

LOCATED AT



PASADENA
CENTRAL DISTRICT

PASADENA SQUARE

NORTH

Studio Loft



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) [Paramount Land](https://www.youtube.com/ParamountLand) [Paramount Land](https://www.facebook.com/ParamountLand)

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The Centerpiece of Pasadena Central District



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

40 Hectares Land Development



The Best Surroundings



PASADENA
CENTRAL DISTRICT

A NEW MEGA DISTRICT AT THE MOST STRATEGIC LOCATION IN GADING SERPONG



10 Minutes
City Concept

40 Ha
Land Development

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

Thematic Commercial
Concept

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

High End Residentials
with Healthy Living Concept

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

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



PASADENA
CENTRAL DISTRICT

2nd Phase

PASADENA
SQUARE
NORTH
Studio Loft

Future Development
Anchor Tenant

1st Phase
SOLD OUT 95%

Access to BSD &
Serbaraja Toll Road

1 NORTH
ENTRANCE

ROW 45

Commercial Lots
SOLD OUT

Main Boulevard
Gading Serpong

Pasadena
Walk

1 SOUTH
ENTRANCE

1 EAST
ENTRANCE
MAIN LOBBY

ROW 28

2 EAST
ENTRANCE

3 EAST
ENTRANCE

ROW 30

BSD

LEGEND: CAR FLOW
 PEOPLE FLOW

Seamless Connectivity Endless Possibilities

At Pasadena Square North Studio Loft, 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 North Studio Loft 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.

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Welcome to
**PASADENA
SQUARE**

NORTH

Studio Loft

Pasadena Square North Studio Loft is expertly positioned with multiple access points in the coveted area of Boulevard Row 45, strategically connecting BSD and Boulevard Pasadena Row 28.

This exceptional commercial unit is purposefully designed for millennial entrepreneurs, enabling them to tap into a wide array of potential markets. Its contemporary and innovative design offers impressive flexibility, featuring a mezzanine, an alfresco balcony, and a striking double façade.

The inviting atmosphere compels visitors to explore and enjoy the surroundings, which are enhanced by a variety of amenities that drive significant foot traffic and serve as strong crowd attractors.





Aesthetic Roadway

ROW 28

Boundless Access with **Aesthetic Roadway**

Discover the seamless accessibility of Pasadena Square North Studio Loft, where every corner of the commercial hub is easily within reach. Designed with both pedestrians and vehicles in mind, Pasadena Square North Studio Loft 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.

Alfresco Balcony

Artistic Ornament

Modern Classic
Facade

Direct Parking

Drop Off



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PASADENA
SQUARE
NORTH
Studio Loft



Alfresco
Balcony

Double Facade



More Space For Your Business

- ① Alfresco Balcony
- ② Double Volume Ceiling
- ③ Mezzanine (Optional)
- ④ Elevator (Optional)





Floor Plan



5x20

Standard - Double Facade | Alfresco Balcony

Land Area: 100 m² | Building Area: 254 m² | Mezzanine Area: 55 m²



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5x20

Standard - Double Facade

Land Area: 100 m² | Building Area: 282 m² | Mezzanine Area: 55 m²



5x20

Corner - Double Facade

Land Area: 100 m² | Building Area: 282 m² | Mezzanine Area: 55 m²



Blok A



Material Specification

Foundation	Mini Pile	Other Doors & Windows	Clear Glass with Aluminium Frame
Main Structure, Column, Beam, Slab, Stair	Reinforced Concrete	Toilet Door	UPVC Door Panel + UPVC Frame
Roof Frame	Lightweight Steel Frame (Zincalume)	Balcony Railing	Hollow Steel Frame and Tempered Glass
Roof	Metal Roof (Zincalume) with Aluminium Foil	Stairs Railing	Hollow Steel Frame + Steel Plate and Wood Handrail
Main Flooring	Homogeneous Tile 80x80	Facade Ornament	Decorative Panel with Laser Cutting
Terrace Flooring	Non-Slip Homogeneous Tile 60x60	Balcony Canopy	Reinforced Concrete Columns, Beams, and Roof Decks - Laminated Glass + Aluminium Frame
Mezzanine Flooring (Optional)	Stone Plastic Composite Flooring	Drop Off Canopy	Metal Roof (Zincalume) Steel Frame, ACP List Plank, Wood Plastic Composite Ceiling
Toilet Flooring	Non-Slip Homogeneous Tile 60x60	INSTALLATION	
Toilet Wall	Homogeneous Tile 60x60	Electricity	16,500 Va, 3 Phase
Inner Wall	Light Weight Bricks with Plaster and Interior Paint	Telephone	Fiber Optic
Outer Wall	Light Weight Bricks with Plaster and Weather Resistant Paint	Water Supply	Perumdam Supply - GWT 1000 L + Pump + Roof Tank 1000 L
Inner Ceiling	Gypsum Board	Wastewater	Septic Tank Biofil 2,000 L
Outer Ceiling	Water Resistant Gypsum Board	Portable Grease Trap	50 Liter Capacity
2nd Floor Canopy Ceiling	Wood Plastic Composite	Elevator (Optional)	Maximum Capacity 450 kg / 6 People
Sanitary	Ex. Toto		
Main Door & Window	Clear Glass Frame with Aluminium Frame		

