



ASTERRA

B U S I N E S S P A R K

THE LIGHT
of SUCCESS
in BSD CITY



ASTERRA

The success of Eastvara has inspired the creation of Asterra

As Indonesia's first commercial compound spanning 48,000 sqm, Eastvara draws inspiration from the spirit of Asia, reflected through its rich elements of art, culture, creativity, and community.

Designed in collaboration with renowned **Thai architect Rachaporn Choochuey**, Eastvara is divided into four main zones: Family, Lifestyle, Community, and Sunset View.



EASTVARA
THE LIGHT OF ASIA

The first commercial shophouses in the West BSD area showcase a captivating architectural design that seamlessly blends semi-retro mid-century aesthetics with futuristic elements, resulting in an elegant and timeless appeal.

Managed by Two Leading and Experienced Companies



ASTERRA

BSD CITY

BSD is a rapidly growing city in Indonesia, as a perfect place for people to have a pleasant balance of life, learn, work, and play. It is surrounded by various well-designed essential facilities such as schools, universities, offices, and entertainment with international standards.

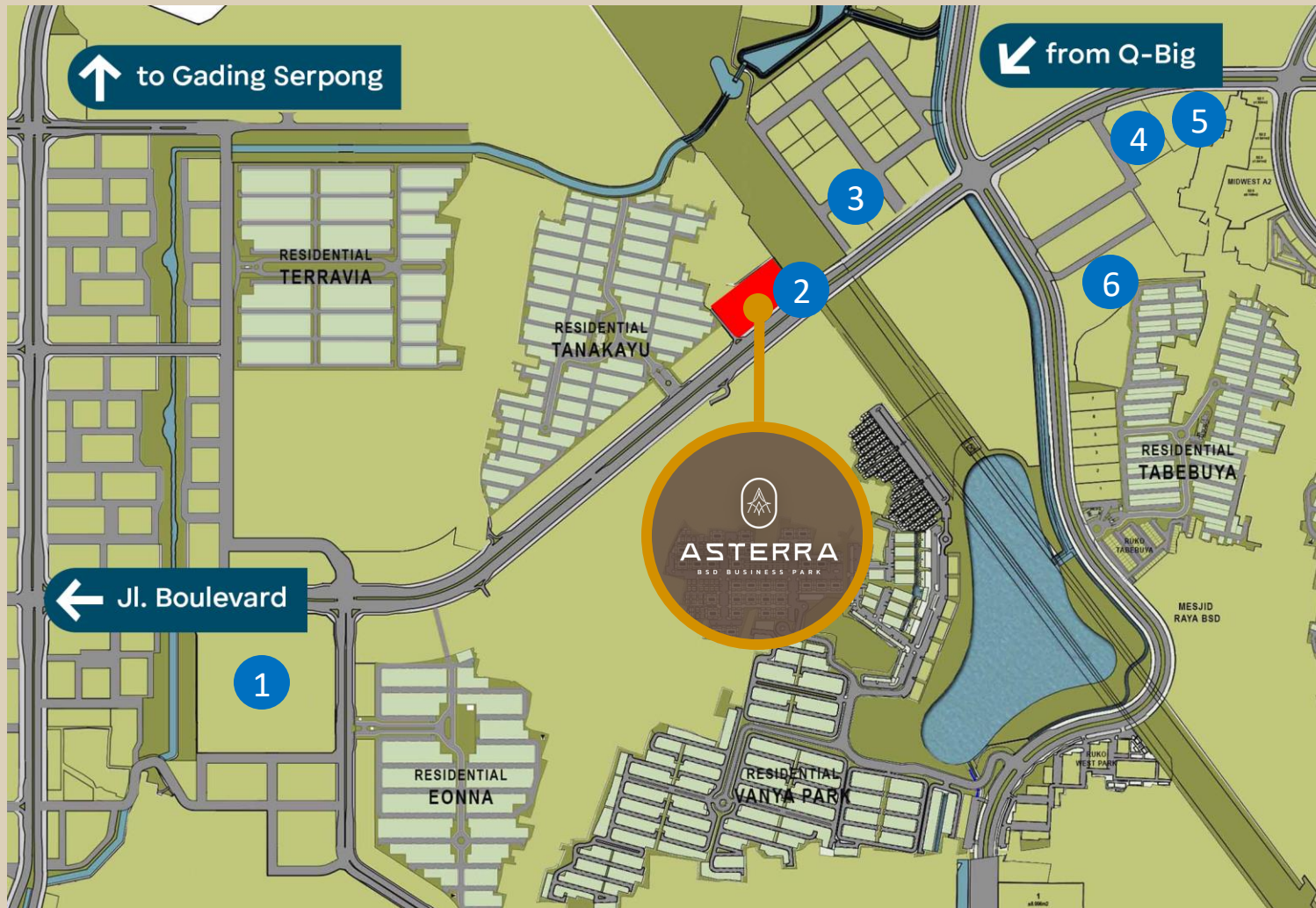
BSDCITY
Big City. Big Opportunity



Location & Accessibility



Highly Connected to Major Commercial Hubs and Key Destinations



1. Eastvara



2. bp Service Station



3. Genesis Global Community School



4. Grand Lucky Superstore



5. The Barn



6. RANS Nusantara Hebat





With a timeless concept elegantly fused with modern design and set in a prime location, Asterra presents a distinguished space for business owners to **STRENGTHEN** their businesses which harmoniously **SYNERGIZE** the dynamic environment of BSD City, leading to long-term **SUCCESS**.

welcome to

ASTERRA

BUSINESS PARK



Integrated Commercial Business Park
with Dynamic Environment in West BSD



Eastvara Mall

High End Residential

Cluster Tanakayu



Future
Development

Genesis Global
Community School

Prestigious Location

Strategically located next to the bp Service Station, with easy access to Eastvara, residential areas, schools, and other daily essentials.



High Visibility on
Main Road ROW 50

Cluster Tanakayu

GrandLucky

ROW 50

Future
Development

Next to bp Service Station



ASTERRA BUSINESS PARK

Asterra Business Park is supported by strong international investment.

bp, one of the world's largest energy companies with over 17,000 global sales points under the bp Group brand, plays a key role in Asterra's development.

With this support, Asterra reinforces its solid foundation and global credibility as a trusted business environment.



CONCEPT DESIGN



ASTERRA

The Timeless Combination of MID-CENTURY SEMI-RETRO AND FUTURISTIC CONCEPTS

By combining nostalgic mid-century design with modern futuristic elements, this concept offers timeless architecture that remains relevant across eras and reduces renovation needs.

Its versatility caters to various business fields, making it an ideal choice for entrepreneurs seeking a sustainable and dynamic environment.

