PATRALAND

urbano

APARTMENT

URBANO APARTMENT

interconnecting urban living

PATRAJASA

ANALISIS PASAR

2,7 JUTA PENDUDUK
60% COMMUTER

30 PROYEK PROPERTI

RUMAH SAKIT

TOL BECAKAYU
TOL CIKAMPEK
TOL CIKAMPEK II

SEKOLAH
PERGURUAN TINGGI

KRL JABODETABEK
LRT
RENCANA AEROMOVEL

SARANA OLAHRAGA

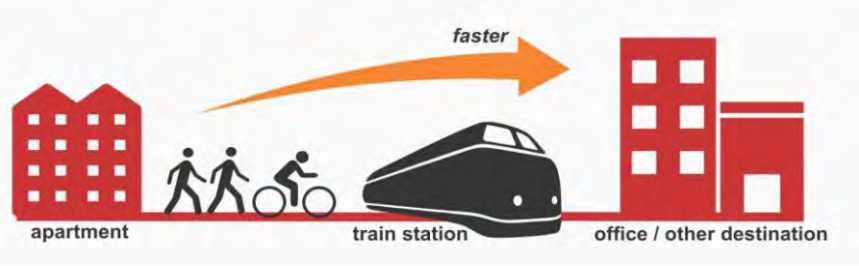
TERMINAL BUS TERPADU
APTB TERINTEGRASI BUSWAY

10 MAL BESAR

1 SELLING POINT

KONSEP : TOD (TRANSIT ORIENTED DEVELOPMENT)

Patra Land Urbano menawarkan hunian nyaman yang berkonsep TOD kepada Anda yang memiliki gaya hidup urban. TOD atau Transit Oriented Development adalah salah satu konsep pengembangan kota yang mengadopsi tata ruang campuran dan memaksimalkan penggunaan angkutan umum (bus, kereta).



SELLING POINT

KONSEP : TOD (TRANSIT ORIENTED DEVELOPMENT)

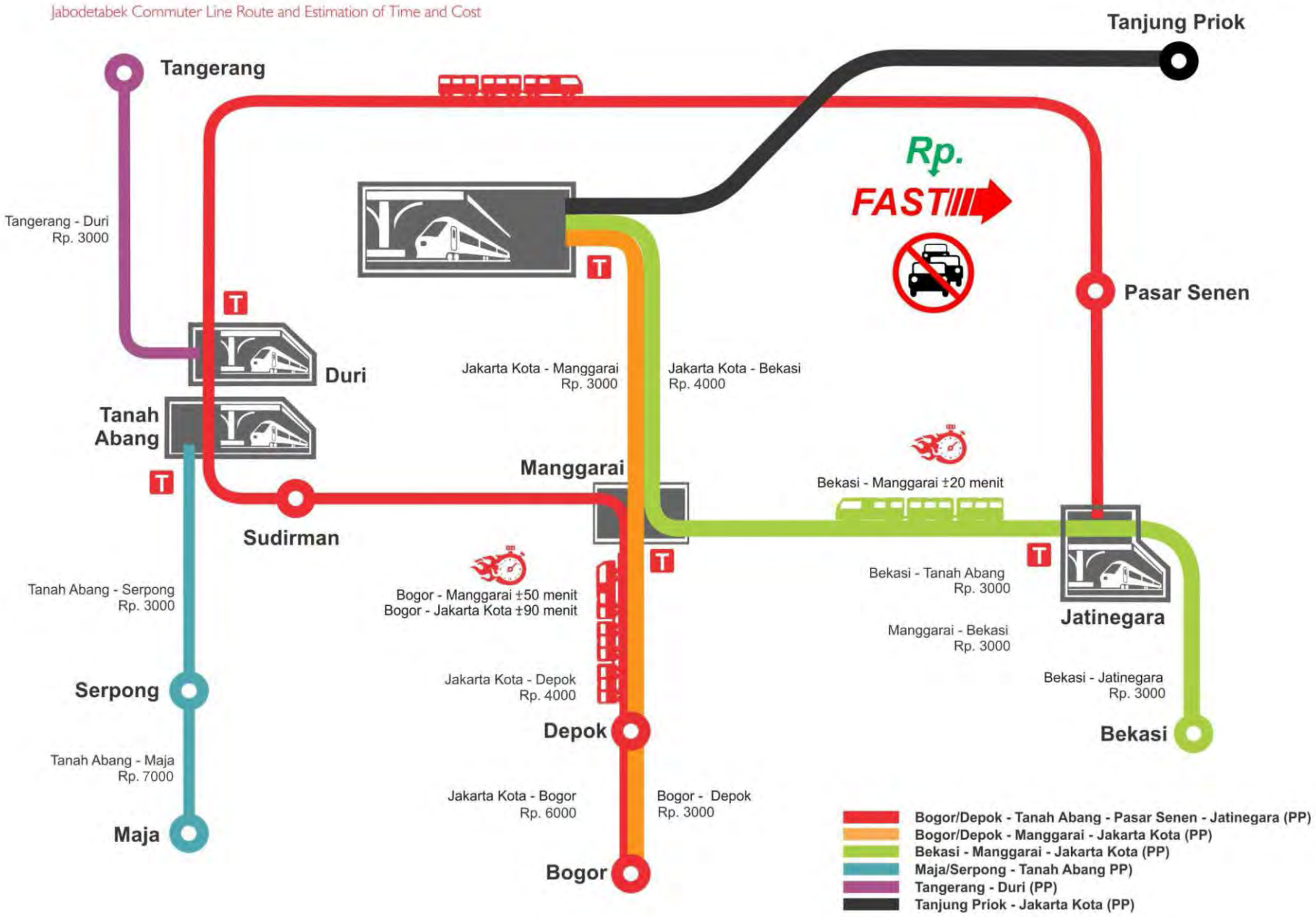
- Perbandingan tarif, waktu dan indeks of happiness berdasarkan kendaraan yang dipilih (asumsi perjalanan Bekasi - Sudirman)

kind of transportation	cost	time	index of happiness
commuter line	Rp. 3000-	45 menit	☺
bus	Rp. 12000-	2 - 3 jam	☹
mobil pribadi	Rp. 50.000-*	2 - 3 jam	☹

