GRAND BOULEVARD
ANIVA

The Most Happening Commercial
in Gading Serpong



PARAMOUNT
GADING SERPONG
Everything is 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 @officialparamountgadingserpong Paramount Land

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PARAMOUNT
GADING SERPONG

Everything *is* Here



A LEGACY OF EXCELLENCE

Award-Winning Township where **everything is here**

Our commitment to creating value through innovation, quality, and sustainable **development** has earned **Paramount Land** numerous national and international awards, **where Paramount Gading Serpong serving as its flagship township.**

1,000+
HECTARES
Integrated Township

40+
RESIDENTIAL & COMMERCIAL CLUSTERS
For Modern Living

15+
SCHOOLS & EDUCATIONAL INSTITUTIONS
Nurturing Future Generations

15+
SHOPPING & LIFESTYLE DESTINATIONS
Everything Within Reach



2025

• BEST TOWNSHIP DEVELOPER (ASIA) — PROPERTYGURU ASIA PROPERTY AWARDS 2025 • BEST TOWNSHIP DEVELOPER (INDONESIA) — PROPERTYGURU INDONESIA PROPERTY AWARDS 2025 • BEST BOUTIQUE LUXURY HOUSING DEVELOPMENT (GREATER JAKARTA) — MATERA SIGNATURE @ PARAMOUNT GADING SERPONG, PROPERTYGURU INDONESIA PROPERTY AWARDS 2025 PROPERTY OF THE YEAR — PASADENA SQUARE, GOLDEN PROPERTY AWARDS 2025 • INNOVATIVE COMMERCIAL PROJECT OF THE YEAR — PASADENA SQUARE, GOLDEN PROPERTY AWARDS 2025 • BEST TOWNSHIP DEVELOPMENT PROJECT — GOLDEN PROPERTY AWARDS 2025 • TOP 10 DEVELOPERS — HUBEXO ASIA AWARDS 2025 • DEVELOPER OF THE YEAR 2025 — INDONESIA PROPERTY & BANK AWARD 2025 • DEVELOPER OF THE YEAR - INDONESIA — REAL ESTATE ASIA AWARDS 2025 • SUSTAINABLE RESIDENTIAL DEVELOPMENT FOR INDONESIA — MATERA RESIDENCES, ASIA PACIFIC PROPERTY AWARDS 2025 • MASTER PLAN FOR INDONESIA — PARAMOUNT PETALS, ASIA PACIFIC PROPERTY AWARDS 2025

2024

• BEST TOWNSHIP DEVELOPER (ASIA) — PROPERTYGURU ASIA PROPERTY AWARDS 2024 • BEST TOWNSHIP DEVELOPER (INDONESIA) — PROPERTYGURU INDONESIA PROPERTY AWARDS 2024 • BEST TOWNSHIP MASTERPLAN DESIGN (INDONESIA) — PARAMOUNT PETALS, PROPERTYGURU INDONESIA PROPERTY AWARDS 2024 • TOP 10 DEVELOPERS — BCI ASIA AWARDS 2024 • DEVELOPER OF THE YEAR — INDONESIA PROPERTY & BANK AWARD 2024 • THE STAND OUT DEVELOPER — PROPERTI INDONESIA AWARDS 2024 • LUXURY HOUSING — SILVER WINNER — PASADENA GRAND RESIDENCES, FIABCI INDONESIA-REI EXCELLENCE AWARDS 2024 • THE HIGHLY COMMENDED TOWNSHIP DEVELOPMENT IN TANGERANG — PARAMOUNT PETALS, PROPERTI INDONESIA AWARDS 2024 • BEST CHOICE HOME DESIGN — MATERA RESIDENCES, GOLDEN PROPERTY AWARDS 'THE PEOPLE'S CHOICE' 2024 • ESG RECOGNIZED COMMITMENT — ESG AWARDS BY INVESTOR DAILY 2024 • DIGITAL CAMPAIGN OF THE YEAR — MATERA RESIDENCES, MARKETEERS EDITOR'S CHOICE AWARD 2024

