web report, for 30 days after it is generated.

Data and classification notes

This report shows competitor intensity as a score plus a count. Named competitor listings — including category, rating, and price level — are available on the hosted web view only, where they are sourced live from Google Places and expire 30 days after generation; they are never included in the PDF or a saved copy, because Google's terms restrict using named Places data in retained documents.

Source: Competition count: Google Places Aggregate (300m), live at report generation — counts only, no named competitors shown

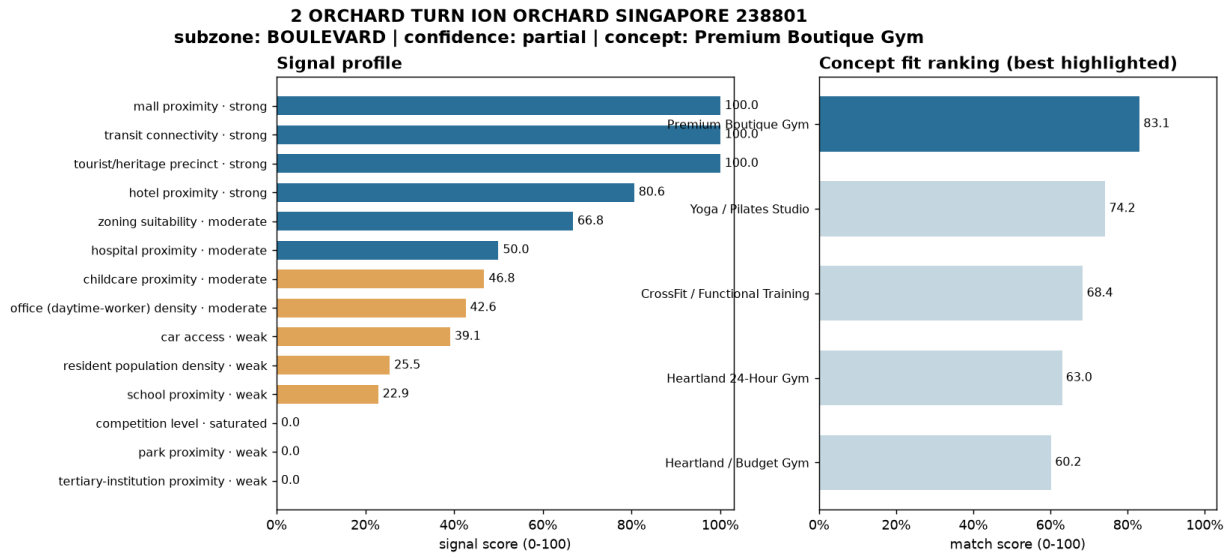
Signal observations and scores (0 - 100)

These are the underlying signal observations behind the contribution-chart categories above. Most are 0-100 percentiles or suitability measures against official Singapore statistics (SingStat Census 2020, URA Master Plan 2025 land use, gazetted 1 Dec 2025) — a fixed government-sourced reference, not a growing pool of past reports; a few are raw share observations (the age-band row shows subzone age shares as percentages). The overall match score is separately benchmarked against a frozen, dated sample of comparable sites where one exists (see the benchmark line in the executive overview) — not against this report or the sites that have been scored before. The Direction column explains what a score means for the decision (for example, competition is inverted: a low score means heavy competition). This section is the full audit trail — most readers only need the category chart above.

Signal	Score	Direction
resident population density	25.5	weak
tourist/heritage precinct	100.0	strong
zoning suitability	66.8	moderate
transit connectivity	100.0	strong
school proximity	22.9	weak
tertiary-institution proximity	0.0	weak
hospital proximity	50.0	moderate
park proximity	0.0	weak
office (daytime-worker) density	42.6	moderate
competition level	0.0	high competition (saturated)
childcare proximity	46.8	moderate
mall proximity	100.0	strong
car access	39.1	weak
hotel proximity	80.6	strong

Signal	Score	Direction
age-band mix (elderly / children / young-adult)	elderly 19.5% · children 14.6% · young-adult 14.6%	age-band shares (Census 2020)

Full signal-profile and concept-comparison chart (as computed by the engine):



Concept fit ranking

Concept	Match score
Premium Boutique Gym	83.1
Yoga / Pilates Studio	74.2
CrossFit / Functional Training	68.4
Heartland 24 - Hour Gym	63.0
Heartland / Budget Gym	60.2

Trade-area catchment (cumulative)

Cumulative counts within each distance, for exact lookup.

Metric	Within 500m	Within 1km	Within 2km
Estimated residents	1,910	14,607	74,614
Bus stops	12	36	134
Rail stations	1	2	9
Carparks	3	12	70
Carpark lots	450	654	6,329
malls	6	9	11
parks	0	0	1
hotels	7	13	20
tertiary	0	0	2
childcare	2	8	52
hospitals	1	1	3
schools (K- 12)	0	0	10

Nearest named anchors (full list)

Name	Type	Distance
ION Orchard	Mall	0 m
Marriott Tang Plaza Hotel	Hotel	155 m
Mount Elizabeth Hospital	Hospital	400 m
MINDCHAMPS PRESCHOOL @ PARAGON PTE. LIMITED	Childcare centre	426 m
ANGLO-CHINESE SCHOOL (JUNIOR)	Primary/secondary school	1,157 m
Fort Canning Park	Park	1,735 m
SCHOOL OF THE ARTS, SINGAPORE	Junior college	1,923 m
Kaplan Singapore	Private institution	1,956 m

This is a data-driven pattern observation, not a recommendation. The right concept also depends on your brand, operations, and market knowledge.

Decision insights are generated automatically from the report's measured signals and model rules. They are not individually reviewed by a human consultant. Decision insights are produced by an AI model (deepseek-v4-pro) at report generation from this report's own computed data — a data-driven pattern observation, not investment advice. The deterministic scores and analysis in this report are computed without AI.

