A COASTAL JEWEL
OBMI

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BORN FROM NATURE
Shaping Egypt's Most Luxurious Communities
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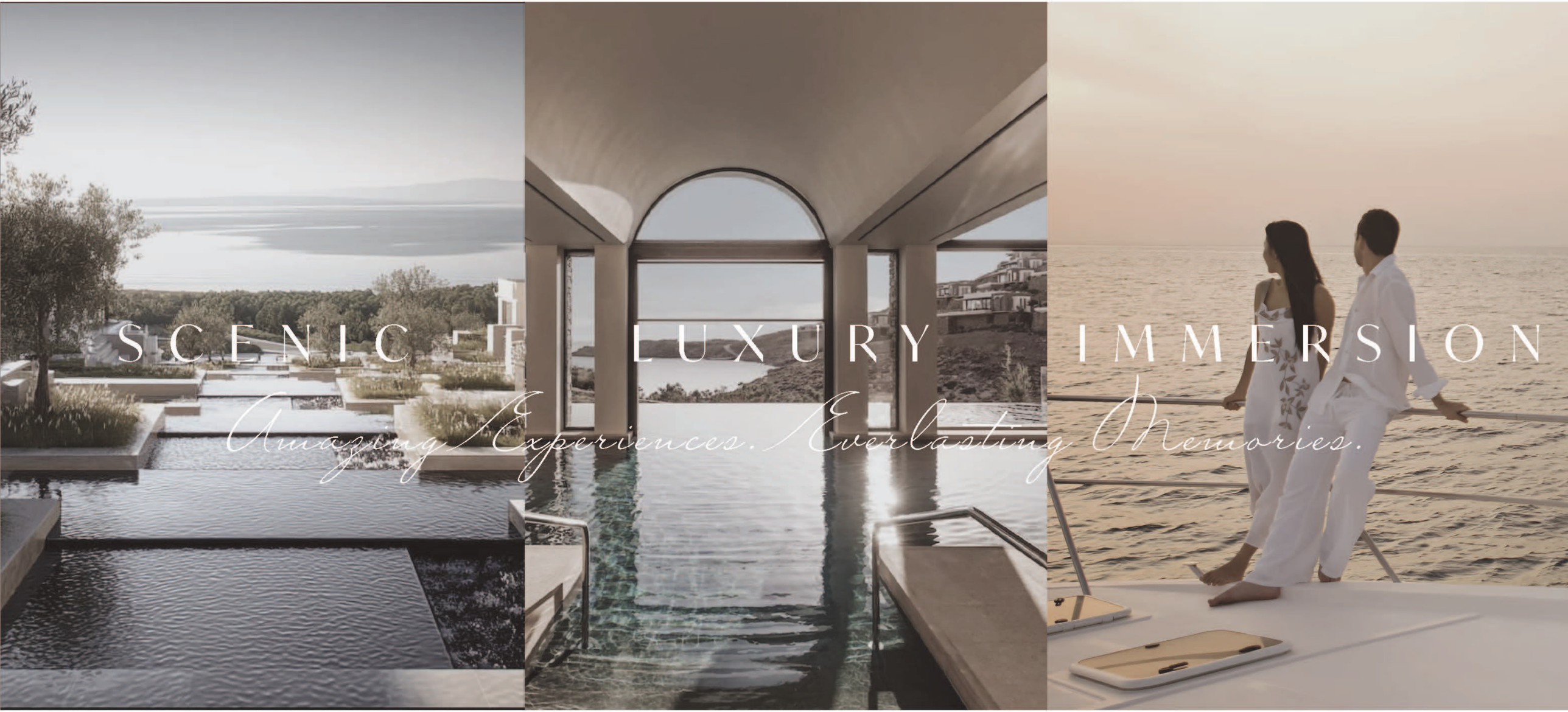
SCENIC
LUXURY
IMMERSION
Amazing Experiences. Everlasting Memories.

THE JEWEL

A PERFECT BLEND OF ***WILDERNESS AND SERENITY***

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Where Coastal Charm Meets Timeless Legacy

MARSA BAGHUSH, EGYPT

At Palm Hills, coastal living is elevated into an art form — where the natural charm of Egypt's North Coast blends seamlessly with timelessluxury.Everydetail,frommasterfullyplannedcommunities to refined architectural design, reflects a legacy of sophistication and a vision for enduring elegance. More than just destinations, these are sanctuaries of beauty, balance, and exclusivity — places where horizons feel infinite, lifestyles are enriched, and luxury is not fleeting, but everlasting.

A NEW BENCHMARK

MEDITERRANEAN LUXURY *REIMAGINED*

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“
a canvas of tranquil waters and endless skies,
where *nature paints its masterpiece* ...
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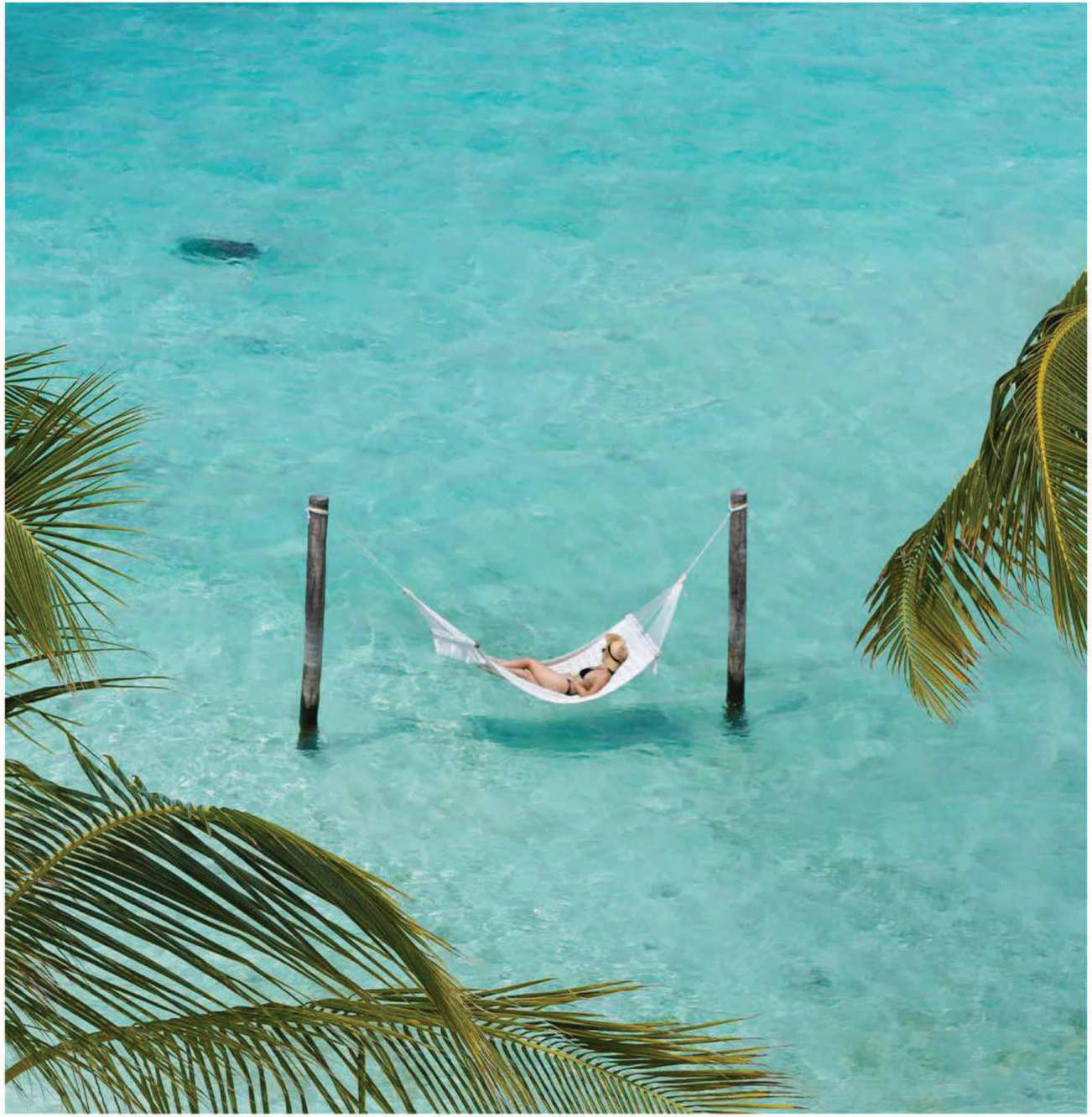