- Benefit TOD

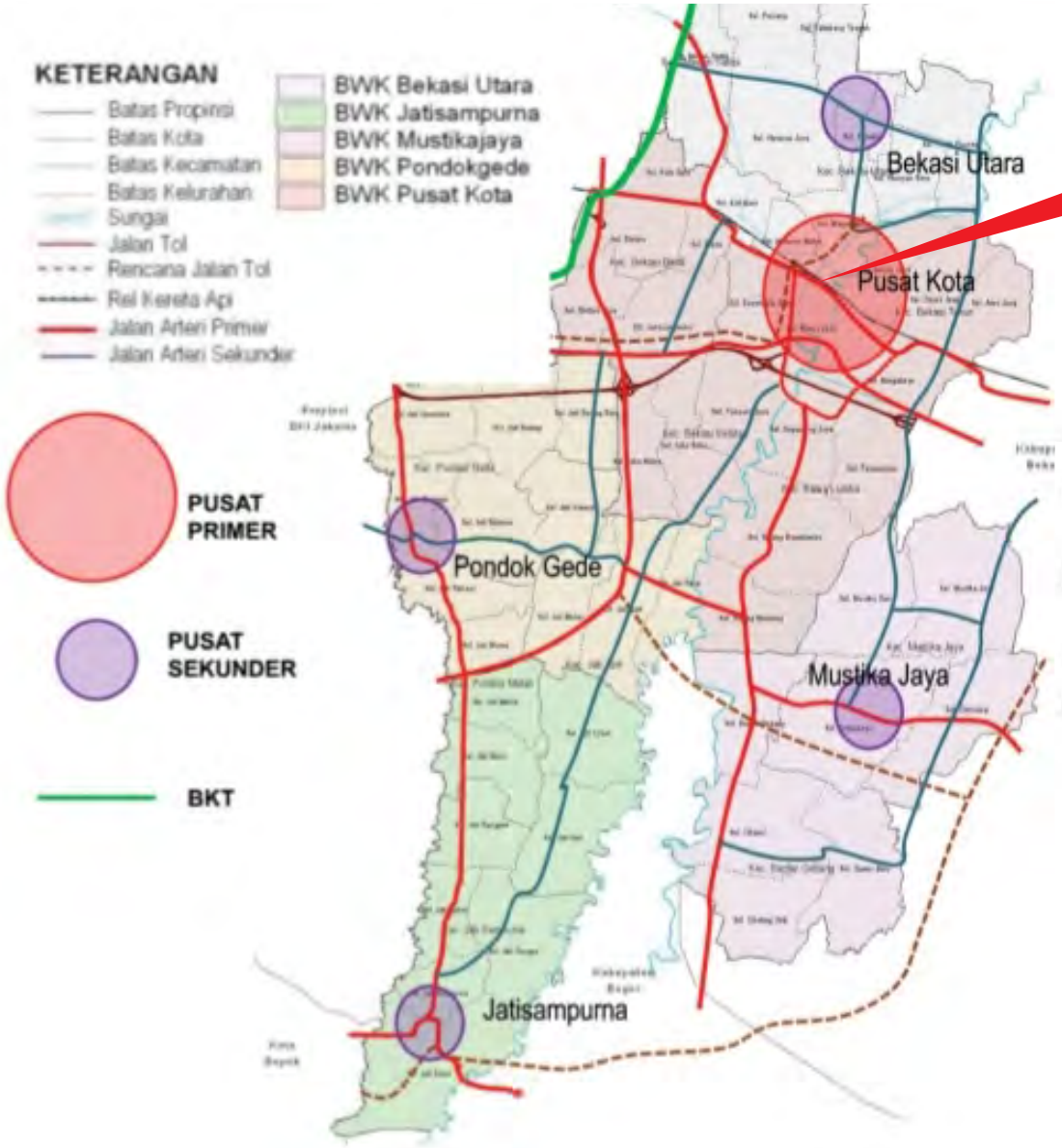
- Perbandingan (ilustrasi)

PERBANDINGAN ESTIMASI WAKTU & BIAYA



2 SELLING POINT

LOKASI : SEGITIGA EMAS BEKASI



- RENCANA STRUKTUR RUANG KOTA BEKASI
- RENCANA LOKASI PENGEMBANGAN URBANO APARTMENT

1. Pusat Sekunder Pondok Gede, dengan fungsi pusat perdagangan skala Grosir &Retail , Jasa.
2. Pusat Sekunder Bekasi Utara, dengan fungsi Pusat Permukiman, Perdagangan / pusat bisnis.
3. Pusat Sekunder Jatisampurna, fungsi pusat permukiman skala besar.
4. Pusat Sekunder Mustika Jaya, fungsi pusat Industri dan Jasa Pergudangan, Permukiman Skala Besar, Industri Bersih di TPA Bantar Gebang),

