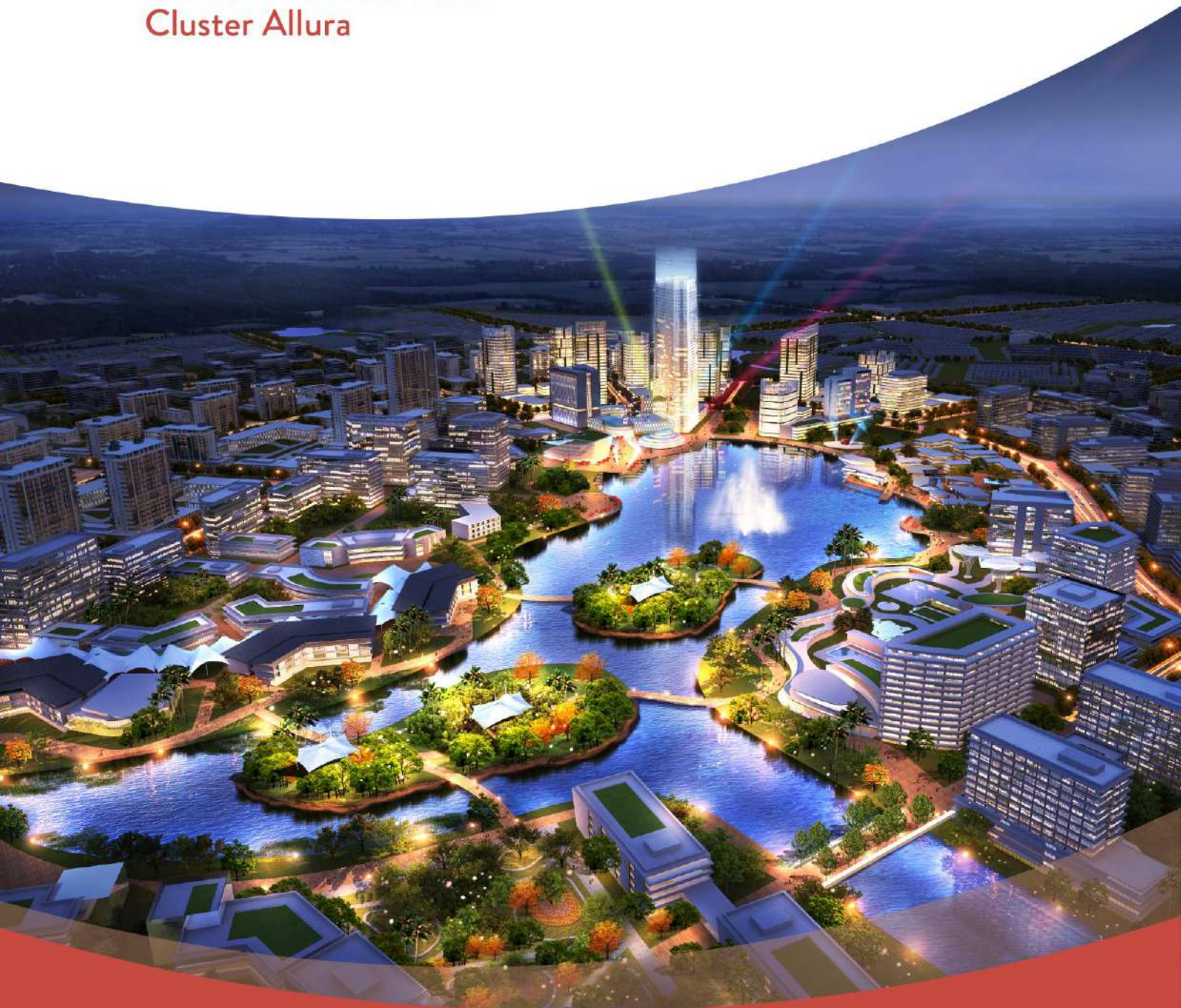




# Sales Handbook

## Cluster Allura



# CITY CONCEPT



## GATEWAY

- ✓ MRT STATION
- ✓ DIRECT TOLL ACCESS

## CBD

- ✓ 5 STAR HOTEL
- ✓ UNIVERSITY
- ✓ NATIONAL SCHOOL
- ✓ SHOPPING MALL
- ✓ GRADE A OFFICE

## ECO BUSINESS PARK

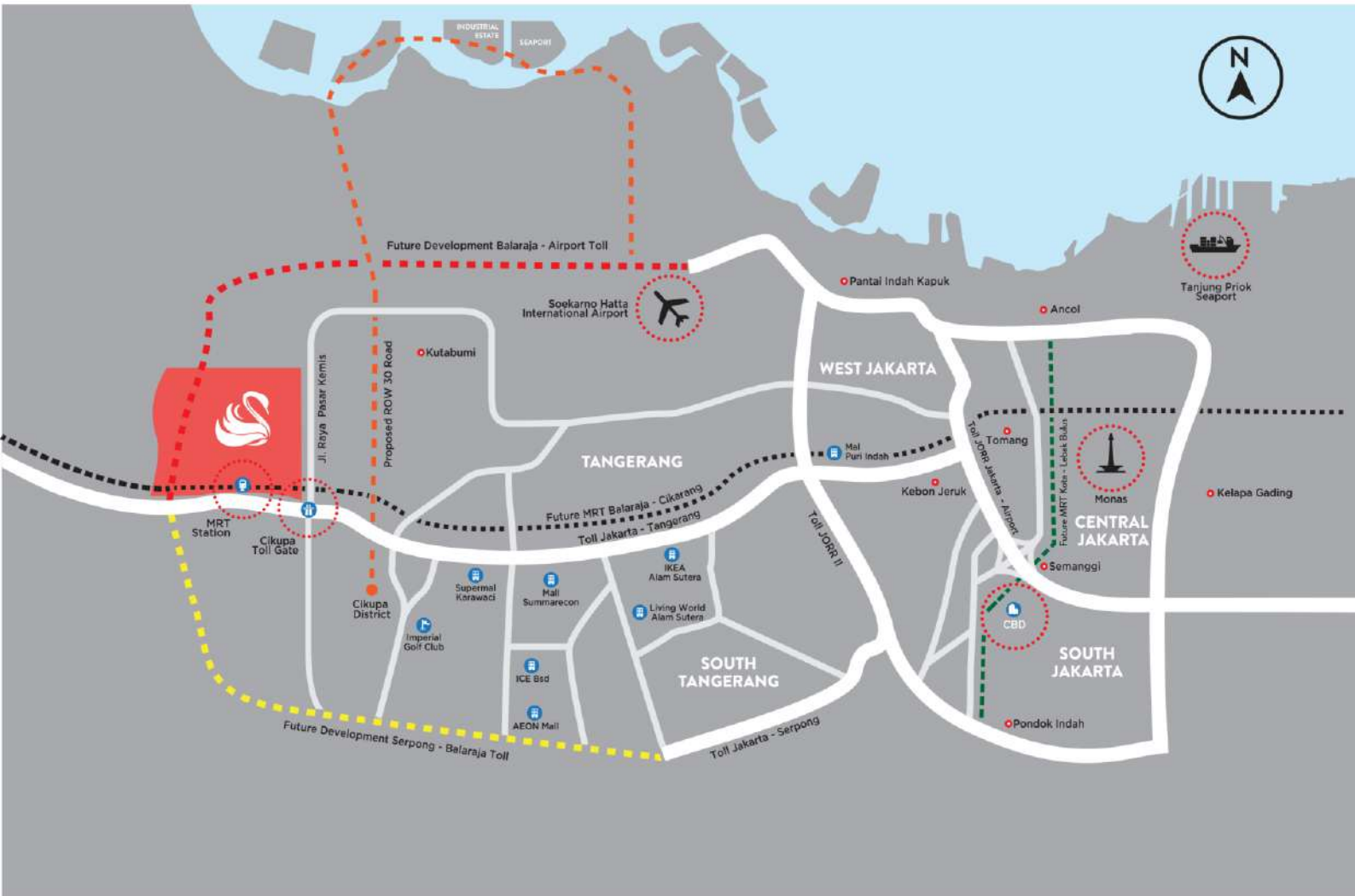
- ✓ SCIENCE INDUSTRY
- ✓ TECHNOLOGY INDUSTRY
- ✓ CREATIVE INDUSTRY

# GATEWAY

 MRT STATION

 DIRECT TOLL ACCESS





- Future Development Serpong - Balaraja Toll
