

PASADENA SQUARE

SOUTH

Newest Commercials at The Largest 40Ha Mega District

MAIN BOULEVARD

— GADING SERPONG —



PARAMOUNT
GADING SERPONG
Everything *&* Here

Developed by:



PARAMOUNT LAND
Building homes and people with heart

PARAMOUNT PLAZA Jl. Boulevard Raya Gading Serpong Kav. 1, Gading Serpong, Tangerang - 15810

 www.paramount-land.com  [@officialparamountland](https://www.instagram.com/officialparamountland)  [@officialparamountgadingserpong](https://www.instagram.com/officialparamountgadingserpong)  [Paramount Land](https://www.youtube.com/ParamountLand)

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A warm, modern coffee shop interior. In the foreground, a young man and woman sit at a small wooden table, holding coffee cups and talking. The woman is wearing a light-colored sweater and the man is in a dark shirt. On the table are two more coffee cups and two small cakes. In the background, a barista in a white shirt and dark apron is working behind the counter. Other customers are visible at tables further back. The shop has large windows on the left showing a city skyline, and a menu board above the counter with sections for 'COFFEE' and 'LATTE CAPPUCINO'. The lighting is soft and warm, with pendant lights hanging from the ceiling.

Innovation is the Specific Instrument of Entrepreneurship

Peter F. Drucker



PARAMOUNT GADING SERPONG

Everything *is* Here

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 Paramount Gading Serpong, 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 business epicentrum in Tangerang Raya, covering an area of 22 hectares.

Paramount Land is developing Paramount Gading Serpong 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.'



• BEST TOWNSHIP DEVELOPER (ASIA) 2025 • BEST TOWNSHIP DEVELOPER (INDONESIA) 2025 • BEST BOUTIQUE LUXURY HOUSING DEVELOPMENT (GREATER JAKARTA) 2025
• SUSTAINABLE RESIDENTIAL DEVELOPMENT INDONESIA 2025 • INNOVATIVE COMMERCIAL PROJECT OF THE YEAR 2025 • BEST TOWNSHIP DEVELOPMENT PROJECT 2025
• TOP TEN DEVELOPERS 2025 • DEVELOPER OF THE YEAR 2025

• 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 CHOICE HOME 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
SQUARE
SOUTH

AMARILLO
Village

Altadena

GRAND
PASADENA
VILLAGE

Latigo

MALIBU
Village

Carville

ANIVA
STUDIO LOFT

PASADENA
SQUARE
Studio Loft

PASADENA
SQUARE
NORTH
2nd PHASE

PASADENA
SQUARE
1st Phase
SOLD 95%

Main Boulevard
Gading Serpong

HYPERMARKET & ELECTRONIC
MEGASTORE

Access to BSD & Serbaraja Toll Road

ROW 28

ROW 45

to Greenwich - BSD

to Jakarta - Merak Toll Road

PASADENA
GRAND RESIDENCES

40 Ha Land Development

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**. It is the epitome of **premium urban development**.

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

Thematic
Commercial
Concept

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 Residential
with Healthy Living Concept

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

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Welcome to PASADENA SQUARE SOUTH

Strategically located in the prestigious Pasadena Central District, a rapidly growing 40-hectare area in Gading Serpong, this property offers exceptional connectivity and visibility.

Positioned along Jl. Boulevard Pasadena, directly opposite Altadena Residence and with direct access from Jl. Boulevard Pasadena Selatan (ROW 28), it is also just moments away from the main Boulevard Gading Serpong (ROW 45).

Located at the strategic gateway between Gading Serpong and BSD City, the property enjoys exceptional accessibility and exposure within a high-growth catchment area. Surrounded by vibrant lifestyle retail destinations, premium F&B clusters, and upcoming large-scale commercial hubs, the location offers strong business potential and outstanding long-term investment value.