MID-CENTURY SEMI-RETRO AND FUTURISTIC CONCEPT DESIGN



ASTERRA BUSINESS PARK



MID-CENTURY
SEMI-RETRO AND
FUTURISTIC
CONCEPT DESIGN

ASTERRA BUSINESS PARK

Unit Type



Studio Loft



Studio Loft
Corner Type



Shophouse
Standard Type



Shophouse Corner
Type





Studio Loft
6 x 13 m



ASTERRA BUSINESS PARK

Shophouse 4.5 x 10 m



Shophouse
4.5 x 10 m



ASTERRA BUSINESS PARK



1. Double Layer Parking Area
2. Two-way Driveway
3. Next to bp Service Station
4. Facing Main Road ROW 50
5. Lift

ASTERRA BUSINESS PARK

ROOF FLOOR
+15.70

3.600

3RD FLOOR
+12.10

3.800

2ND FLOOR
+8.30

3.800

1ST FLOOR
+4.50

4.500

GROUND FLOOR
±0.00



Side View Studio Loft

11.000

BANGUNAN

2.000

TERAS

13.000

UNIT STUDIO LOFT

5.000

AREA PARKIR

6.000

JALAN 2 ARAH

5.000

AREA PARKIR



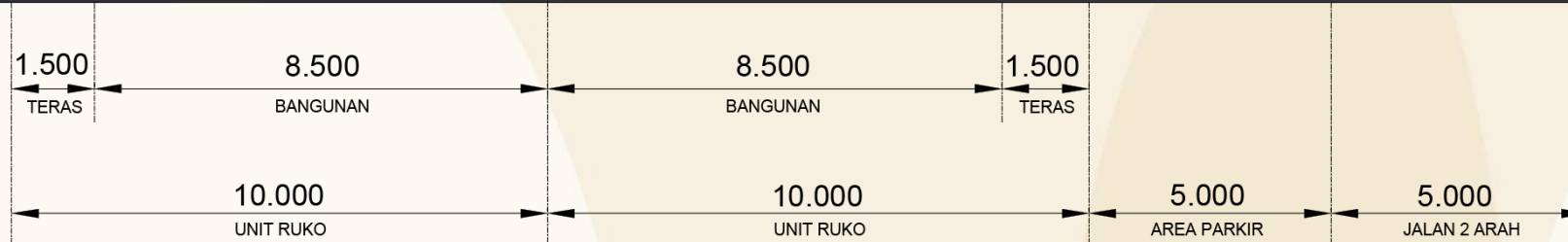
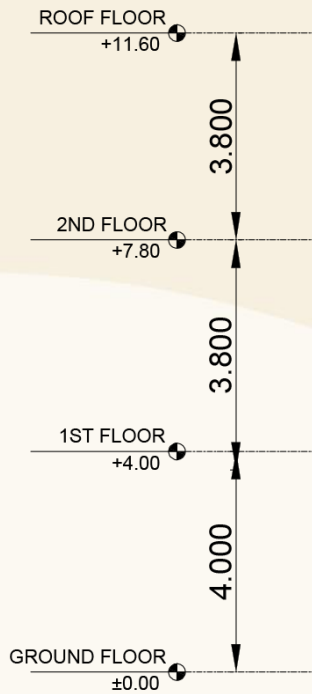
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*Two-way Driveway
ROW 16*



Side View Shophouse



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DESIGN INTERIOR IDEAS



ASTERRA



book DUO
p with Dual OLED Touch Display

Distinguished Location
for Business Prosperity

ASTERRA BUSINESS PARK



Where Every Detail Reflects
Your Ambition



A Sophisticated Space for
Business and Leisure



ASTERRA BUSINESS PARK

Versatile Spaces Ideal for Diverse Business Ventures



Beauty Clinic



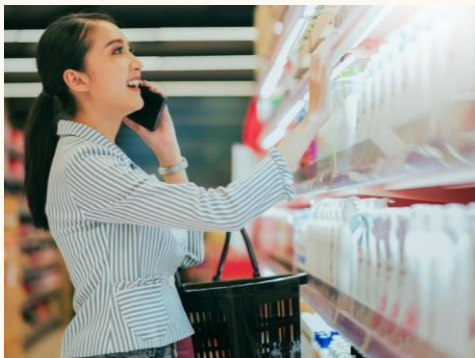
Restaurant & Cafe



Office



Boutique



Grocery



Artisan Bakery



Learning Center



Dentist

AND MANY MORE



ASTERRA BUSINESS PARK

SITE PLAN



ASTERRA

Joined Tenants

Asterra Business Park



SPBU BP



WAKE CUP

-  Studio Loft Corner 6x13m
-  Studio Loft Std 6x13m
-  Studio Loft Corner 6x13m +Var
-  Shophouse Corner 4.5x10m
-  Shophouse Std 4.5x10m
-  Shophouse Corner 4.5x10m + Var
-  Shophouse Std 4.5x10m+Var



ASTERRA BUSINESS PARK



BLOCK PLAN



ASTERRA

Block A

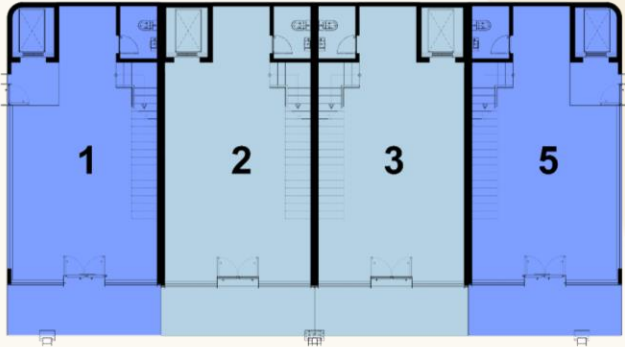


A/1 Type B A/2 Type A A/3 Type A A/5 Type B

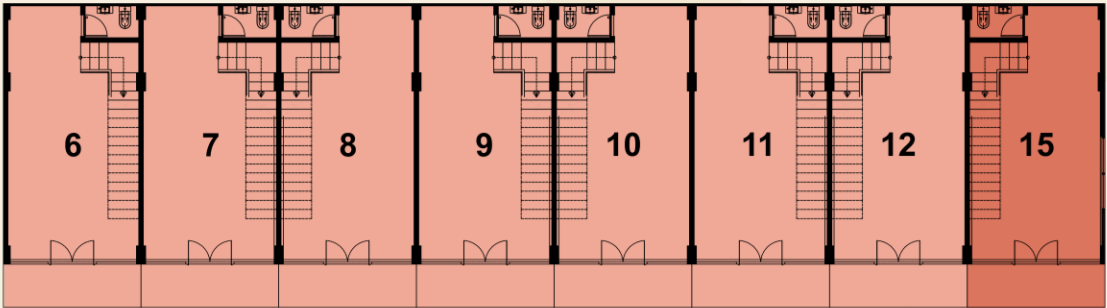


A/6 Type C A/7 Type C A/8 Type C A/9 Type C A/10 Type C A/11 Type C A/12 Type C A/15 Type D

