

# PASADENA SQUARE

**SOUTH**

Newest Commercials at The Largest 40Ha Mega District

**MAIN BOULEVARD**

— GADING SERPONG —




**PARAMOUNT  
GADING SERPONG**  
Everything *&* Here

Developed by:



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

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A warm, modern coffee shop interior. In the foreground, a young man and woman sit at a small wooden table, talking and holding coffee cups. The woman is wearing a light-colored sweater and the man is in a dark shirt. On the table are two coffee cups, a small cake, and a basket of bread. In the background, a barista in a white shirt and dark apron is working behind the counter. The counter has a menu board with 'COFFEE' and 'LATTE CAPPUCINO' sections. The shop has large windows on the left showing a city skyline, and the lighting is soft and warm.

# 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 • TOP10 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

Coville

HYPERMARKET & ELECTRONIC MEGASTORE

Access to BSD & Serbaraja Toll Road

Main Boulevard Gading Serpong

PASADENA SQUARE NORTH 2<sup>nd</sup> PHASE

PASADENA SQUARE Studio Loft

GRAND BOULEVARD ANIVA STUDIO LOFT

PASADENA SQUARE 1<sup>st</sup> Phase SOLD 95%

ROW 28

ROW 45

to Greenwich - BSD

to Jakarta - Merak Toll Road

# 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 m<sup>2</sup> 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

Access to BSD & Serbaraja Toll Road

ROW 45



ROW 28

ROW 28



PASADENA SQUARE 1<sup>st</sup> Phase SOLD 95%



PASADENA SQUARE NORTH 2<sup>nd</sup> PHASE

PASADENA SQUARE NORTH Studio Loft

GRAND PASADENA VILLAGE



# Strategically located

along the Main Boulevard

to Greenwich - BSD

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# 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



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

# 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.





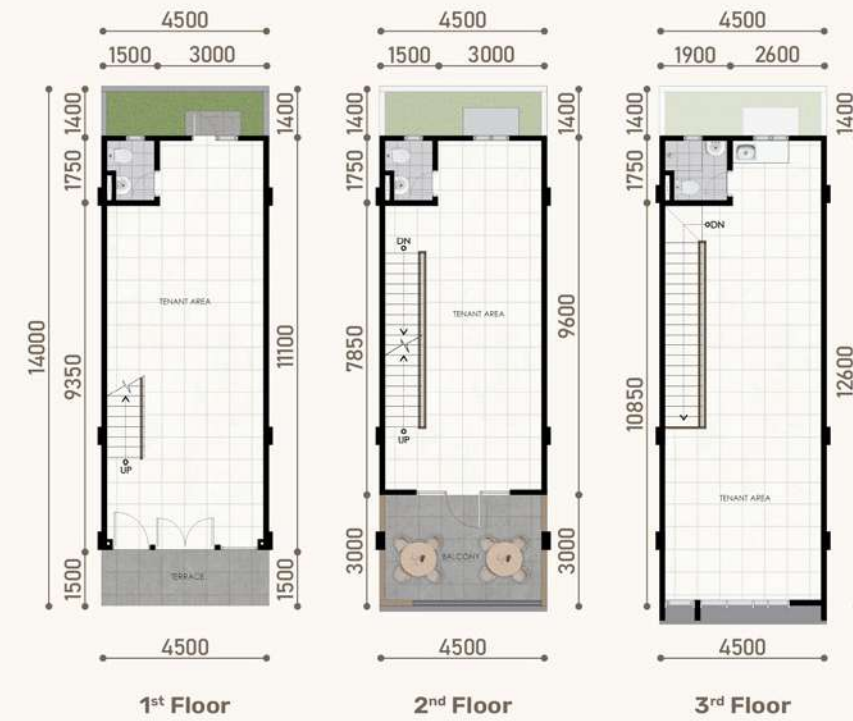
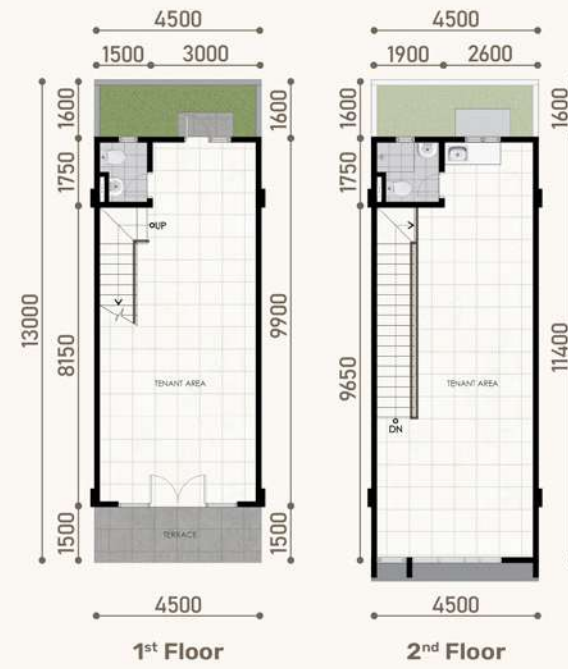
# Floor *Plan*