**PASADENA
SQUARE
SOUTH**

Main Boulevard
Gading Serpong

**HYPERMARKET & ELECTRONIC
MEGASTORE**

**PASADENA
GRAND RESIDENCES**

**PASADENA
SQUARE
1st Phase
SOLD 95%**

**ANIVA
STUDIO LOFT**

**PASADENA
SQUARE
NORTH
2nd Phase**

**PASADENA
SQUARE
NORTH
Studio Loft**

**GRAND
PASADENA
VILLAGE**

Access to BSD &
Serbaraja Toll Road

ROW 45

**taman
rasa**

ROW 28

ROW 28

Altadena

**Strategically
located**
along the Main Boulevard

to Greenwich - BSD

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PASADENA
SQUARE
SOUTH

Wide Frontage Facade

Featuring a double-width façade, it offers a broader visual presence and stronger street appeal. This creates a prestigious and commanding impression from every angle.





Thematic Green Spine

A beautifully curated pedestrian promenade that evokes a timeless atmosphere, featuring classic garden paving patterns. Adorned with elegant pergolas and park benches, every detail is seamlessly integrated to offer a refined, classic strolling experience.



Mega Anchor Tenants

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Strategically positioned adjacent to our Mega Anchor tenants—including a premier Electronics Mega Store and a high-volume Hypermarket—ensuring consistent high-volume foot traffic and long-term commercial vitality

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Multi Tenancy

Each floor can host different tenants and functions, allowing per-floor leasing— offering a smart investment opportunity with flexible usage and maximum yield potential.





