If you have been tracking “Dunearn Green” recently, you may have noticed a lot of naming noise. The verified launch on the official side points to a different name entirely. The new launch is Dunearn House, located at the Land Parcel at Dunearn Road within the Bukit Timah Turf City area, and the site was launched on 8 December 2025.

This article is a timeline style walkthrough, but with the practical angle I think buyers care about most: what the milestones likely mean for demand, what the location signals for day to day living, and what to verify if you are comparing floor plans and pricing during the sales process.

## The first clarity: “Dunearn Green” versus the actual launch name

The easiest way to get misled in any Singapore property market is to chase the wrong label. In this case, the verified information consistently identifies the new launch at Dunearn Road in the Bukit Timah Turf City area as Dunearn House, with the land parcel being the stated site.

So if you have seen people referring to “Dunearn Green Condo” or “Dunearn Green New Launch” in discussions, treat that as shorthand you should double-check against Dunearn House specifics. “Dunearn Green Developer” and “Dunearn Green Pricing” might sound familiar from informal posts, but the confirmed developer group for Dunearn House is Frasers Property, CSC Land Group, and Sekisui House, and the project size is stated as 380 homes.

That difference matters because timing, unit mix, and sales gallery disclosures can be very different between projects that share similar neighborhood references.

## What exactly was launched on 8 December 2025

The official announcement indicates the site was launched on 8 December 2025. That phrasing is important. A “site launch” does not always mean you are immediately choosing a specific unit with a fully released price list, but it does signal that the project has crossed the administrative and public-facing threshold where marketing, enquiry channels, and developer planning are no longer just internal.

For buyers, 8 December 2025 is the date you can anchor to. If you keep a spreadsheet of timelines like I do, this is the kind of milestone that helps you separate rumor from real progress.

It also fits the bigger picture of the Bukit Timah Turf City masterplan, which has been mapped with redevelopment intentions around the former racecourse site. The verified planning documents describe the precinct being redeveloped into a new residential area, including green links and community elements, with new roads and transport connections. Dunearn House sits inside that wider transformation.

## Why this launch is significant within Bukit Timah Turf City

Dunearn House is described as the first private residential development launched within the Bukit Timah Turf City masterplan, within that particular masterplan / precinct framing.

That “first” detail is more than marketing. When a development is the first private residential project within an area plan, it often becomes a reference point for what buyers will tolerate in that neighborhood at launch, including:

1. Early buyer sentiment,

2. Expected tenancies and rental demand shapes, and
3. How the surrounding public works and access improvements eventually influence value.

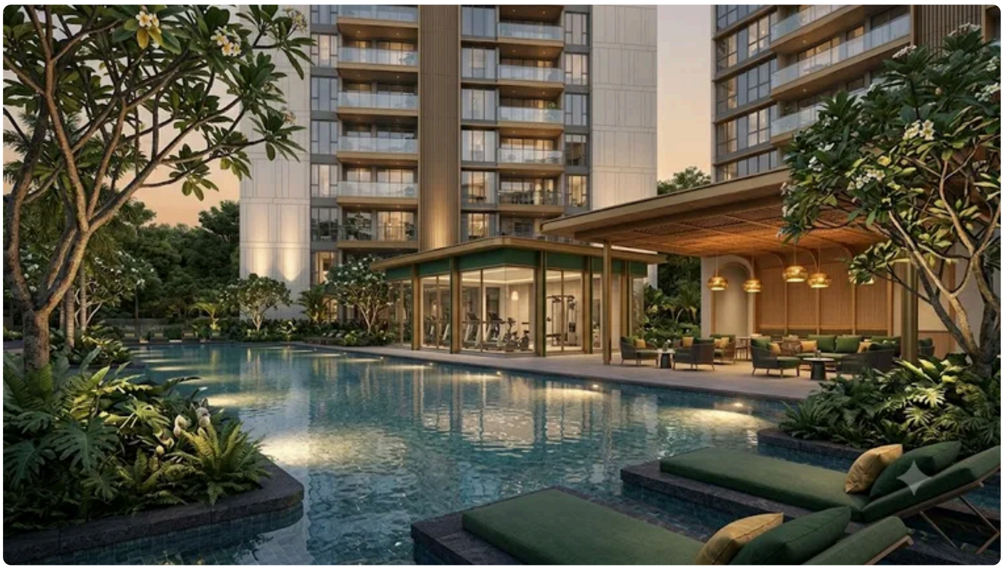
To be clear, “first” does not automatically guarantee the best unit mix or the most competitive pricing. But it does mean the project is likely to set the tone for subsequent phases, and developers tend to be more deliberate with positioning when they are establishing that baseline.

## Where Dunearn House is, in practical terms

The confirmed location is Dunearn Road in District 11, near the former Bukit Timah Turf Club / Turf City area. Verified context also points to proximity to Sixth Avenue MRT.

When you are evaluating a launch in a transforming precinct like Turf City, location is not only about today’s map. It is also about how the precinct’s planned roads, green links, and connections can change the “feel” of the area over time.

