

LOCATED AT



PASADENA
CENTRAL DISTRICT

PASADENA SQUARE NORTH

The Jewel



2nd
PHASE



PARAMOUNT LAND
Building homes and people with heart

GADING SERPONG

Located approximately 18 kilometers on the western side of Jakarta, Paramount Gading Serpong is an independent city that has become a new economic hub and a residence for over 120,000 residents. This city is positioned in a highly strategic location, surrounded by large development areas, and is connected to the Jakarta-Merak toll road, Serpong-Balaraja toll road, and JORR 2 Jakarta-Serpong toll road, providing direct access to Jakarta, Soekarno-Hatta International Airport, Merak Port, and other major cities in Jabodetabek.

Paramount Land, one of the main developers of Gading Serpong City, professionally manages this area covering approximately 1,000 hectares and develops residential, commercial, and recreational facilities, along with city infrastructure and a variety of other amenities ranging from educational facilities such as schools and universities to hotels and hospitals. The increasing value of the city is reflected in the rapid growth rate of Gading Serpong, which has reached 15% (YoY).

Based on comprehensive and up-to-date research, Paramount Land continuously presents a variety of property products that meet the interests and needs of the community over time. To date, there are more than 40 inhabited clusters for middle to upper-class communities, equipped with the best utilities, infrastructure, and amenities. Matera Residences, Pasadena Grand Residences, and Menteng Grand are some of the exclusive residential projects by Paramount Land that have received a positive response from the public.

High connectivity and accessibility have boosted the development of commercial and business areas in Gading Serpong, which has become a favorite destination for the Tangerang Raya community and Jabodetabek. Paramount Land plays a significant role in developing culinary and business centers, including the commercial area in the southern part known as 'The Most Vibrant Commercial' in Gading Serpong, featuring over 250 businesses, from Maggiore, Sorrento, Pisa Grande, Mendrisio, and surrounding areas. Paramount Land is also developing the Manhattan District, the largest commercial epicenter in Tangerang Raya, covering an area of 22 hectares.

Paramount Land is developing Gading Serpong City as a one-stop solution for fulfilling daily needs, ranging from living, working, conducting business, recreation, to investment. Through Paramount Estate Management, Paramount Land also professionally manages, organizes, and maintains the city sustainably, serving and upholding community harmony in Gading Serpong through various flagship programs. This reflects Paramount Land's commitment to continue growing together with the community, in line with the company's tagline, 'Building Homes and People with Heart.'

DISTINGUISHED ACHIEVEMENTS OF PARAMOUNT LAND



BEST COMMERCIAL DEVELOPER
PROPERTYGURU ASIA PROPERTY AWARD 2023

BEST TOWNSHIP DEVELOPER (ASIA)

PROPERTYGURU ASIA PROPERTY AWARD 2024

BEST TOWNSHIP DEVELOPER
INDONESIA PROPERTY AWARD 2024

• BEST TOWNSHIP DEVELOPER (ASIA) 2024 • BEST TOWNSHIP DEVELOPER 2024 • BEST HOUSING ARCHITECTURAL DESIGN 2024 • BEST SMART HOME DEVELOPMENT 2024 • BEST WELLNESS RESIDENTIAL DEVELOPMENT 2024
• BEST HOUSING LANDSCAPE DESIGN 2024 • BEST LIFESTYLE ARCHITECTURAL DESIGN • BEST ECO FRIENDLY HOUSING DEVELOPMENT • BEST HIGH END HOUSING DEVELOPMENT
• BEST COMMERCIAL DEVELOPER (INDONESIA) 2023 • BEST INNOVATIVE COMMERCIAL PROJECT 2024 • BEST COMMERCIAL DEVELOPER 2023
• BEST HIGH END HOUSING DEVELOPMENT (GREATER JAKARTA) 2023 • THE MOST INNOVATIVE COMMERCIAL DEVELOPMENT 2023 • DEVELOPER OF THE YEAR 2022 • TOP 10 DEVELOPERS 2022
• FAVOURITE HOUSING PROJECT 2022 • BEST ECO FRIENDLY HOUSING 2022 • BEST LOW RISE COMMERCIAL 2022 • BEST PREMIUM HOUSING PROJECT 2022 •





PASADENA CENTRAL DISTRICT

PASADENA CENTRAL DISTRICT THE AMAZING EPICENTRUM

Discover **Pasadena Central District**, a meticulously planned 40-hectare destination where luxury homes blend seamlessly with prime commercial spaces. Here, **premium residences**, **thematic shophouses**, and **elegant studio lofts** are designed to inspire a vibrant and sophisticated lifestyle.