- Future Development Balaraja - Airport Toll
- Proposed ROW 30 Road

- Future MRT Bala Raja - Cikarang
- Future MRT Kota - Lebak Bulus



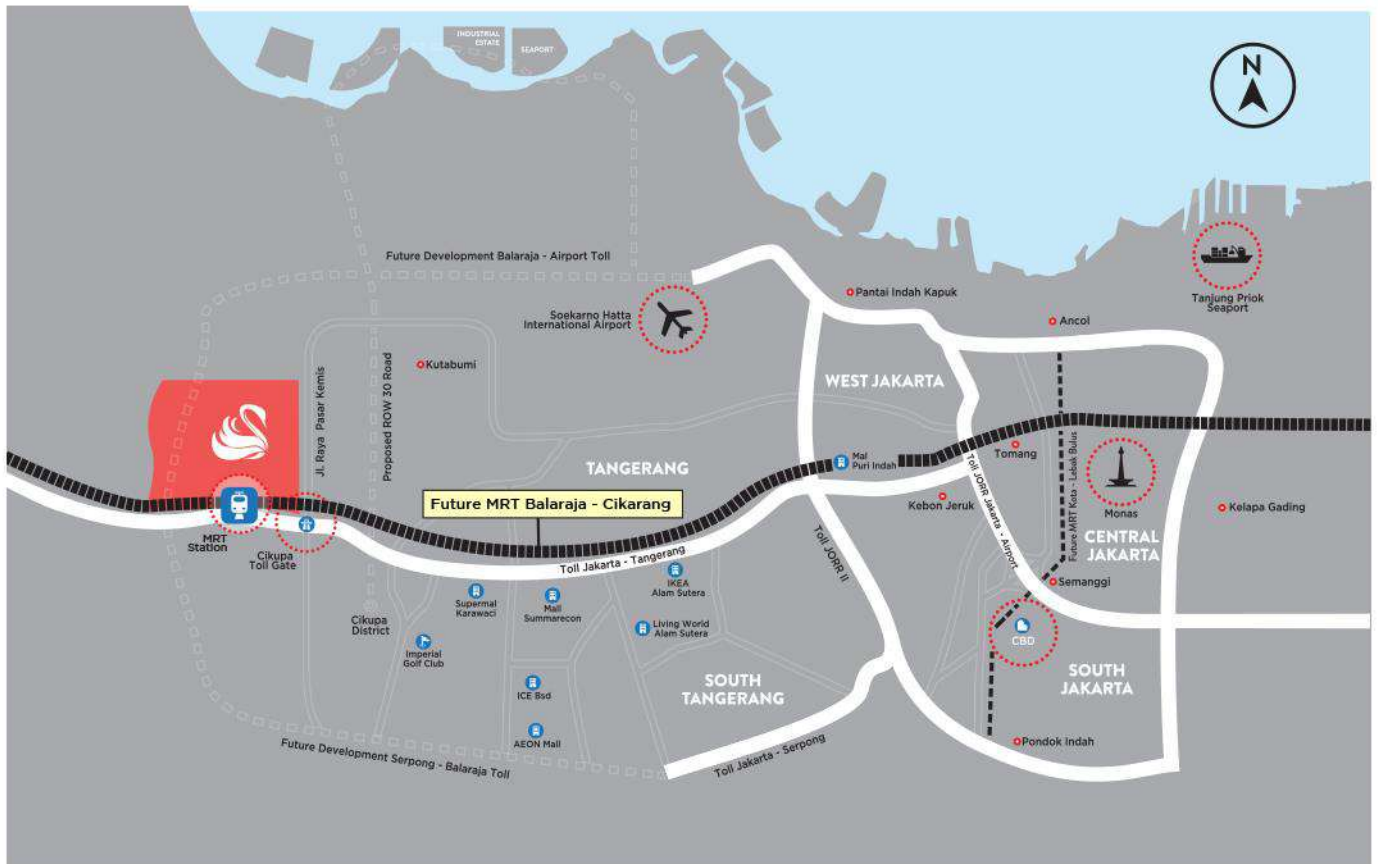




# FUTURE DEVELOPMENT



MRT Balaraja - Cikarang



# FUTURE DEVELOPMENT



Toll Balaraja - Airport





# FUTURE DEVELOPMENT



Toll Serpong - Balaraja



Future Development Serpong - Balaraja Toll

## MRT Cikarang-Balaraja Sepanjang 87 Km Segera Dibangun



Salah satu lokasi pembangunan MRT di kawasan Cikarang. (Sindonews.com)



