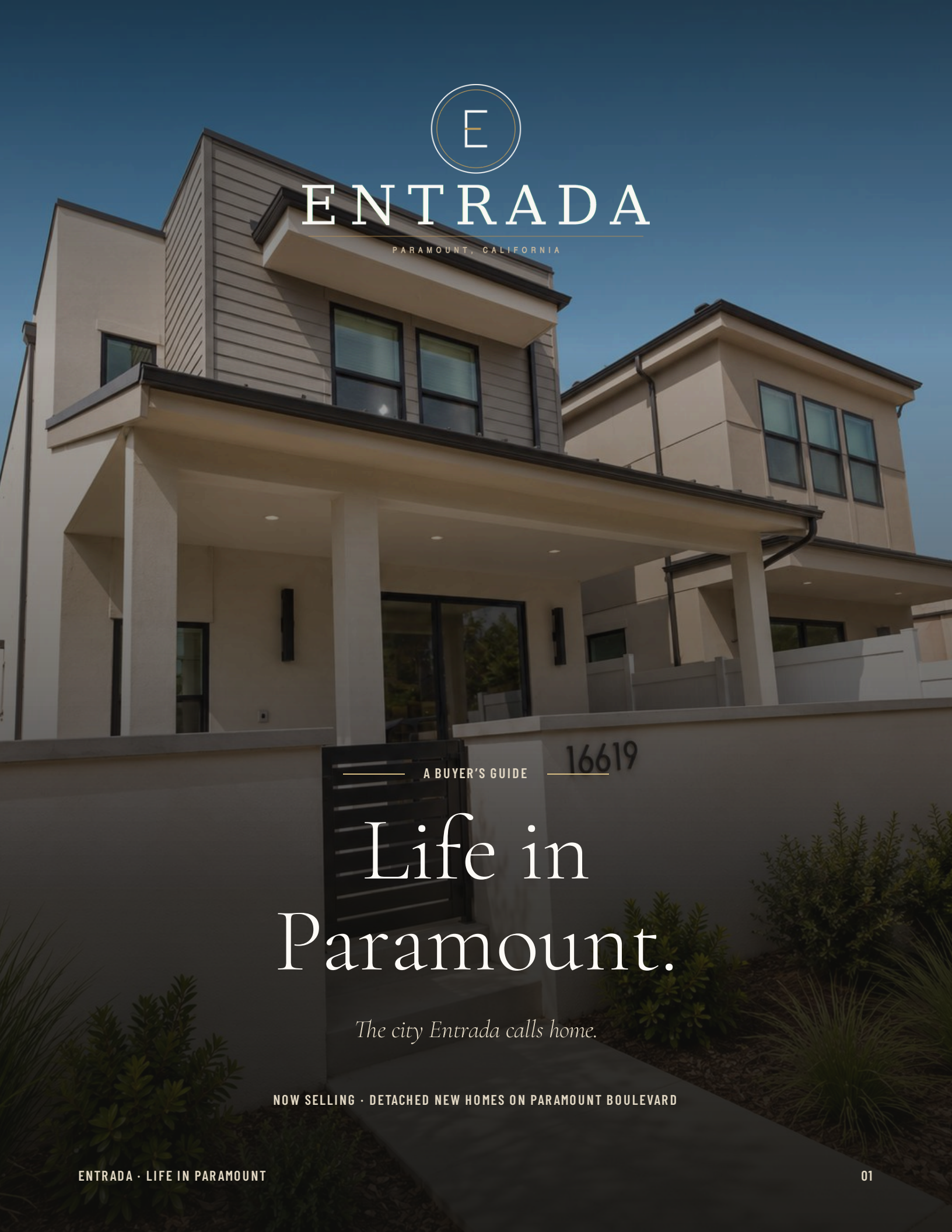


ENTRADA

PARAMOUNT, CALIFORNIA

A BUYER'S GUIDE

Life in Paramount.

The city Entrada calls home.

NOW SELLING · DETACHED NEW HOMES ON PARAMOUNT BOULEVARD

Welcome to Paramount.

Some cities try to become somewhere else. Paramount decided, decades ago, to become more of itself: a close-knit community of nearly 54,000 in the Gateway Cities region of Los Angeles County that keeps reinvesting in its own streets, parks, and gathering places. Spend one Saturday here and you understand why a builder has bet on this city since 1989.

Paramount at a glance

Community. Nearly 54,000 residents and a genuine small-community feel in the Gateway Cities region of Los Angeles County.