Strategically located along the **main boulevard**, Pasadena Central District redefines convenience with the **10-minute city concept**, ensuring everything you need is always within reach. Adding to its charm, **Pasadena Walk** boasts a bustling **hypermarket** and an expansive **10,000 m² electronic megastore**, offering a seamless blend of everyday practicality and urban vibrancy.

Conceptualized by the world-renowned AEDAS, Pasadena Central District draws inspiration from the world's finest districts, blending **modern design** with **green living**, making it the epitome of premium urban development.

40 Hectares Land Development



The Best Surroundings

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PASADENA
CENTRAL DISTRICT

A NEW MEGA DISTRICT

**AT THE MOST STRATEGIC LOCATION
IN GADING SERPONG**

40 Ha
Land Development

On Gading Serpong's
Main Boulevard,
with New Access to BSD

Surrounded by more than 20 clusters
with 2 premium clusters in the area

High-traffic location
with over 1,000 vehicles passing hourly

High End Residentials
with Healthy Living Concept

Thematic Commercial
Concept

Conceptualized by "AEDAS"
one of the world's leading global architecture and design practices

Welcome to PASADENA SQUARE

NORTH 2nd PHASE

Step into the next chapter of Pasadena Square, the **First Commercial Hub** at the heart of Pasadena Central District. This vibrant commercial destination is the go-to spot for **culinary delights, fashion retail, and entertainment experiences**.

With an inviting **alfresco terrace**, Pasadena Square offers a different experience. Strategically located along the **bustling Gading Serpong Boulevard**, it ensures effortless access to **BSD City** and beyond.

Featuring a **modern minimalist design** and enhanced visibility with **dual facades**, Pasadena Square offers adaptable spaces that cater to diverse business needs, enabling you to elevate your brand in a thriving community.

Pasadena
Grand Residences

Commercial Lots
SOLD OUT

1st Phase
SOLD OUT

Future Development
Anchor Tenant

Pasadena
Walk

Commercial Lots

Main Boulevard
Gading Serpong

NEW ACCESS
to BSD

2nd Phase

GRAND
PASADENA
VILLAGE

Disclaimer: Semua data yang disajikan dalam dokumen ini merupakan informasi yang bersifat umum dan tidak dapat dijadikan sebagai dasar untuk pengambilan keputusan. Informasi mengenai data dapat mengalami perubahan tanpa pemberitahuan sebelumnya. Semua ilustrasi / arsitektural yang disajikan dalam dokumen ini merupakan hasil dari rencana arsitektural dan tidak dapat dijadikan sebagai gambaran yang akurat. Semua gambar atau foto yang disajikan dalam dokumen ini merupakan hasil dari rencana arsitektural dan tidak dapat dijadikan sebagai gambaran yang akurat. Semua gambar atau foto yang disajikan dalam dokumen ini merupakan hasil dari rencana arsitektural dan tidak dapat dijadikan sebagai gambaran yang akurat.



Seamless Connectivity

Endless Possibilities

At Pasadena Square, connectivity is more than convenience—it's a lifestyle. Designed to cater to both **pedestrians and vehicles**, this commercial hub ensures effortless access to all surrounding areas.

As the **first commercial hub** in Pasadena Central District, Pasadena Square offers a unique blend of **strategic location**, unmatched accessibility, and limitless opportunities. Elevate your business with spaces that promise growth, success, and a premium lifestyle.

Dynamic *Commercial Hub*



Pasadena *Walk*

Step into the dynamic commercial hub at Pasadena Walk, a lively open-air space perfect for a leisure stroll or a quick shopping spree. Pasadena Walk offers unique pop-up stores along the pathways with a thematic garden. Immerse yourself in an open-air environment filled with vibrant energy and unforgettable experiences. Enjoy the best city life in one spot!

