

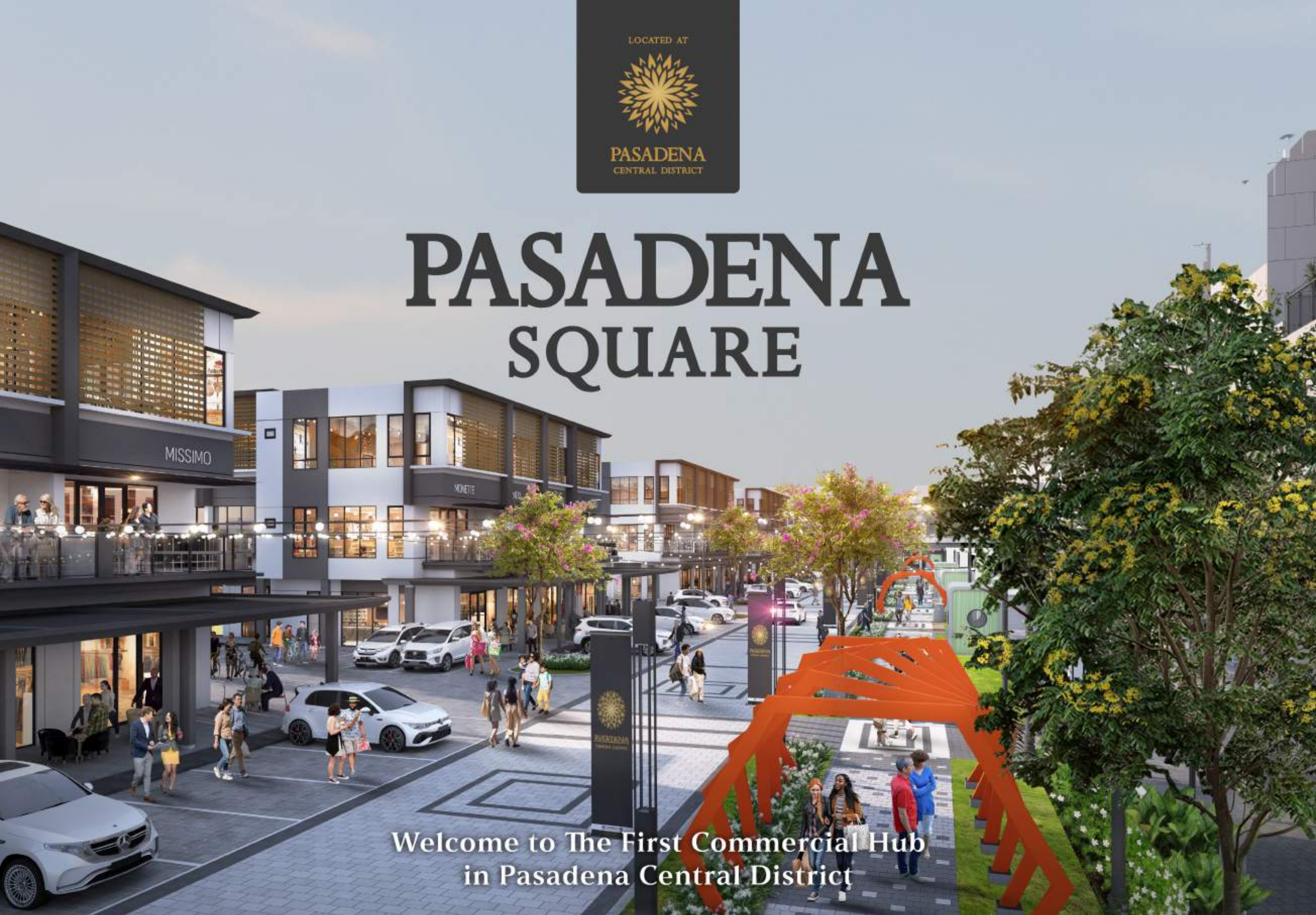
LOCATED AT



PASADENA
CENTRAL DISTRICT

PASADENA SQUARE

Welcome to The First Commercial Hub
in Pasadena Central District





PARAMOUNT LAND
Building homes and people with heart

GADING SERPONG

Berlokasi sekitar 18 kilometer di sisi Barat Jakarta, Paramount Gading Serpong merupakan kota mandiri yang telah menjadi *new economic hub* sekaligus hunian bagi lebih dari 120.000 orang penduduk. Kota ini terletak di lokasi emas yang sangat strategis, dikelilingi pengembangan kawasan besar lainnya, serta terhubung ke tol Jakarta-Merak, tol Serpong-Balaraja, dan tol JORR 2 Jakarta-Serpong, dengan akses langsung ke Jakarta, Bandara Internasional Soekarno-Hatta, Pelabuhan Merak, dan kota-kota besar Jabodetabek lainnya.