2022

• BEST ECO-FRIENDLY HOUSING DEVELOPMENT — PASADENA GRAND RESIDENCES, PROPERTYGURU INDONESIA PROPERTY AWARDS 2022 • BEST LOW-RISE COMMERCIAL DEVELOPMENT — MAGGIORE BUSINESS LOFT, PROPERTYGURU INDONESIA PROPERTY AWARDS 2022 • FAVOURITE HOUSING PROJECT — GOLDEN PROPERTY AWARDS 2022 • TOP 10 DEVELOPERS — BCI ASIA AWARDS 2022 • DEVELOPER OF THE YEAR — INDONESIA PROPERTY & BANK AWARD 2022 • BEST PREMIUM HOUSING PROJECT WITH GREENERY ENVIRONMENT IN TANGERANG — INDONESIA MYHOME AWARD 2022

THE ULTIMATE GRANDE CONCEPT



Established Ecosystem & Vibrant Commercial Area

Aniva Central Junction

Aniva Clock Square

Aniva Mural Walk

Green Park Connector

Gateway to Two Major Townships

Double Boulevard & Main Roads

Multiple Entrances

Service Alley



Y.O.S.E.C.A

New Alfresco Concept

Extra Space Corridor

The Luminous Boutique Shop

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GRAND BOULEVARD
ANIVA

ONE DESTINATION, ENDLESS BUSINESS OPPORTUNITIES

GRAND BOULEVARD ANIVA STUDIO LOFT SOLD OUT

GRAND BOULEVARD ANIVA STUDIO LOFT SOLD OUT

THE LUMINOUS BOUTIQUE SHOP

GRAND BOULEVARD ANIVA GRANDE

GRAND BOULEVARD ANIVA PROMENADE

GRAND BOULEVARD ANIVA GRANDE

THE LUMINOUS BOUTIQUE SHOP

GRAND BOULEVARD ANIVA STUDIO LOFT SOLD OUT

CELEBRATING URBAN COMMERCIAL HUB

Grand Boulevard Aniva is a vibrant urban commercial hub designed to bring together business, lifestyle, dining, and entertainment. Its festive and energetic atmosphere creates an engaging space that attracts visitors from day to night. More than just a commercial area, Grand Boulevard Aniva is a place to meet, explore, and enjoy—where the city truly comes alive.

GRAND BOULEVARD ANIVA


ANIVA CLOCK SQUARE



Aniva Central *Junction*

GRAND BOULEVARD
ANIVA

Service *Alley*



Aniva Mural *Walk*





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GRAND BOULEVARD
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GREEN PARK CONNECTOR







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GRAND BOULEVARD
ANIVA

ANIVA GRAND ATRIUM

A 1,200 sqm multifunctional event space designed to become the vibrant heart of Grand Boulevard Aniva.

Built for flexibility, the Grand Atrium can transform to accommodate a wide range of experiences, from live music and concerts, exhibitions, e-sports tournaments, community events, brand activations, to lifestyle and family activities.

More than just an event venue, it is envisioned as a dynamic gathering space that keeps Grand Boulevard Aniva active, relevant, and happening throughout the year.

GRAND BOULEVARD
ANIVA

Y.O.S.E.C.A

(YOUR OWN STYLE EXPANDABLE COMMERCIAL AREA)

Business owners can creatively and innovatively utilize the façade area to market their products while adapting it to the specific needs and nature of their businesses.



New Alfresco Concept

GRAND BOULEVARD
ANIVA

American Style *Facade*



Luminous *Park*

GRAND BOULEVARD
ANIVA

GLASS ICON

AESTHETIC
GREENERY

ICONIC
CLOCK TOWER

GARDEN BENCHES

ARTISTIC SPOT

THE LUMINOUS BOUTIQUE SHOP



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THE LUMINOUS BOUTIQUE SHOP

The Luminous Boutique Shop combines minimalist architecture with full-height glass façades to maximize visibility, natural light, and brand exposure. Designed as a compact yet premium retail destination, it creates a striking landmark and an ideal space for lifestyle, quick-service F&B, fashion, beauty, and technology brands.