Block A – Studio Loft



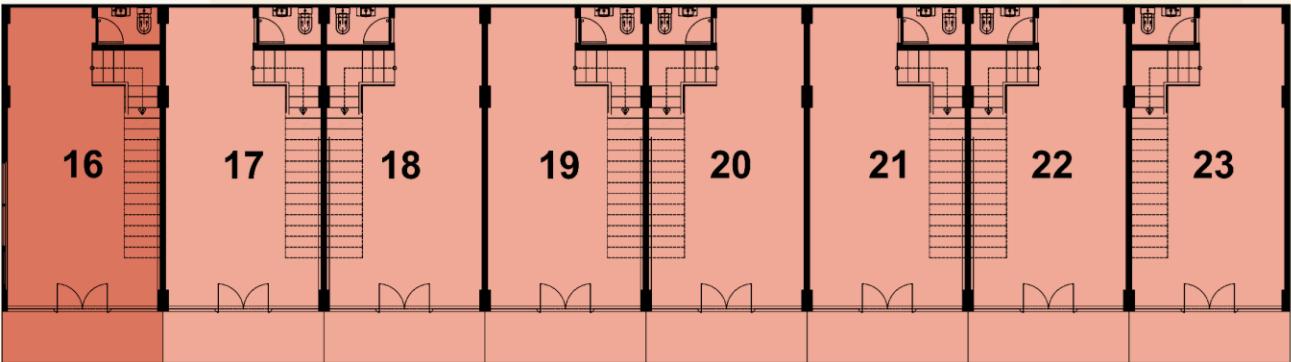
Block A – Shophouse



Block A



Block A - Shophouse



Block B



B/1
Type B

B/2
Type A

B/3
Type A

B/5
Type B



B/6
Type A

B/7
Type A

B/8
Type A

B/9
Type A

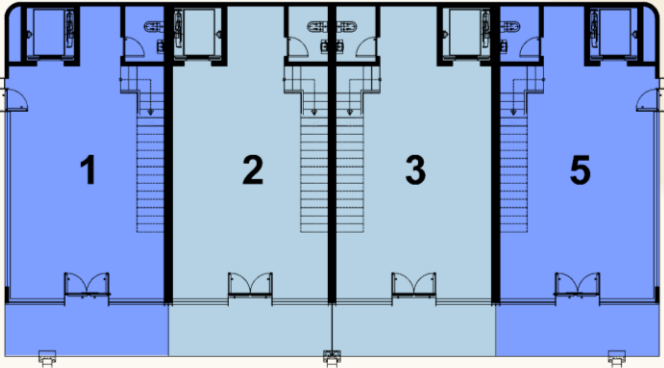
B/10
Type A

B/11
Type A

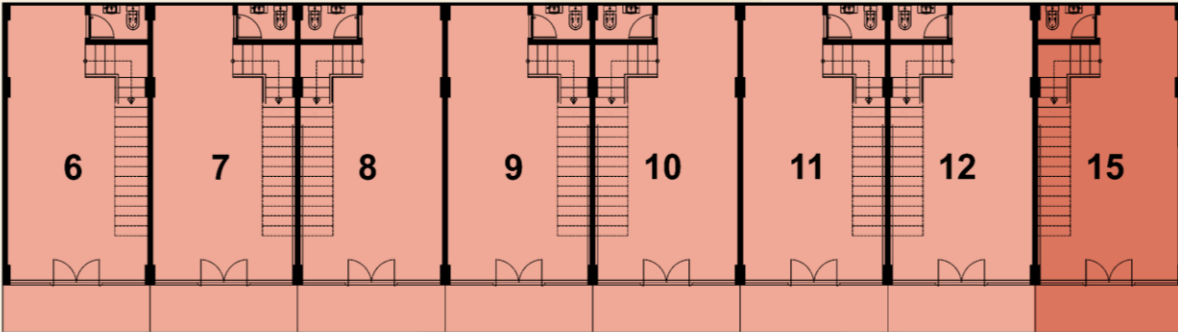
B/12
Type A

B/15
Type B

Block B – Studio Loft