# Pemerintah berencana buat Tol Balaraja-Bandara Soekarno Hatta

Senin, 12 Desember 2016 09:04

Reporter : [Mitra Ramadhan](#)





## Properti / Berita

# Konsorsium Tiga Perusahaan Siap Bangun Tol Serpong-Balaraja

Minggu, 18 Desember 2016 | 13:00 WIB



# CBD



5 STAR HOTEL



UNIVERSITY



NATIONAL SCHOOL



SHOPPING MALL



GRADE A OFFICE









**5 Stars Hotel**



**University & National School**





**Shopping Mall**



**Grade A Office**

# ECO BUSINESS PARK

 SCIENCE INDUSTRY

 TECHNOLOGY INDUSTRY

 CREATIVE INDUSTRY







ELLEGANCE CALL TO HOME







A return to  
**better living**

**60 HA** is located in the future heartbeat of Tangerang and is going to be the new upcoming city for almost half of million families with the elegance to call home concept, here we proudly introducing you, **LAVON**.

**LAVON** will brings an extraordinary adventures for every single individual in everyday life. An exciting city activity supported by the main eco green corridor surrounds the area, the club house with premium facilities, the retail arcade with the best view and location, the easy direct toll gate to reach the Greater Jakarta, the future toll and MRT development that creates **LAVON** as the main transit hub in Tangerang.





### Strategic Location

Situated in prime area, 1 km from exit toll Cikupa, with easy access toll to Serpong, Jakarta, direct access toll to Soekarno Hatta International airport, and also MRT hub. It shows the access to everywhere is as easy as what everyone wants.



### Premium Specifications

Lavon shows its dedication to customer where satisfaction is number one. We provide premium specification for Lavon materials. Materials have been chosen carefully with best quality with international standard. With this chosen materials, endurance and durability of all materials can be trusted.



### Eco Corridor

Introducing eco corridor lifestyle that has been designed carefully for customers to enjoy your neighborhood. What is eco corridor? It differ the road in several section so anyone can enjoy to use the road. It differ into: main road section, which can be use as main transportation access, service access and bicycle way where you can enjoy riding bike without worries of any motor vehicles.

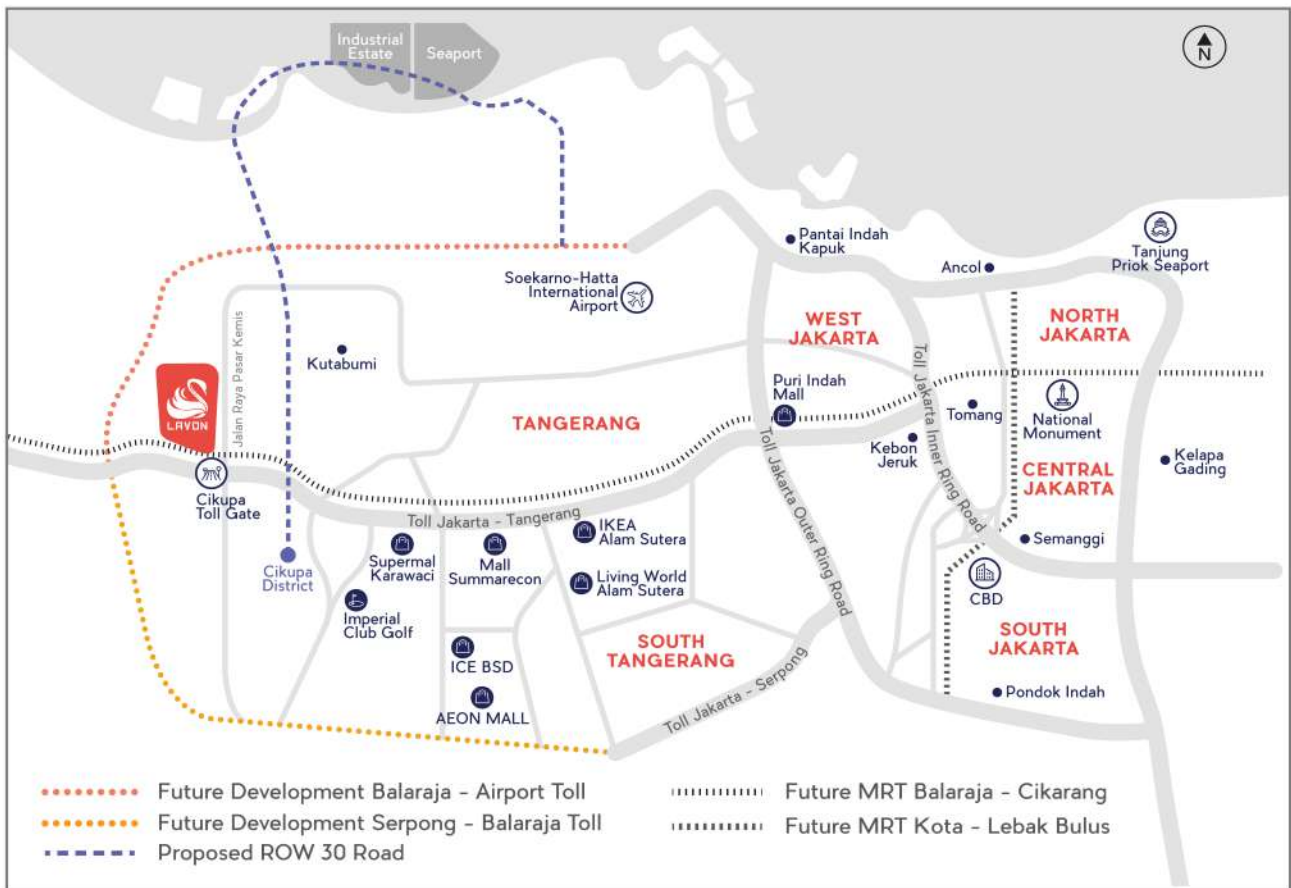


### Good Transportation Infrastructure

Infrastructure for transportation is perfectly build to support society. Supported by MRT hub that will be located right in front of Lavon, so that easier to transfer to another city. Toll way to airport, Serpong, and Jakarta is very close and easy to access.