GRAND BOULEVARD
ANIVA



PREMIUM
ARCHITECTURAL DESIGN

SMART
BUSINESS SPACES

PRIME SIGNAGE
PLACEMENT

Floor
Plan

Floor Plan





BOUTIQUE SHOP

6x10

STANDARD - 2 FLOORS

Land Area	Building Area
60m²	102m²



BOUTIQUE SHOP

7x10

CORNER - 2 FLOORS

Land Area	Building Area
70m²	107m²





REGULAR TYPE

4,5x13

STANDARD - 2 FLOORS

Land Area	Building Area
58,5m²	107m²



REGULAR TYPE

4,5x13

CORNER - 2 FLOORS

Land Area	Building Area
58,5m²	107m²



REGULAR TYPE

4,5x14

STANDARD - 2 FLOORS

Land Area	Building Area
63m²	115m²

Floor Plan

REGULAR TYPE

4,5x14

CORNER - 2 FLOORS

Land Area
63m²

Building Area
115m²



Ground Floor

2nd Floor

REGULAR TYPE

4,5x14

CORNER - 2 FLOORS

Land Area
63m²

Building Area
115m²



Ground Floor

2nd Floor

REGULAR TYPE

6x13

IRREGULAR - 2 FLOORS

Land Area
107m²

Building Area
195m²



Ground Floor



2nd Floor

REGULAR TYPE

6x14

IRREGULAR - 2 FLOORS

Land Area
115m²

Building Area
210m²



Ground Floor



2nd Floor

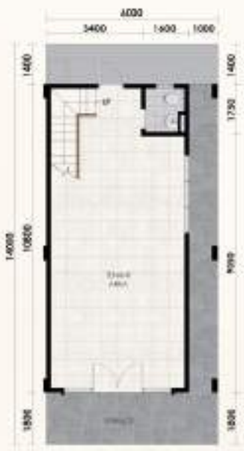
REGULAR TYPE

6x14

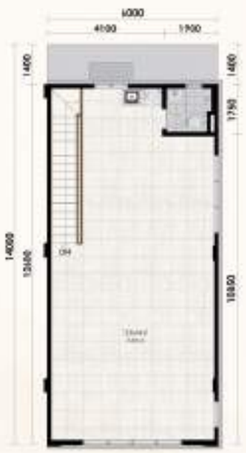
CORNER - 2 FLOORS

Land Area
84m²

Building Area
153m²



Ground Floor



2nd Floor

REGULAR TYPE

6x14

IRREGULAR - 2 FLOORS

Land Area
112m²

Building Area
209m²



Ground Floor



2nd Floor

Floor Plan



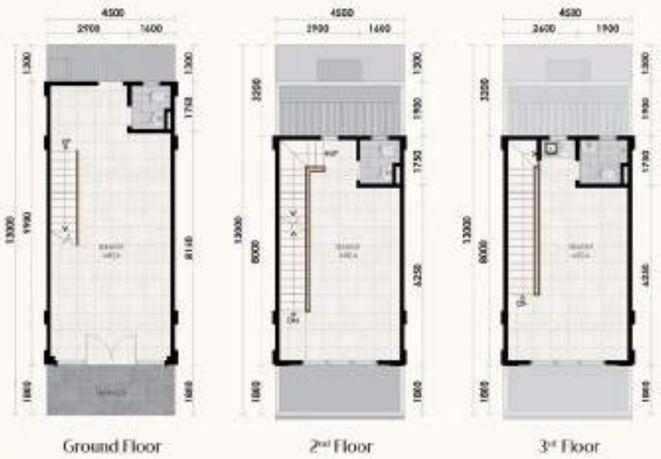