Special Features



Air Conditioner



CCTV



DOUBLE FACADE

Type 5x20



PASADENA
SQUARE
NORTH
Studio Loft



Orientation Map



LEGEND

Golf Course

1. Gading Raya Padang Golf & Club
2. Imperial Klub Golf
3. Damai Indah Golf

Medical Center

1. Bethesda Hospital
2. Bethesda Clinic
3. Eko Hospital
4. EMC Healthcare
5. St. Carolus Hospital
6. Mitra Keluarga Hospital
7. Siloam Hospitals

Mall & Eatery

1. BEZ Walk
2. Hampton Square
3. Block Owl
4. Papaya
5. Qbig
6. ICE BSD
7. AEON
8. Living World
9. Mall @ Alam Sutera
10. KEA
11. Summarecon Mall Serpong
12. Supermal Karawaci

Educational Institutions

1. Molana University
2. Sekolah Tarakanita
3. Universitas Palta Harapan
4. Sekolah Fahaad
5. Binus University
6. Syafana Islamic School
7. Universitas Multimedia Nusantara
8. Multimedia Nusantara Polytechnic
9. Pradita University
10. Universitas Prasetya Mulya

Airport

1. Soekarno-Hatta International Airport

Hotels

1. Alria Hotel
2. Vega Hotel
3. Ibis Hotel
4. Fame Hotel
5. JHL Solihare
6. Episode Hotel
7. Qubika Boutique Hotel
8. Hotel Santika Premiere
9. Mercure Hotel

LOCATED AT



PASADENA
CENTRAL DISTRICT

PASADENA SQUARE NORTH

The Jewel



2nd
PHASE



PASADENA CENTRAL DISTRICT

PASADENA CENTRAL DISTRICT THE AMAZING EPICENTRUM

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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.

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40 Hectares Land Development



The Best Surroundings



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 Near 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 Residences
with Healthy Living Concept

Thematic Commercial
Concept

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

10 Minutes
City Concept

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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



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*



Alfresco
Balcony

Alfresco
Terrace

Artistic Ornament

Pop-Up
Stores

PASADENA
SQUARE

Pasadena
Walk

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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
SQUARE
NORTH
2nd PHASE

Pasadena
Walk

Pop-Up
Stores

Alfresco
Balcony



Pop-Up
Stores

Pasadena
Walk

Alfresco
Terrace

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PASADENA
SQUARE
NORTH
2nd PHASE