# LOCATION MAP



## ‘WITHIN YOUR REACH’

30 mins to Soekarno-Hatta  
International Airport

15 mins to 5 Shopping Mall  
in Karawaci, Summarecon and BSD City

60 mins away to the CBD Area  
or Semanggi

# NEARBY FACILITIES



Soekarno-Hatta  
International Airport



Siloam Hospital



Pelita Harapan University  
St. Laurensia School



Supermall Karawaci  
Summarecon Mall Serpong  
Mall Alam Sutera  
Ikea Alam Sutera  
Living World Alam Sutera  
ICE BSD  
AEON Mall



Kedaton Golf Course  
Imperial Golf Club





AMENITIES



ECO  
CORRIDOR



EXCLUSIVELY  
CLUBHOUSE



COMMERCIAL  
AREA



KEDATON  
GOLF COURSE





## ECO CORRIDOR

come  
out to  
play.

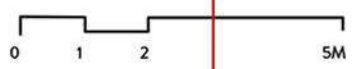
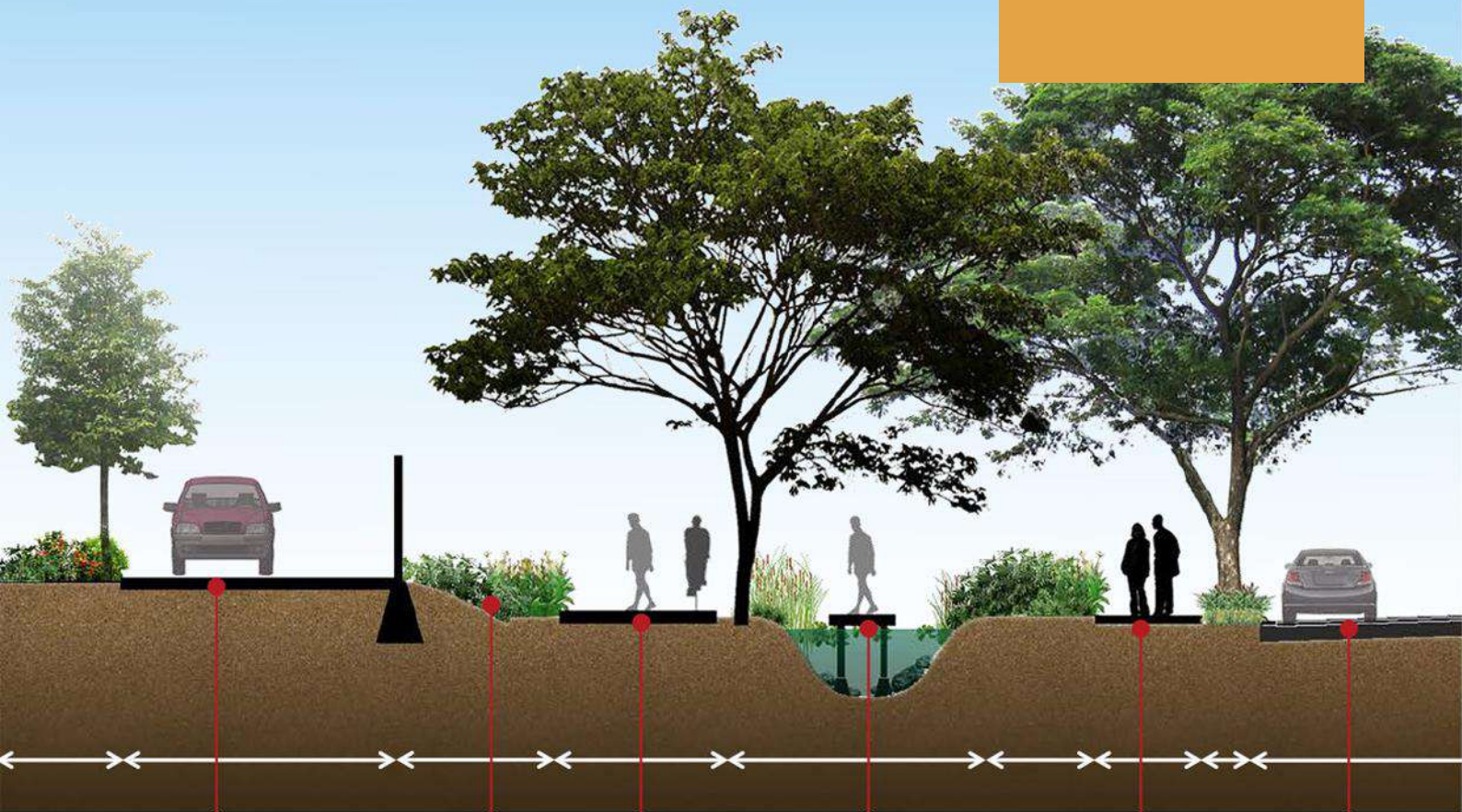
Lavon has provided neighborhood with eco corridor style. Where this enhance the comfortable living that customers can go out and play without worry about pollution. Eco corridor provide comfortable pathway for pedestrian to walk, accessibility for easy access to go anywhere and easy access for family to park and ride cars, circulation is no need to worry at all since the whole area will have many greens plants to get the best circulation, connecting the main road to retail area with well design plan. Park is anywhere along the lake area, with walking deck so family can bring their kids to come out and play and enjoy the sunny sun.