REGULAR TYPE

4,5x13

STANDARD - 3 FLOORS

Land Area 58,5m²

Building Area 122m²



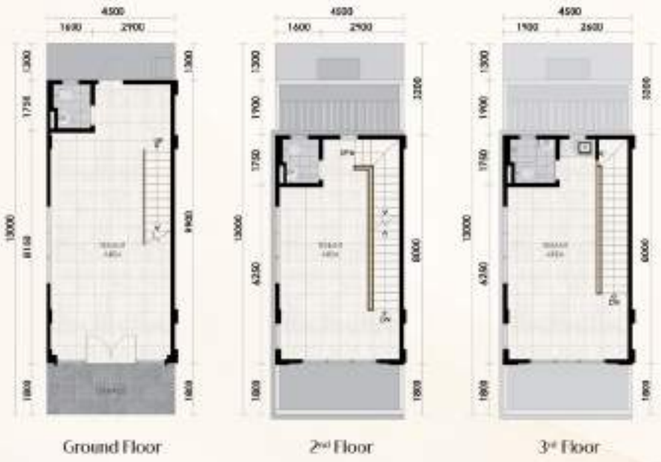
REGULAR TYPE

4,5x13

CORNER - 3 FLOORS

Land Area 58,5m²

Building Area 122m²





REGULAR TYPE

4,5x15

STANDARD - 3 FLOORS

Land Area 67,5m²

Building Area 139m²



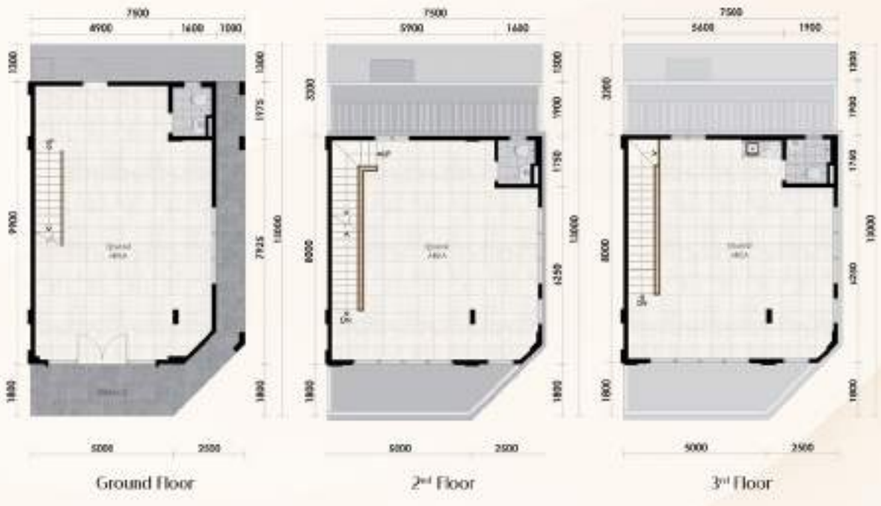
REGULAR TYPE

4,5x15

CORNER - 3 FLOORS

Land Area 67,5m²

Building Area 139m²



REGULAR TYPE

5x13

IRREGULAR - 3 FLOORS

Land Area 94m²

Building Area 200m²



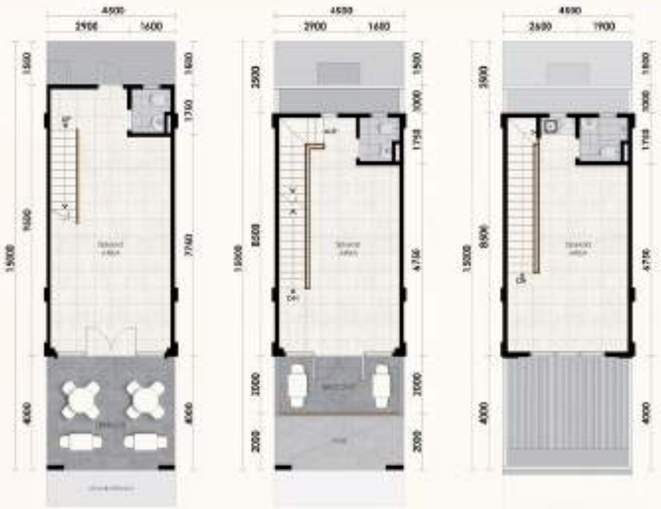
ALFRESCO TYPE

4,5x15

STANDARD - 3 FLOORS

Land Area 67,5m²

Building Area 140m²



Ground Floor | 2nd Floor | 3rd Floor

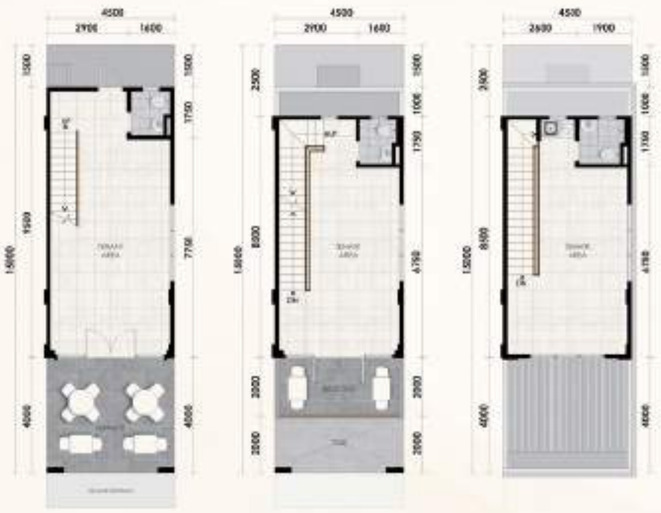
ALFRESCO TYPE

4,5x15

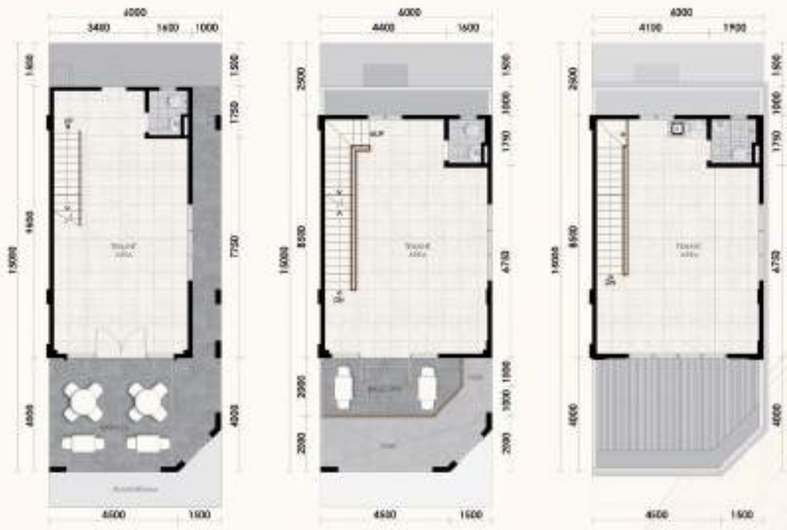
CORNER - 3 FLOORS

Land Area 67,5m²

Building Area 140m²



Ground Floor | 2nd Floor | 3rd Floor



Ground Floor | 2nd Floor | 3rd Floor

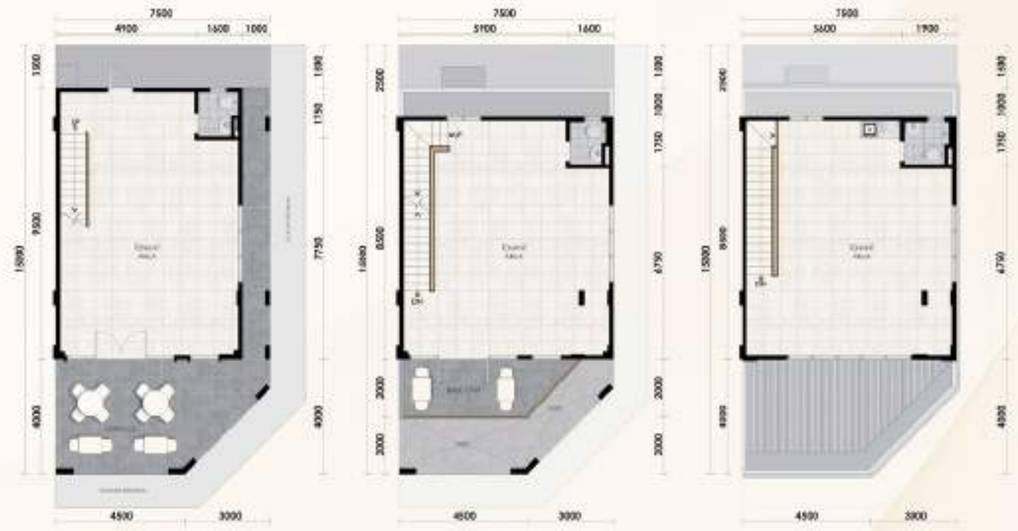
ALFRESCO TYPE

6x15

CORNER - 3 FLOORS

Land Area 88,8m²

Building Area 182m²



Ground Floor | 2nd Floor | 3rd Floor

ALFRESCO TYPE

7x12

IRREGULAR- 3 FLOORS

Land Area 108m²

Building Area 225m²

Section



REGULAR TYPE **2 FLOORS**



BOUTIQUE SHOP **2 FLOORS**



REGULAR TYPE **3 FLOORS**



ALFRESCO TYPE **3 FLOORS**



Material Specification

Foundation	Mini Piles