“

WHERE EVERY MOMENT
BECOMES A MEMORY

SITE UNDERSTANDING

HENEISH AREA, MATROUH ALEX ROAD, NORTH COAST, EGYPT

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Current Plot Boundary

Heneish Area, Matrouh Alex Road, North Coast, Egypt

Current Plot Boundary

Heneish Area, Marsouh Alex Road, North Coast, Egypt

Sun Analysis

Heneish Area, Matrouh Alex Road, North Coast, Egypt

Site Section

Topography Study

Site Section

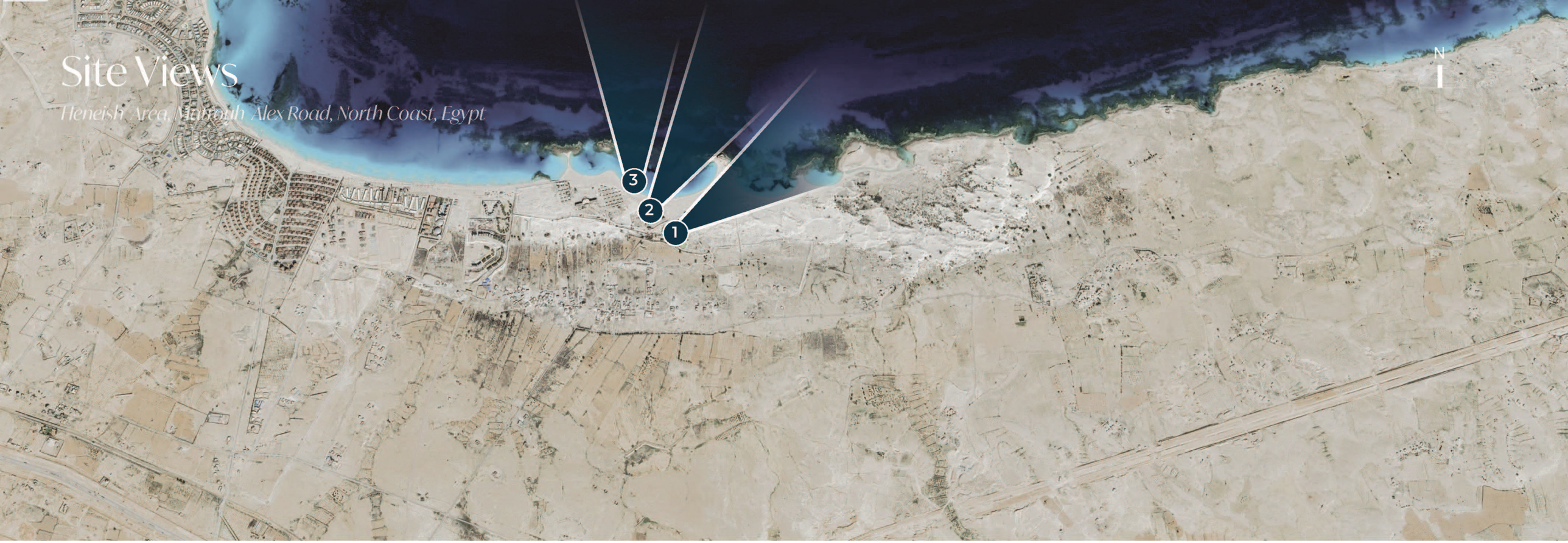
Topography Study

Site Section

Topography Study

Site Views

Heneish Area, Marrouh Alex Road, North Coast, Egypt



NARRATIVE

BEYOND THE HORIZON A SANCTUARY OF CALM AND CRAFTED BEAUTY UNFOLDS

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BEYOND THE SHORELINE

A WORLD OF ***WOVEN LANDSCAPES*** AND ***TRANQUIL LUXURY***

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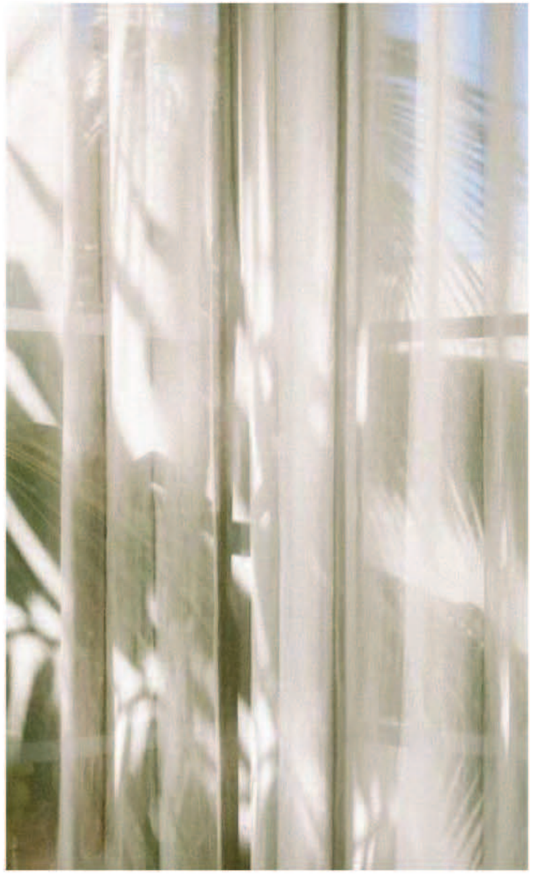
"Barefoot Luxury Redefined"

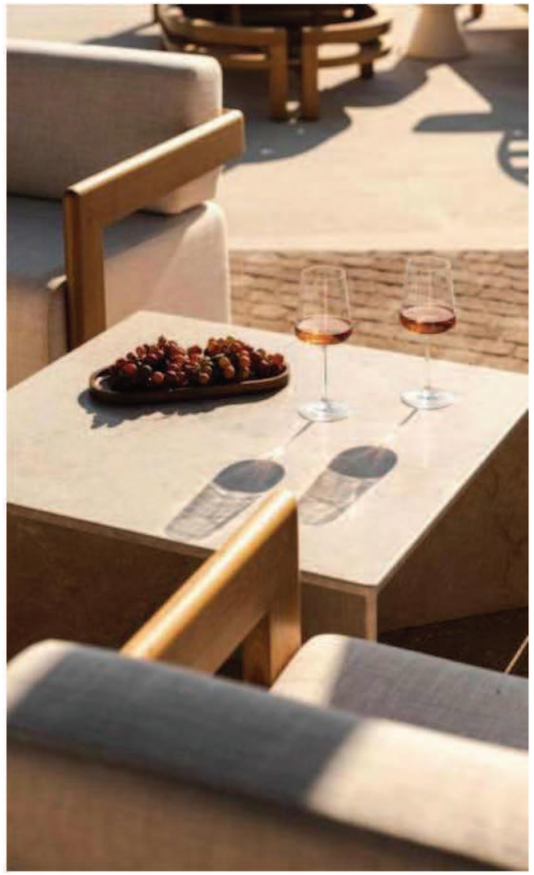


Seclusion & Privacy

Experience a seamless retreat where privacy meets elegance, creating a tranquil sanctuary

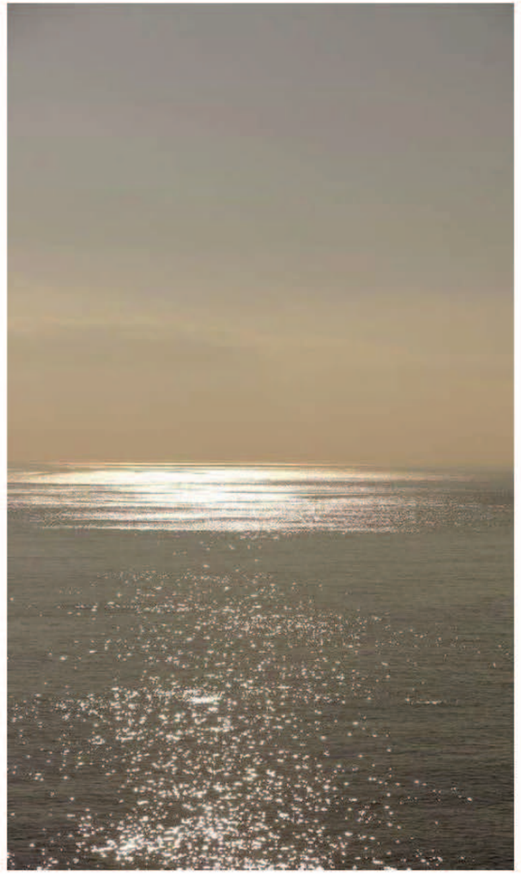
Framing Nature

Highlights design that harmonizes with its surroundings, creating spaces that embrace nature



Bespoke Hospitality

Showcases open design that blends elegance with spaciousness, inviting natural light and a sense of freedom



Wellness & Healing

Fosters healing through nature-inspired spaces that promote tranquility and rejuvenation

Equanimity
A Unique Tranquil Approach

the art of balance — a state where calmness endures amid movement, and serenity is found at the center of life's shifting tides. Like water that reflects the sky without disturbance, it embodies harmony, composure, and quiet strength. In the masterplan, Equanimity becomes both a philosophy and a place: spaces designed to nurture stillness, invite reflection, and offer a tranquil approach to living by the sea.

Discover what it truly means to disconnect.

MEDITATIVE

LIGHT

AUTHENTIC

RESTORATIVE

CURATED

NATURAL

“
A LIVING TAPESTRY
CONNECTED WITH THE COASTLINE
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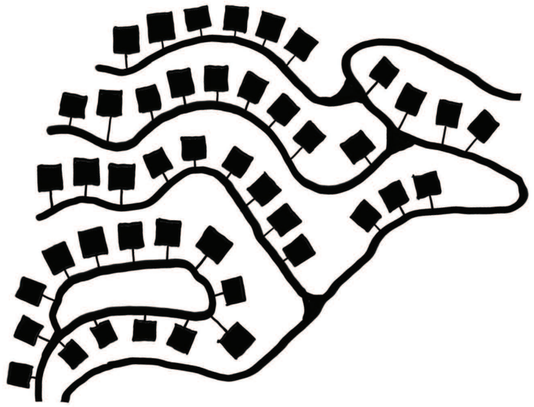
A Tapestry of Flowing Terraces

a sense of rhythm, echoing the shoreline and the rolling Mediterranean landscape. This organic staggering allows the masterplan to feel natural and seamless, as if it were grown from the terrain.

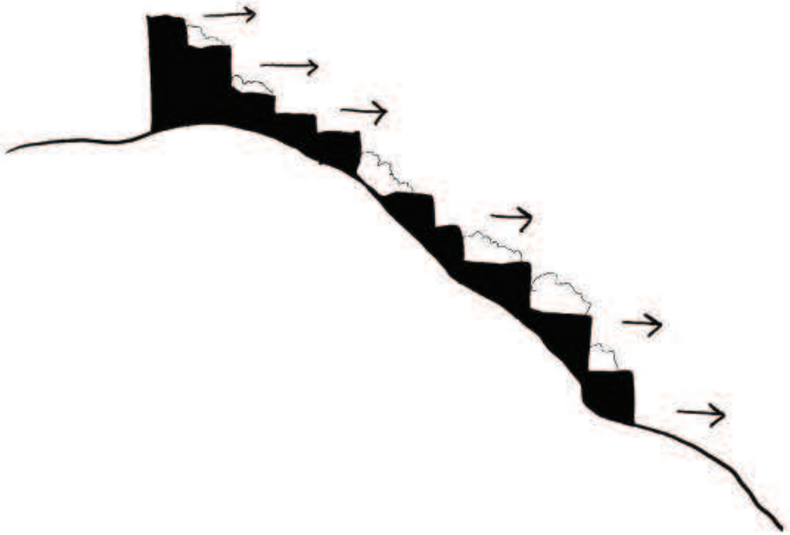


The Mediterranean Oasis

a rhythm of anchors — spaces of activation and gathering that bring life, energy, and identity to the flow of villas and terraces

Terraces into Living Platforms

The architecture flows with the topography, layer by layer, dissolving the boundary between built form and landscape. Each tier holds its own horizon, and together they create a cascading choreography that leads toward the sea.