Floor *Plan*

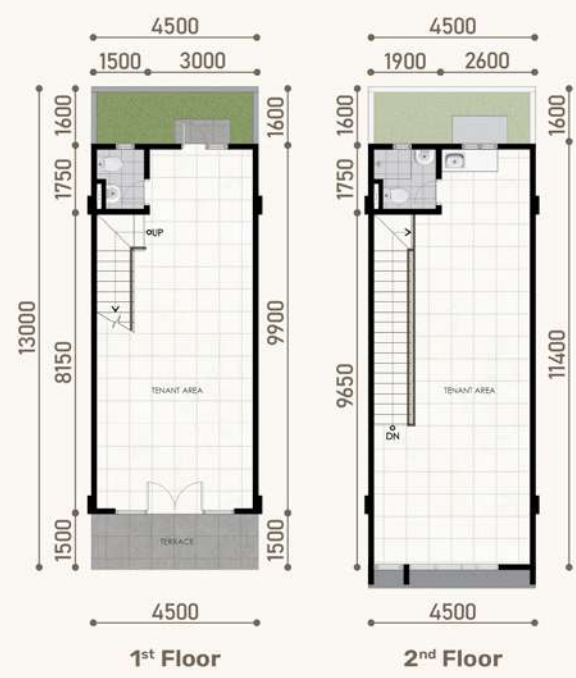


Floor Plan

REGULAR TYPE

4,5x13
2 Floors

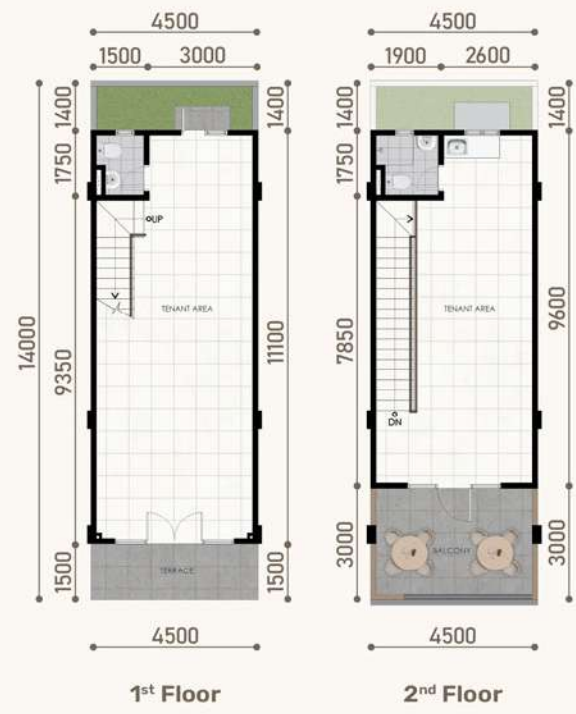
Land Area: 58,5m²
Building Area: 103m²



ALFRESCO TYPE

4,5x14
2 Floors

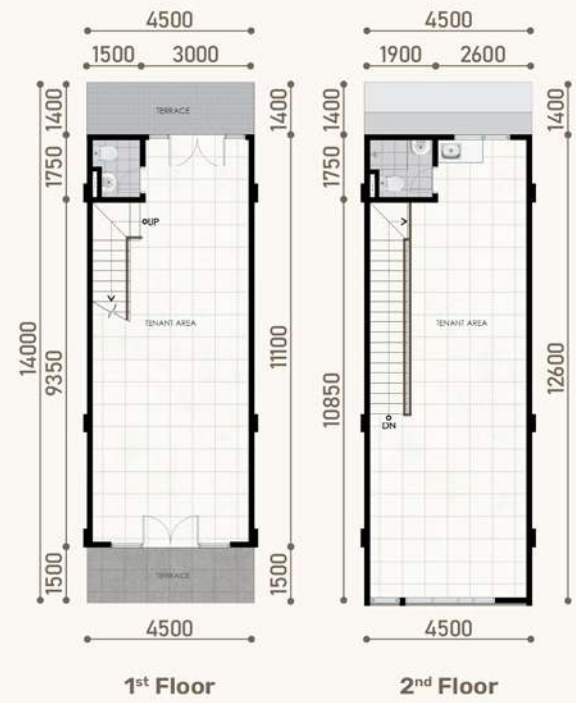
Land Area: 63m²
Building Area: 114m²



DOUBLE FACADE
REGULAR TYPE

4,5x14
2 Floors

Land Area: 63m²
Building Area: 115m²

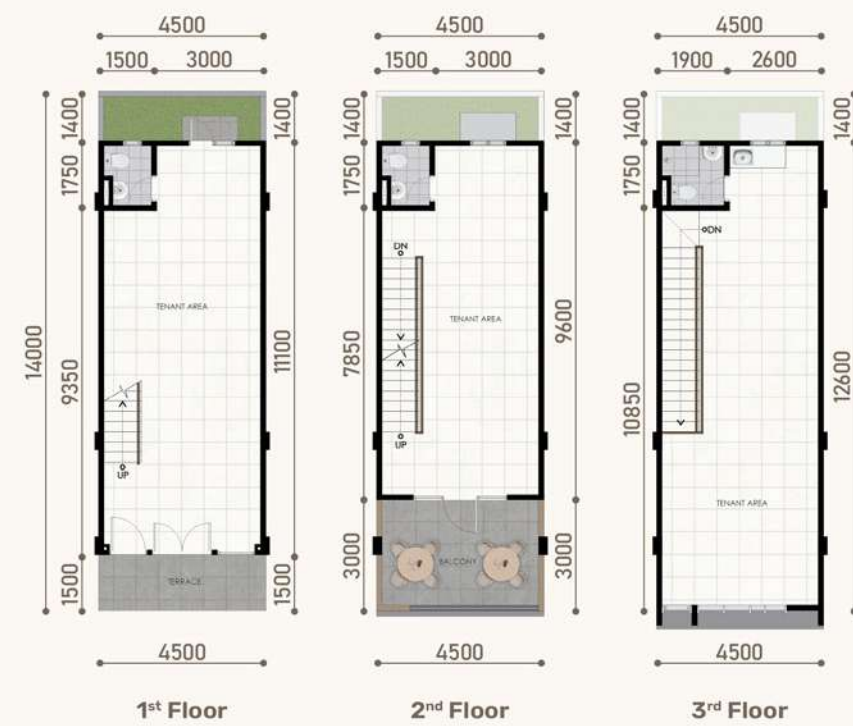


ALFRESCO TYPE

4,5x14

3 Floors

Land Area: 63m²
Building Area: 171m²

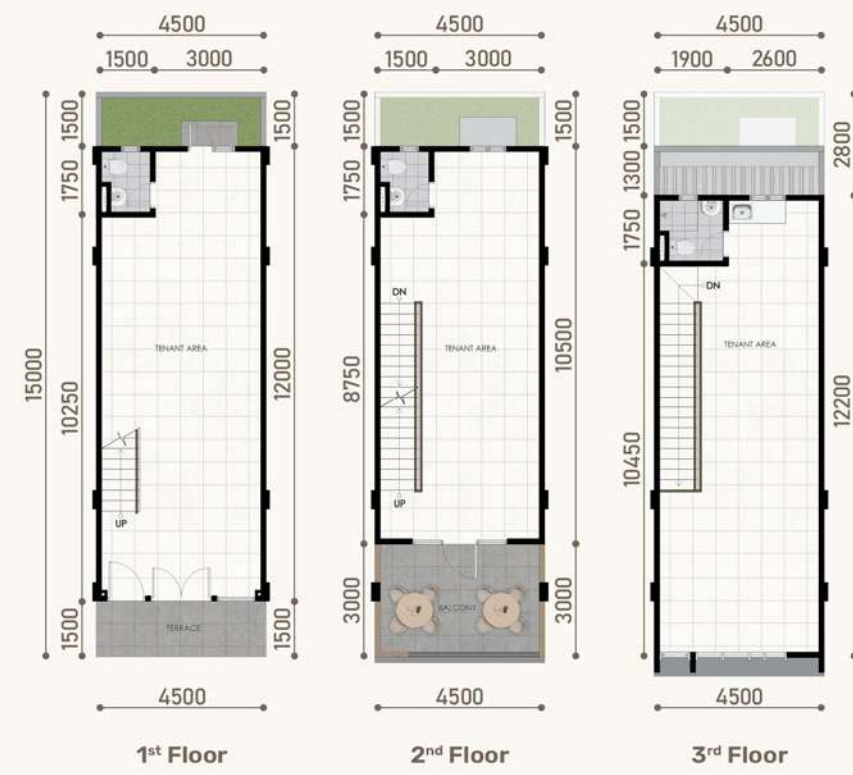


ALFRESCO TYPE

4,5x15

3 Floors

Land Area: 67,5m²
Building Area: 177m²



Floor Plan



● ALFRESCO TYPE
4,5x17

3 Floors
Land Area: 76,5m²
Building Area: 193m²



● ALFRESCO TYPE
5x15

3 Floors - Corner
Land Area: 75m²
Building Area: 197m²



● ALFRESCO TYPE
5x14

3 Floors - Corner
Land Area: 70m²
Building Area: 190m²



● ALFRESCO TYPE
5x17

3 Floors - Corner
Land Area: 85m²
Building Area: 215m²

Interior Section

Length 13
Single Facade
Regular Type



Length 14
Double Facade
Regular Type



Length 14
Single Facade
Alfresco Type



Length 15 & 17
Single Facade
Alfresco Type



Facade Design



Length 14
Single Facade
Alfresco Type



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Siteplan



Orientation Map