Still, I like to keep the location check grounded in daily friction points. For Dunearn House, those would typically include how you reach Sixth Avenue MRT in real time conditions, how you route to common destinations around the Bukit Timah area, and whether the site’s immediate surroundings are quiet, busy, or “in-between” during early redevelopment.



If you are planning to commute regularly, it is worth doing a short route test yourself when you can, especially on a weekday peak. Even when two developments are similar in distance, the access paths can create real differences in travel time consistency.

## The development team behind Dunearn House

The verified developer group is Frasers Property, CSC Land Group, and Sekisui House.

Why mention the developer trio when the topic is a timeline? Because buyers often assume timeline is purely about dates, but practical outcomes depend on execution capacity, project management style, and how quickly a sales process converts into construction progress.

Also, from a buyer’s standpoint, the developer identity affects how seriously you should treat early marketing claims versus what you can confirm on the ground through showflat materials, sales gallery disclosures, and project updates during the sales cycle.

## Project size and why 380 homes matters for buyers

The confirmed project size is 380 homes.

That number matters because it shapes how the development is likely to be run and how the community forms. In a development of this scale, buyers should expect a meaningful mix of unit types, and the facilities and operational planning may target both owner-occupiers and investors.

But it also matters for something more subtle: absorption and demand signals. When you see take-up data later in the sales cycle, 380 homes helps you interpret whether uptake is strong relative to the overall scale, rather than just "strong" as an abstract percentage.

## The confirmed demand signal: 56% take-up during launch weekend in July 2026

A key verified point in the timeline is that an official developer press release reported 56% take-up at the first launch weekend on 26 July 2026.

This is where the 8 December 2025 site launch date becomes useful context. From a buyer's perspective, you can treat 8 December 2025 as the "project emerges publicly," then look to 26 July 2026 as the "demand is measured and made public" moment.

Now, there is a trade-off in interpreting take-up percentages. Take-up at launch weekend reflects many factors, including the aggressiveness of the launch offer, how much of the unit inventory is released, and how buyers perceive the immediate and future connectivity of the precinct.

However, even with those caveats, a reported 56% take-up is a meaningful demand signal. It suggests that for the units available in that initial period, enough buyers were ready to commit rather than waiting.

If you missed it, don't assume every future booking wave will be identical. But as a data point, it tells you the market was not indifferent.

## Timeline snapshot: from site launch to launch weekend uptake

Here is the cleanest timeline segment based strictly on the verified facts, and it is the backbone for how I recommend tracking this launch:

- **8 December 2025:** the Land Parcel at Dunearn Road is officially launched.
- **Within Bukit Timah Turf City masterplan context:** Dunearn House is the **first private residential development** launched within that masterplan / precinct framing.
- **26 July 2026:** official press release reports **56% take-up at the first launch weekend**.
- **Overall project details:** Dunearn House at Dunearn Road, District 11, near Sixth Avenue MRT, with the confirmed developer group and total size of **380 homes**.

This is not a full "every day in between" calendar, because the verified context does not provide additional specific dates like preview starts, VIP bookings, or TOP timelines. The point is to keep your timeline honest, anchored to what is confirmed.

## "Pricing" and "floor plan" expectations you should calibrate early

One thing buyers frequently ask during a new launch is whether “Dunearn Green Pricing” or “Dunearn Green Floor Plan” should be treated as already finalized.

Based on the verified context, public materials found in search results did not clearly provide a final released price list, and several project pages describe pricing and floor plans as being released around preview or launch rather than as fixed public facts.

In plain terms, you should assume the sales timeline may involve staggered disclosures. That is common, but it can still trip up buyers who are trying to lock in comparisons too early.

If you are comparing units during this period, I suggest a practical approach: ask the sales team to clarify what is definitely confirmed, what is indicative, and what could change between preview, launch, and later phases of the sales cycle. Even if you are not ready to book today, you want to know whether the numbers you are looking at are stable.

### A short checklist for any sales gallery conversation

When you speak to the sales team, these are the questions that prevent regrets later:

- what is the exact unit availability for the session you are offered, and whether it changes next day
- whether the displayed pricing is final, or preview-stage indicative
- what floor plan differences matter most in real use, like layouts, balcony sizes, and corridor configurations
- what are the confirmed timelines for subsequent milestones, not just broad statements
- what documents are available for verification of specs before booking

This is not about being difficult. It is about reducing the kind of uncertainty that causes buyers to rush or to overthink.

## The precinct effect: why Bukit Timah Turf City matters to how you value the home

You can look at Dunearn House in isolation, but it sits inside a known redevelopment intention. Verified URA materials describe the former racecourse site being redeveloped into a new residential precinct with green links, heritage or community areas, and new roads and transport connections.

That matters because value does not only come from the unit itself, it comes from the neighborhood’s direction of travel.

At the same time, trade-offs exist. During active redevelopment, some parts of a precinct can be noisy or temporarily disrupted, and the most convenient future access might not be fully operational immediately. That is why it helps to separate two things:

1. What the area planning suggests for the long run, and
2. What is realistically available right now for commuting, errands, and weekend routines.

If you are an investor, you are effectively buying the neighborhood story. If you are an owner-occupier, you are buying the daily routine.

Either way, understanding the precinct plan gives you a more confident basis for choosing.