Sumber : Dinas Tata Kota Bekasi

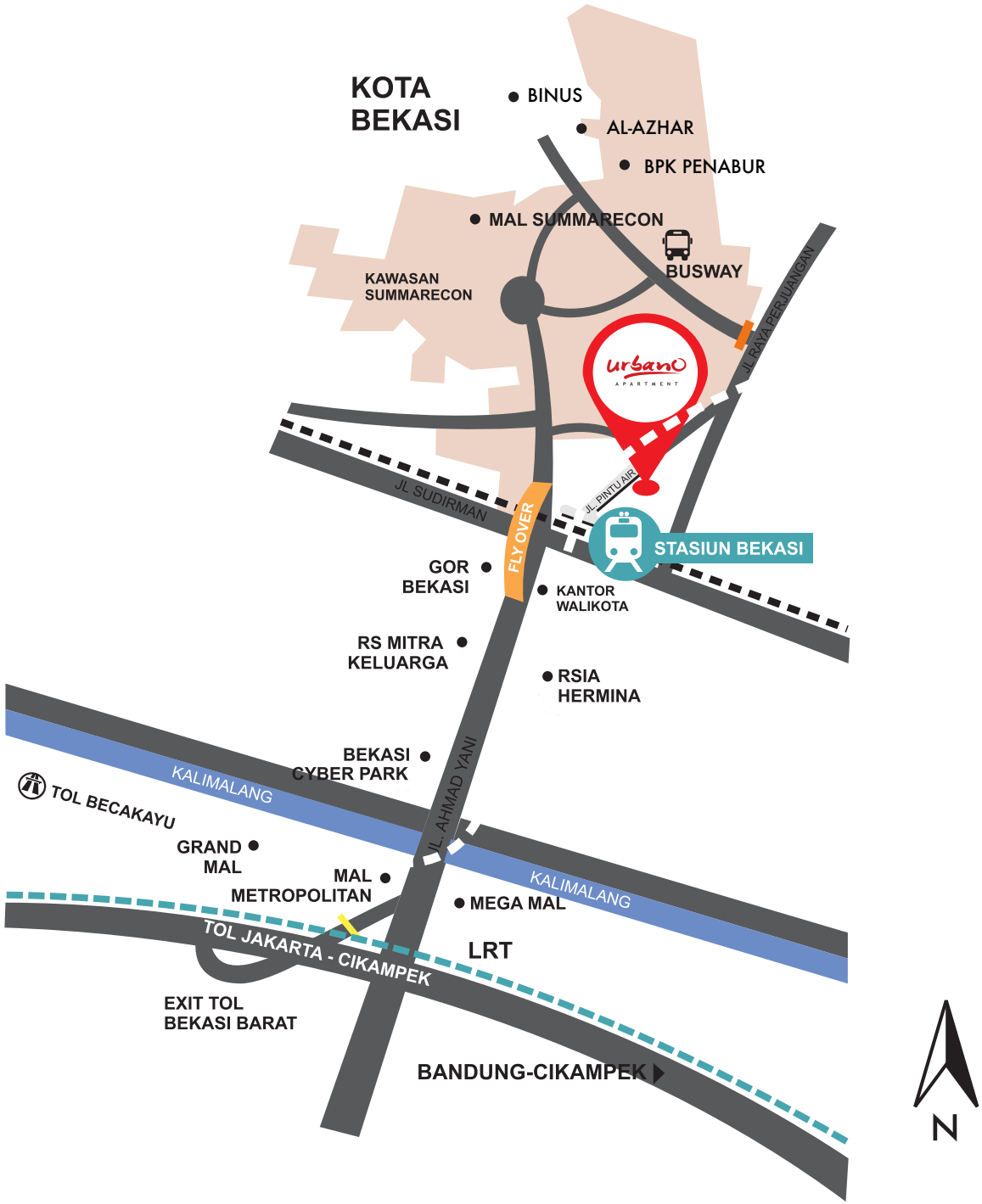
SELLING POINT

LOKASI : SEGITIGA EMAS BEKASI

LOKASI

Letak sangat strategis
di pusat Kota Bekasi.
Sangat dekat dengan :

- Stasiun Bekasi
- Pusat Pemerintahan
- Pusat Perbelanjaan
- Kawasan Summarecon
- Universitas
- Sekolah
- GOR
- Rumah Sakit
- Tol
- Dan fasilitas publik lainnya



3 SELLING POINT

AKSES KE LOKASI

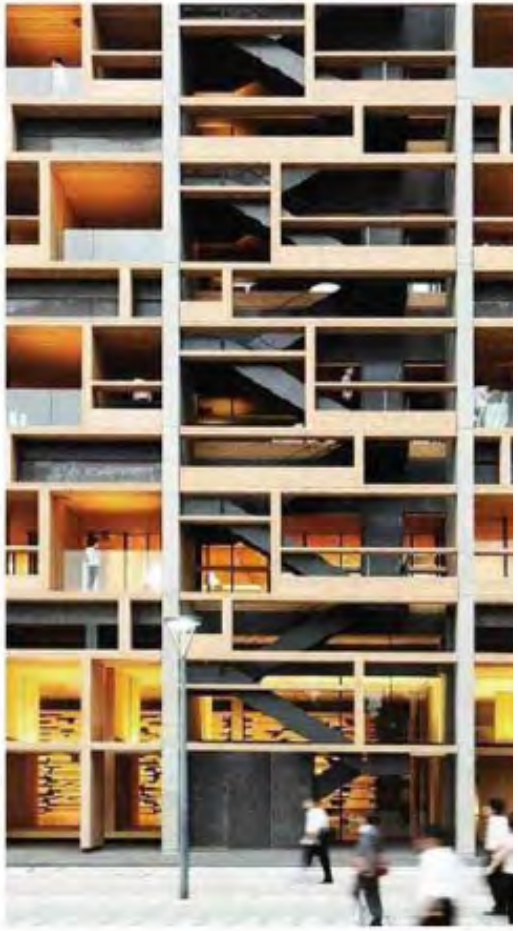
rute 1 (A. Yani - Bundaran Summarecon - Pangeran Jayakarta - Pintu Air)

rute 2 (A. Yani - Juanda - Perjuangan - Pintu Air)

rute 3 (A. Yani - Bulevard Summarecon - Perjuangan - Pintu Air)

4 SELLING POINT

DESAIN



- Fasad atraktif
- Compact,Practical (Studio)
- Functional,Efficient (2Bedroom)
- Didesain oleh konsultan internasional, ADL Singapore
- Thematic Sky garden