A Re-imagined Pulse in North Coast

The Pulse — a reimagined hub of energy and connection that becomes the beating heart of the North Coast experience. More than a central plaza, it is a curated destination where luxury, leisure, and lifestyle converge.

Timeless Elegagnce
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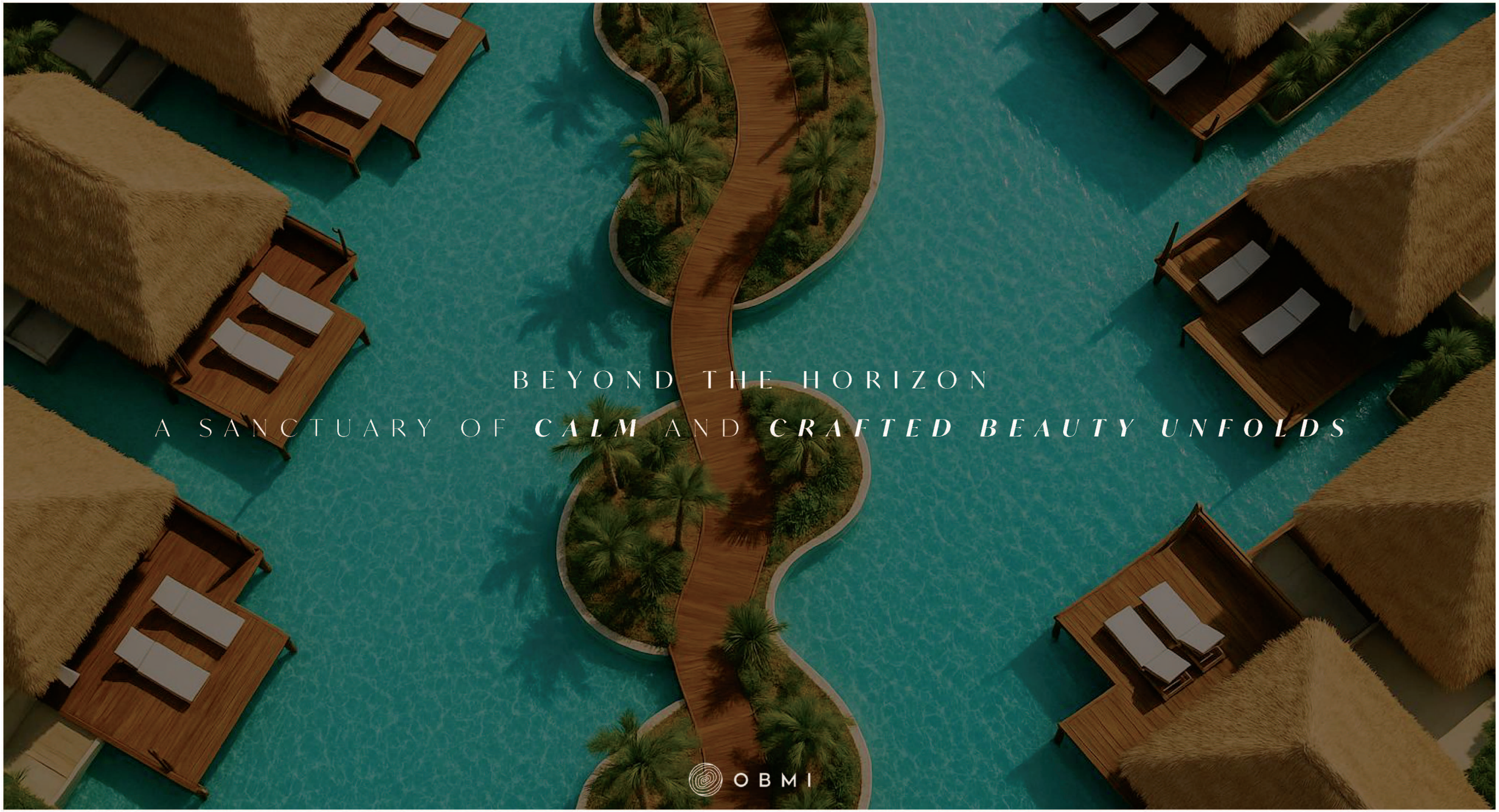
Introducing a Waterpark play & nature converge

A celebration of movement and light, the waterpark is designed as a landscape of discovery — where every curve, splash, and ripple draws visitors into an immersive dialogue between water and form.


BEYOND THE HORIZON
A SANCTUARY OF CALM AND CRAFTED BEAUTY UNFOLDS
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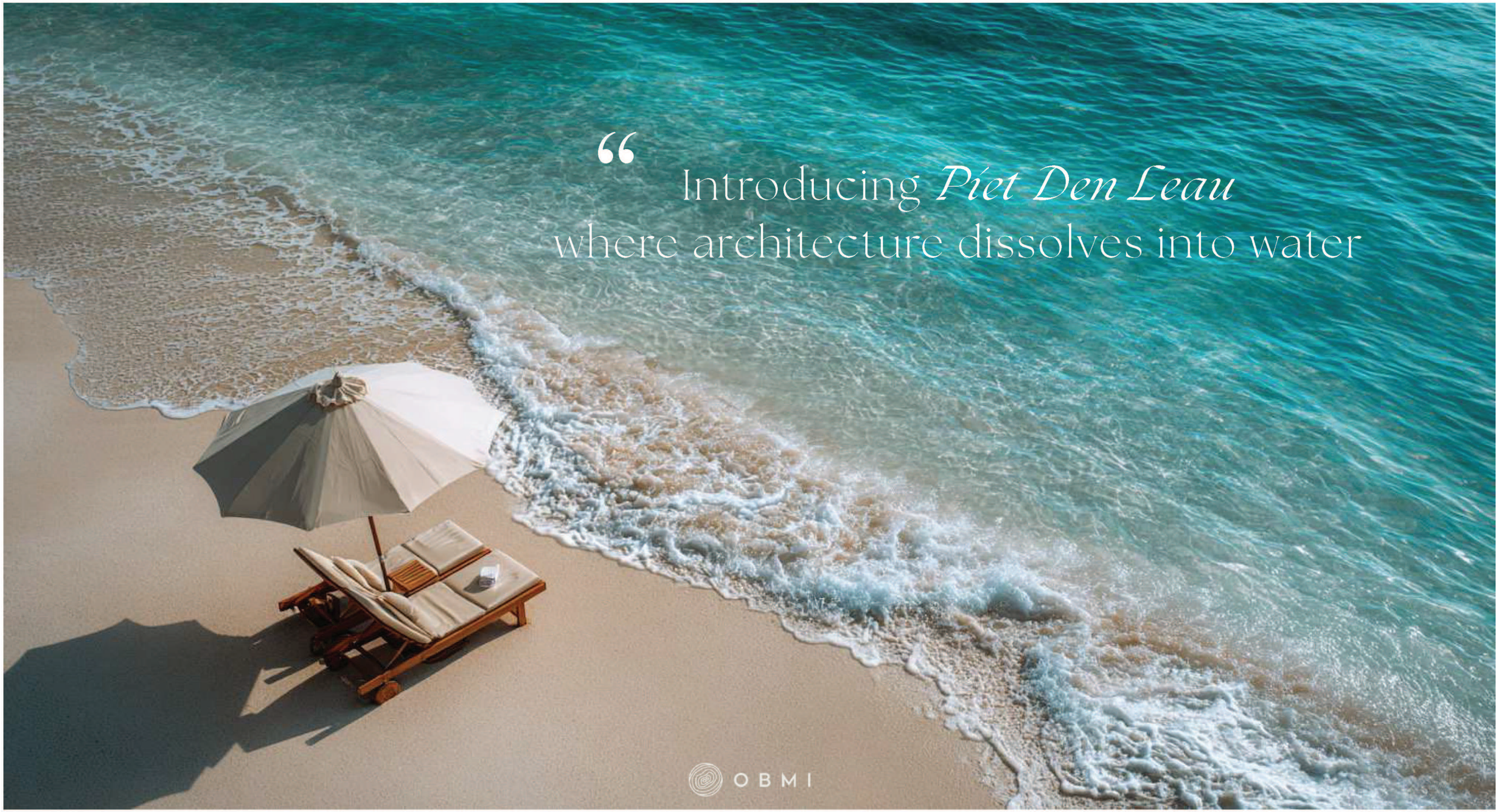
“ Introducing *Piet Den Leau*
where architecture dissolves into water
OBMI

Barefoot Bliss
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The Warehouse
OBMI

Sophisticated
Elegance
OBMI

“
WHERE THE LANDSCAPE
LIVES IN FOUR RHYTHMS
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MASTERPLAN

A PERFECT BLEND OF ***HERITAGE AND INDULGENCE***

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BRIEF & NUMBERS

FOOTPRINT TARGET:
14% OF
TOTAL AREA

Setbacks:

150 m — Sea shore

50 m — Main road

10 m — Plot sides

23% — Wadi Yemm Village

TOTAL AREA

1346.50 Fed

Town Houses

Corner Units
Avg. no. of units = 240
Avg. Foot Print = 95
Avg. Land Area = 190

Middle Units
Avg. no. of units = 240
Avg. Foot Print = 94
Avg. Land Area = 187

Senior Chalets:

Avg. Foot print = 199
Avg. Land Area = 460

Residential:

Villas

Villa (One Floor) - First & Second Row
Avg. no. of units = 210
Avg. Foot Print = 315
Avg. Land Area = 1000

Villa (One & Half Floor) - Third & Fourth Row
Avg. no. of units = 180
Avg. Foot Print = 325
Avg. Land Area = 1000