Connected to
Commercial Lots

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Floor *Plan*



PRADO

EGGSCKETIC

TEABEAN

LETSKETCHUP

DONQU

STEAKZ

KOBU

HOTWIP

Floor Plan

Single Facade | REGULAR TYPE

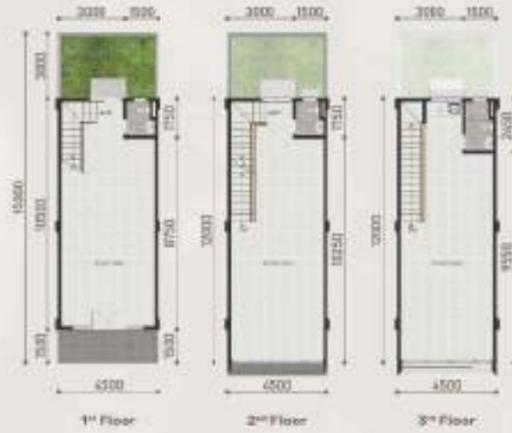
4,5x14 3 Floors

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

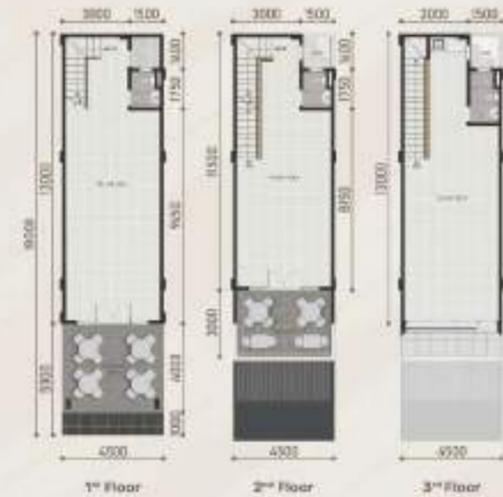
4,5x17 3 Floors

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

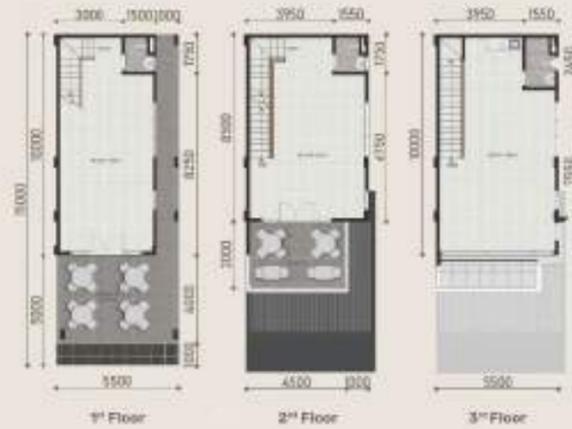


Floor Plan

Single Facade | ALFRESCO TYPE

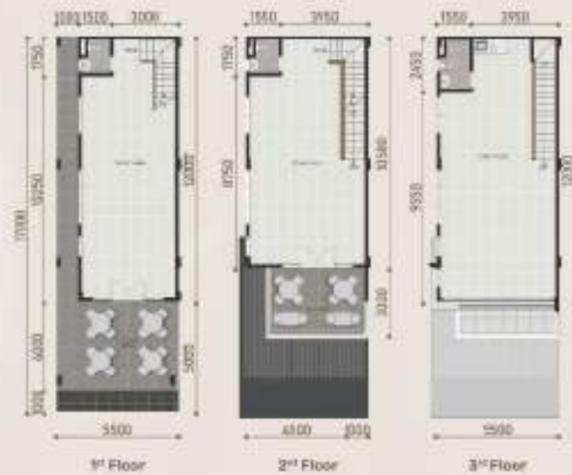
5,5x15
3 Floors