ECO  
CORRIDOR



# ECO CORRIDOR



Main road  
**10m**

Green area  
**2.6m**

Service access  
and bicycle way  
**3m**

Retention pond  
with walking deck  
**3m**

Pathway  
**2m**

Cluster Road  
**6m**







EXCLUSIVELY  
CLUBHOUSE



## meet the Community

To let Lavon neighborhood alive and active, we dedicated **4 hectare** exclusive clubhouse. This club house can be enjoyed by all customers with pool, kids pool, playground, tennis court, gym, yoga room, and golf club. For your kids we have provide outdoor and indoor playground. Besides that, commercial area is also provided in different style for the first commercial area as retail and entertainment hub.



# EXCLUSIVELY CLUBHOUSE



## LEGEND

- |                                   |                          |                               |                                   |                                       |
|-----------------------------------|--------------------------|-------------------------------|-----------------------------------|---------------------------------------|
| 1. Marketing Gallery              | 8. Lake Pavilion         | 17. Fashion Walk              | 26. Tennis Court                  | 35. VIP Parking                       |
| 2. Marketing Gallery Drop Off     | 9. Sculpture Garden      | 18. Retail                    | 27. Arrival Deck                  | 36. ISC Main Entry                    |
| 3. Formal Courtyard               | 10. Lawn                 | 19. Retail Arrival + Drop Off | 28. Steps from AV Room            | 37. ISC Drop Off                      |
| 4. Marketing Gallery Welcome Deck | 11. Show Units           | 20. Retail Central Plaza      | 29. Industry Service Centre (ISC) | 38. Loading + Unloading Area          |
| 5. Meadow                         | 12. Private Show Gardens | 21. Clubhouse                 | 30. Reflection Plaza              | 39. Bosque + Seating                  |
| 6. Cascade                        | 13. Lookout Deck         | 22. Clubhouse Pool            | 31. Reflective Pool               | 40. Parking                           |
| 7. Parterre                       | 14. Lake                 | 23. Kids Pool                 | 32. Water Wall                    | 41. Service Parking                   |
|                                   | 15. Retail Walk          | 24. Pool Deck                 | 33. Feature Wall + Water Cascade  | 42. Marketing Gallery Arrival Gateway |
|                                   | 16. Lakeside F+B         | 25. Playground                | 34. VIP Drop Off                  |                                       |



Lake



EXCLUSIVELY  
CLUBHOUSE



**Swimming Pool**



**Retail Area**



EXCLUSIVELY  
CLUBHOUSE



**Outdoor Playground**



**Indoor Playground**



EXCLUSIVELY  
CLUBHOUSE



**Multi Purpose Hall**



**Gym Room**



EXCLUSIVELY  
CLUBHOUSE



**Yoga Room**



**Reading Room**



EXCLUSIVELY  
CLUBHOUSE



**Entertainment Room**



## COMMERCIAL AREA



# 4.8 HA

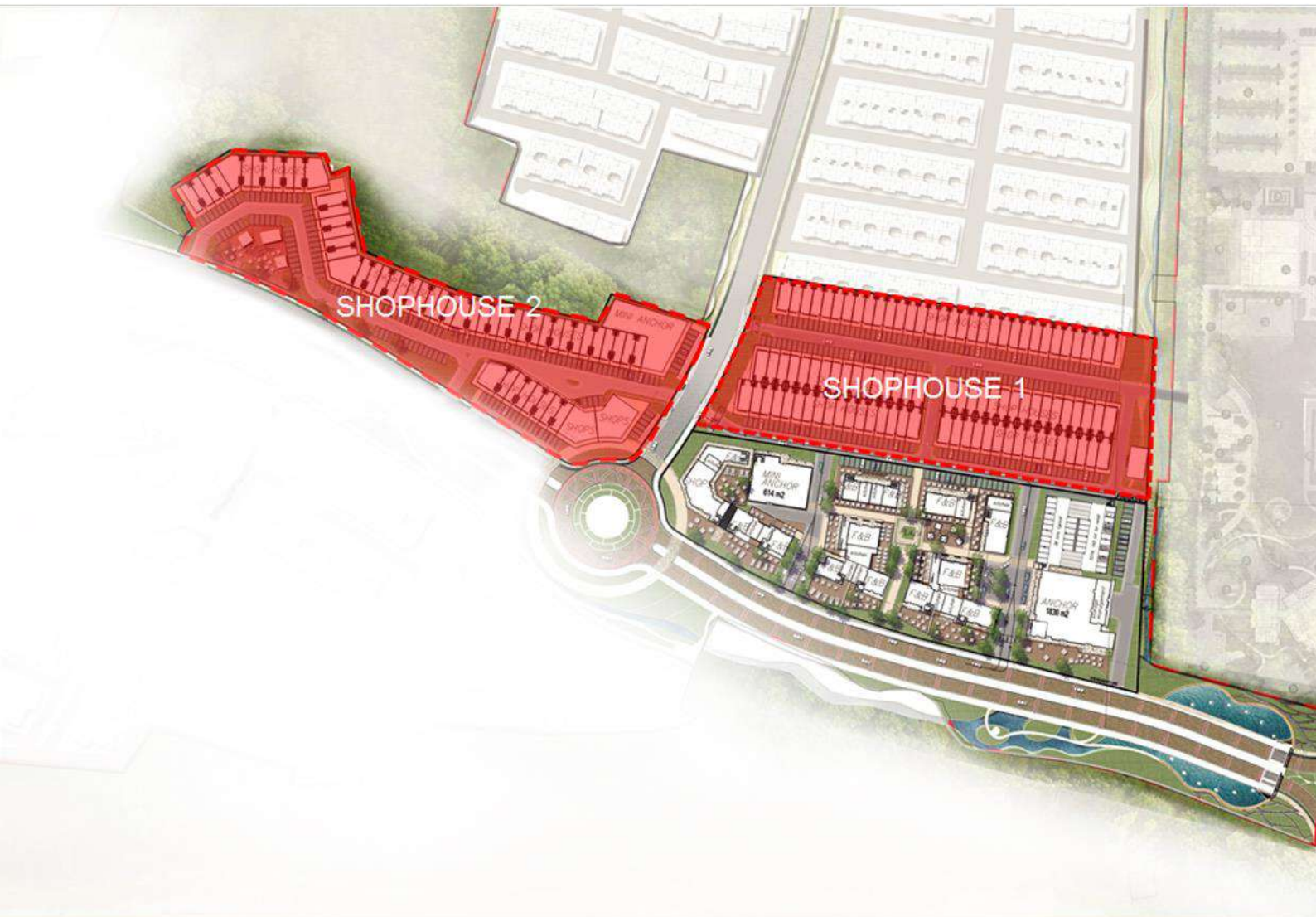
## Commercial Area

In addition to the thriving residential aspect of this master plan, the project's vision also offers a buzzing retail and commercial hub for visitors and residents alike. Along with F&B outlets, this development is primed to be a self-sustaining township for generation to come.