5 SELLING POINT

TRANSPORTASI PUBLIK

KRL JABODETABEK

BUS APTB TERINTEGRASI BUSWAY

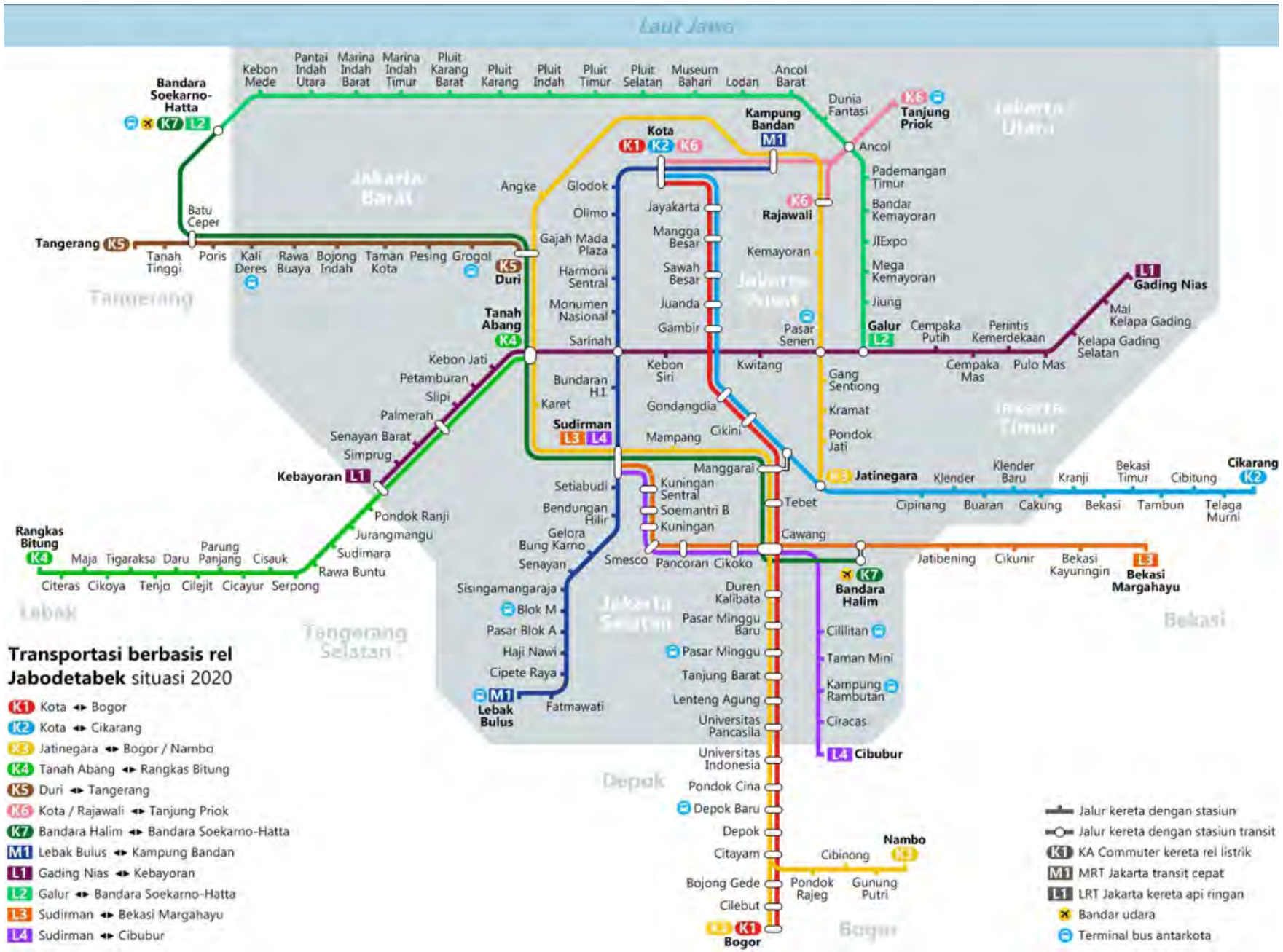
LRT CAWANG-BEKASI

RENCANA AEROMOVEL

EKSPANSI
KRL Jabodetabek sampai Cikarang
Sistem ticketing & operasional makin optimal
Terintegrasi antar moda

Sumber : Data KAI 2017

PETA JARINGAN KRL



6 SELLING POINT

FASILITAS

FASILITAS GEDUNG :

Kolam renang
Kolam anak
Taman bermain anak
Gym
Jogging track
Area komersil
Thematic sky garden
Pedestrian
Fire escape lift
Alfresco café
Halte bus
Jalur sepeda

FASILITAS SEKITAR :

KRL (Stasiun Bekasi)
Pasar modern
Mal & pusat hiburan
Stadion olahraga
Pusat pemerintahan
Rumah sakit
Sekolah & universitas
Pusat bisnis
Area perkantoran

FASILITAS KHUSUS

ALFRESCO CAFE

COMMERCIAL AREA

FIRE ESCAPE LIFT

7 SELLING POINT

URBANO APPS

URBANO APPS / Urbano Applications adalah sebuah aplikasi pintar yang dihadirkan oleh Tamansari Urbano, URBANO APPS bertujuan mempermudah kebutuhan penghuni apartemen. Aplikasi ini menawarkan berbagai fitur yang praktis dan efisien untuk kebutuhan anda, diantaranya: pemesanan makanan, jasa kurir, perawatan unit, Rental Management, aktifitas pembayaran online dan lain-lain.

"URBANO APPS merupakan Applikasi pintar yang memudahkan anda dalam melakukan segala aktifitas dan kebutuhan sehari - hari."

8 SELLING POINT

RENTAL MANAGEMENT

9 SELLING POINT

DEVELOPER & KONTRAKTOR

DEVELOPER :