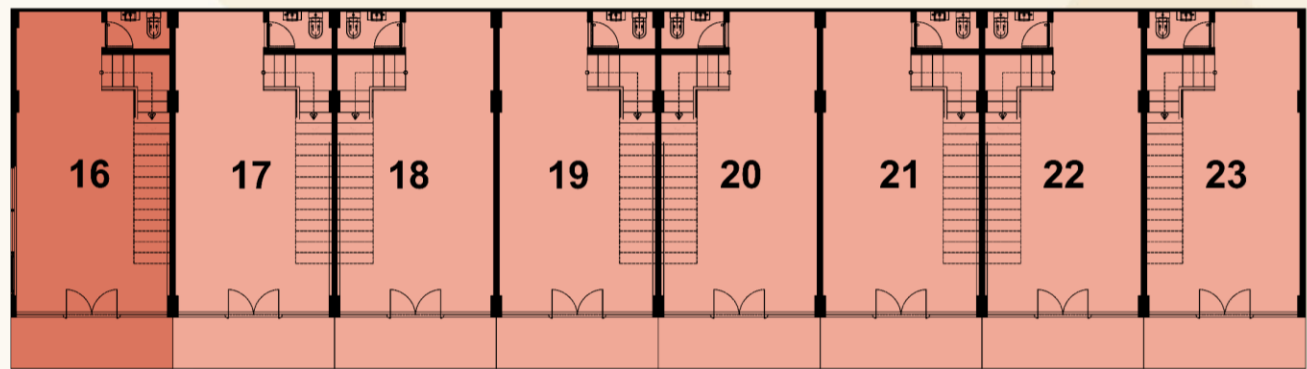
Block B – Shophouse



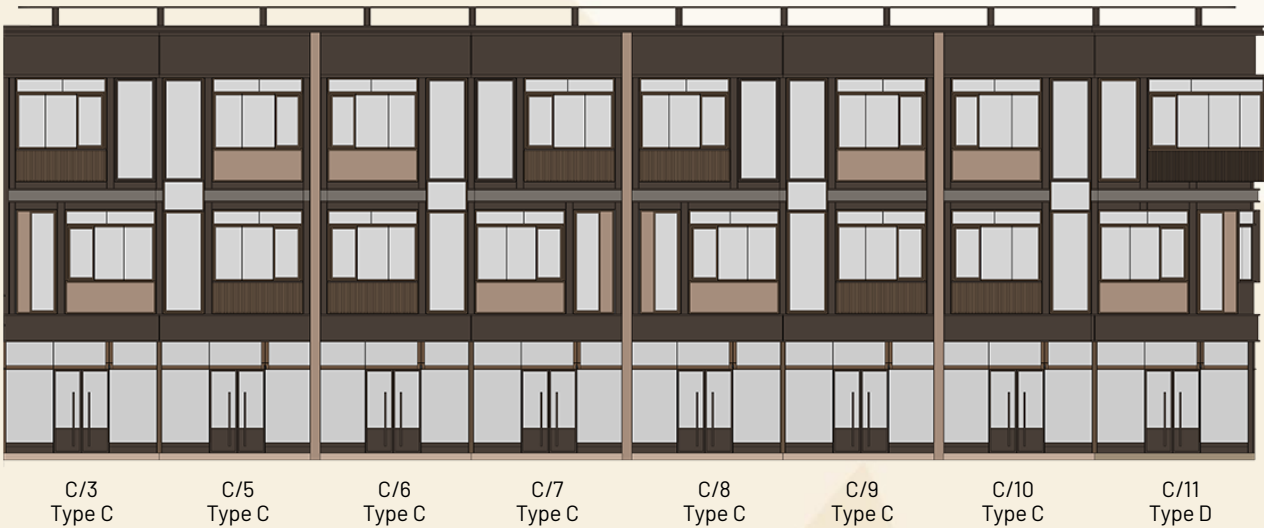
Block B



Block B - Shophouse



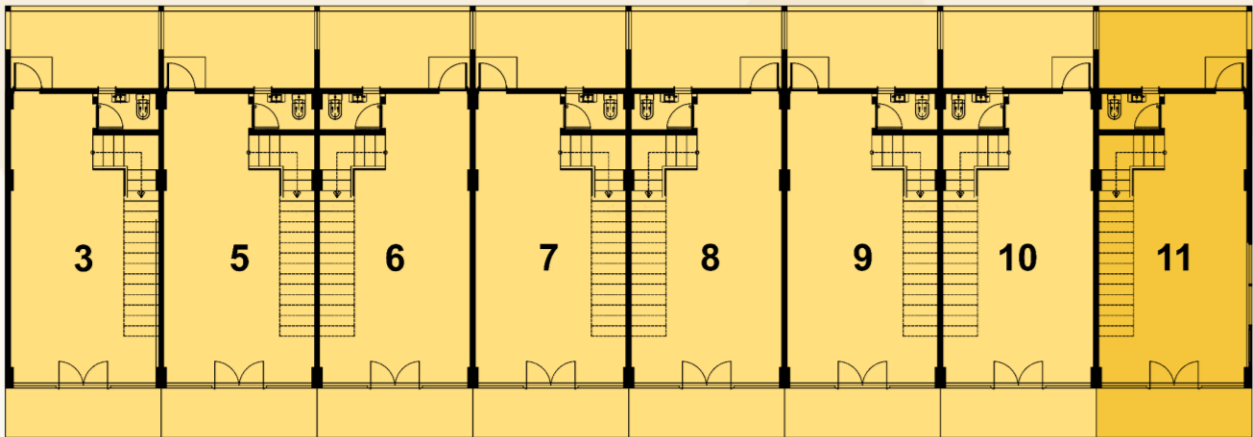
Block C



Block C - Studio Loft



Block C - Shophouse



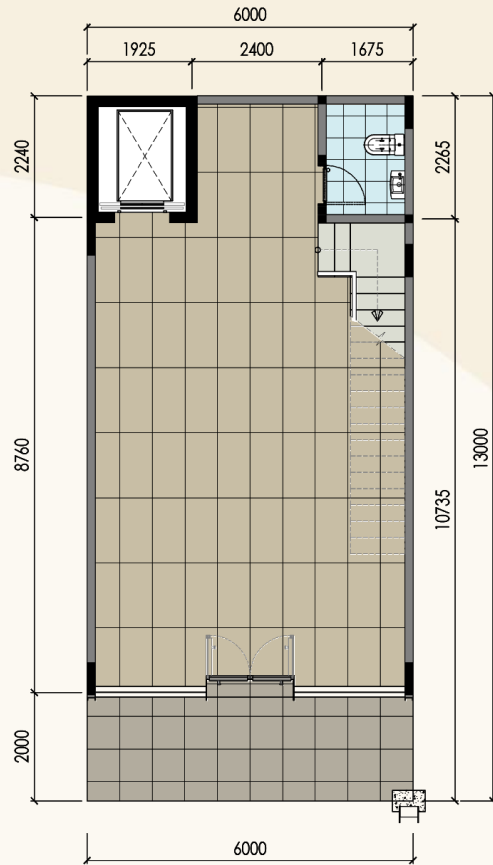
FLOOR PLAN



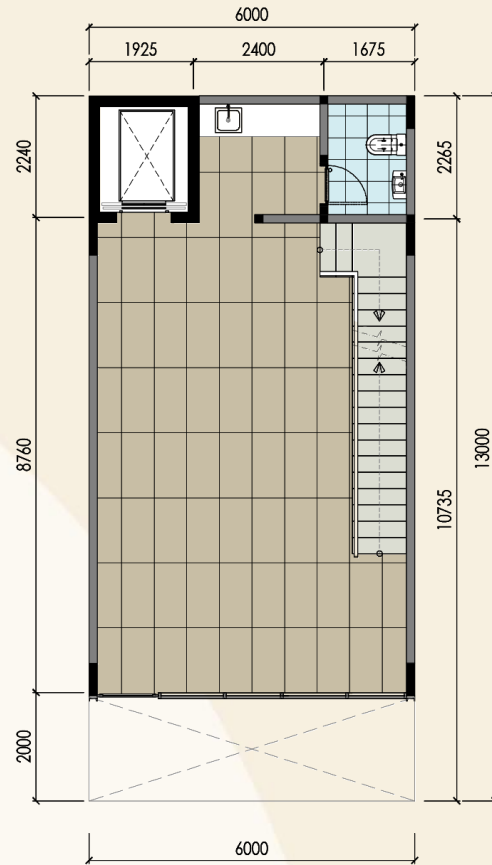
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Studio Loft – Type A