## COMMERCIAL AREA



- Commercial Site area = 46,718 m<sup>2</sup>
- Overall effective area = 25,200 m<sup>2</sup>
- Commercial efficiency = 54%

- **MAXIMIZE FRONTAGE** to the main boulevard
- **PROVIDING CHARACTER** along main entry boulevard
- **VARIETY OF CONTEMPORARY** commercial retail building and sizes
- **MAXIMIZE VIEW & ACTIVITIES** to the outdoor & open green area



# COMMERCIAL AREA





COMMERCIAL  
AREA





KEDATON  
GOLF  
COURSE





CLUSTER 1

**ALLURA**

@LAVON



CLUSTER 1  
**ALLURA**  
 @LAVON



● **LEGEND**

- |   |   |
|---|---|
| 1. Lookout Pavilion                                     | 9. Amphitheatre   |
| 2. Swan Lake<br>(Retention Pond for Residential)        | 10. Bridge  |
| 3. Wetland Lake<br>(Retention Pond for Commercial Area) | 11. River   |
| 4. Stop Node  | 12. Lookout Deck Connected<br>to Residential            |
| 5. Shared Path<br>(Bike and Jogging Path)               | 13. Controlled access<br>from Residential Cluster       |
| 6. Main Residential Road                                | 14. Median Planting with big canopy tree                |
| 7. Eco discovery Islands                                | 15. Weir dischargee point from<br>the lake to the River |
| 8. Wedding Lawn   |   |



**DESIGN  
 INSPIRATION**



Curvilinear forms influenced by the sites natural topography shift and develop into elegant terracing, active water cascades and natural forms that welcome public gathering and support ease of movement







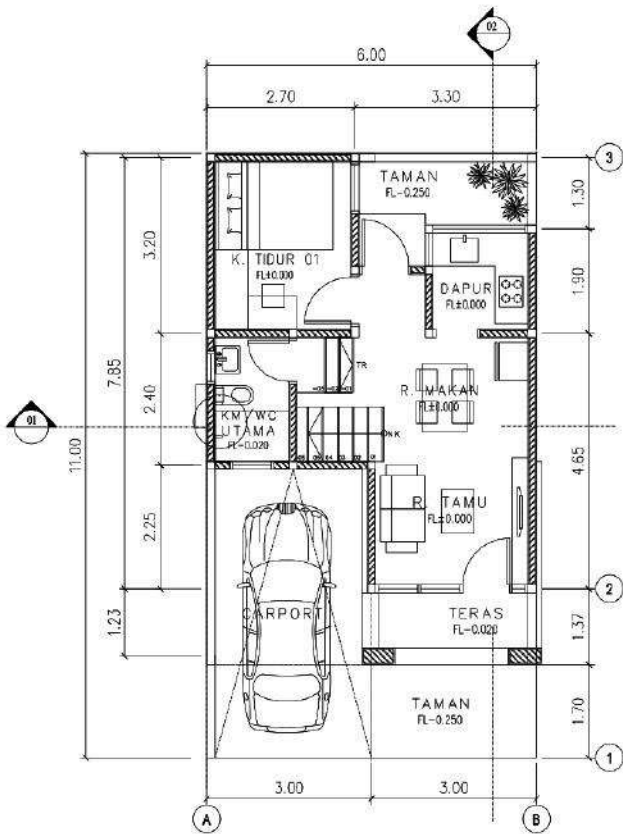
UNIT  
TYPE



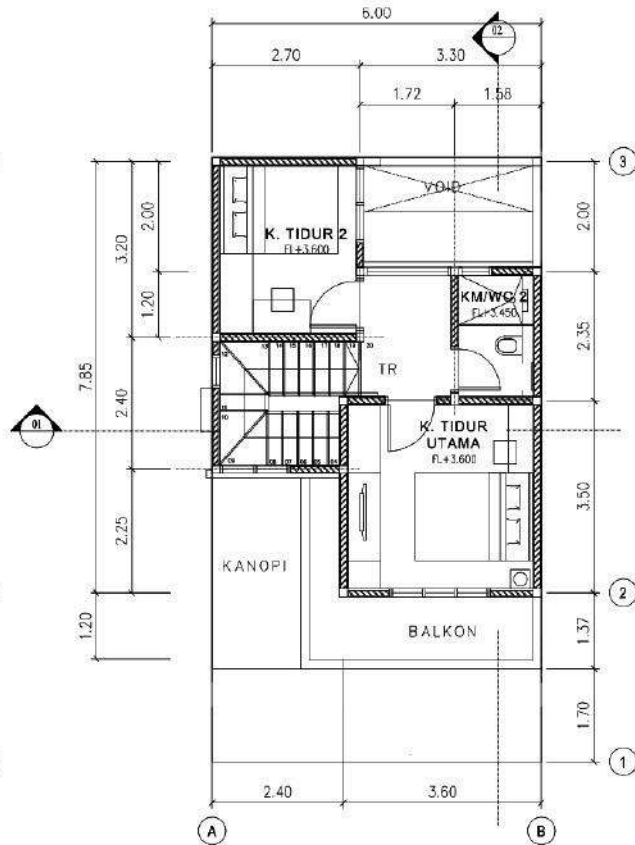
**A SERIES**



# FLOOR PLAN



**1 DENAH LT. DASAR**  
SKALA 1:100



**2 DENAH LT. ATAS**  
SKALA 1:100

## A SERIES

Land Area 66 sq.m  
Building Area 79 sq.m

### 1st Floor

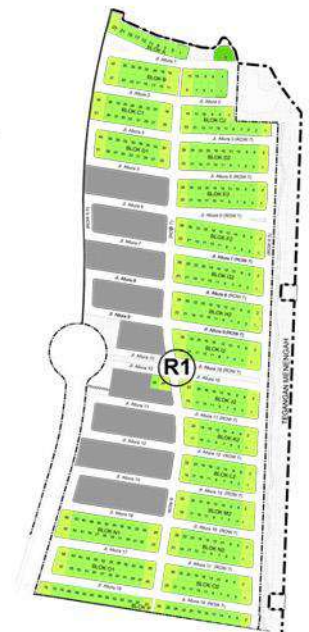
 1 Bedroom

 1 Bathroom

### 2nd Floor

 2 Bedroom

 1 Bathroom



### DISCLAIMER :

All plans, specifications, designs and information contained herein are subject to change without notification as maybe required by the developer.