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



5,5x17
3 Floors

Land Area: 93,5m²
Building Area: 217m²



6x18
3 Floors

Land Area: 108m²
Building Area: 255m²

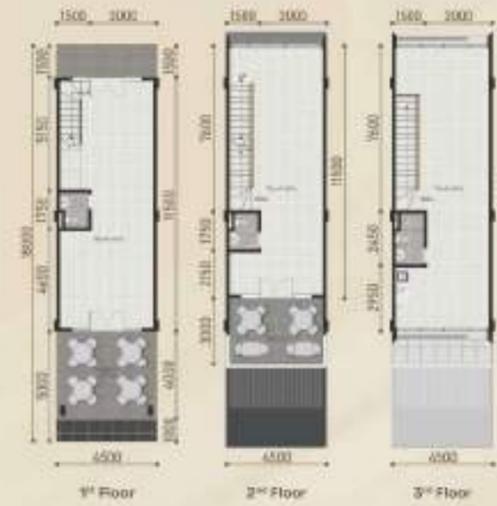


Floor Plan

Double Facade | ALFRESCO TYPE

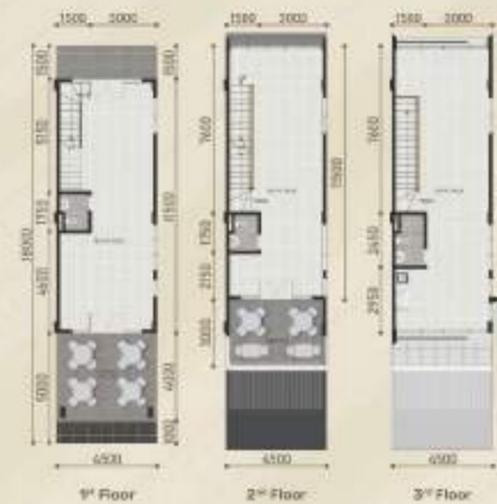
4,5x18
3 Floors

Land Area: 81m²
Building Area: 194m²



4,5x18
3 Floors - Corner

Land Area: 81m²
Building Area: 194m²



Interior Section

Facade Design

Length 14, 15
Single Facade
Regular Type



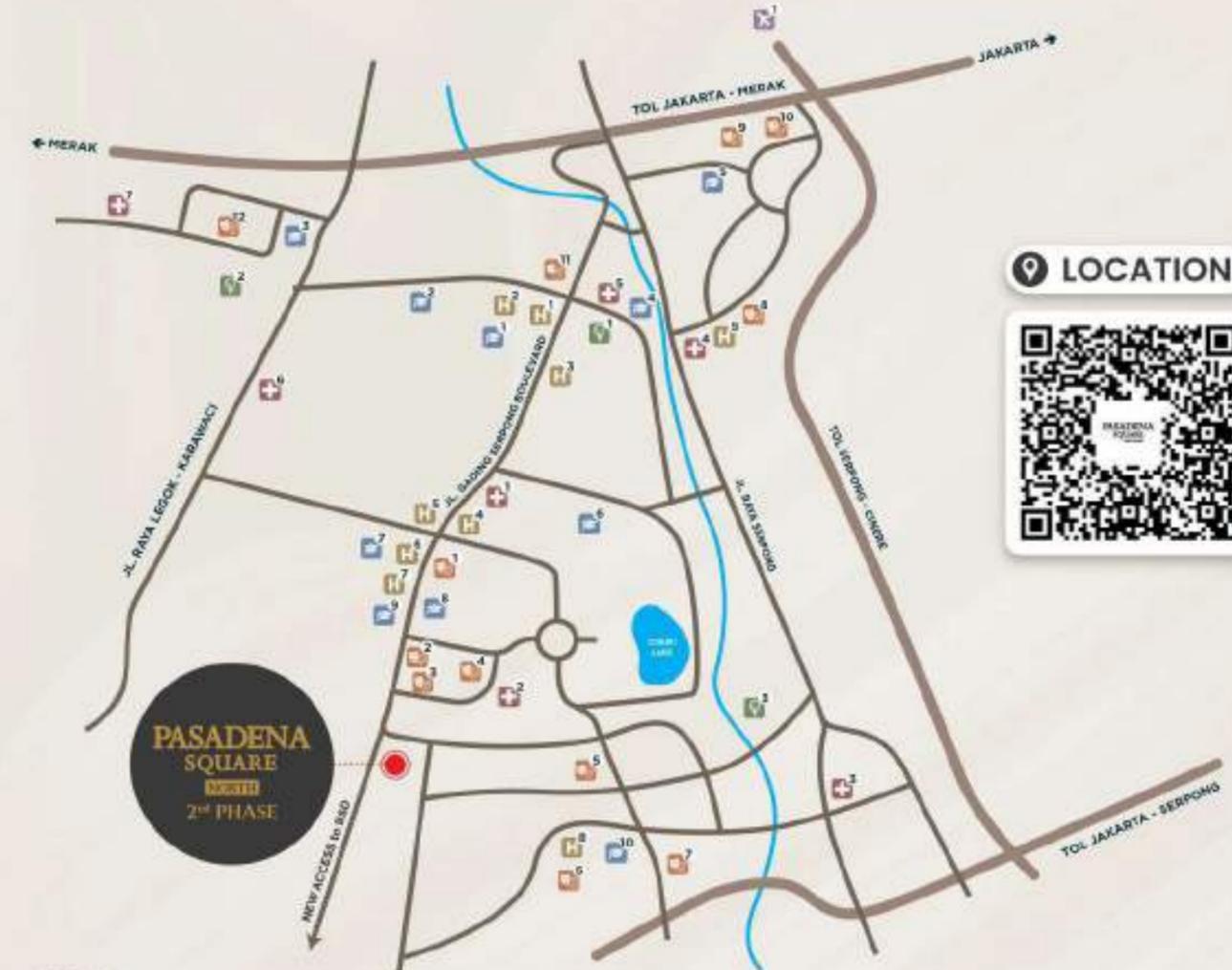
Length 15, 16, 17 & 18
Single Facade
Alfresco Type