Artistic Ornament

Pop-Up
Stores

Alfresco
Balcony

Alfresco
Terrace

Pasadena
Walk

Pop-Up
Stores

Alfresco
Balcony

Pop-Up
Stores

Pasadena
Walk

Alfresco
Terrace



Floor *Plan*



Floor Plan

Single Facade | REGULAR TYPE

4,5x14 3 Floors

Land Area: 63m²
Building Area: 163m²



4,5x15 3 Floors

Land Area: 67,5m²
Building Area: 163m²



4,5x15 3 Floors - Corner

Land Area: 67,5m²
Building Area: 163m²



Floor Plan

Single Facade | REGULAR TYPE

5,5x14 3 Floors

Land Area: 77m²
Building Area: 199m²



5,5x15 3 Floors

Land Area: 82,5m²
Building Area: 199m²



Floor Plan

Single Facade | ALFRESCO TYPE

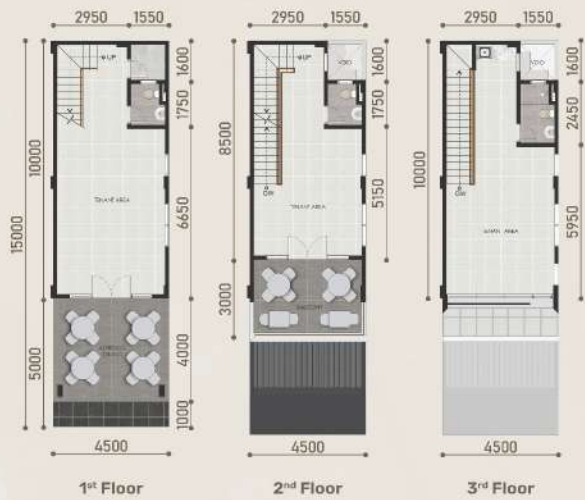
4,5x15
3 Floors

Land Area: 67,5m²
Building Area: 148m²



4,5x15
3 Floors - Corner

Land Area: 67,5m²
Building Area: 148m²



4,5x16
3 Floors

Land Area: 72m²
Building Area: 161m²



4,5x16
3 Floors - Corner

Land Area: 72m²
Building Area: 161m²



Floor Plan

Single Facade | ALFRESCO TYPE

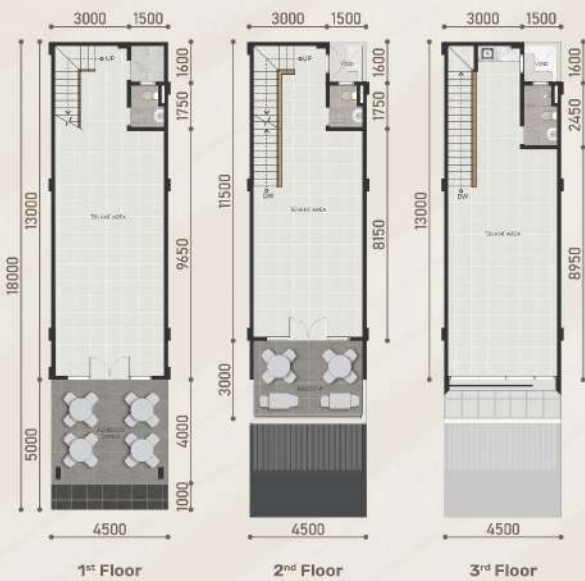
4,5x17
3 Floors

Land Area: 76,5m²
Building Area: 175m²



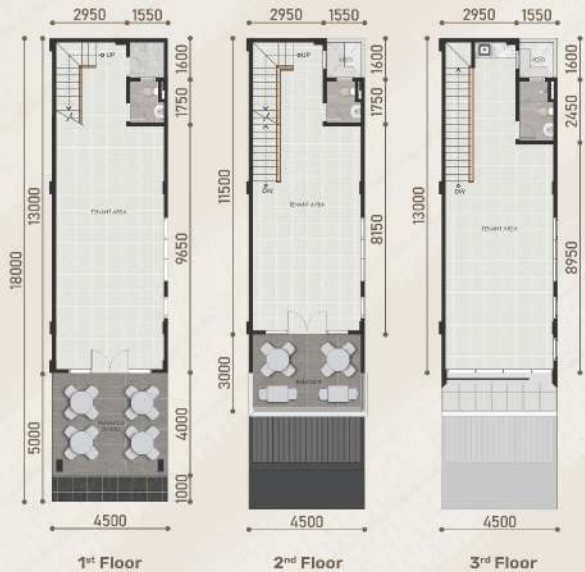
4,5x18
3 Floors

Land Area: 81m²
Building Area: 188m²



4,5x18
3 Floors - Corner

Land Area: 81m²
Building Area: 188m²



Floor Plan

Single Facade | ALFRESCO TYPE

5,5x15 3 Floors

Land Area: 82,5m²
Building Area: 184m²



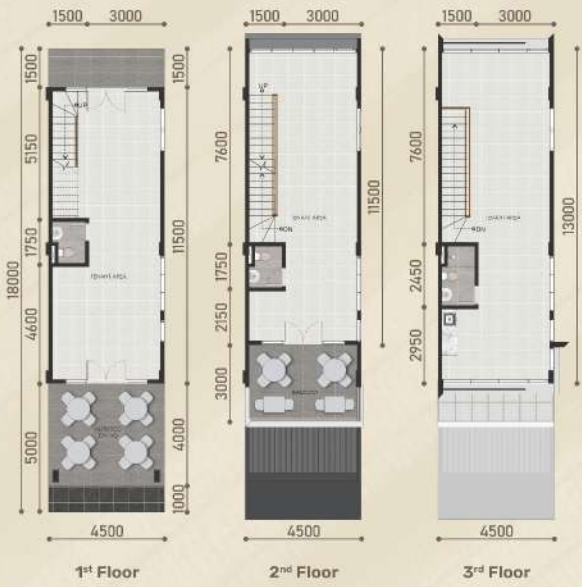
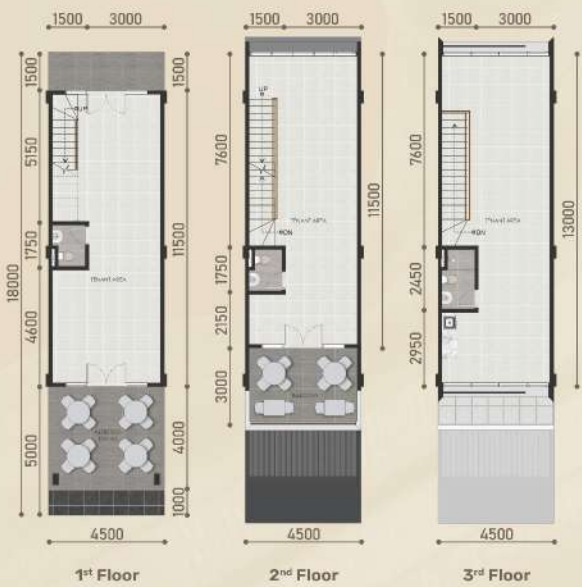
Land Area: 108m²
Building Area: 255m²

Floor Plan

Double Facade | ALFRESCO TYPE

4,5x18 3 Floors

Land Area: 81m²
Building Area: 194m²



4,5x18 3 Floors - Corner

Land Area: 81m²
Building Area: 194m²