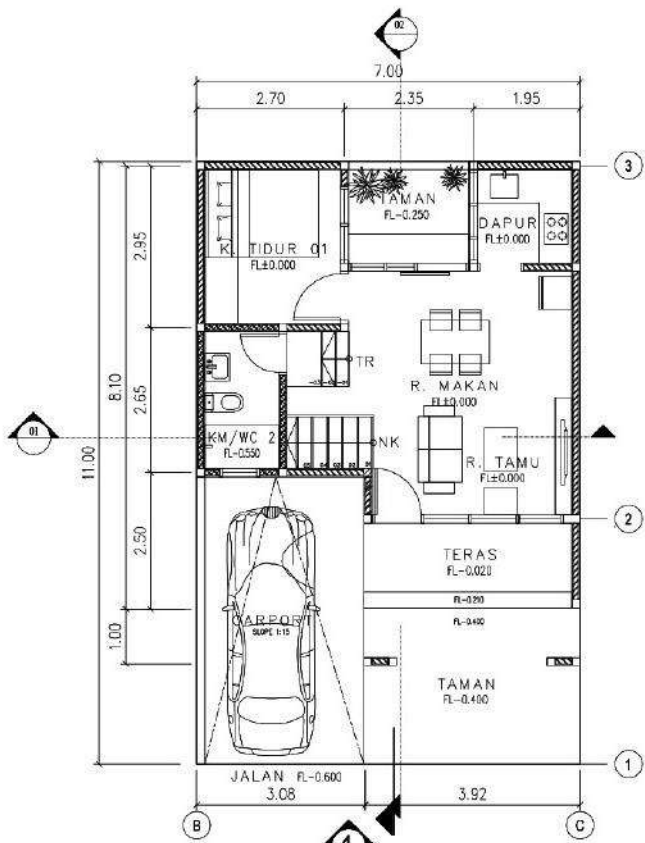
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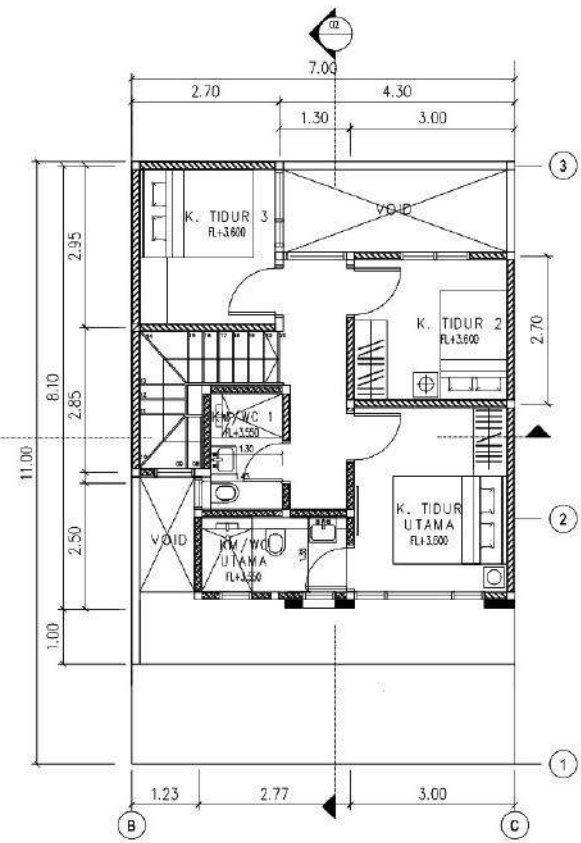
**B SERIES**



# FLOOR PLAN



**1 DENAH LT. DASAR**  
SKALA 1:100



**2 DENAH LT. ATAS**  
SKALA 1:100

## B SERIES

Land Area 77 sq.m

Building Area 93 sq.m

### 1st Floor

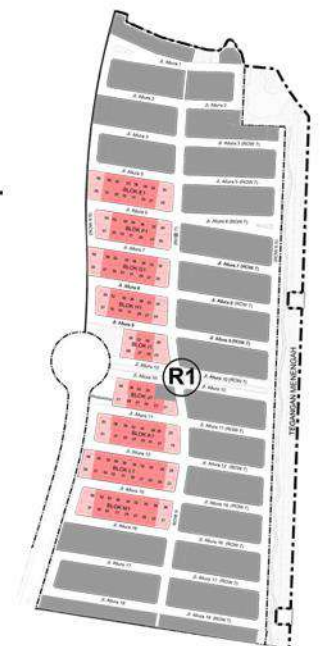
1 Bedroom

1 Bathroom

### 2nd Floor

3 Bedroom

2 Bathroom



### DISCLAIMER :

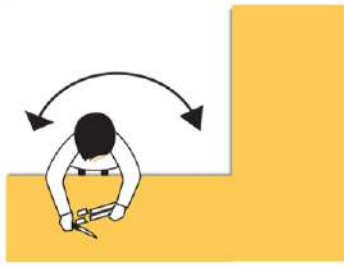
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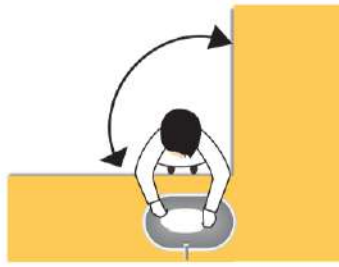