Main Structure	Reinforced Concrete
Roof Frame	Lightweight steel frame with Zincalume® finish
Roof Covering	Zincalume® metal roofing with aluminium foil
Main Flooring	60×60 cm homogeneous tiles
Terrace Flooring	60×60 cm non-slip homogeneous tiles
Bathroom/WC Flooring	30×30 cm non-slip ceramic tiles
Bathroom/WC Wall	30×60 cm ceramic wall tiles
Internal Walls	Lightweight brick walls with plaster, skim-coat finish, and interior paint
External Walls	Red-brick walls with plaster, skim-coat finish, and weather-resistant paint
Internal Ceiling	Gypsum board
External Ceiling	Water-resistant gypsum, UPVC ceiling (The Luminous Boutique Shop)
Sanitary	TOTO or Equivalent
Main Doors and Windows	Clear glass with aluminium frames and powder-coated finish
Other Doors and Windows	Clear glass with aluminium frames and powder-coated finish
Bathroom/WC Doors	Aluminium-panel doors with aluminium frames
Pantry Countertop	Concrete countertop finished with 60×60 cm homogeneous tiles
Balcony Railing	Hollow steel with steel plate and timber handrail
Stair Railing	Hollow steel with steel plate and timber handrail
Facade Ornament	Aluminium composite panel and decorative panel for the Luminous Boutique Shop
INSTALLATION	
Electricity	PLN supply: 5,500 VA for three-storey shophouses and 3,500 VA for two-storey shophouses