Lagoon Villas 1
Avg. no. of units = 400
Avg. Foot Print = 150
Avg. Land Area = 400

Lagoon Villas 2
Avg. no. of units = 500
Avg. Foot Print = 120
Avg. Land Area = 350

3
Boutique Hotels
100 and 400 rooms

Branded Chalets
(counted under hotel keys)

Min. 4
Food Courts + Restaurants, Bars & Beach Nodes

Min. 2
Clubhouses with gyms & sports areas

Sports Courts & Arenas

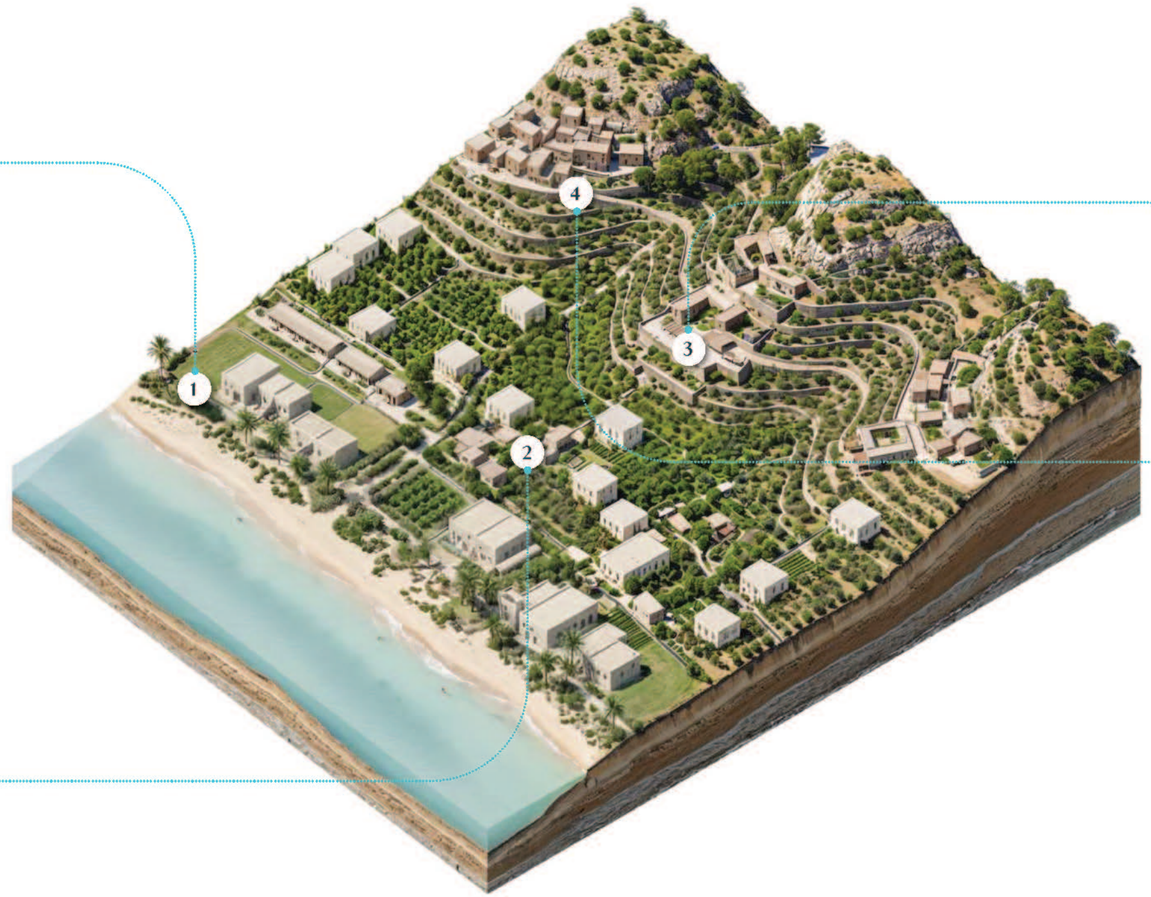
Luxury Aqua Park

DESIGN PRINCIPLES

Design principles transform the project's narrative into a set of spatial rules. They guide how landform, water, vegetation, and built form interact across the site. Together, they ensure the masterplan remains coherent, legible, and adaptable over time.

Design Principles

MEDITERRANEAN GEOMORPHOLOGY



1 Linear Footprints

Lightweight, elongated buildings follow the coastal plain, preserving open views and landscape continuity.

2 Clustered Around Gardens

Custers are arranged around shared gardens, creating shaded, human-scaled living environments.

3 Layered Terraces

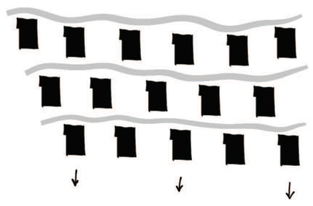
Buildings step with the terrain, forming terraced layers that align with contours and agricultural rhythms.

4 Compact Hill Settlements

Dense, compact clusters embed into the hills, minimizing footprint while maximizing climate comfort and views.

Design Principles

DEFINING THE PATTERNS



Linear Footprints

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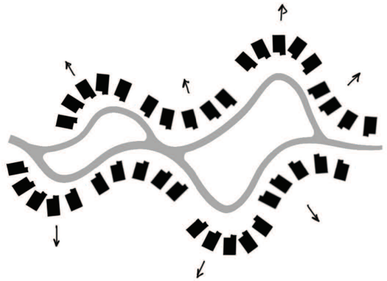

Clustered Around Gardens

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Compact Hill Settlements

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Design Principles

MEDITERRANEAN AGRICULTURE

Coastal Plain

Yellow Fields: Lemon trees, grain fields and vegetation on calm golden colors

Cultivated Belt

Fruit Gardens: Citrus, pomegranate, mulberry — colorful, lush, sensory, ideal near residences

Mid-Slope Landscape

Olive Terraces: Mediterranean olive trees, silvery foliage, dry gardens, stone walls.

Uplands

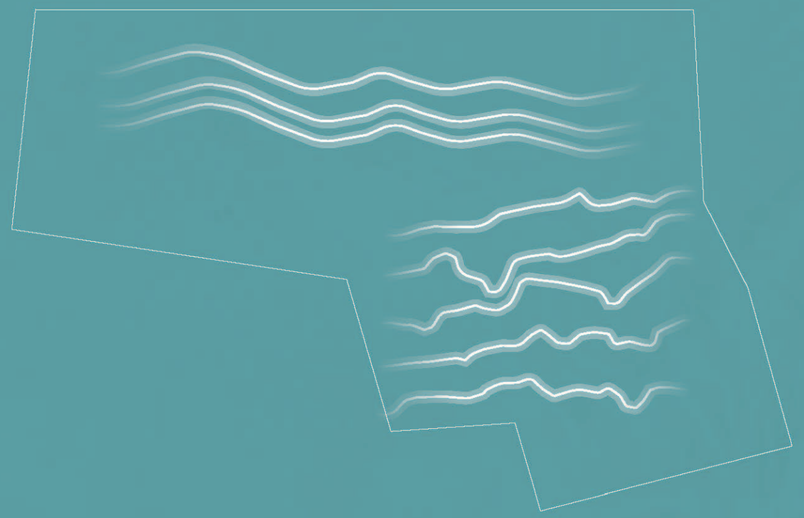
Woody Hill: Tamarisk, pine, acacia, and coastal shrubs — shaded, aromatic, protective.

IDENTITY OF THE PROJECT

A masterplan that grows from its context, shaped by the logic of land and water, where landscape, urban form, and architecture emerge as one continuous system rather than isolated objects. It connects ecological, social, and spatial systems across scales, allowing movement, climate, and daily life to define structure, hierarchy, and experience. Evolving over time as a living organism, the framework remains adaptive and resilient—capable of growth, transformation, and long-term relevance.

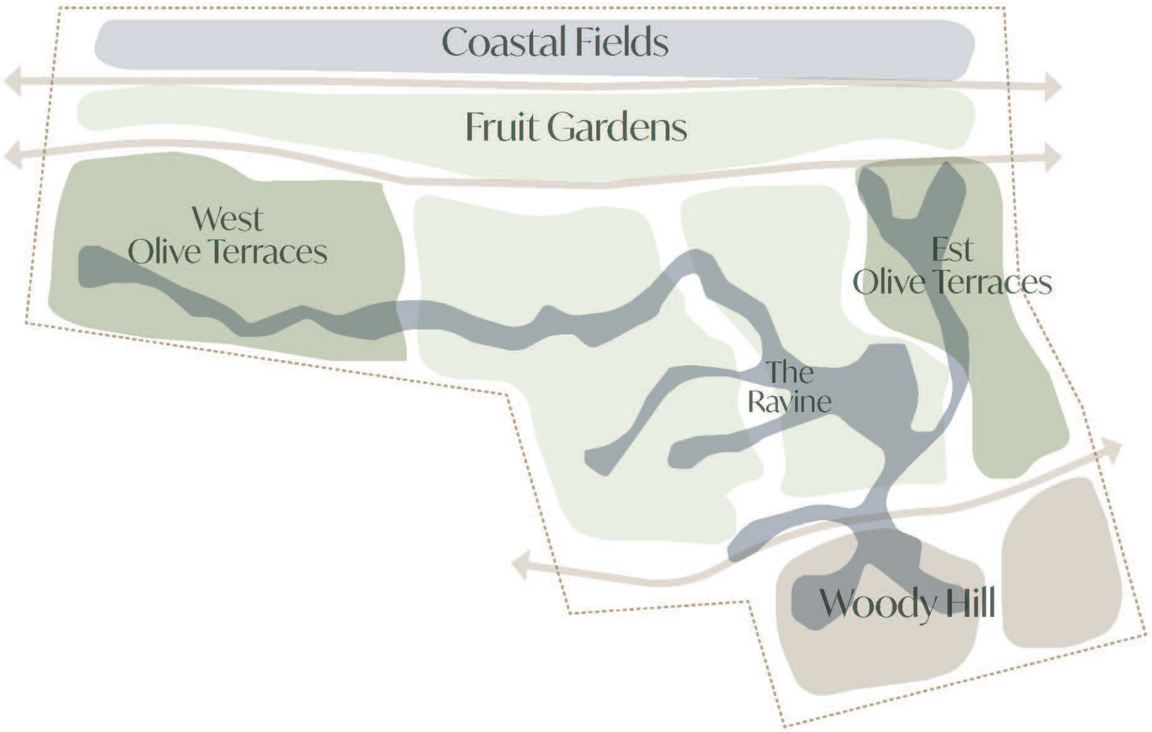
Identity Of The Project

CONNECTING THE ECOSYSTEMS



Terraced Horizon

The masterplan **cascades toward the Mediterranean** through a series of terraces, stepping from elevated chalets to lagoon villas and finally to beachside homes. This **descending rhythm enhances views,** privacy, and a natural gradient of experiences.