Length 18
Double Facade
Alfresco Type



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**
 - Gading Raya Padang Golf & Club
 - Imperial Klub Golf
 - Damai Indah Golf
 - Medical Center**
 - Bethesda Hospital
 - Bethesda Clinic
 - Eka Hospital
 - BMC Healthcare
 - St. Carolus Hospital
 - Mira Keluarga Hospital
 - Siloam Hospitals
 - Mall & Eatery**
 - SEZ Walk
 - Hampson Square
 - Block Owl
 - Papaya
 - Obig
 - ICE BSD
 - AEON
 - Living World
 - Mall @ Alam Sutera
 - Supernial Karawaci
 - Summarecon Mall Serpong
 - IKEA
 - Educational Institutions**
 - Matano University
 - Sekolah Tarakanita
 - Universitas Nita Harapan
 - Sekolah Pahoa
 - Binus University
 - Syafiqo Islamic School
 - Universitas Multimedia Nusantara
 - Multimedia Nusantara Polytechnic
 - Pradita University
 - Universitas Prasetya Mulya
 - Hotels**
 - Atira Hotel
 - Vieja Hotel
 - Ibis Hotel
 - Fama Hotel
 - JHI Solitaire
 - Episoda Hotel
 - Qubika Boutique Hotel
 - Hotel Santika Premiere
 - Mercure Hotel
 - Airport**
 - Sukarno-Hatta International Airport

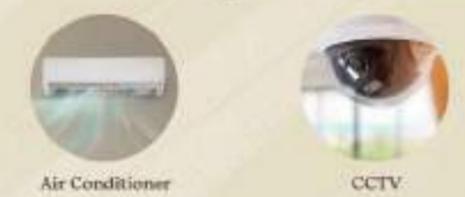
Material Specification

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 (Zincalume)	Inner Ceiling	Gypsumboard
Roof	Metal Roof (Zincalume) with aluminum 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
Facade 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 + Roof tank 550 L

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

Special Features



Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 11. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 12. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 13. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 14. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 15. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 16. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 17. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 18. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 19. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. KAWAHI ARSITEK & ENGINEERING. 20. Perencanaan: PT. KAWAHI ARSITEK & ENGINEERING. Gambar: PT. 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PARAMOUNT LAND
Building homes and people with heart

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

www.paramount-land.com [@officialparamoundland](https://www.instagram.com/officialparamoundland) [Paramount Land](https://www.youtube.com/Paramount Land) [Paramount Land](https://www.facebook.com/Paramount Land)