Paramount Land, salah satu pengembang utama Kota Gading Serpong, mengelola kota seluas ±1.000 hektar ini secara profesional dan mengembangkan hunian, area komersial dan fasilitas rekreasi, berikut infrastruktur kota dan beragam fasilitas lainnya mulai dari fasilitas pendidikan berupa sekolah dan universitas, hotel, hingga rumah sakit. *Value* kota yang terus meningkat dapat dilihat dari laju pertumbuhan Kota Gading Serpong yang sangat pesat hingga 15% (YoY).

Berdasarkan riset yang aktual dan komprehensif, Paramount Land terus menghadirkan beragam produk properti sesuai minat dan kebutuhan masyarakat pada masanya. Hingga saat ini, terdapat lebih dari 40 kluster terhuni bagi masyarakat kelas menengah hingga atas, yang dilengkapi utilitas, infrastruktur dan fasilitas terbaik. *Matera Residences*, *Pasadena Grand Residences* dan *Menteng Grand*, adalah beberapa hunian eksklusif Paramount Land yang mendapatkan respons positif dari masyarakat.

Konektivitas dan aksesibilitas yang tinggi turut mendorong perkembangan kawasan komersial dan bisnis di Gading Serpong, di mana kota ini telah menjadi destinasi favorit masyarakat Tangerang Raya dan Jabodetabek. Paramount Land berperan besar dalam mengembangkan pusat kuliner dan bisnis, salah satunya area komersial di sisi selatan yang dijuluki *'The Most Vibrant Commercial'* di Gading Serpong, dengan lebih dari 250 bisnis yang tersebar dari *Maggiore*, *Sorrento*, *Pisa Grande*, *Mendrisia*, hingga sekitarnya. Paramount Land juga mengembangkan *Manhattan District*, commercial epicentrum terbesar di Tangerang Raya dengan luas 22 hektar.

Paramount Land mengembangkan Kota Gading Serpong sebagai *one-stop solution* dalam hal pemenuhan kebutuhan sehari-hari, mulai dari tinggal, bekerja, berbisnis, rekreasi hingga berinvestasi. Melalui Paramount Estate Management, Paramount Land juga mengelola, menata, merawat kota secara profesional dan berkesinambungan, serta melayani dan menjaga keharmonisan warga Gading Serpong dengan sekitarnya melalui beragam program unggulan. Hal ini merupakan wujud komitmen Paramount Land untuk terus bertumbuh bersama masyarakat, sejalan dengan tagline perusahaan, yaitu *'Building Homes and People with Heart'*.

DISTINGUISHED ACHIEVEMENTS OF PARAMOUNT LAND



DEVELOPER OF THE YEAR

INDONESIA PROPERTY & BANK AWARD 2024

• 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 2020 • TOP 10 DEVELOPERS 2022 • FAVORITE HOUSING PROJECT 2023 • BEST ECO-FRIENDLY HOUSING 2022
• BEST LOW-RISE COMMERCIAL 2022 • BEST PREMIUM HOUSING PROJECT 2022 •





PASADENA CENTRAL DISTRICT

INTRODUCING THE AMAZING EPICENTRUM PASADENA CENTRAL DISTRICT

Discover Pasadena Central District, a sprawling 40-hectares destination where luxury homes blend seamlessly with prime commercial spaces. Experience premium residences, thematic shophouses and elegant studio lofts, all thoughtfully crafted for a vibrant, healthy, and sophisticated lifestyle.

Located along the main boulevard and future access route, Pasadena Central epitomizes the 10-minute city concept—where everything is just a short stroll away. Adding to its allure, Pasadena Walk features a bustling hypermarket and a sprawling 10,000 m² electronic megastore, making everyday convenience a part of the vibrant experience.

Conceptualized by AEDAS, Pasadena Central is inspired by the world's best districts, blending modern design with green living.