PATRALAND

PATRAJASA

Subsidiary by PERTAMINA

10 SELLING POINT

PENGHARGAAN

W I N N I N G A W A R D

MOST FAVOURED AFFORDABLE APARTMENT IN BEKASI
2016

GREEN TRANSPORTATION APARTMENT
2016

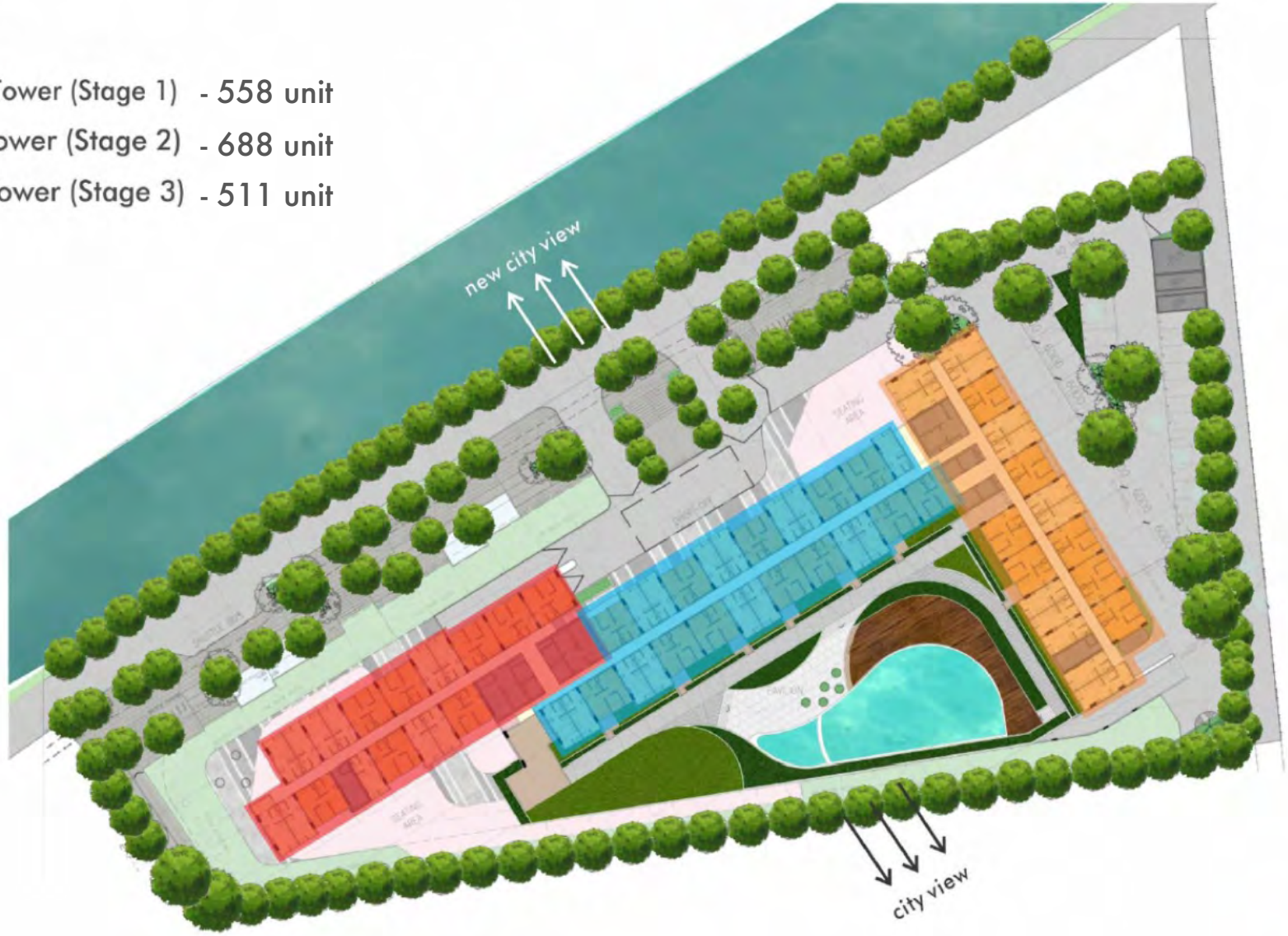
THE PROSPECTIVE DEVELOPMENT IN BEKASI
2017

THE FIRST APARTMENT WITH TOD CONCEPT IN BEKASI BY PATRA LAND
2018

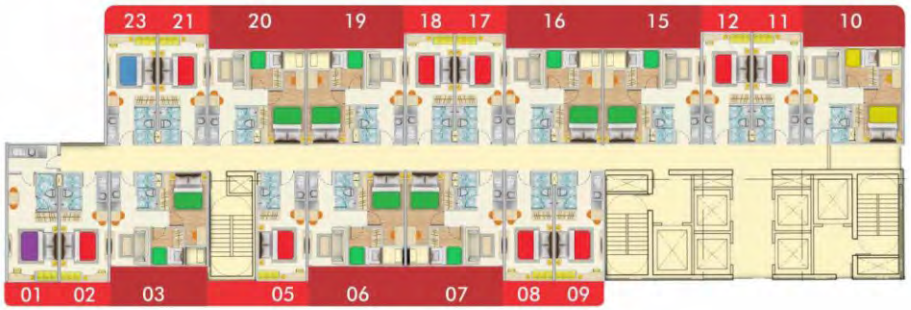
PENGEMBANGAN

SITE PLAN

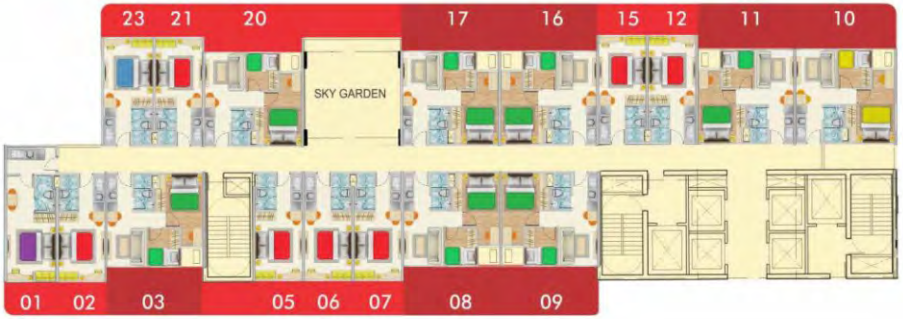
- West Tower (Stage 1) - 558 unit
- Mid Tower (Stage 2) - 688 unit
- East Tower (Stage 3) - 511 unit