Facade Design

Architectural section drawing of the 'Third Floor Rooftop' showing three levels. The top level is a rooftop terrace (11.2m high) with a brick wall and seating. The middle level is a mezzanine (7.6m high) with a staircase and bookshelves. The bottom level is the ground floor (4m high) with a shopfront and staircase. The building is 12m wide and 23.8m high. The ground floor is 10.5m wide, flanked by a 5m parking area and a 1.5m hallway. The excess land is 2-3m wide.

10 - 13m

Third Floor Rooftop

11.2m

7.6m

4m

5m 1m 4m 10 - 13m

Parking Area Hallway Alfresco Terrace Ground Floor Building

Architectural section drawing of a three-story building with a rooftop terrace. The drawing illustrates the internal layout, including rooms, stairs, and a parking area. Dimensions are provided for various parts of the building and its surroundings.

Dimensions:

- Overall Width:** 13m
- Third Floor Rooftop:** 13m
- Vertical Dimensions:**
 - Top Floor (Rooftop): 11.2m
 - Middle Floor: 7.6m
 - Ground Floor: 4m
- Horizontal Dimensions (Ground Floor):**
 - Parking Area: 5m
 - Hallway: 1m
 - Alfresco Terrace: 4m
 - Ground Floor Building: 11.5m
 - Hallway: 1.5m
 - Parking Area: 2.3m

Internal Features:

- Top Floor (Rooftop):** Labeled "CH *3.00 M". Contains a lounge area with people sitting on a sofa and a table.
- Middle Floor:** Labeled "CH *3.00 M". Contains a staircase, a lounge area, and a room with people sitting at a table.
- Ground Floor:** Labeled "CH *3.30 M". Contains a large open space with people sitting at tables, a staircase, and a room with people sitting at a table.