### Golden 90 degree Triangle

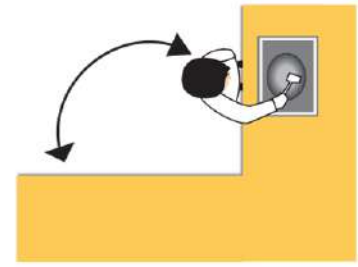
Ensuring that the activities in kitchen (prep, washing, cooking, etc) are done effectively. Also with ventilation the usage of hood can be minimized or totally removed, translating to cost saving



Prep



Washing

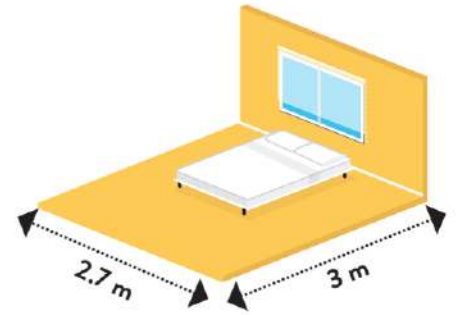


Cooking



### Comfort & Large

Size Although the house is compact; the comfort of every bedroom is not compromised. The minimum size of **2.7 x 3 m** is serve as a guideline to ensure this. Layout for every bedroom also designed in a way that every bedroom will have windows for natural lighting, view and air circulation.



### Bright & Fresh

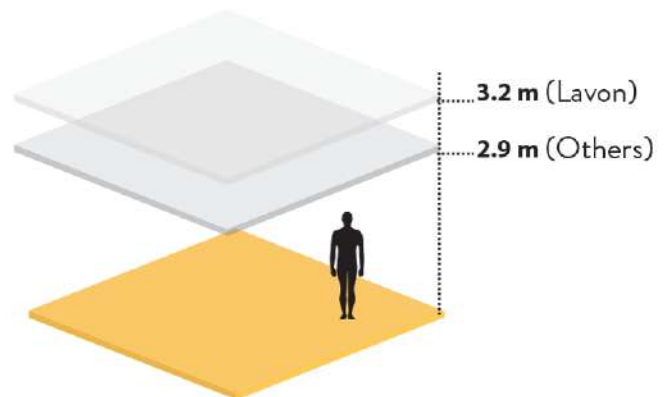
The layout is designed that all our bathrooms has good air circulation (ventilation) and natural light; ushering out odors and lifting damp air out and prevent molding.



### Vertical Volume Advantages

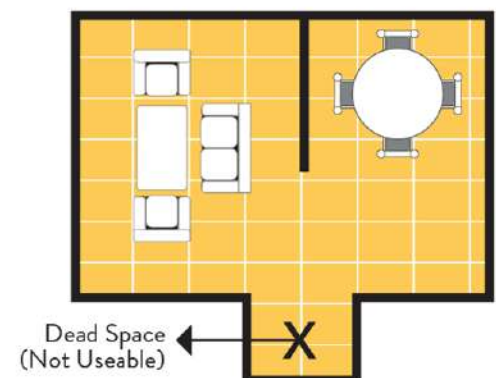
Lavon ceiling design made higher as compared to other products. With the added volume, the possibilities are endless; **storage in bedroom, more cabinets in kitchen, more space in toilets, etc**

Lavon floor to ceiling height: **3.2 meter**  
Others floor to ceiling height: **2.9 meter**



### More Efficient

In living room, dining room and transition room all are designed to have natural lightings. Also the layout is design efficiently to remove any dead space (e.g. corridors that cannot be used) resulting in savings to home buyers (lower cost to maintain the house (e.g. lighting, renovation, etc)





# ESTATE MANAGEMENT



## SECURE AREA



▶ 24 hours surveillance camera & fire system

▶ Operationally trail security personnel

▶ Double Gate System



## GOOD MAINTENANCE



▶ Plant & Sanitation Maintenance

▶ Infrastructure Maintenance

▶ Home Care Unit



## ESTATE MANAGEMENT



## CLEAN ENVIRONMENT



## QUICK RESPONSE

► 24 hours Customer Service



## TRANSPORTATION

► Shuttle Bus Service



# CFLD

## The Biggest City Developer & Operator

China Fortune Land Development Co., Ltd (CFLD) (Stock Code: 600340) is one of the leading industry city operators in China. Founded in 1998, CFLD continues to innovate and better the lives of communities in China and around the world.

CFLD is governed by four key principles (4C's) in the development of new industry cities, which include:

1. A commitment to green development
2. A commitment to quality of life in our cities
3. A commitment to continuously innovate
4. A commitment to bring industries together



A. SINGAPORE  
B. INDONESIA  
C. MALAYSIA

D. VIETNAM  
E. THAILAND  
F. MYANMAR

G. INDIA  
H. ISRAEL  
I. EGYPT

J. GERMANY  
K. USA



PRESTIGIOUS  
PROJECT

## GUAN NEW INDUSTRIAL CITY



In 2002, CFLD identified the potential in Gu'an and entered the market, initiating a period of rapid development with the construction of Gu'an's New Industry City, located 50 kilometers south of the Tiananmen Square in Beijing, in the Greater Beijing region.

CFLD leveraged on China's nationwide focus on the following five strategic industries – aerospace, biomedical, high-end equipment manufacturing, E-commerce and modern services industries, to transform Gu'an from an investment-driven opportunity with potential into an international industry development powerhouse. This has resulted in Gu'an recording a fiscal revenue of **USD88.4 million** in 2015.







Trend of Gu'an fiscal revenue (Millions)

**13 years**, Fiscal Revenue increased from **19 million to 900 million USD**  
 (CAGR **~40%**)





PRESTIGIOUS  
PROJECT

## DACHANG CHAObAI RIVER ECONOMIC DEVELOPMENT ZONE



The Dachang Chaobai River Economic Development Zone (DCREDZ) is strategically located at the heart of China's development areas. It is situated within 30 kilometers east of Beijing's Central Business District (CBD) and is poised to benefit from future strategic opportunities that would arise from the anticipated implementation of the Beijing CBD Eastward Expansion Plan, which is slated to integrate Beijing and Dachang through its infrastructural development.

As DCREDZ is situated at the center of the Beijing-Tianjin-Tangshan Economic Circle and the Bohai Economic Rim, the prospect of future developments to the area is promising.







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**AECOM**

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