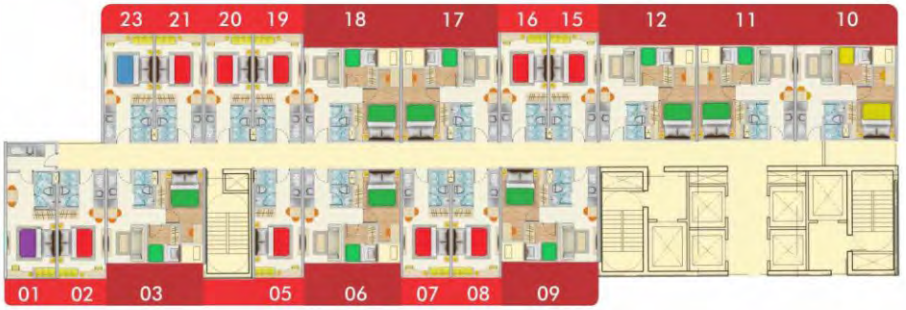
DENAH LANTAI - WEST TOWER



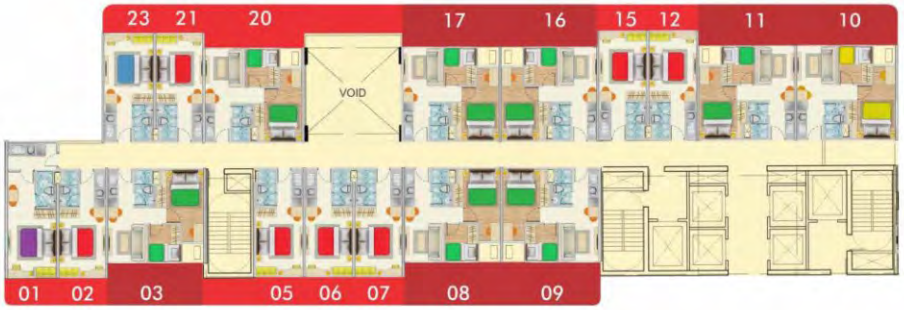
L1 - L2 - L3 - L11 - L12 - L15 - L23 - L25 - L26



L8



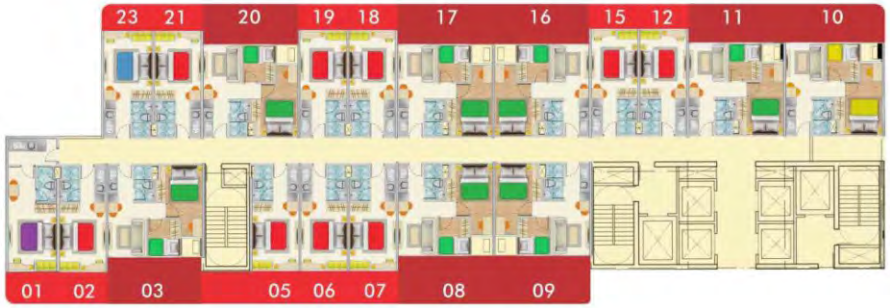
L5 - L6 - L7 - L16 - L17- L18 - L27 - L28 - L29