The Coastal Jewel

Four Landscapes, Endless Mediterranean Living

The masterplan is shaped by four distinct landscape identities that celebrate the natural and agricultural character of Marsa Baghush. **Coastal Fields** introduce bright, sun-kissed moments through lemon trees, grain fields, and soft golden vegetation. **Fruit Gardens** add lush, colorful pockets of citrus, pomegranate, and mulberry, creating sensory, vibrant spaces ideal near residential clusters. **Olive Terraces** bring a Mediterranean character with silvery foliage, dry gardens, and stone-lined slopes that ground the development in a timeless regional aesthetic. Completing the composition, **Woody Hill** zones — with tamarisk, pine, acacia, and coastal shrubs — offer shade, aroma, and a protective green buffer. Together, these four identities create a rich, cohesive landscape that ties the community to its coastal environment.

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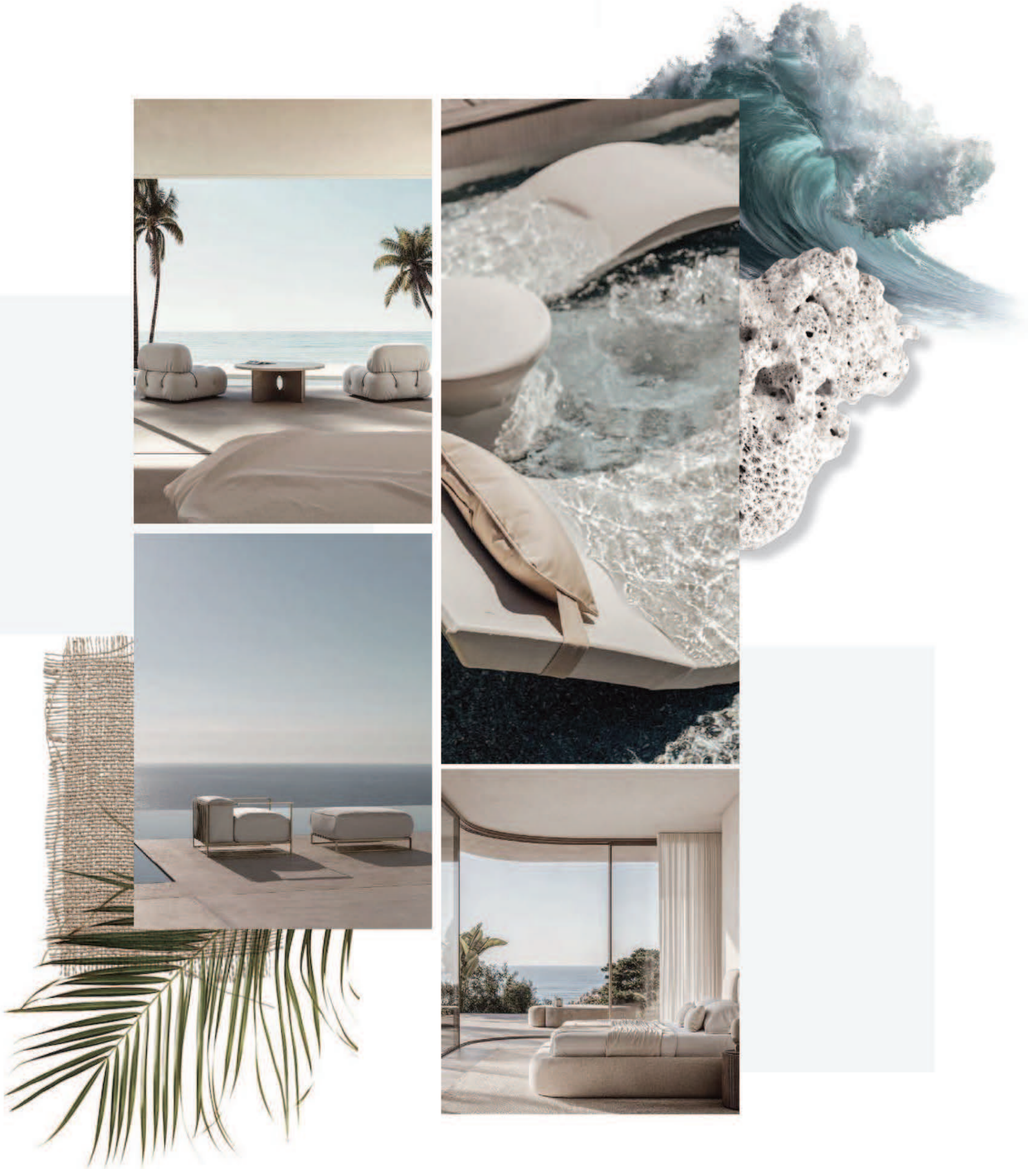


Coastal Plain

Coastal Fields

Architecture stretches in light, linear forms along the shoreline, preserving open views toward the sea. Buildings remain low and porous, shaped by wind, sun, and salt air. Materials are pale limestone, sand, and sun-washed whites that reflect heat and light. Planting is resilient and minimal, with coastal grasses, palms, and low shrubs anchoring the terrain.

Cultivated Belt

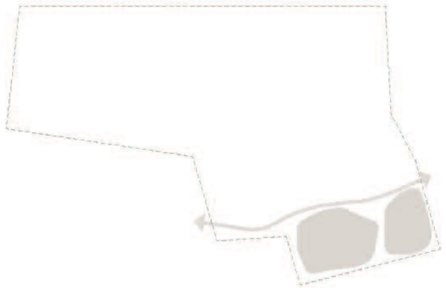
Fruit Gardens

Low-rise clusters sit within productive gardens, organizing space around citrus groves and shaded courtyards. Architecture and landscape interlock through pergolas, stone walls, and water elements. The environment becomes more tactile and sensory, defined by shade, fragrance, and seasonal change. Colors deepen into warm stone, timber, and rich greens.

Mid-Slope Landscape

Olive Terraces

Buildings step with the terrain, forming terraced layers that follow agricultural contours. Architecture is embedded rather than placed, merging with olive groves and dry-stone walls. Spaces are shaded, calm, and oriented toward long hillside views. The palette is earthy and muted, blending stone, wood, and silvery foliage.



Uplands

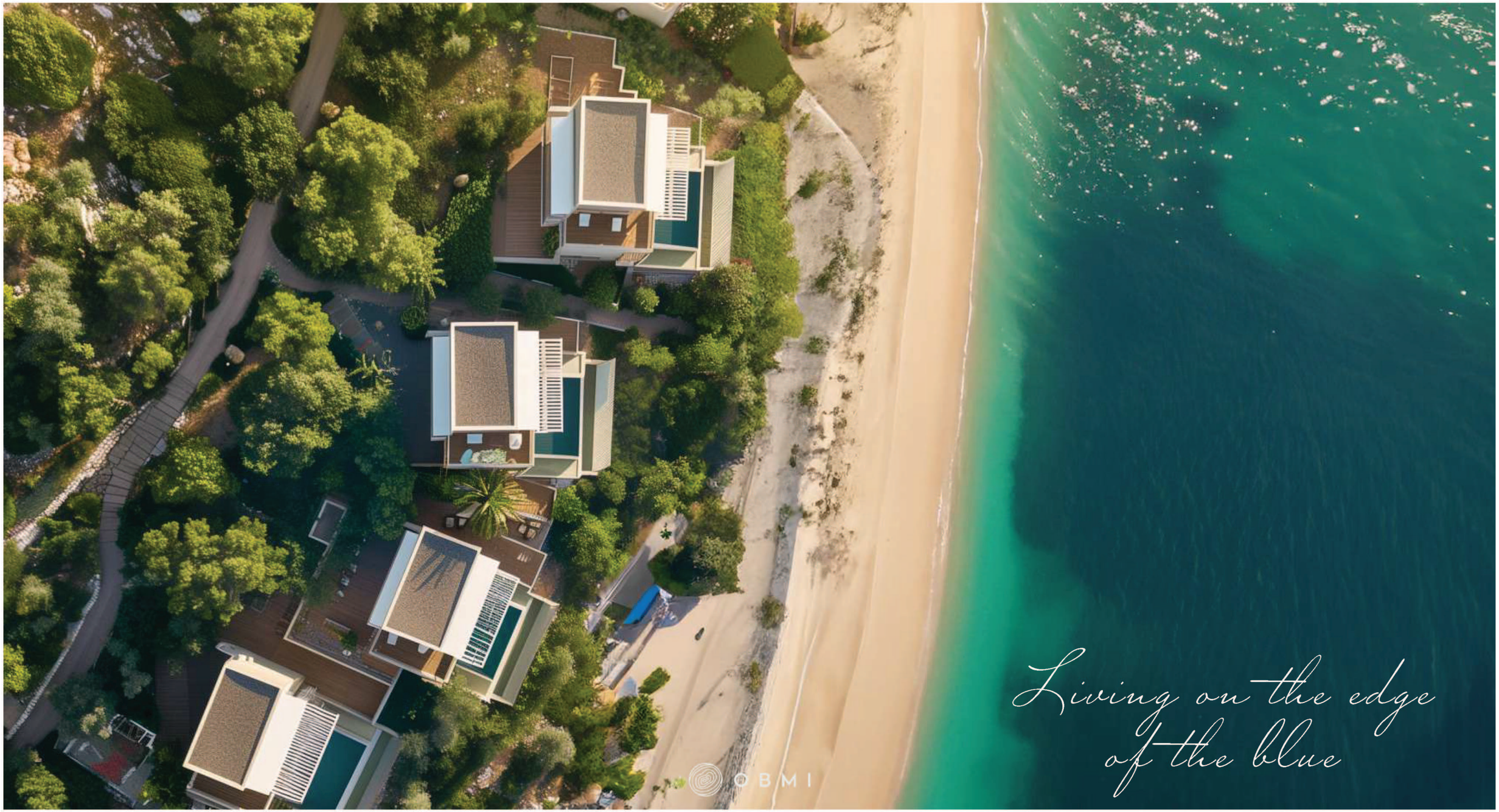
Woody Hill

Compact settlements nestle into the hills, minimizing footprint while maximizing protection and views. Architecture becomes denser and quieter, shaped by elevation and climate. Pine, acacia, and native shrubs form a protective, aromatic landscape. Materials darken slightly, grounding buildings in rock, soil, and shadow.