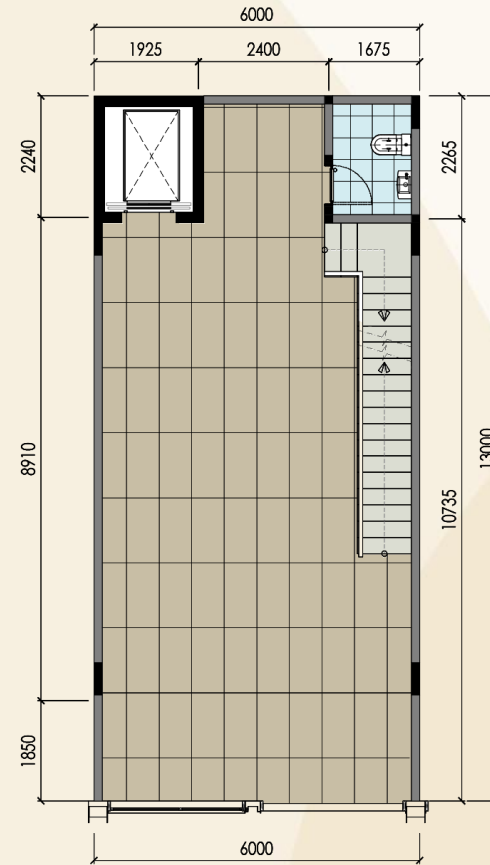
Std – 6x13m



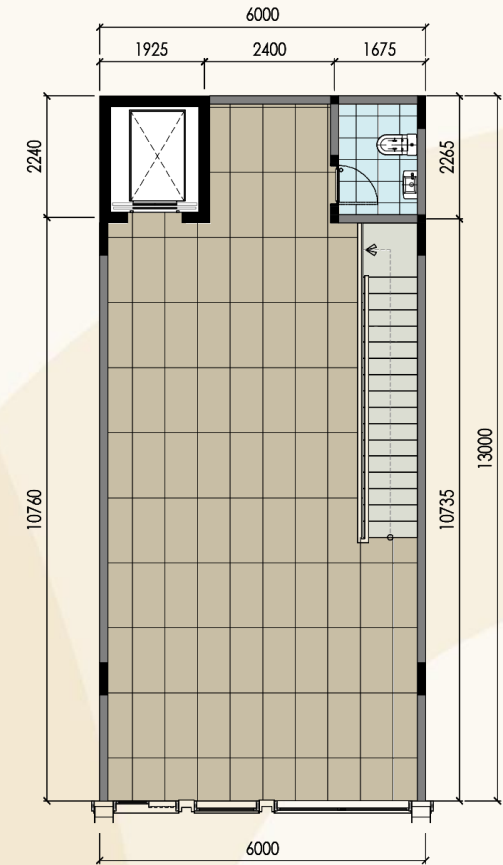
Ground Floor



1st Floor



2nd Floor

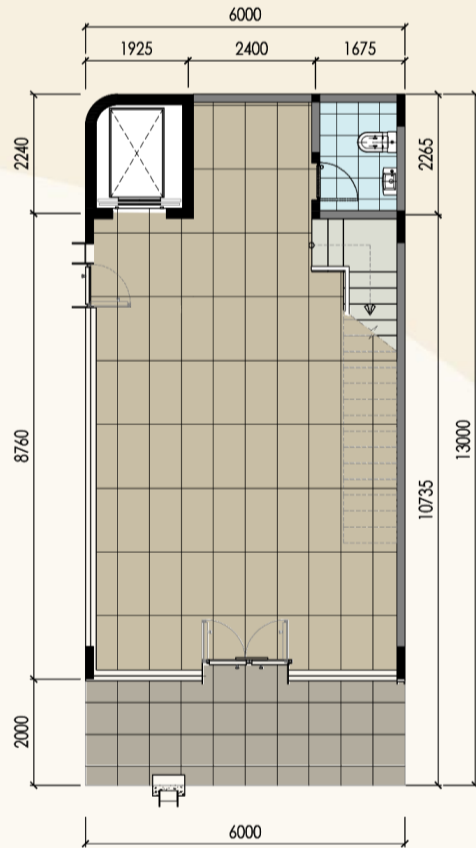


3rd Floor

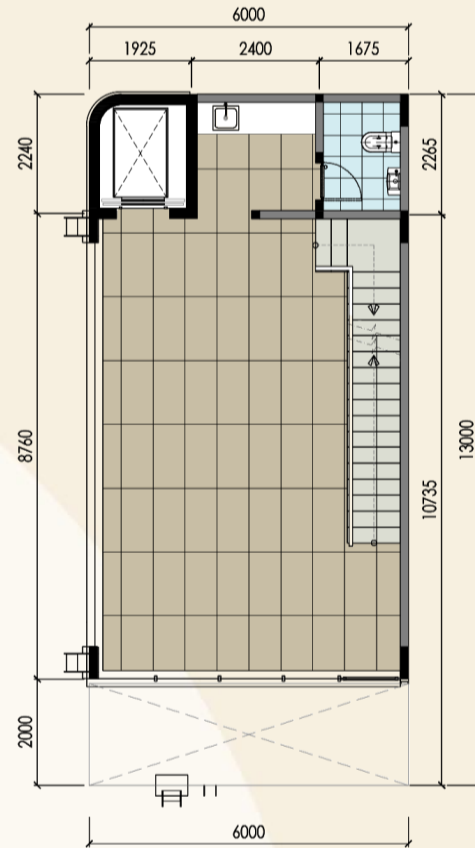


Studio Loft – Type B

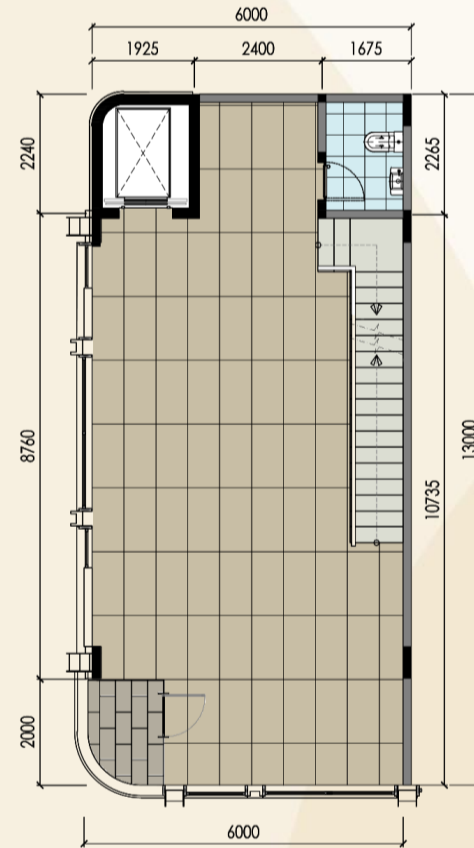
Corner – 6x13m



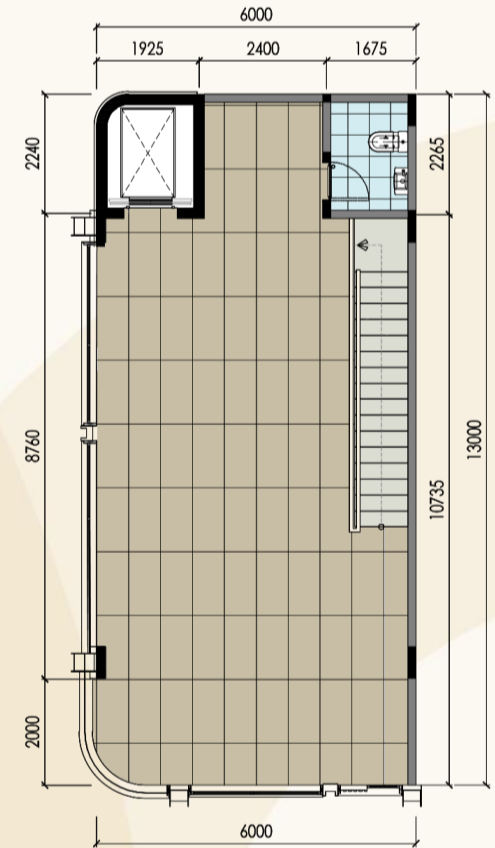
Ground Floor



1st Floor



2nd Floor

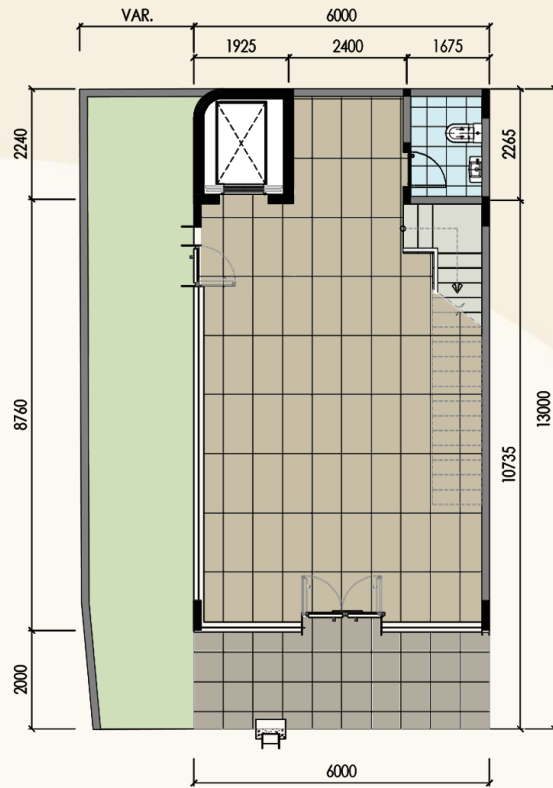


3rd Floor

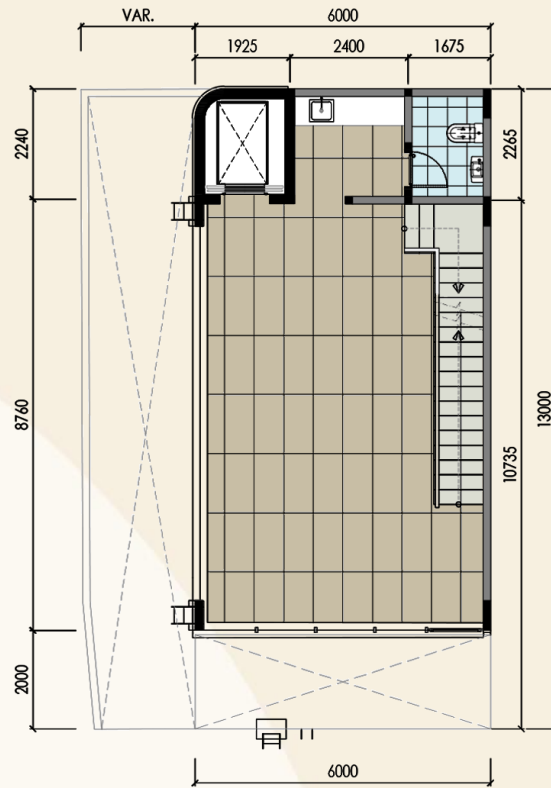


Studio Loft – Type B +IRR

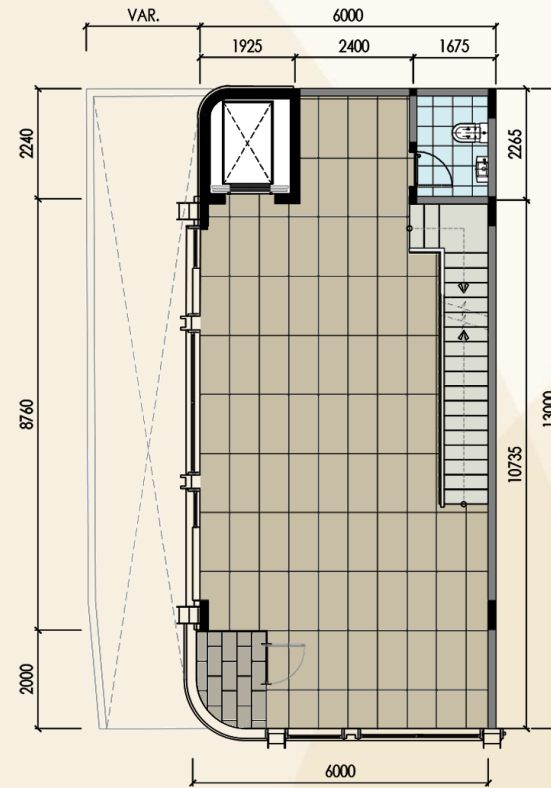
Corner – 6x13m + Var



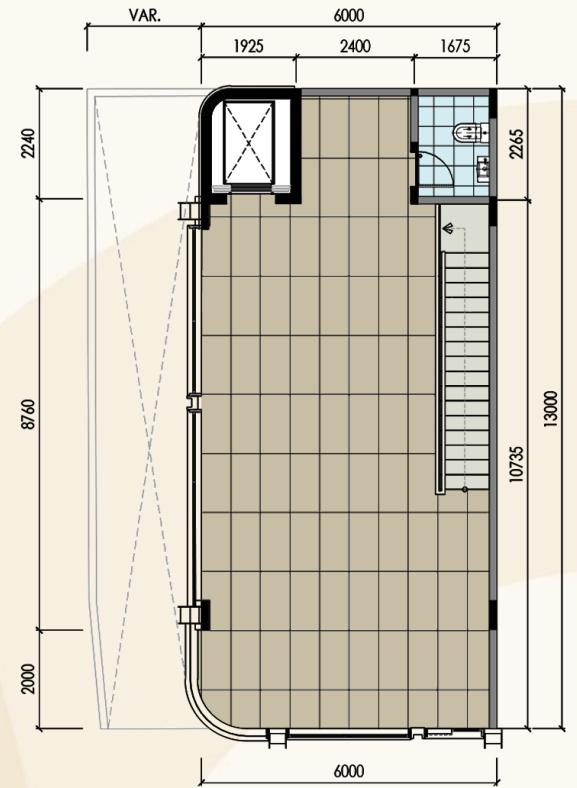
Ground Floor



1st Floor



2nd Floor

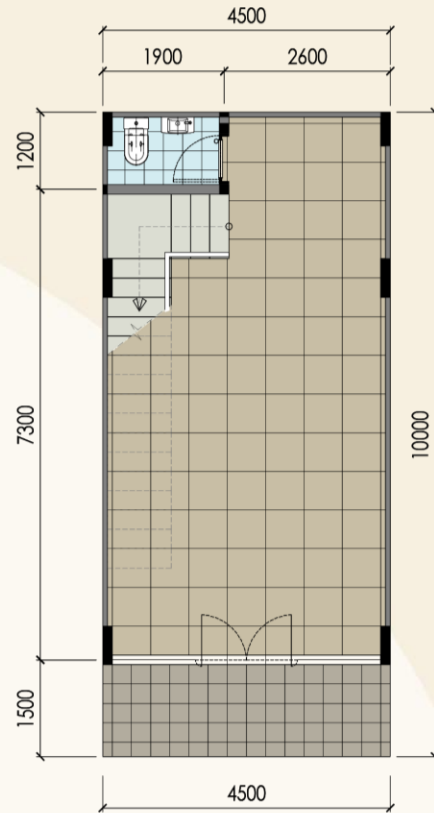