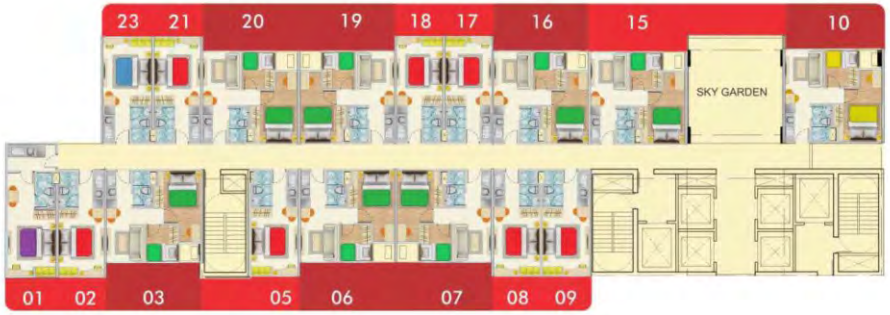
L9 - L10

STUDIO A
STUDIO B
1 BEDROOM
2 BEDROOM A
2 BEDROOM B

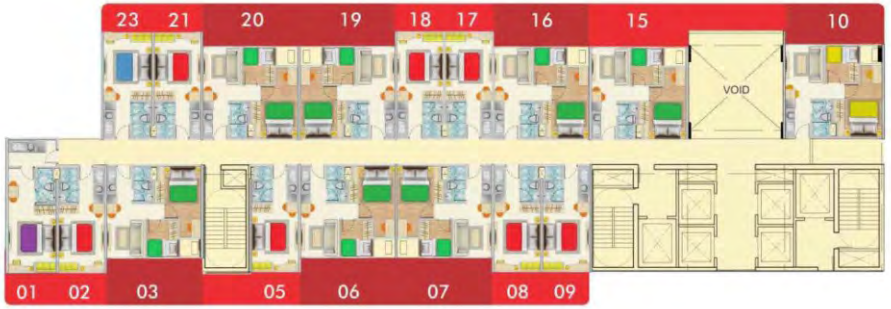
DENAH LANTAI - WEST TOWER



L19 - L20 - L21 - L30 - L31 - L32



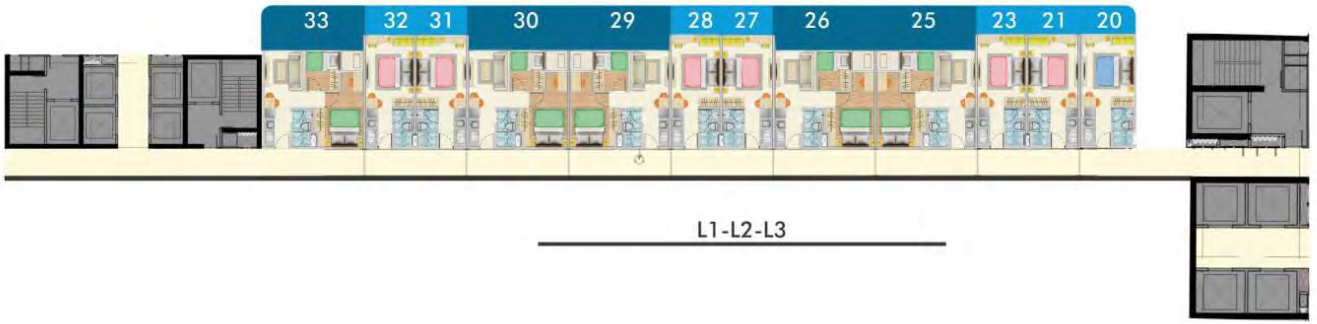
L33

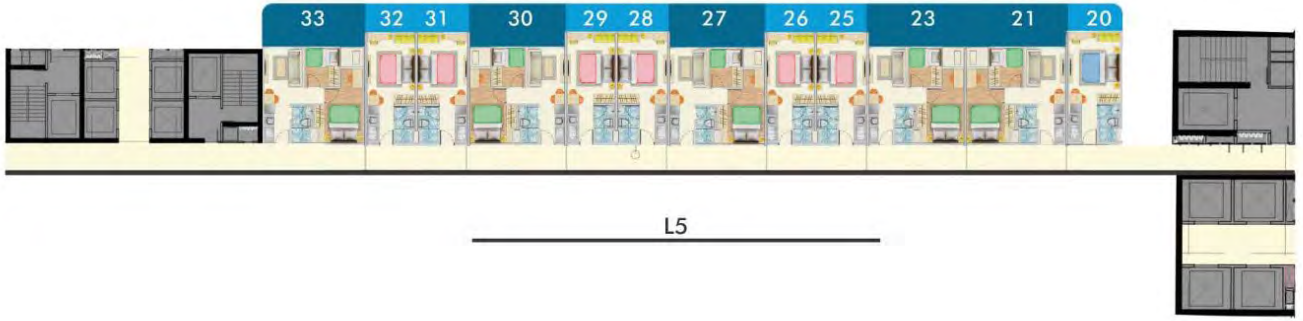


L35 - L36

STUDIO A
STUDIO B
1 BEDROOM
2 BEDROOM A
2 BEDROOM B

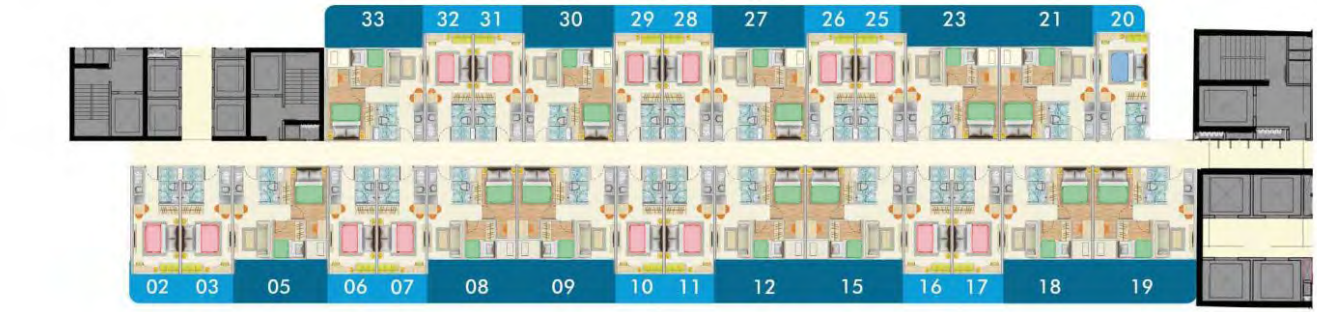
DENAH LANTAI - MID TOWER



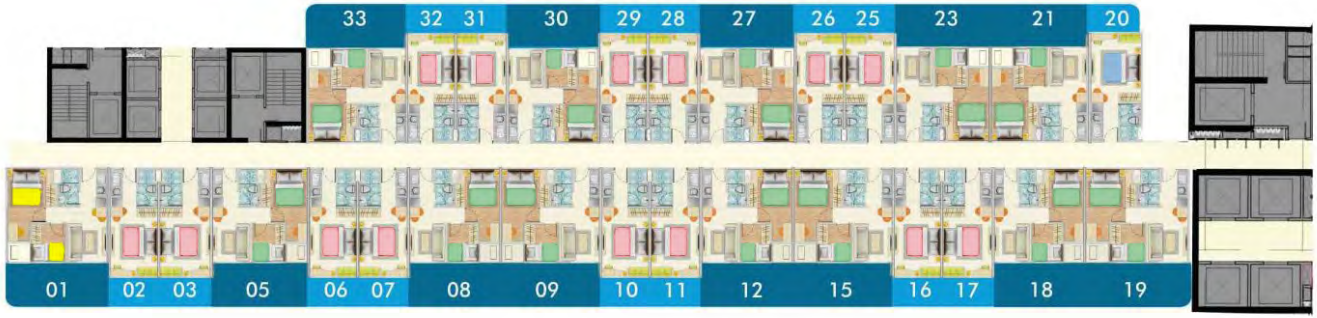


STUDIO A
STUDIO B
2 BEDROOM A
2 BEDROOM B

DENAH LANTAI - MID TOWER



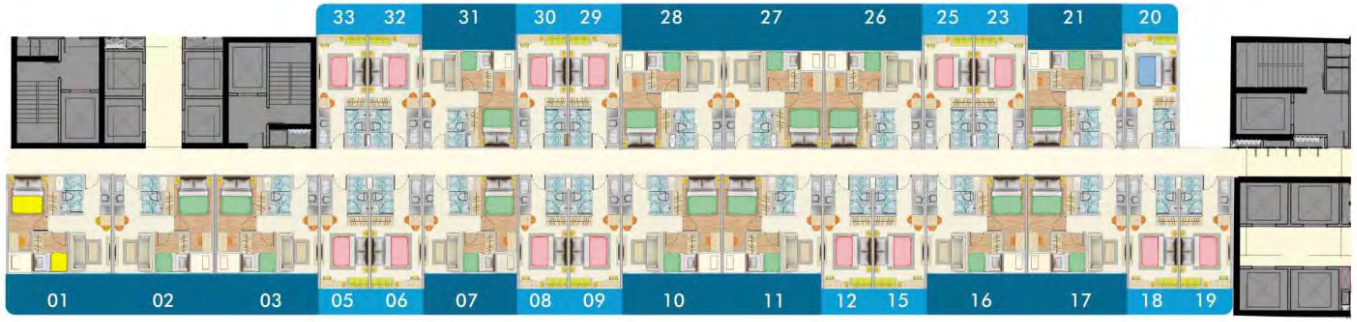
L6



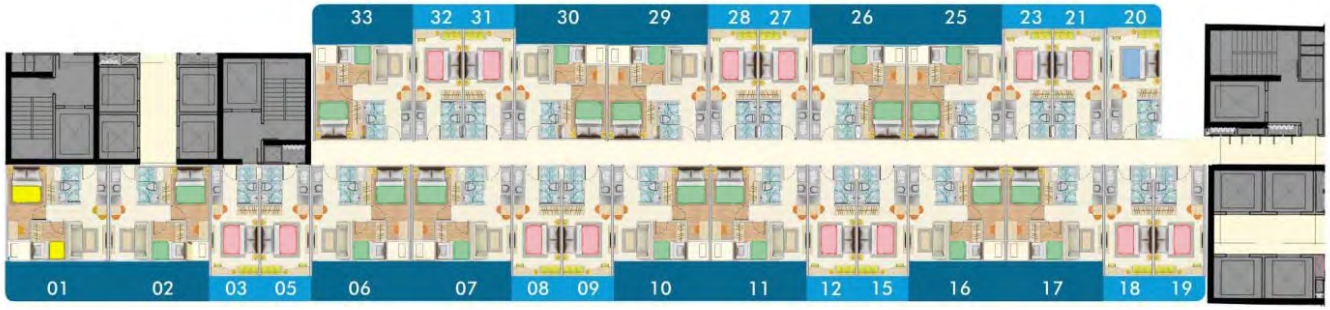
L7-L16-L17-L18-L27-28-L29

STUDIO A
STUDIO B
2 BEDROOM A
2 BEDROOM B

DENAH LANTAI - MID TOWER



L8-L9-L10-L30-L31-L32

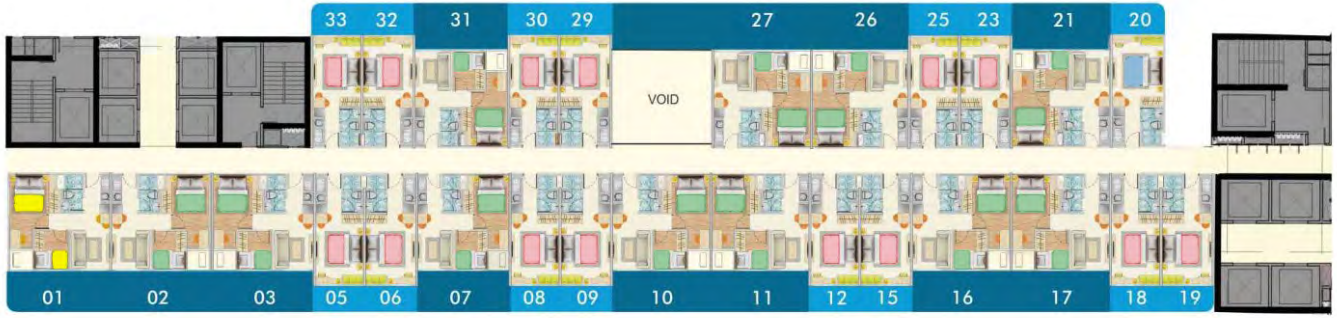


L11-L12-L15-L23-L25-L26

STUDIO A
STUDIO B
2 BEDROOM A
2 BEDROOM B

DENAH LANTAI - MID TOWER

L19



L20-L21

STUDIO A
STUDIO B
2 BEDROOM A
2 BEDROOM B

DENAH LANTAI EAST TOWER

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 1, 2, 3

STUDIO A

STUDIO B

2 BEDROOM A

2 BEDROOM B

New City View

Pool & City View

DENAH TIPIKAL APARTMENT
LANTAI 5

STUDIO A

STUDIO B

2 BEDROOM A

2 BEDROOM B

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 6

STUDIO A | STUDIO B | 2 BEDROOM A | 2 BEDROOM B | 2 BEDROOM C