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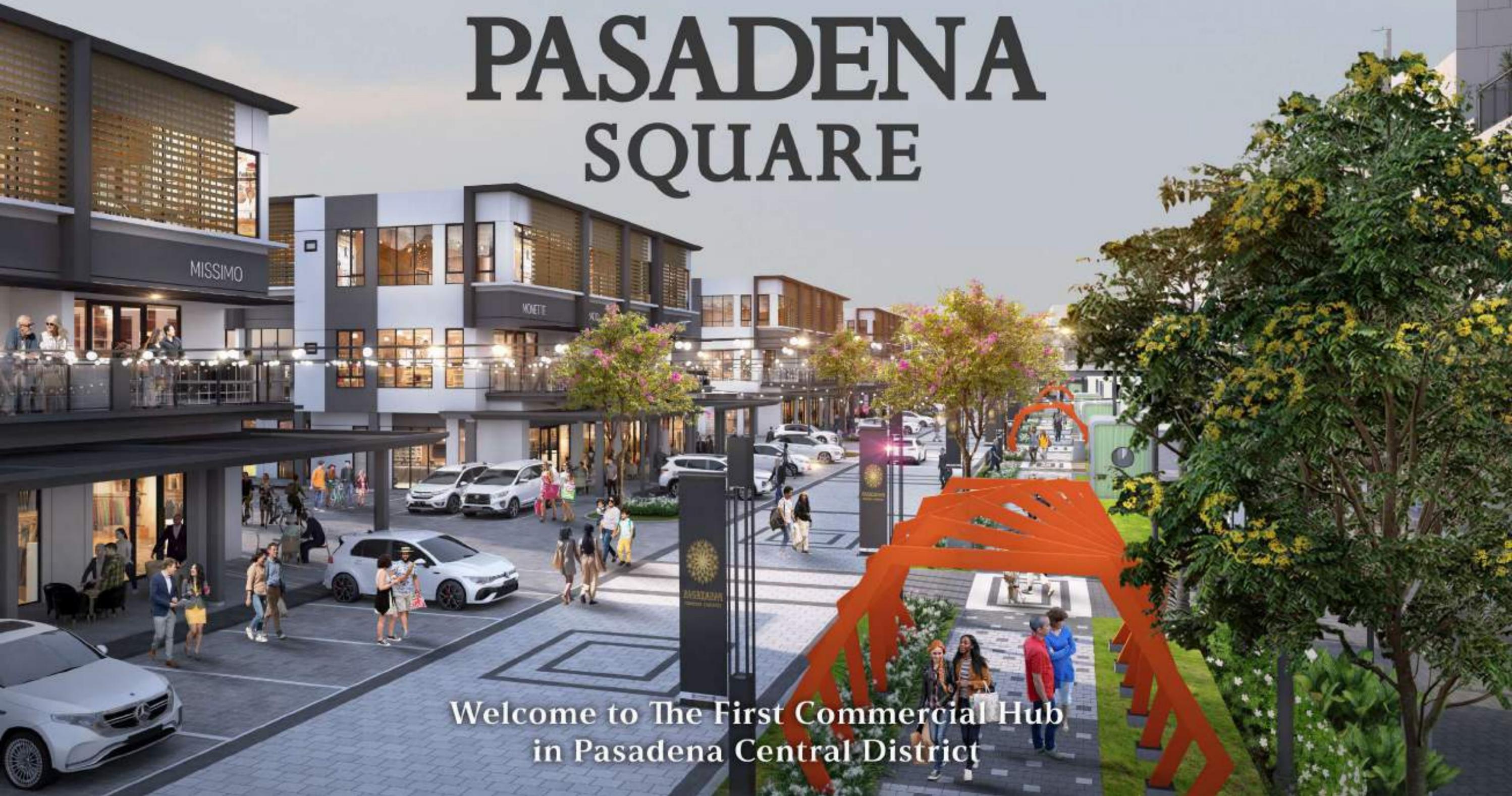
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LOCATED AT



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





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 Residentials 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*



1 NORTH ENTRANCE

Future Access to BSD City

Main Boulevard Gading Serpong

Pasadena Walk

ROW 45

SOUTH ENTRANCE 1

EAST ENTRANCE 1
MAIN LOBBY

ROW 28

EAST ENTRANCE 2

EAST ENTRANCE 3

ROW 30

LEGEND: **CAR FLOW** **PEOPLE FLOW** **MAIN LOBBY**

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



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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

Perwakilan: Duple Jaya Sentra Bina, ditunjuk sebagai konsultan arsitektur oleh PT. Hertasindo, sebagai salah satu mitra dalam pengembangan kawasan ini. Hertasindo adalah mitra strategis dalam pengembangan kawasan ini. Hertasindo adalah mitra strategis dalam pengembangan kawasan ini. Hertasindo adalah mitra strategis dalam pengembangan kawasan ini.

Modern *Facade Design*

Artistic
Shades

Alfresco
Balcony

Pasadena
Walk

Alfresco
Terrace



PASADENA SQUARE



Floor Plan

Architectural rendering of the proposed development. All rights reserved. © 2024 Pasadena Square Development LLC. All other trademarks and registered trademarks are the property of their respective owners.