Material Specification

Foundation	Mini Piles	Inner Wall	Lightweight Bricks with Plaster and Interior Paint	Stairs Railing	Hollow Steel Frame + Steel Plate + Wood Handrail
Main Structure, Column, Beam, Slab, Stair	Reinforced Concrete	Outer Wall	Lightweight Bricks with Plaster and Weather Resistant Paint	Facade Ornament	Aluminium Hollow
Roof Frame	Lightweight Steel Frame (Zincalume)	Inner Ceiling	Gypsum Board	INSTALLATION	
Roof	Metal Roof (Zincalume) with aluminium foil	Outer Ceiling	Water Resistant Gypsumboard	Electricity	3500 VA (2-Storey Shophouse) & 5500 VA (3-Storey Shophouse)
Main Flooring	Homogeneous Tile 60x60 cm	Sanitary	TOTO or equivalent	Internet/Telephone	Fiber Optic Installation
Terrace Flooring	Non-Slip Homogeneous Tile 60x60 cm	Door & Window	Clear Glass with Aluminium Frame	Water Supply	Perumdam with 550 L Rooftank
Toilet Flooring	Non-Slip Ceramic Tile 30x30	Toilet Door	Aluminium Panel Doors with Aluminium Frames	Waste Water	Biofill Septic tank 1.000 L
Toilet Wall	Ceramic Tile 30x60 cm	Balcony Railing	Hollow Steel Frame with Tempered Glass	Portable Grease Trap	30 L Capacity
		Pantry Countertop	Concrete Countertop Finished with Homogeneous Tiles 60x60 cm		

Special Features



Air Conditioner



CCTV

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