3rd Floor

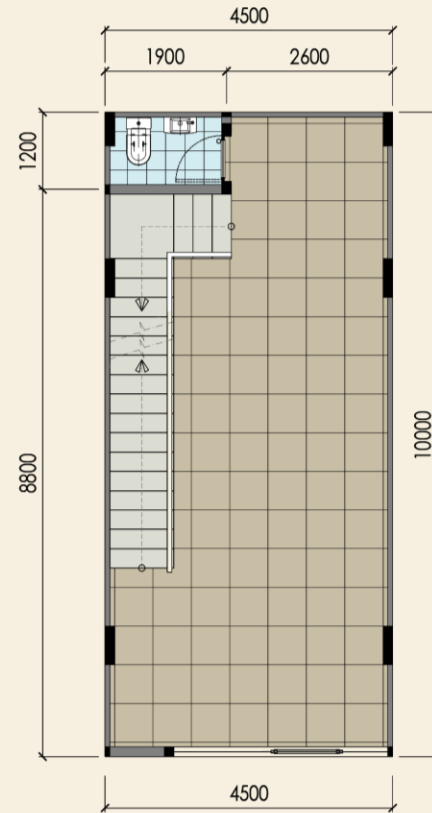


Shophouse – Type C

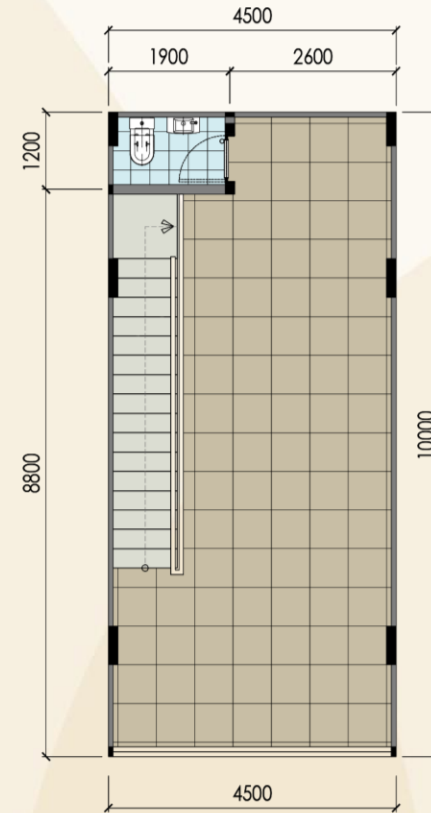
Std – 4.5x10m



Ground Floor



1st Floor

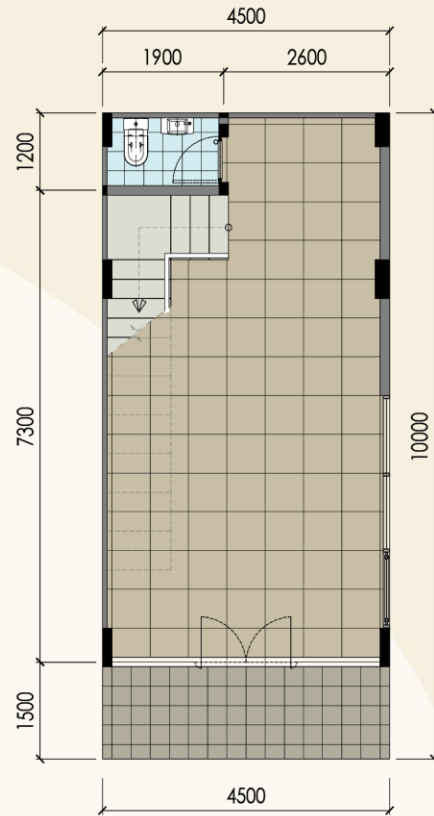


2nd Floor

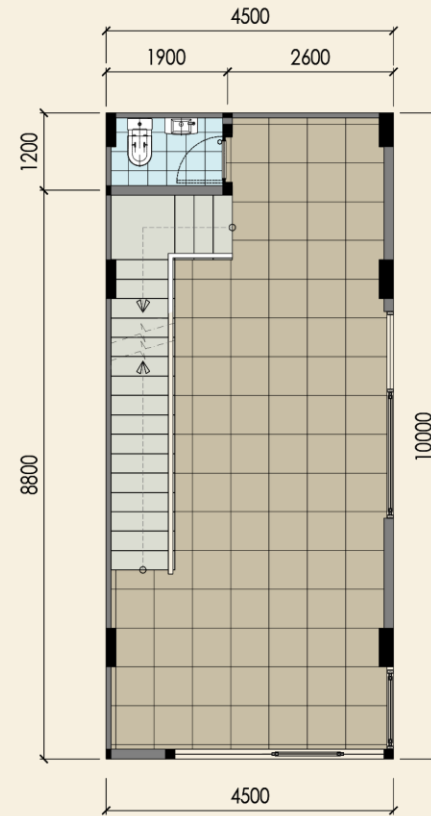


Shophouse – Type D

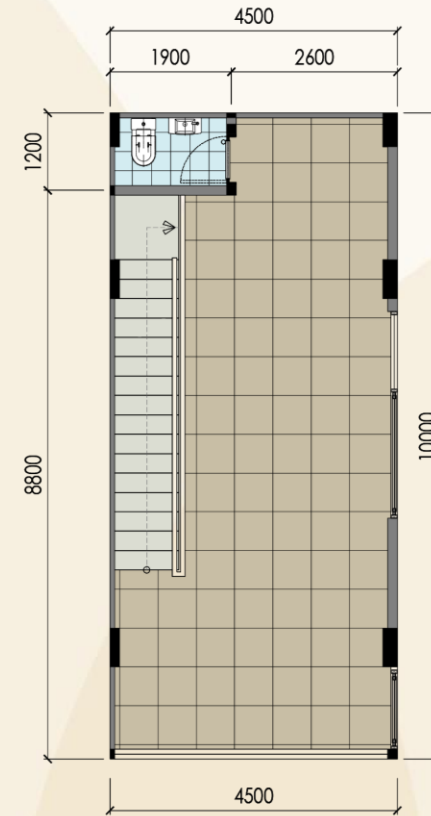
Corner – 4.5x10m



Ground Floor



1st Floor

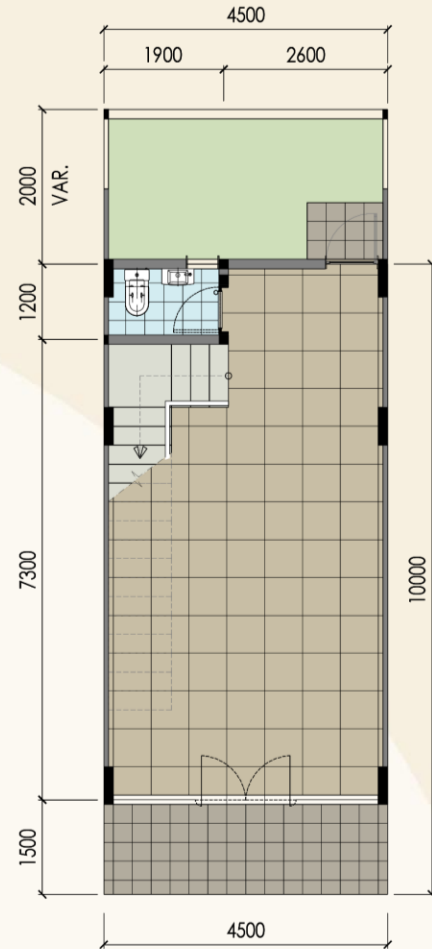


2nd Floor

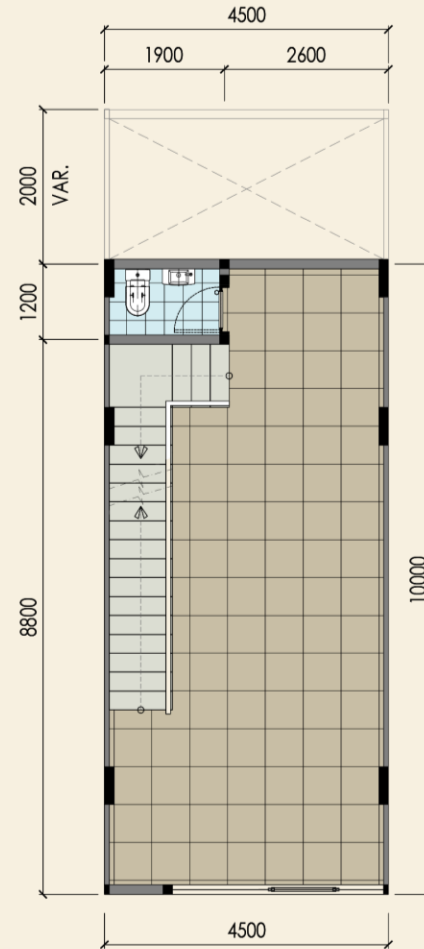


Shophouse – Type C

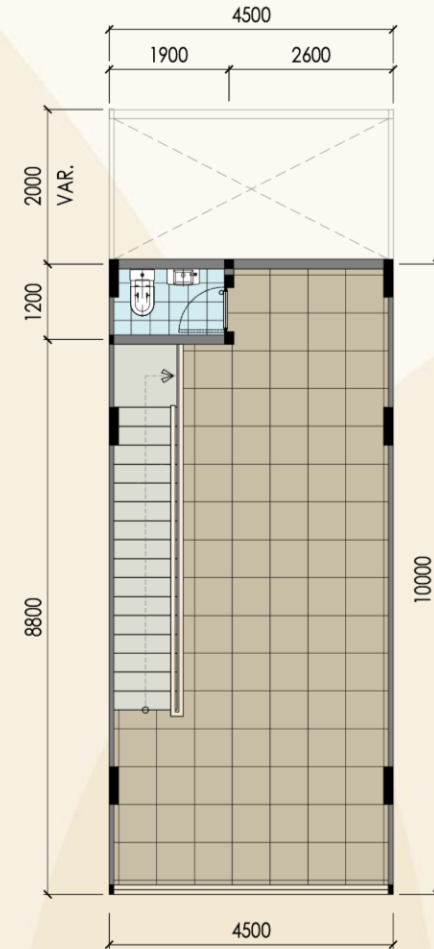
Std – 4.5x12m



Ground Floor



1st Floor

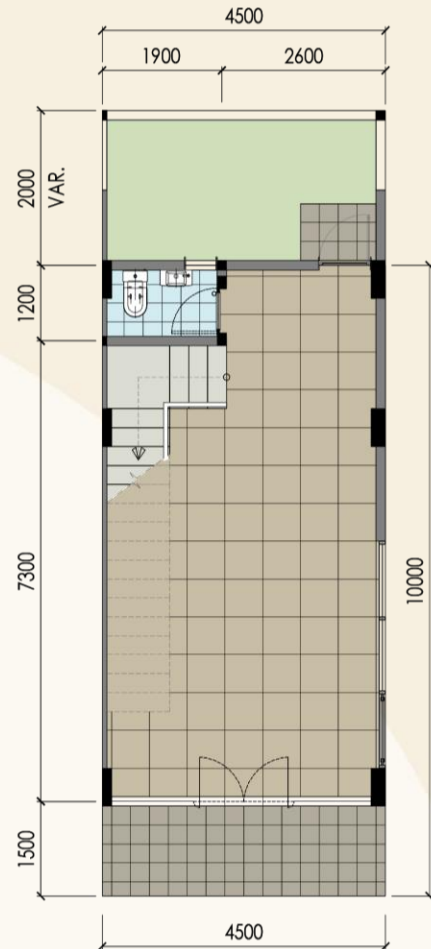


2nd Floor

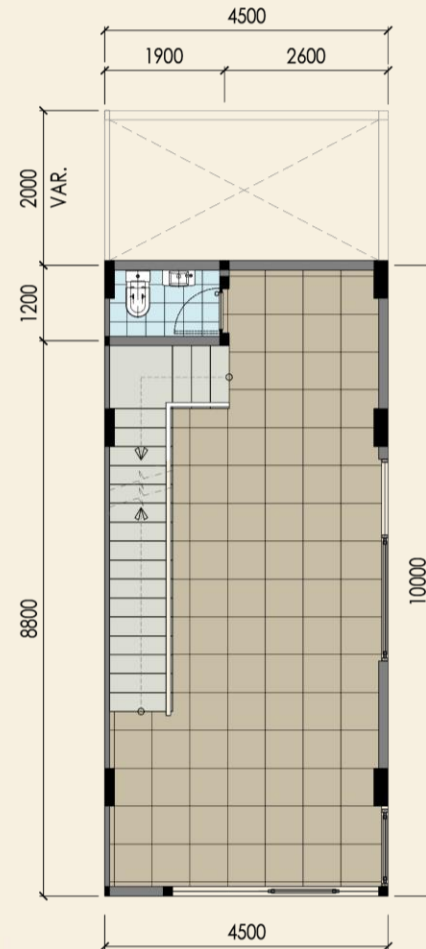


Shophouse – Type D