Siteplan

Orientation Map

REGULAR TYPE			ALFRESCO TYPE					DOUBLE FACADE ALFRESCO TYPE	
 4,5x14 3 Floors	 4,5x15 3 Floors	 4,5x15 3 Floors Corner	 4,5x15 3 Floors	 4,5x15 3 Floors Corner	 4,5x16 3 Floors	 4,5x16 3 Floors Corner	 4,5x17 3 Floors	 4,5x18 3 Floors	 4,5x18 3 Floors Corner
 5,5x14 3 Floors	 5,5x15 3 Floors		 4,5x18 3 Floors	 4,5x18 3 Floors Corner	 5,5x15 3 Floors	 5,5x17 3 Floors	 6x18 3 Floors		



LOCATION



LEGEND

- Golf Course**
 - 1. Gading Raya Padang Golf & Club
 - 2. Imperial Klub Golf
 - 3. Damai Indah Golf
- Medical Center**
 - 1. Bethsaida Hospital
 - 2. Bethsaida Clinic
 - 3. Eka Hospital
 - 4. EMC Healthcare
 - 5. St. Carolus Hospital
 - 6. Mitra Keluarga Hospital
 - 7. Siloam Hospitals
- Mall & Eatery**
 - 1. BEZ Walk
 - 2. Hampton Square
 - 3. Black Owl
 - 4. Papaya
 - 5. Qbig
 - 6. ICE BSD
 - 7. AEON
 - 8. Living World
 - 9. Mall @ Alam Sutera
 - 10. Supermal Karawaci
 - 11. Summarecon Mall Serpong
 - 12. IKEA
- Educational Institutions**
 - 1. Matana University
 - 2. Sekolah Tarakanita
 - 3. Universitas Pelita Harapan
 - 4. Sekolah Pahoa
 - 5. Binus University
 - 6. Syafana Islamic School
 - 7. Universitas Multimedia Nusantara
 - 8. Multimedia Nusantara Polytechnic
 - 9. Pradita University
 - 10. Universitas Prasetya Mulya
- Hotels**
 - 1. Atria Hotel
 - 2. Vega Hotel
 - 3. Ibis Hotel
 - 4. Fame Hotel
 - 5. JHL Solitaire
 - 6. Episode Hotel
 - 7. Qubika Boutique Hotel
 - 8. Hotel Santika Premiere
 - 9. Mercure Hotel
- Airport**
 - 1. Soekarno-Hatta International Airport

Material Specification

Foundation	Mini Pile	Inner Wall	Light weight bricks with plaster and paint
Main Structure, Column, Beam, Slab, Stair	Reinforced Concrete	Outer Wall	Window wall / Light weight bricks with plaster and Weather Resistant Paint
Roof Frame	Lightweight Steel Frame (Zincalum)	Inner Ceiling	Gypsumboard
Roof	Metal Roof (Zincalum) with aluminium foil	Outer Ceiling	Water Resistant Gypsumboard
Main Flooring	Homogenous Tile 60x60	Sanitary	ex. Toto
Terrace Flooring	Non Slip Homogenous Tile 60x60	Door & Window	Clear Glass + Aluminium Frame
Toilet Flooring	Non Slip Ceramic Tile 30x30	Toilet Door	UPVC Door Panel + UPVC Frame
Toilet Wall	Ceramic Tile 30x60	Balcony Railing	Hollow Steel Frame + Tempered Glass

Stairs Railing	Hollow Steel Frame + Steel Plate + Wood Handrail
Fasade Ornament	Decorative panel with laser cutting
Terrace Canopy	Reinforced concrete + Metal Roof
Balcony Canopy	Transparent Roof + Hollow Steel Frame
INSTALLATION	
Electricity	5500 VA
Telephone	Fiber Optic
Water Supply	Perumdam + Rooftank 550 L

Waste Water	Septictank Biofil 1.000 L
Portable Grease Trap	30 Liter Capacity

Special Features



Air Conditioner



CCTV

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PARAMOUNT LAND
Building homes and people with heart

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