Location. Long Beach, Orange County, Downtown LA, and LAX all within easy reach via the region's major freeways.

Investment. A city funding its own future, from Paramount Square to the Hay Tree Public Market.

Convenience. Shopping, dining, parks, recreation, healthcare, and entertainment, all minutes away.

History. The Hay Tree, roots as the world's hay capital, and the birthplace of the Zamboni.

The builder. Gold Key Development, building in Paramount since 1989.

Why Paramount

Because it solves the equation most of Los Angeles County cannot: a genuine small-community feel with big-city accessibility. Local pride you can see in the murals, the festivals, and the tree-lined streets. A city government known for continual investment in its own infrastructure. And a location that puts Long Beach, Downey, Lakewood, Bellflower, Cerritos, Norwalk, greater Los Angeles, and Orange County all within easy reach.

Everyday convenience

Groceries at the new Sprouts Farmers Market and Northgate Market. Coffee five ways within a short drive. Parks in every direction, gyms in town, pharmacies and urgent care along the boulevards, and full-service medical centers minutes away in neighboring communities. Daily life here is measured in minutes, not commutes.

A city with a story

Paramount began as two towns, Hynes and Clearwater, that together were once the center of Southern California's dairy country and the largest hay market in the world. Each morning, hay sellers gathered under a camphor tree on the boulevard to set the day's price, sent to brokers in Chicago and New York. That tree, the Hay Tree, still stands at the Civic Center as California Historical Landmark No. 1038. The communities became known collectively as Paramount in 1948, the City incorporated in 1957, and Paramount has been quietly proving people wrong ever since: the Los Angeles County Board of Supervisors issued a special commendation for the city's turnaround, a story the City documents in *The Revitalization of Paramount*.

Entrada sits on that same boulevard, a short walk from the Hay Tree and the Civic Center where the story is still told.

The Paramount branch of the LA County Library has served readers here since 1913, when it opened with 121 books and the area was still known as Hynes-Clearwater.

A city on the rise.

The most telling thing about Paramount is where it puts its money: into itself. A wave of reinvestment is reshaping Paramount Boulevard, Entrada's own address, and every project translates directly into daily life for the people who live here.

Paramount Square

A major reinvestment about a mile up Paramount Boulevard from Entrada has brought a new retail center anchored by Sprouts Farmers Market, now open, while the City of Paramount lists Panera Bread, Panda Express, and Dutch Bros Coffee as anticipated future phases. Translation for your routine: the fresh-grocery run is already minutes from your front door, with even more coffee and dining options planned as Paramount Square continues to grow.

Five Below

Five Below is now open at the former Rite Aid site on Alondra Boulevard, one more everyday errand that no longer requires leaving town, and one more national retailer choosing to invest here.

Hay Tree Public Market

The historic Western Consumers Feed Company building, a short walk from Entrada, is anticipated by the City of Paramount to become the Hay Tree Public Market: food stalls offering different cuisines, indoor gathering space, and a city museum. Adaptive reuse at its best: a landmark of Paramount's past becomes the place where its next chapter gathers for lunch.

The Zamboni story

Frank Zamboni ran an ice plant here when the towns were still Hynes and Clearwater, and he helped bring them together in the late 1940s. He wanted to name the company behind his ice resurfacing machine Paramount Engineering, after the city he had just helped create; the name was taken, so he used his own. The rink he and his brother opened in 1940, now LA Kings Iceland at Paramount, less than a mile from Entrada, is where the machine was invented, and it still runs public skating and lessons while the company builds its machines in Paramount to this day.

Entrada is part of this story: new homes on the city's main boulevard, by a builder who has believed in Paramount since 1989.

New shopping, new dining, new gathering places, and new homes are arriving together, and that is the point. Cities on the rise are not the ones that finished growing; they are the ones still choosing to grow.

The best of Paramount · *dining & coffee.*

Local favorites

Kitchen's Craft Barbecue: craft-style smoked meats and scratch-made sides on Alondra Boulevard.

Horchateria Rio Luna: equal parts café and dessert house: horchata made daily, churros fried to order.

Casa Gamino: a longtime neighborhood standby: warm chips, fresh salsa, albondigas, and a familiar welcome.

Café Corleone: family-owned Italian, with the lasagna and tiramisu among the menu's mainstays.

Coffee & mornings

Gracias Café: lattes, chilaquiles, avocado toast, and a comfortable room to linger in.

Starbucks: the reliable everyday, with Dutch Bros Coffee anticipated nearby.