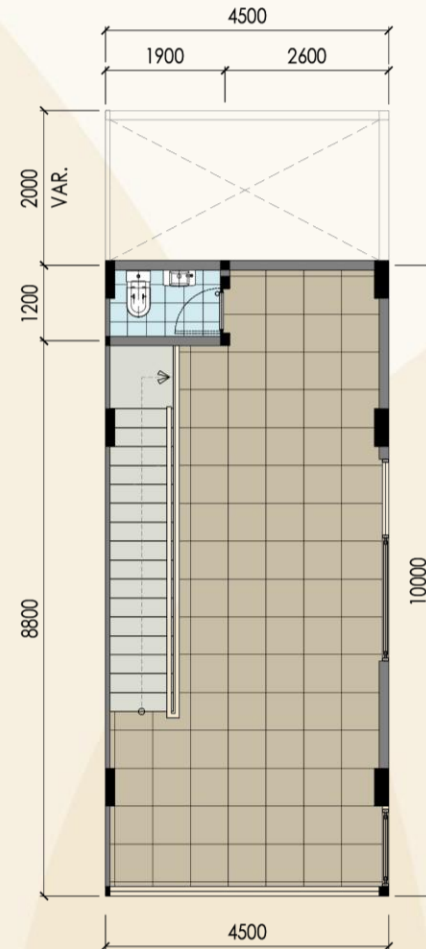
Corner – 4.5x12m



Ground Floor



1st Floor



2nd Floor



Building Specifications*

Foundation

Mini Pile / Bored Pile

Main Structure

Reinforced Concrete

Wall

Brick / Aerated Autoclaved Concrete
(AAC) with Plaster and paint

Flooring

Terrace : Non-slip Homogeneous Tile
Indoor Area : Homogeneous Tile
Toilet : Non-slip Homogeneous Tile

Ceiling

Gypsum Board

Roof

Corrugated Zincalume with light-weight steel
structure

Door & Window

Main Entrance Door : Aluminium Frame With Glass
Window : Aluminium Frame With Glass

Facade

Aluminium Composite Panel,
Artificial Stone / Homogeneous Tile
Plaster Wall with Paint

Sanitary

American Standard / Equivalent

Electricity

13.200 VA (Studio Loft)
3.500 VA (Shophouse)

Elevator

Provided for Studio Loft Type 6mx13m
Capacity 6 person

Internet

Fiber Optic

Water Supply

PAM

Telephone

1 Line

*Specification and material can change without any further notice

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Key Summary

- Strategic Location
- Timeless Architecture
- Facing Boulevard ROW 50
- Next to bp Service Station
- Surrounded by Residential
- Various Type
- Two-way Driveway
- Multiple Signage Spot
- Easy Access
- Surrounded by Various Commercials



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ASTERRA BUSINESS PARK



DEVELOPED BY



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