# Floor Plan

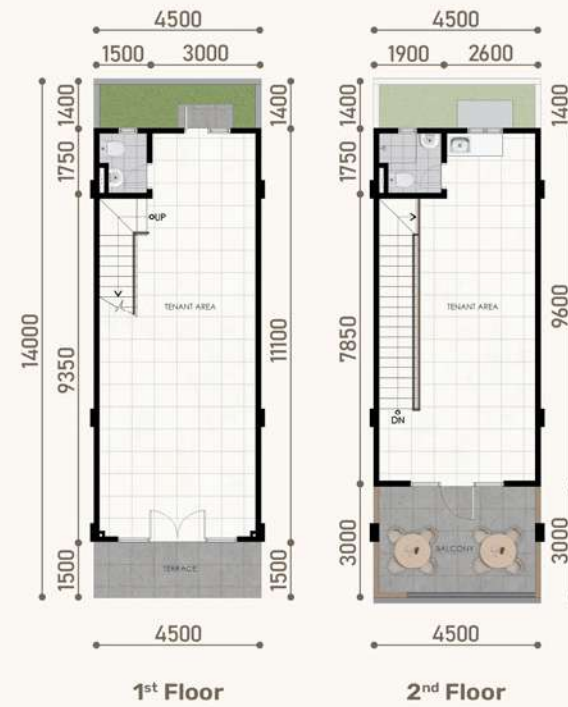
REGULAR TYPE  
**4,5x13**  
2 Floors

Land Area: 58,5m<sup>2</sup>  
Building Area: 103m<sup>2</sup>



ALFRESCO TYPE  
**4,5x14**  
2 Floors

Land Area: 63m<sup>2</sup>  
Building Area: 114m<sup>2</sup>

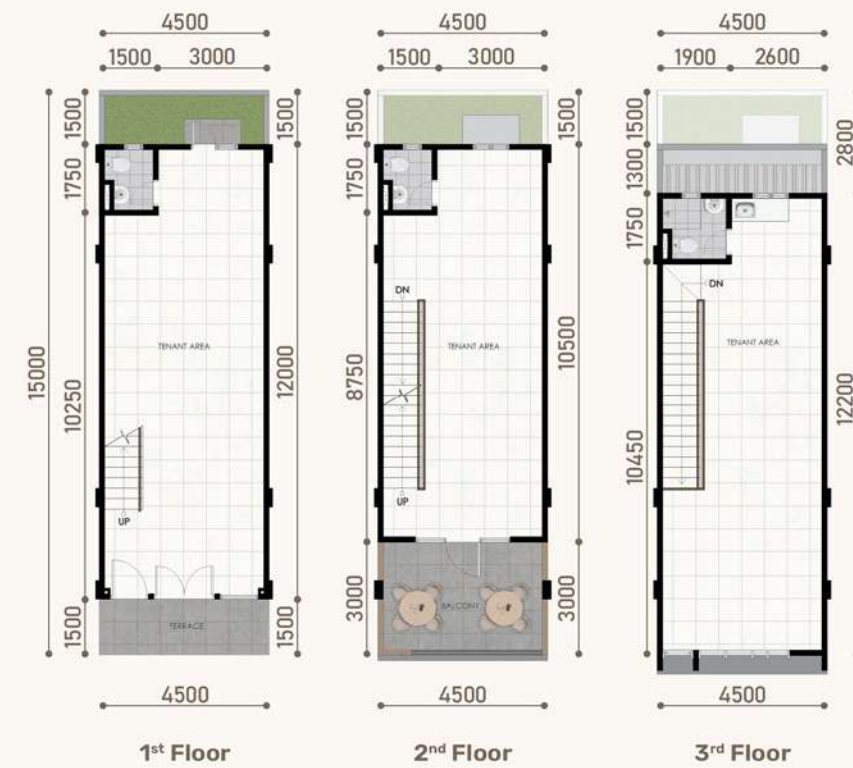
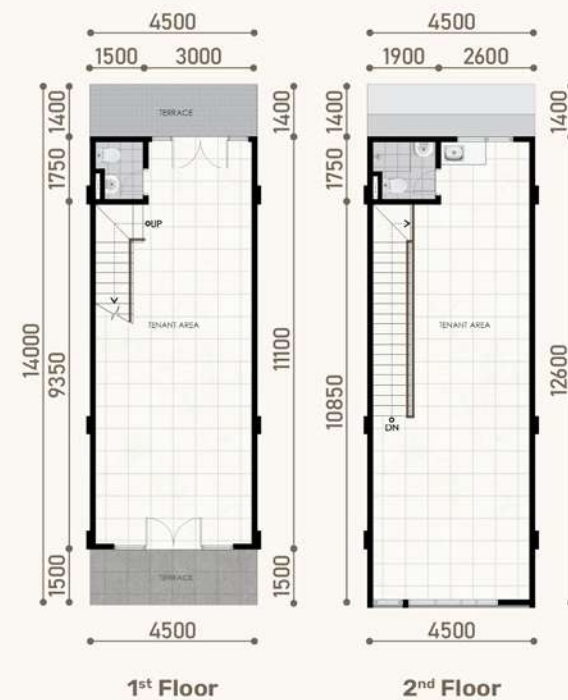