International cuisine

Ají Verde: a Peruvian kitchen serving lomo saltado and roast chicken with the green sauce that names the place.

Japanese Castle Sushi & Roll: fresh, friendly sushi and rolls in a casual setting.

Waikiki Hawaiian Grill: Hawaiian plate lunches: garlic shrimp, chicken katsu, and generous portions.

Thai Curry: a cozy room serving classic Thai cooking.

Stinkin Crawfish: Cajun-style seafood boils for the roll-up-your-sleeves nights.

Alas Kitchen & Bar: ceviche, fish tacos, and a lively happy hour.

What this list means for a buyer

Your rotation is already here. The Tuesday takeout, the Saturday breakfast, the birthday dinner, and the "we don't feel like cooking" backup all live within minutes of Entrada, and many of them are the kind of local, family-run places that make a city feel like a hometown.

Parks, recreation, entertainment & learning.

Parks & outdoor recreation

Paramount's park system is one of its quiet superpowers.

Paramount Park: the community center and pool at the heart of it.

Ralph C. Dills Park and Progress Park: open green space, sports, and gatherings.

Village Skate Park: for the board-minded.

Neighborhood parks: All-American, Garfield, Meadows, Salud, and Spane Parks, spread through the neighborhoods.

Splash pad on Orange Avenue: free, for the summer months.

Youth sports, walking loops, playgrounds, picnic weekends, and community programs run through all of it. Whatever outdoors means to your household, a version of it is a few minutes away.

Fitness & wellness

Local gyms in town, the seasonal Paramount Park Pool, park walking loops, and city recreation programs for every age keep the everyday routine close to home.

Entertainment & culture

Paramount Drive-In Theatres: one of Southern California's few surviving drive-ins: two 75-foot screens, laser projection, and first-run movies under the open sky.

LA Kings Iceland: public skating, hockey, and the birthplace of the Zamboni.

Public art & murals: the city wears its pride on its walls.

Hay Tree Public Market & museum: an anticipated new gathering place.

Also in town: the Paramount Swap Meet, Friday Night Paramount and the summer concert series, and the Paramount Heritage Festival.

Healthcare, practically

Urgent care and pharmacies sit along the main boulevards in town, and full-service hospitals and medical centers are minutes away in neighboring communities, with the region's major medical networks all within easy reach. For daily life: prescriptions, checkups, and the unexpected are all a short drive, not a day trip.

Education

Public schools: homes are served by the Paramount Unified School District, which operates elementary, middle, and high school programs, including Frank J. Zamboni Middle School and Odyssey STEM Academy, an application-based STEM-focused secondary school.

Private options nearby: Our Lady of the Rosary School in Paramount, Valley Christian Schools in Cerritos, St. John Bosco High School in Bellflower, and St. Joseph High School in Lakewood.

Farther afield: Oxford Academy in Cypress is a highly ranked public magnet school serving grades 7 through 12 in the Anaheim Union High School District. Admission is competitive and subject to the school's current application, testing, grade-level, and residency requirements; prospective families should confirm current eligibility directly with Oxford Academy.

Higher education: Cerritos College and California State University, Long Beach are both an easy drive.

Families weigh schools in their own way; visit, ask questions, and confirm enrollment and boundaries directly with the Paramount Unified School District rather than with any marketing material, including this guide.

Around Paramount.

Hidden gems

The Hay Tree itself, planted in 1883 and standing today at the Civic Center, a short walk from Entrada and worth a visit for the story that comes with it. The murals scattered along the boulevards. A drive-in and an ice rink with world history in it, in the same small city.

The point of a central address is not going everywhere. It's that everything worth doing is already close.

The weekday commute

~5 Miles to Downey	~5 Miles to Long Beach Airport	~5 Miles to Cerritos
~6 Miles to Orange County	~11 Miles to Long Beach waterfront	~11 to 16 Miles to the Ports of Long Beach and Los Angeles
~16 Miles to Disneyland	~17 Miles to LAX	~18 Miles to Downtown LA

Without a car, the Metro C Line at Lakewood Boulevard Station connects with the A Line at Willowbrook/Rosa Parks Station, reaching downtown Los Angeles and downtown Long Beach, and Metro and Long Beach Transit run bus service through the city. Metro has a planned light rail station at Paramount Boulevard and Rosecrans Avenue, part of the Southeast Gateway Line, with service expected around 2035. The plan is Metro's, and timing may change. Distances are approximate, and every drive varies with traffic, the hour, and the route; drive your own commute on a weekday morning before deciding anything.