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 7 16 17 18

STUDIO A | STUDIO B | 2 BEDROOM A | 1 BEDROOM A | 2 BEDROOM B | 2 BEDROOM D

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 8 9 10 19 20 21

STUDIO A

STUDIO B

2 BEDROOM A

1 BEDROOM A

2 BEDROOM B

2 BEDROOM D

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 11

STUDIO A

STUDIO B

2 BEDROOM A

1 BEDROOM A

2 BEDROOM B

2 BEDROOM D

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 12 15

STUDIO A | STUDIO B | 2 BEDROOM A | 1 BEDROOM A | 2 BEDROOM D

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 23 25 26

STUDIO A | STUDIO B | 2 BEDROOM A | 1 BEDROOM A | 2 BEDROOM B | 2 BEDROOM D

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 27 28 29

STUDIO A | STUDIO B | 2 BEDROOM A | 1 BEDROOM A | 2 BEDROOM B | 1 BEDROOM B | STUDIO E

New City View

Pool & City View

DENAH TIPIKAL APARTMENT

LANTAI 30 31 32

STUDIO A | STUDIO B | 2 BEDROOM A | 1 BEDROOM A | 2 BEDROOM B | 1 BEDROOM B | STUDIO E

DENAH UNIT

Studio A
Net area 17,84
Semigross 21,41

Studio B
Net area 18,41
Semigross 22,09

DENAH UNIT

1 Bedroom
Net area 23,54
Semigross 28,25

DENAH UNIT

2 Bedroom A
Net area 31,28
Semigross 37,54

2 Bedroom B
Net area 31,75
Semigross 38,10

Pedestrian View

Commercial Area

Commercial Area

Sky Garden

Aerial View