## How to think about demand when take-up is reported

When you see “56% take-up at the first launch weekend,” it is tempting to treat it as a single truth. I recommend a more nuanced reading.

First, take-up figures typically correspond to what is released during that weekend’s sales window. That means it measures conversion for the selected inventory, not for the entire project.

Second, launch weekend is when the most prepared buyers show up. They often have financing ready and a clear budget. That can make uptake look stronger than later waves, where more buyers are still comparing against other launches.

Third, in precincts like Turf City, demand often forms around the expectation of future convenience. If your own timeline depends on transport openings that have not materialized yet, you should test your assumptions rather than relying on others’ excitement.

So, how do you use the number responsibly? Treat it as a strong signal that the product resonated with buyers at launch. Then do your own due diligence on what that resonance actually means for the units you are considering.

## What to do if you missed the early window

If you were not ready in the initial launch period, you are not automatically behind. Many buyers wait because they want clarity on unit mix, pricing stability, and exact layout practicality.

But timing does create an advantage gap, especially when a project’s initial demand is strong. That can mean popular configurations get taken earlier, and the “best” units can migrate quickly once the sales team starts narrowing availability.

A sensible Dunearn Green Bukit Timah path is to focus on two things when you re-enter the sales process:

- whether the available units match your non-negotiables (like orientation, usable layout, and budget ceiling), and
- whether the disclosed pricing and floor plan specs you are reviewing are truly consistent with what you will eventually sign up for.

If the sales gallery materials are still shifting between preview and launch disclosure rounds, ask to be guided by the finalized details at that stage, not by older screenshots or unofficial re-posts.

## A buyer’s-eye view of “Dunearn Green Condo” search results

Let’s address the reality of how people shop: searches, social posts, and older cached pages can make it look like there is a “Dunearn Green Condo” with its own pricing and floor plan information.

Given the verified facts, the most responsible approach is to treat “Dunearn Green” as a label you should verify against Dunearn House at Dunearn Road. The confirmed elements you can rely on are:

- the site launch date of 8 December 2025,
- the project being Dunearn House,
- the developer group,
- the project size of 380 homes,
- the location at Dunearn Road in District 11 near Sixth Avenue MRT,
- the reported 56% take-up at first launch weekend on 26 July 2026.

If a “Dunearn Green” page gives you details that do not align with these confirmed items, stop there and confirm directly against the Dunearn House project particulars.

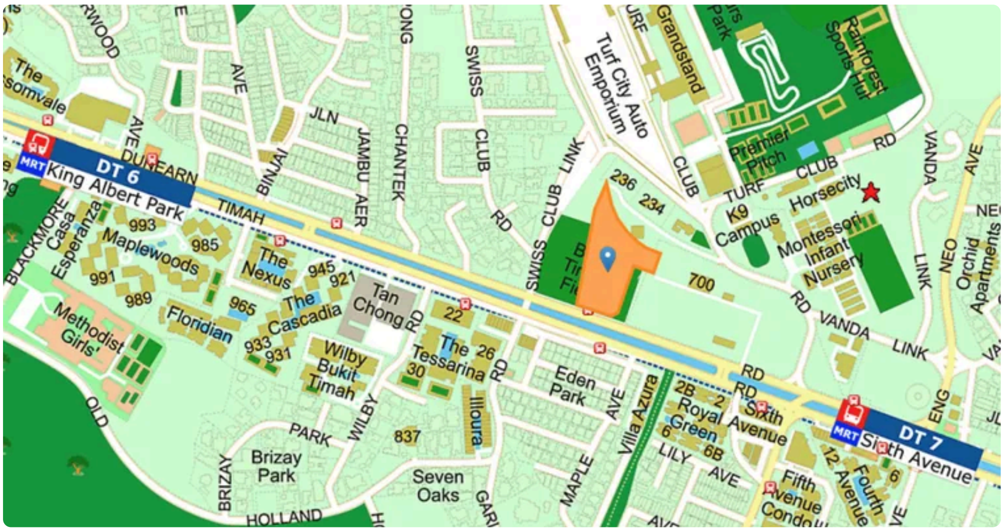
It sounds obvious, but it saves a surprising amount of time and avoids the emotional rollercoaster of comparing units that might not even be in the same development.

## The real takeaway from this timeline

The story of Dunearn House is, at its core, a timeline of visibility and conversion:

- First, the site launch on **8 December 2025** put the project on the public radar.
- Next, the project established itself as the **first private residential development** within the Bukit Timah Turf City masterplan framing.
- Then, in **July 2026**, the market response became measurable, with **56% take-up at the first launch weekend on 26 July 2026**.
- Throughout, the confirmed anchors remain Dunearn Road, District 11, near Sixth Avenue MRT, with 380 homes and a developer trio comprising Frasers Property, CSC Land Group, and Sekisui House.

If you are planning your next move, the most helpful mindset is not to obsess over the dates alone. Use the dates to guide what to ask for, when to ask for it, and how to verify what you are being shown.




Because in a launch cycle, what matters is not just when the site appears, it is when pricing and floor plan disclosures become stable enough for you to make a decision you will feel good about months later.