Straight answers.

Common misconceptions, addressed with respect

"Isn't Paramount just a drive-through city?" That reputation is decades out of date, and the evidence is physical: continual investment in infrastructure, tree-lined neighborhoods, public art, a turnaround commended by the Los Angeles County Board of Supervisors, and a current wave of projects from Paramount Square to the Hay Tree Public Market. Gold Key has built here since 1989 precisely because the city keeps proving its trajectory. The best answer to the question is simply a visit.

Frequently asked questions

Where exactly is Paramount?

Paramount sits in the Gateway Cities region of Los Angeles County, at the gateway to the Los Angeles metropolis as the City itself puts it, bordered by Downey, Bellflower, Long Beach, South Gate, Lynwood, and Compton, with the I-105, I-710, SR-91, and nearby I-605 connecting it in every direction.

What makes it unique?

Genuine history (the Hay Tree, the Zamboni, the dairy-capital era), genuine community life (Friday Night Paramount, the Heritage Festival), and a city that funds its own future. Few LA County cities can claim all three.

What's nearby for daily life?

Groceries (Sprouts, Northgate), coffee, well-loved local restaurants, parks across town, gyms, urgent care and pharmacies in town with hospitals minutes away, and regional shopping at Paramount Plaza, the Alondra Shopping Center, Downey Landing, and Los Cerritos Center.

What new development is happening?

Paramount Square, where Sprouts is open and further phases are anticipated; Five Below, now open on Alondra; and the Hay Tree Public Market, anticipated to turn the historic feed building into food stalls, gathering space, and a city museum, all per the City of Paramount.

Why does Gold Key keep building here?

Long-term commitment and local knowledge: building in Paramount since 1989, with a front-row seat to the city's reinvestment. Gold Key builds here because it believes here.

Why does Entrada fit here?

Because it's built where the city's story is still told. Entrada brings brand-new detached homes to Paramount Boulevard, the street the city took its name from, a short walk from the Hay Tree and the Civic Center, built by the builder who has been part of this city since 1989. Entrada means "entrance" in Spanish, and that is the idea: an arrival, and a front door of your own.

Executive summary · In four sentences

Paramount is centrally located in Los Angeles County, with a small-community feel and a real history. The city continually invests in itself, with a new wave of shopping, dining, and gathering places continuing to take shape. Daily life, groceries, coffee, parks, schools, healthcare, entertainment, happens within minutes, with the whole region a straightforward drive. A builder who has been here since 1989 chose this city again.

ENTRADA

PARAMOUNT, CALIFORNIA

NOW SELLING

Detached. Brand-new. *Solar included.*

Entrada brings brand-new detached homes to Paramount Boulevard: no shared walls, a private two-car garage, and a private patio. Every home is all-electric, with solar included and an EV Charging Ready garage. No HOA and no Mello-Roos.

PLAN A

The Zenith

4 bedrooms · 2.5 baths · 1,884 sq. ft.

PLAN B

The Meridian

3 bedrooms · 2.5 baths · 1,734 sq. ft.

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GoldKeyHomes.com · entrada@goldkeyhomes.com · (562) 545-5115 or (424) 655-2641

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GOLD KEY DEVELOPMENT

SOURCES City of Paramount (City Profile and History; Coming Soon to Paramount: 2026 Development Projects) · U.S. Census Bureau, 2020 Census · California Office of Historic Preservation, Landmark No. 1038 · LA County Library · Frank J. Zamboni & Co. · LA Kings Iceland at Paramount · Paramount Unified School District · Oxford Academy, Anaheim Union High School District · U.S. News & World Report · Paramount Drive-In Theatres · Los Angeles Metro. Distances measured by road from 16635 Paramount Boulevard via OpenStreetMap routing, September 2026. Business names, hours, and offerings are subject to change; confirm before you go.

Prices are subject to change and exclude options. Entrada · 16615 to 16655 Paramount Boulevard · Param

floor plans, dimensions, and renderings are approximate, and all plans, features, and availability are subject to change without notice. Photos and renderings may include staging or optional features. Third-party businesses and city projects are labeled open or anticipated as of publication and remain subject to change. Schools: confirm enrollment and boundaries directly with the Paramount Unified School District or the school, not with any marketing material, including this guide. Use of any preferred lender is not required. All information is deemed reliable but is not guaranteed, and buyers should verify all information independently. This material is not intended as a solicitation of buyers currently under contract with another broker. Prepared September 2026.

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