40 Hectares Land Development



The Best Surroundings

A NEW MEGA DISTRICT

AT THE MOST STRATEGIC LOCATION
IN GADING SERPONG

10 Minutes *City Concept*

40 Hectares
Land Development

Located by the Premium Boulevard of Gading Serpong
and Main Future Access to BSD City

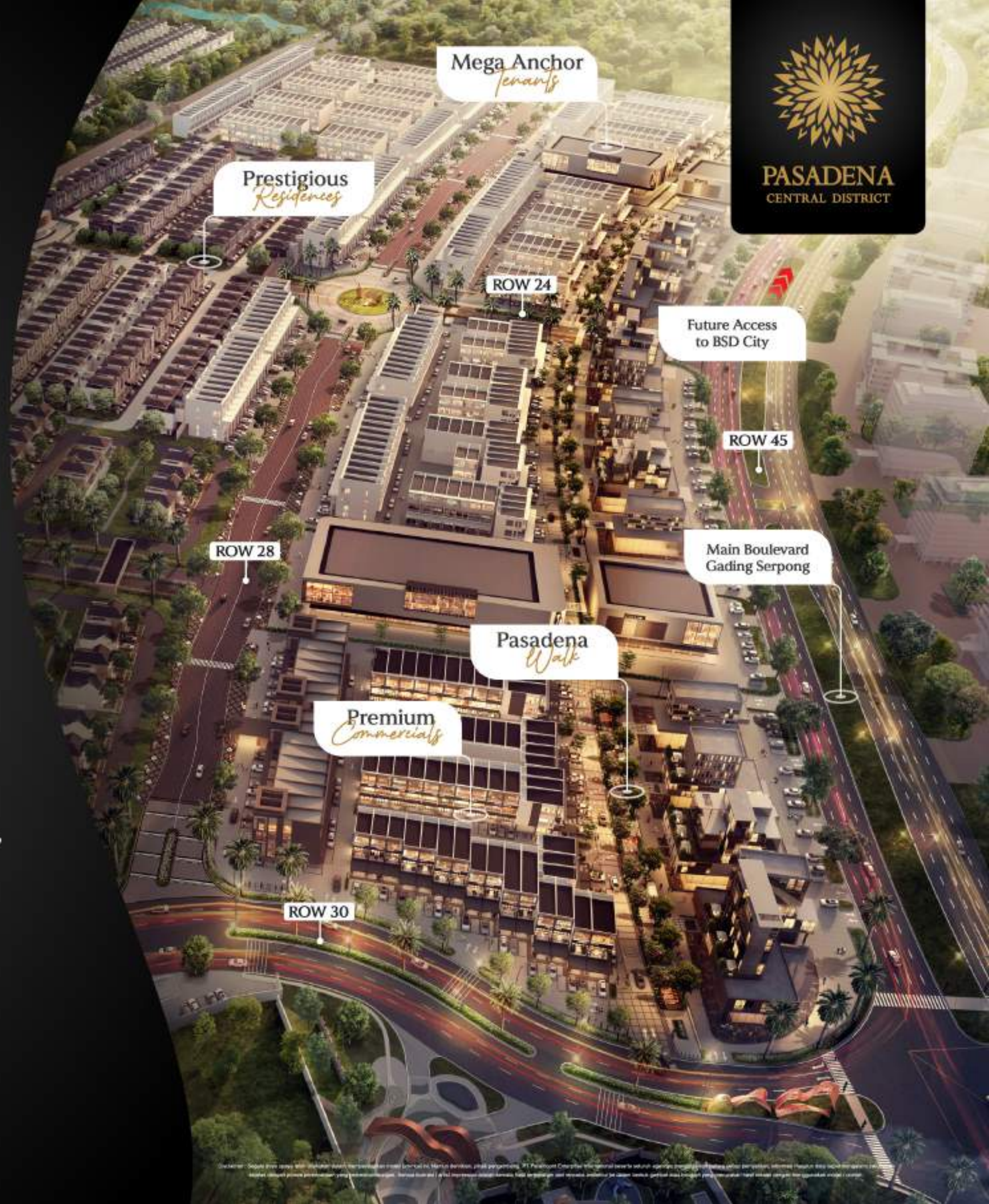
More than 1,000 vehicles pass through every hour

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

High End Residential with Healthy Living Concept

Thematic Commercial Concept

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



PASADENA
CENTRAL DISTRICT

Welcome to PASADENA SQUARE

Welcome to Pasadena Square, **The First Commercial Hub** in Pasadena Central District, a vibrant commercial area, perfect for culinary business, fashion and entertainment.