ALFRESCO TYPE  
**4,5x14**  
3 Floors

Land Area: 63m<sup>2</sup>  
Building Area: 171m<sup>2</sup>

DOUBLE FACADE  
REGULAR TYPE  
**4,5x14**  
2 Floors

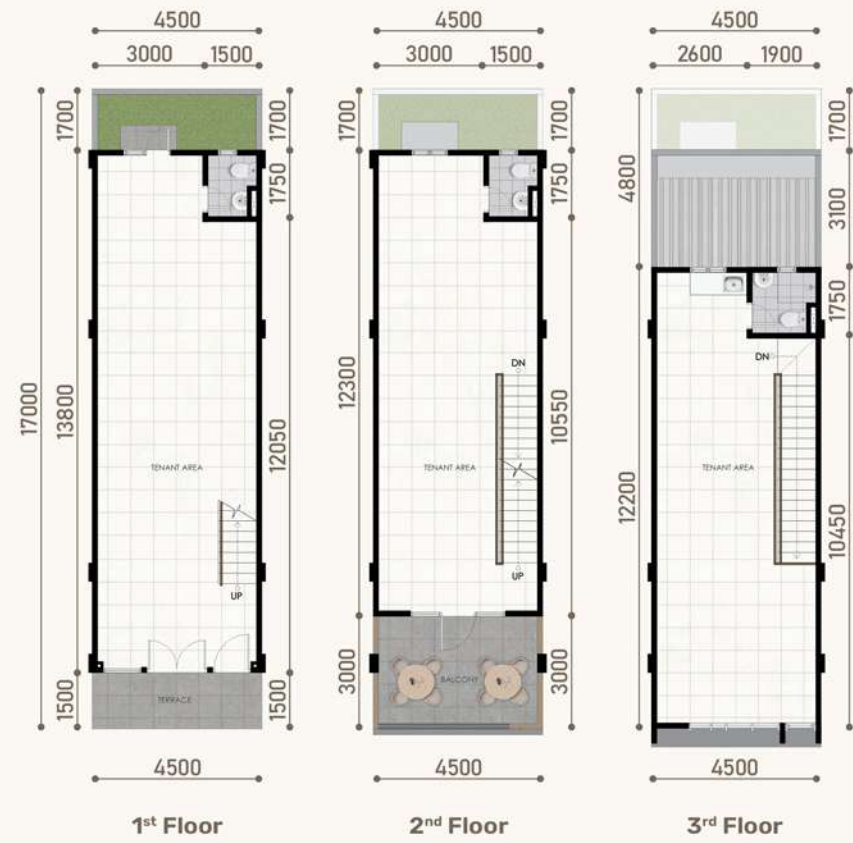
Land Area: 63m<sup>2</sup>  
Building Area: 115m<sup>2</sup>