The Natural Spine

The Ravine

The ravine forms the main pedestrian spine, stitching the coast to the hills through a continuous landscape journey. It concentrates movement, activities, and social life along a shaded, walkable corridor. Water, planting, and terraces create a cooler microclimate and moments of pause.


Living on the edge
of the blue
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Where water slows time
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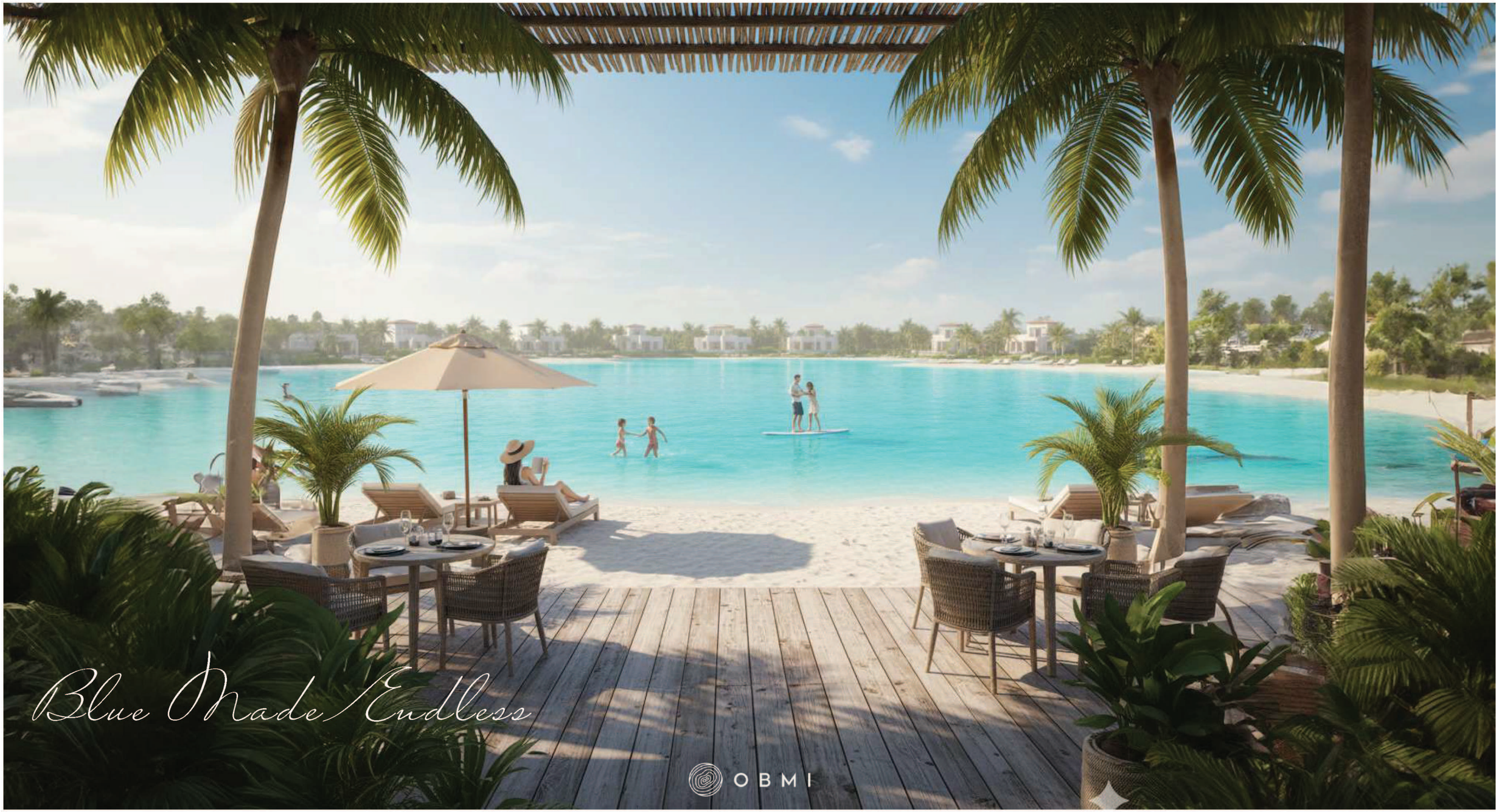
10
10


Blue Made Endless
OBMI

Where Retail Flows Naturally
Into the Landscape
OBMI

Where Shopping Meets the Spectacle
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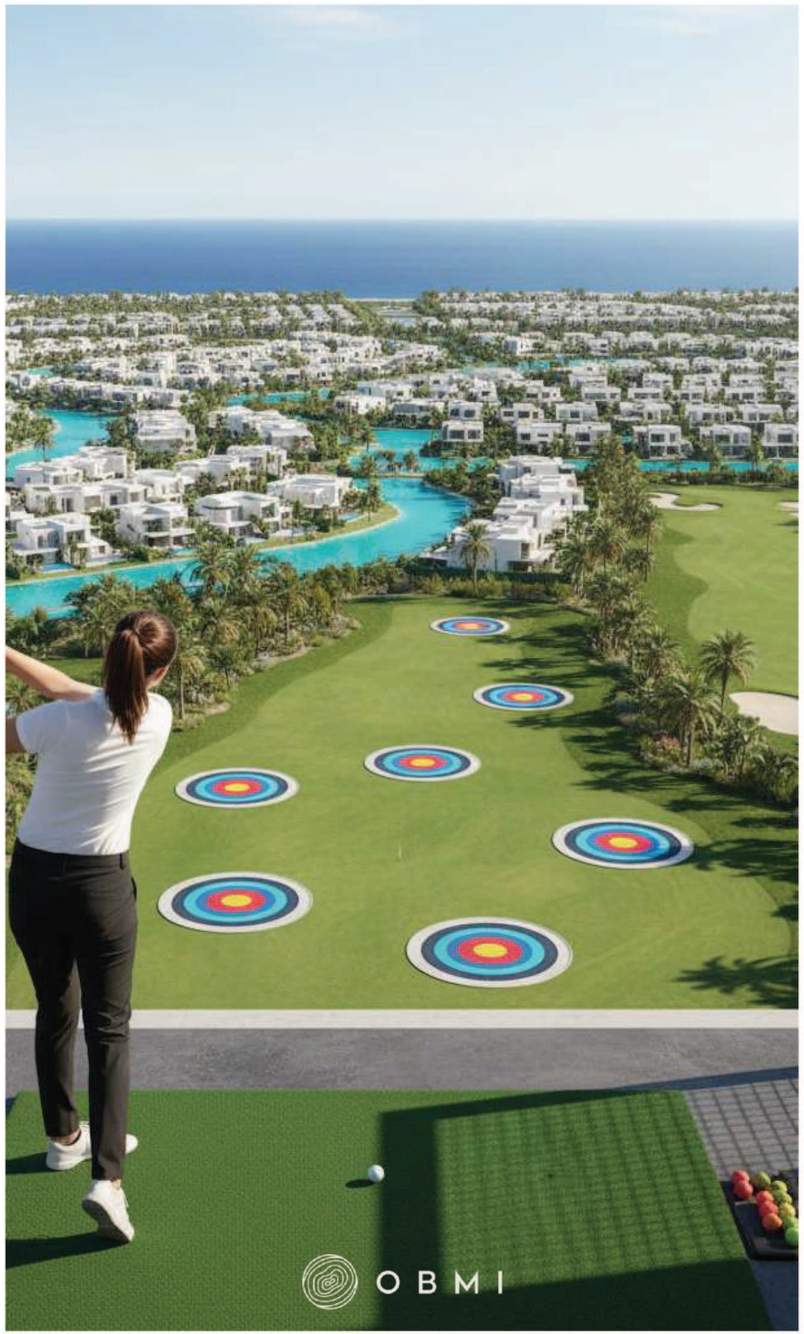
A Community
with
Endless Posibilities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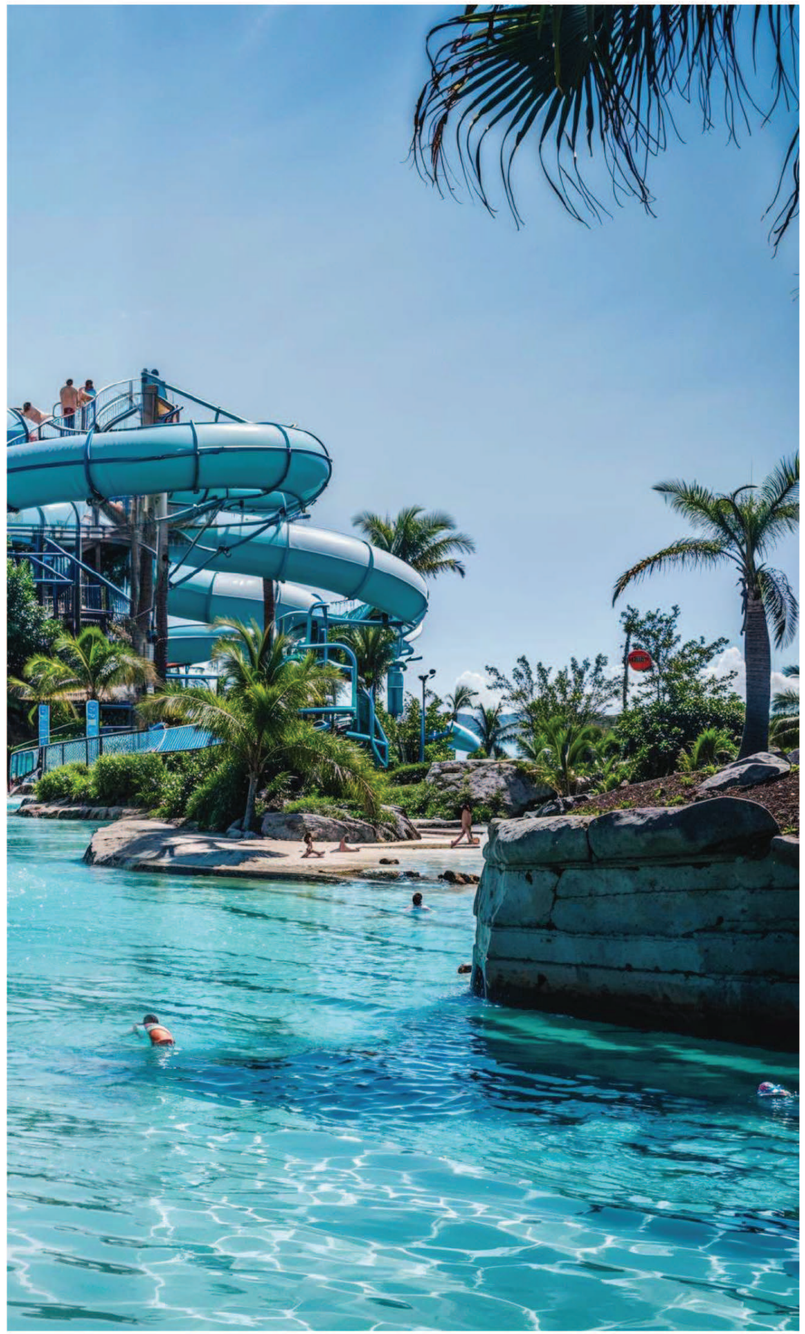