Situated along the bustling Gading Serpong Boulevard with future access to BSD, Pasadena Square boasts a prime location with dual facades for enhanced visibility. Enjoy outdoor experiences on the alfresco terrace while advantageous from versatile spaces tailored to meet all your business needs.



PASADENA SQUARE

The First Commercial Hub *in Pasadena Central District*



Boundless Access with *Artistic Walkway*

Discover the seamless accessibility of Pasadena Square, where every corner of the commercial hub is easily within reach. Designed with both pedestrians and vehicles in mind, Pasadena Square ensures that your business is effortlessly connected to the surrounding areas. As The First Commercial Hub in Pasadena Central District, it's where convenience meets opportunity, making it the perfect destination for your venture.

Dynamic
Commercial Hub

PASADENA
SQUARE

Dynamic
Commercial Hub

PASADENA
SQUARE

Dynamic
Commercial Hub

PASADENA
SQUARE



Pasadena *Walk*

Explore the vibrant core of our district at Pasadena Walk, a lively green space ideal for strolling or quick shopping. Featuring unique pop-up stores, relaxing open areas, and easy access throughout the district, it's the perfect place to find open air environment and fun experiences. Enjoy the best city life in one spot!

PASADENA SQUARE

Pasadena Walk

Alfresco Terrace

Alfresco Balcony

Pasadena Walk

Disclaimer: Semua gambar adalah hasil simulasi digital yang dibuat untuk tujuan informasi. Tidak ada jaminan bahwa semua detail yang ditampilkan dalam gambar ini akan sesuai dengan kenyataan. Semua gambar adalah hak milik dari PT Pasadana Square dan tidak boleh disebarluaskan atau digunakan untuk tujuan lain tanpa izin tertulis dari PT Pasadana Square. PT Pasadana Square tidak bertanggung jawab atas kerugian apa pun yang timbul dari penggunaan informasi yang disajikan dalam gambar ini.

Modern *Facade Design*

Artistic
Shades

Alfresco
Balcony

Pasadena
Walk

Alfresco
Terrace



PASADENA
SQUARE

KOCH
ERRE
KHLÖE
DORA
ZEN

Plaza
Mini Stage
Pop up Store

Mall Entrance
More Shops

Floor
Plan

Floor Plan

Plaza
Mini Stage
Pop up Store

[Mall Entrance](#)
[More Shops](#)



REGULAR TYPE

4,5x15

Corner - 3 Floors

.....

Land Area: 67,5m²

Building Area: 163m²



REGULAR TYPE

4,5x15

3 Floors

.....

Land Area: 67,5m²

Building Area: 163m²



DOUBLE FACADE
DOUBLE ALFRESCO

4,5x27

3 Floors

.....

Land Area: 121,5m² | Building Area: 248m²



DOUBLE FACADE
DOUBLE ALFRESCO

4,5x22

3 Floors

.....

Land Area: 99m² | Building Area: 192m²



DOUBLE FACADE
SINGLE ALFRESCO

4,5x19

3 Floors

.....

Land Area: 85,5m² | Building Area: 208m²



DOUBLE FACADE
SINGLE ALFRESCO

4,5x18

Corner - 3 Floors

.....

Land Area: 81m² | Building Area: 194m²



DOUBLE FACADE SINGLE ALFRESCO

4,5x18

3 Floors

.....

Land Area: 81m² | Building Area: 194m²



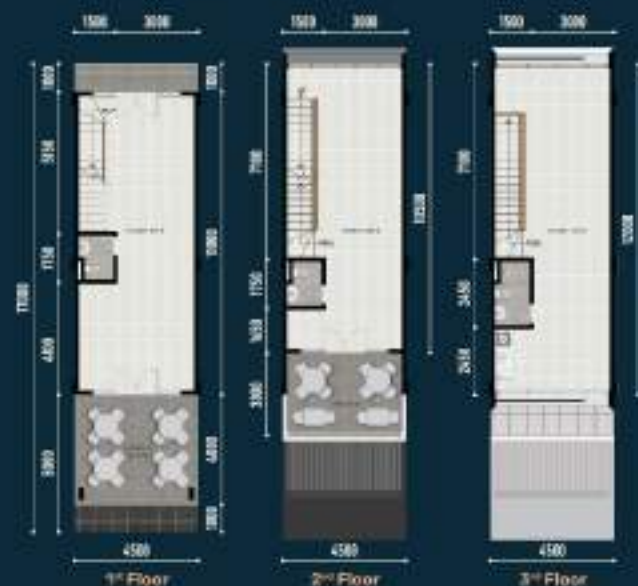
DOUBLE FACADE SINGLE ALFRESCO

4,5x17

3 Floors

.....