DOUBLE FACADE
SINGLE ALFRESCO

4,5x18

3 Floors

Land Area: 81m² | Building Area: 194m²



DOUBLE FACADE
SINGLE ALFRESCO

4,5x15

Regular - 3 Floors

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



DOUBLE FACADE
SINGLE ALFRESCO

4,5x17

3 Floors

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



SINGLE FACADE
SINGLE ALFRESCO

6x21

3 Floors

Land Area: 126m² | Building Area: 256m²



DOUBLE FACADE
SINGLE ALFRESCO

4,5x15

Corner - 3 Floors

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



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



Disclaimer: Semua data yang tertera dalam dokumen ini merupakan informasi yang bersifat umum dan tidak dapat dijadikan sebagai dasar untuk pengambilan keputusan. Informasi ini tidak dapat menggantikan konsultasi dengan profesional yang berkualifikasi. Semua data yang tertera dalam dokumen ini adalah informasi umum yang tidak dapat dijadikan sebagai dasar untuk pengambilan keputusan. Informasi ini tidak dapat menggantikan konsultasi dengan profesional yang berkualifikasi.

Facade Design Type

Facade Design



REGULAR TYPE LENGTH 15



DOUBLE FACADE DOUBLE ALFRESCO LENGTH 27



DOUBLE FACADE SINGLE ALFRESCO LENGTH 19



DOUBLE FACADE SINGLE ALFRESCO LENGTH 18



ALFRESCO TYPE SINGLE FACADE LENGTH 21



ALFRESCO TYPE SINGLE FACADE LENGTH 15, 17, 18



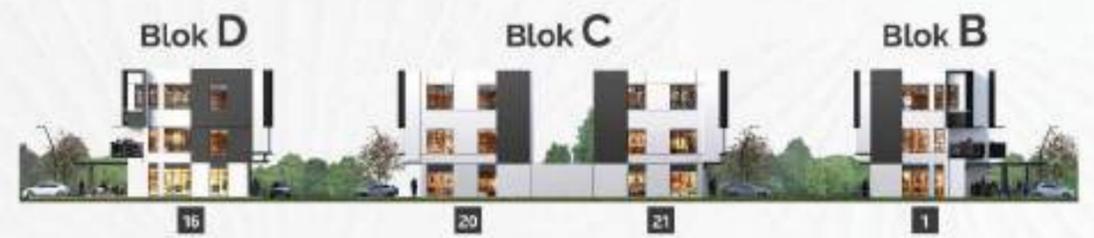
Blok B



Blok C



Blok D



Elevation

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Siteplan

REGULAR TYPE ● Type 4,5x15	ALFRESCO TYPE		DOUBLE FACADE DOUBLE ALFRESCO				DOUBLE FACADE SINGLE ALFRESCO				
	● Type 4,5x27	● Type 4,5x22	● Type 4,5x19	● Type 4,5x18	● Type 4,5x17	● Type 4,5x15	● Type 6x21	● Type 6x17	● Type 6x15	● Type 5,5x18	● Type 4,5x15
	SINGLE ALFRESCO SINGLE FACADE		● Type 4,5x21	● Type 4,5x17	● Type 4,5x18	● Type 4,5x15	● Type 4,5x21	● Type 4,5x17	● Type 4,5x18	● Type 4,5x15	

Material Specification

Foundation	Mini Pile	Stairs Railing	Hollow Steel Frame + Steel Plate + Wood Handrail
Main Structure, Column, Beam, Slab, Stair	Reinforced Concrete	Fasade Ornament	Decorative panel with laser cutting
Roof Frame	Lightweight Steel Frame (Zincalum)	Terrace Canopy	Reinforced concrete + Metal Roof
Roof	Metal Roof (Zincalum) with aluminium foil	Balcony Canopy	Transparent Roof + Hollow Steel Frame
Main Flooring	Homogenous Tile 60x60	INSTALLATION	
Terrace Flooring	Non Slip Homogenous Tile 60x60	Electricity	5500 VA
Toilet Flooring	Non Slip Ceramic Tile 30x30	Telephone	Fiber Optic
Toilet Wall	Ceramic Tile 30x60	Water Supply	Perumdam + Rooftank 550 L
Inner Wall	Light weight bricks with plaster and paint	Waste Water	Septictank Biofil 1.000 L
Outer Wall	Window wall / Light weight bricks with plaster and Weather Resistant Paint	Portable Grease Trap	30 Liter Capacity
Inner Ceiling	Gypsumboard		
Outer Ceiling	Water Resistant Gypsumboard		
Sanitary	ex. Tolo		
Door & Window	Clear Glass + Aluminium Frame		
Toilet Door	UPVC Door Panel + UPVC Frame		
Balcony Railing	Hollow Steel Frame + Tempered Glass		

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

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