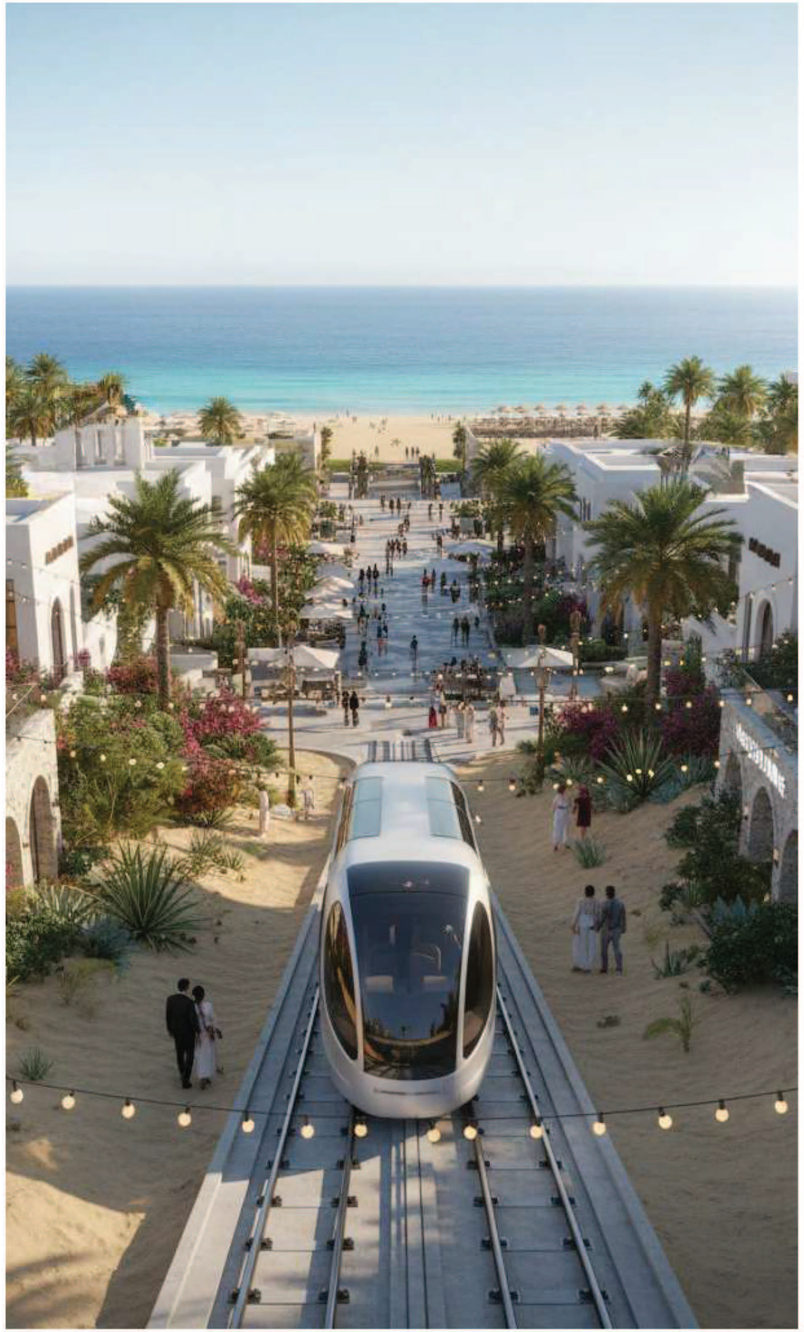

Seamless Connected
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Where Wellbeing
Shapes Every Moment
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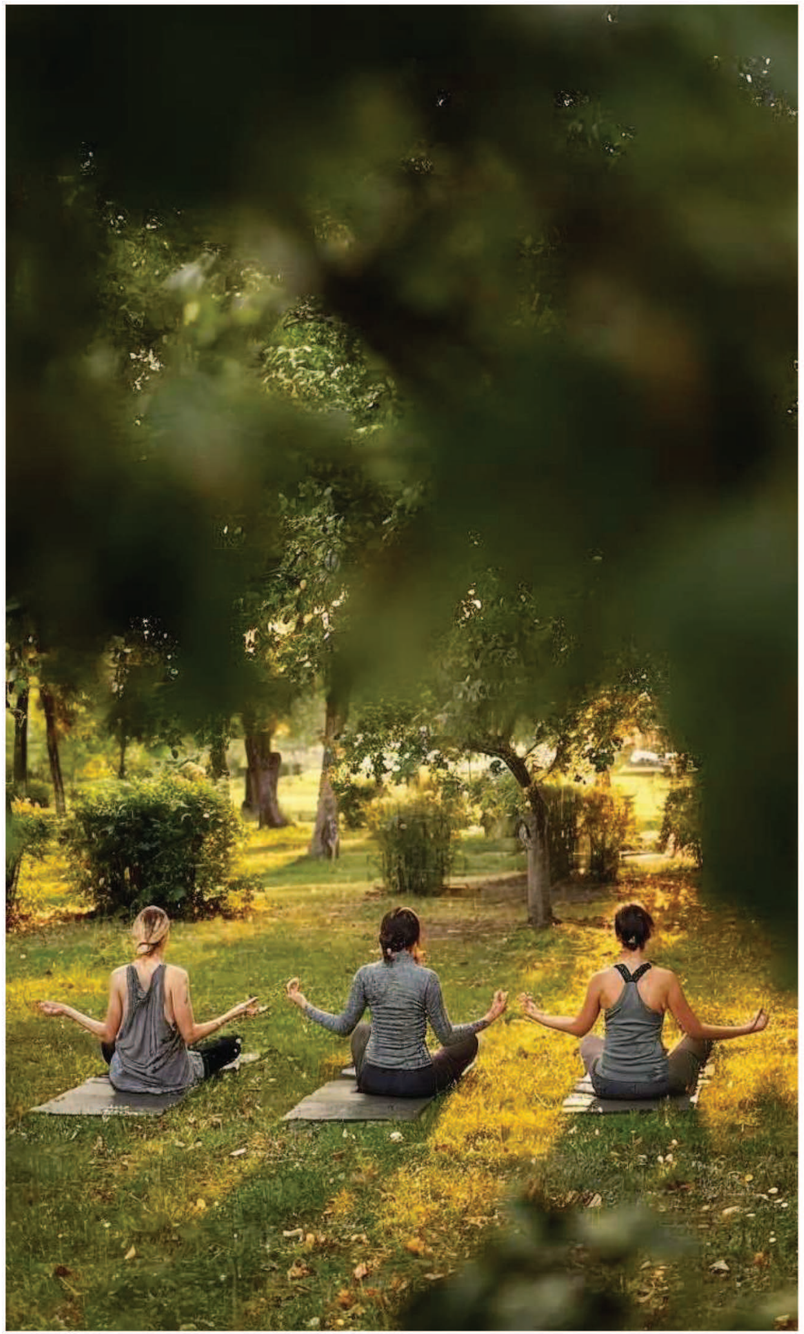