Land Area: 76,5m² | Building Area: 181m²



DOUBLE FACADE SINGLE ALFRESCO

4,5x15

Corner - 3 Floors

.....

Land Area: 67,5m² | Building Area: 154m²



DOUBLE FACADE SINGLE ALFRESCO

4,5x15

Regular - 3 Floors

.....

Land Area: 67,5m² | Building Area: 154m²



SINGLE FACADE SINGLE ALFRESCO

6x21

3 Floors

.....

Land Area: 126m² | Building Area: 256m²



SINGLE FACADE SINGLE ALFRESCO

6x17

3 Floors

.....

Land Area: 102m² | Building Area: 237m²



SINGLE FACADE
SINGLE ALFRESCO

6x15

3 Floors

Land Area: 90m² | Building Area: 201m²



**SINGLE FACADE
SINGLE ALFRESCO**

4,5x18

3 Floors

• • • • •

Land Area: 81m² | Building Area: 188m²



**SINGLE FACADE
SINGLE ALFRESCO**

5,5x18

3 Floors

• • • • •

Land Area: 99m² | Building Area: 234m²



**SINGLE FACADE
SINGLE ALFRESCO**

4,5x17

3 Floors

• • • • •

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



**SINGLE FACADE
SINGLE ALFRESCO**

4,5x21

3 Floors

• • • • •

Land Area: 94,5m² | Building Area: 195m²



**SINGLE FACADE
SINGLE ALFRESCO**

4,5x15

3 Floors

• • • • •

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



Facade Design Type



Facade Design



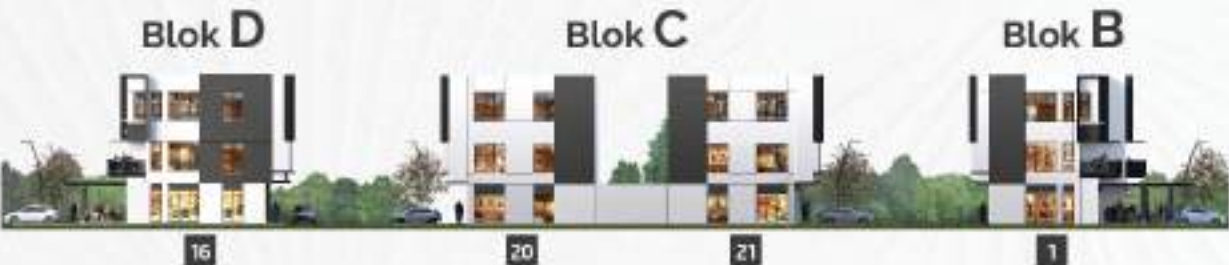
Blok B



Blok C



Blok D





Siteplan

REGULAR TYPE

Type 4,5x15

ALFRESCO TYPE

DOUBLE FACADE DOUBLE ALFRESCO

Type 4,5x27

Type 4,5x22

DOUBLE FACADE SINGLE ALFRESCO

Type 4,5x19

Type 4,5x18

Type 4,5x17

Type 4,5x15

SINGLE ALFRESCO SINGLE FACADE

Type 6x21

Type 6x17

Type 6x15

Type 5,5x18

Type 4,5x21

Type 4,5x17

Type 4,5x18

Type 4,5x15

Foundation

Mini Pile

Main Structure, Column, Beam, Slab, Stair

Reinforced Concrete

Roof Frame

Lightweight Steel Frame (Zincalume)

Roof

Metal Roof (Zincalume) with aluminium foil

Main Flooring

Homogenous Tile 60x60

Terrace Flooring

Non Slip Homogenous Tile 60x60

Toilet Flooring

Non Slip Ceramic Tile 30x30

Toilet Wall

Ceramic Tile 30x60

Inner Wall

Light weight bricks with plaster and paint

Outer Wall

Window wall / Light weight bricks with plaster and Weather Resistant Paint

Inner Ceiling

Gypsumboard

Outer Ceiling

Water Resistant Gypsumboard

Sanitary

ex. Toto

Door & Window

Clear Glass + Aluminium Frame

Toilet Door

UPVC Door Panel + UPVC Frame

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 1000 L

Portable Grease Trap

30 Liter Capacity

Special Features



Air Conditioner



CCTV

Orientation Map





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

 Paramount Land

 Paramount Land

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