Telephone	Fibre-optic installation
Clean Water – 2 Storeys	Perumdam supply with a 550L water tank & water filter
Clean Water – 3 Storeys	Perumdam supply with a 1000L ground level water tank, water filter & transfer pump
Waste Water	Biofil septic tank with a 1000L capacity
Grease Trap	Portable grease trap 30L capacity & communal grease trap

Special Features



Air Conditioner



CCTV



Siteplan

BOUTIQUE SHOP	ALFRESCO TYPE	REGULAR TYPE 2 FLOORS		REGULAR TYPE 3 FLOORS
6x10	4,5x15	4,5x13	6x14	4,5x13
7x10	6x15	4,5x14	6x14	4,5x15
	7x12	6x13	6x14	5x13

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Orientation Map



LEGEND

GOLF COURSE
1. Gading Raya Padang Golf & Club
2. Imperial Golf Club
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. IKEA
11. Summarecon Mall Serpong
12. Supermal Karawaci

EDUCATIONAL INSTITUTIONS
1. Matana University
2. Tarakanita School
3. Pelita Harapan University
4. Pahoa School
5. BINUS University
6. Syafana Islamic School
7. Multimedia Nusantara University
8. Multimedia Nusantara Polytechnic
9. Pradita University
10. Prasetiya Mulya University

AIRPORT
1. Soekarno-Hatta International Airport

HOTELS
1. Atria Hotel
2. Vega Hotel
3. Ibis Hotel
4. Fame Hotel
5. JHL Solitaire
6. Episode Hotel
7. Qubika Boutique Hotel
8. Santika Premiere Hotel
9. Mercure Hotel
10. Harris Hotel