ALFRESCO TYPE  
**4,5x15**  
3 Floors

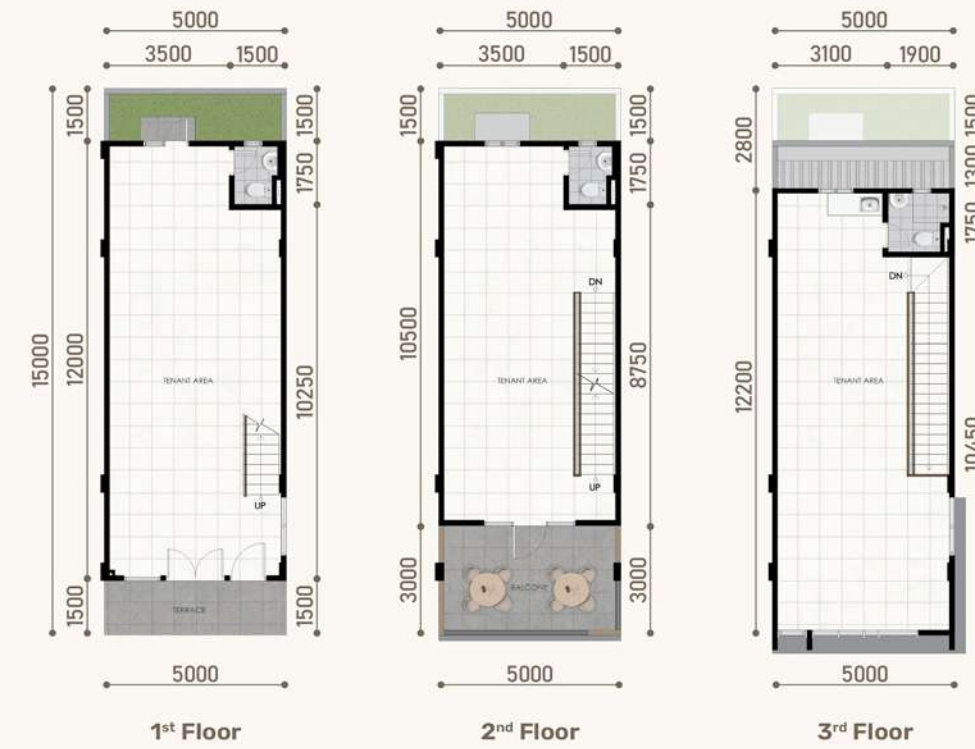
Land Area: 67,5m<sup>2</sup>  
Building Area: 177m<sup>2</sup>

# Floor Plan



● ALFRESCO TYPE  
**4,5x17**

**3 Floors**  
Land Area: 76,5m<sup>2</sup>  
Building Area: 193m<sup>2</sup>



● ALFRESCO TYPE  
**5x15**

**3 Floors - Corner**  
Land Area: 75m<sup>2</sup>  
Building Area: 197m<sup>2</sup>



● ALFRESCO TYPE  
**5x14**

**3 Floors - Corner**  
Land Area: 70m<sup>2</sup>  
Building Area: 190m<sup>2</sup>



● ALFRESCO TYPE  
**5x17**

**3 Floors - Corner**  
Land Area: 85m<sup>2</sup>  
Building Area: 215m<sup>2</sup>

# 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

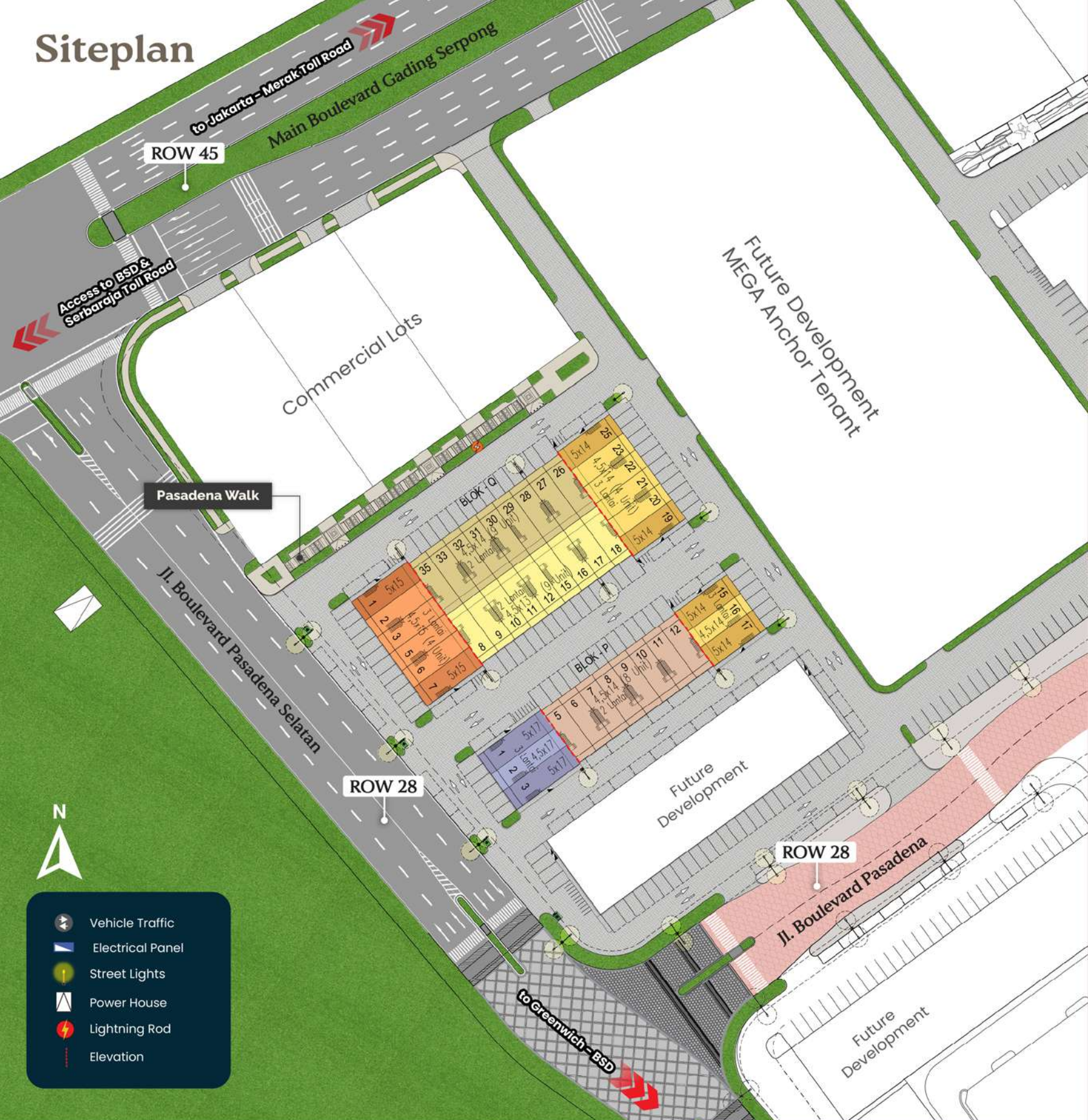


**Length 14**  
Single Facade  
Alfresco Type



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# Siteplan



**Legend for Siteplan:**

- Vehicle Traffic
- Electrical Panel
- Street Lights
- Power House
- Lightning Rod
- Elevation

# Orientation Map



**LEGEND**

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

- Regular Type**  
4,5x13  
2 Floors
- Double Facade Regular Type**  
4,5x14  
2 Floors
- Alfresco Type**  
4,5x14  
2 Floors
- 4,5x14  
3 Floors
- 4,5x15  
3 Floors
- 4,5x17  
3 Floors
- 5x14  
3 Floors - Corner
- 5x15  
3 Floors - Corner
- 5x17  
3 Floors - Corner

# Material Specification

<b>Foundation</b>	Mini Piles	<b>Inner Wall</b>	Lightweight Bricks with Plaster and Interior Paint
<b>Main Structure, Column, Beam, Slab, Stair</b>	Reinforced Concrete	<b>Outer Wall</b>	Lightweight Bricks with Plaster and Weather Resistant Paint
<b>Roof Frame</b>	Lightweight Steel Frame (Zincalume)	<b>Inner Ceiling</b>	Gypsum Board
<b>Roof</b>	Metal Roof (Zincalume) with aluminium foil	<b>Outer Ceiling</b>	Water Resistant Gypsumboard
<b>Main Flooring</b>	Homogeneous Tile 60x60 cm	<b>Sanitary</b>	TOTO or equivalent
<b>Terrace Flooring</b>	Non-Slip Homogeneous Tile 60x60 cm	<b>Door &amp; Window</b>	Clear Glass with Aluminium Frame
<b>Toilet Flooring</b>	Non-Slip Ceramic Tile 30x30	<b>Toilet Door</b>	Aluminium Panel Doors with Aluminium Frames
<b>Toilet Wall</b>	Ceramic Tile 30x60 cm	<b>Balcony Railing</b>	Hollow Steel Frame with Tempered Glass
		<b>Pantry Countertop</b>	Concrete Countertop Finished with Homogeneous Tiles 60x60 cm

<b>Stairs Railing</b>	Hollow Steel Frame + Steel Plate + Wood Handrail
<b>Facade Ornament</b>	Aluminium Hollow
<b>INSTALLATION</b>	
<b>Electricity</b>	3500 VA (2-Storey Shophouse) & 5500 VA (3-Storey Shophouse)
<b>Internet/Telephone</b>	Fiber Optic Installation
<b>Water Supply</b>	Perumdam with 550 L Rooftank
<b>Waste Water</b>	Biofill Septic tank 1.000 L
<b>Portable Grease Trap</b>	30 L Capacity

# Special Features



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