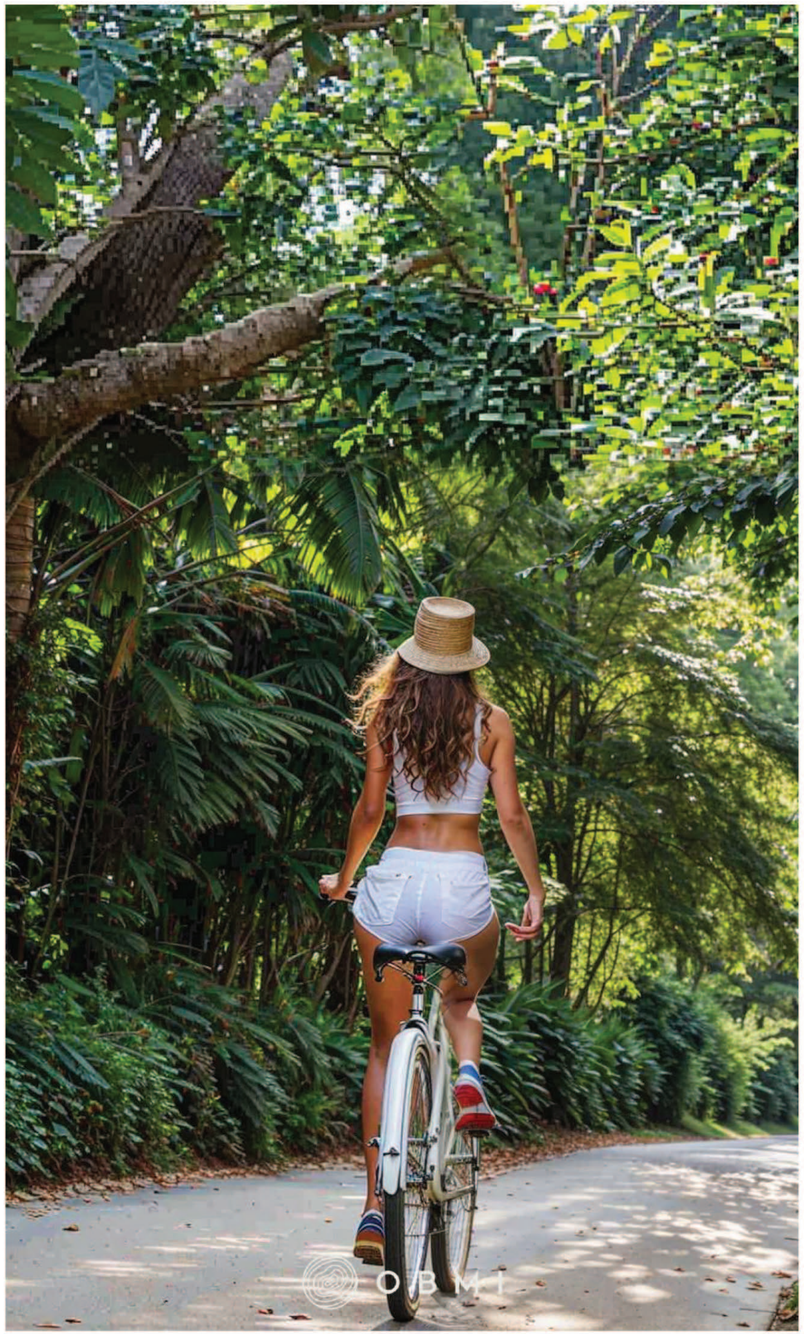
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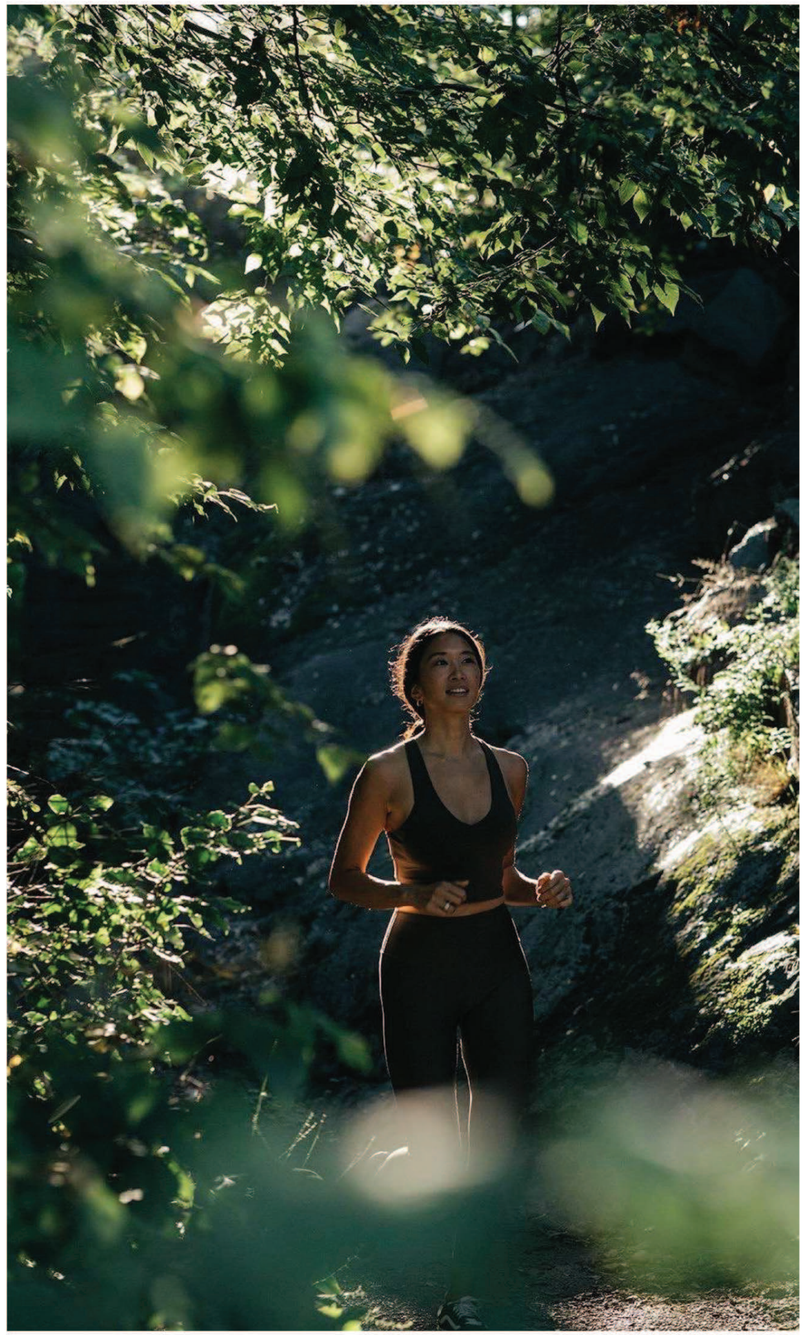
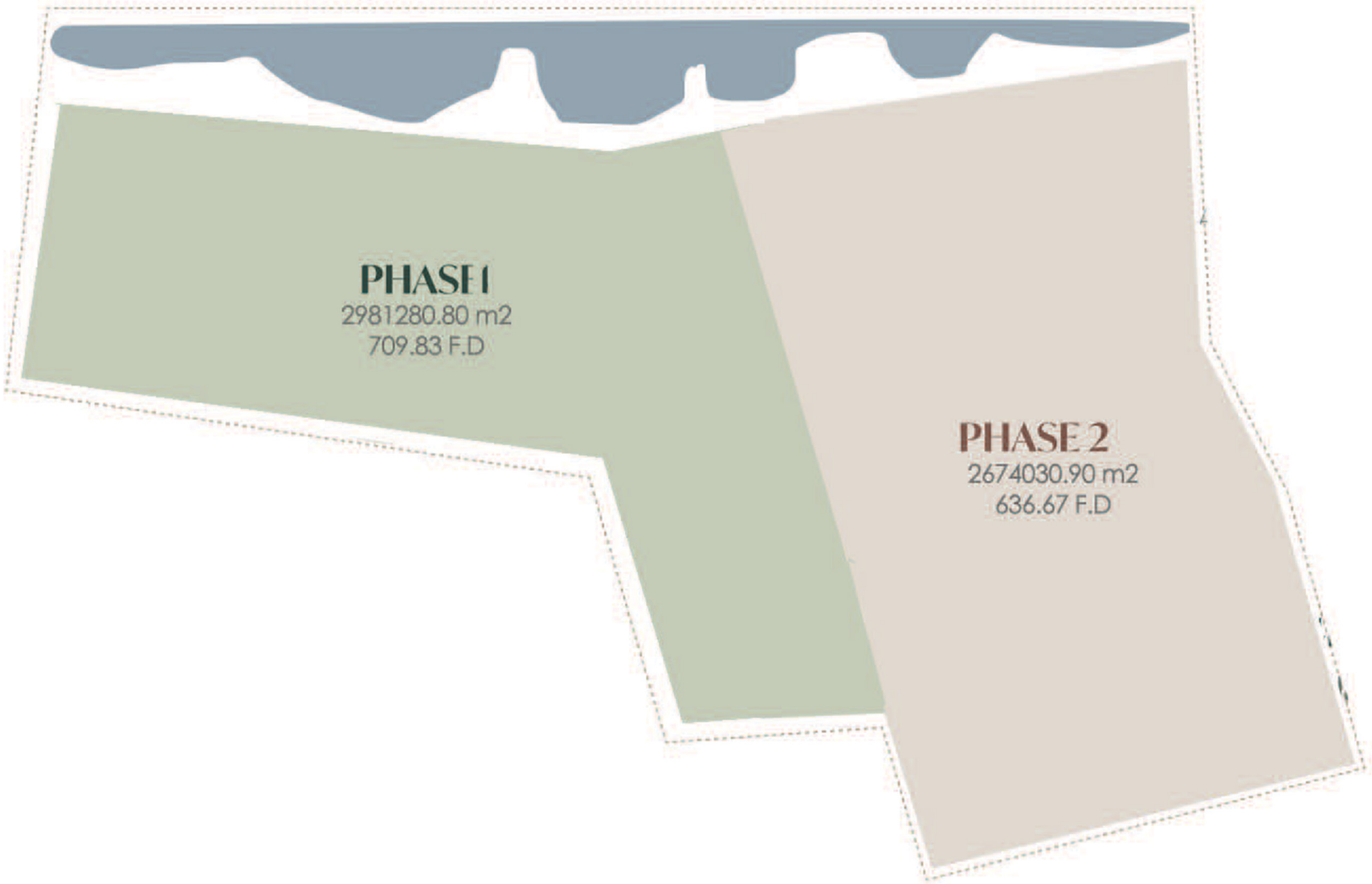


Proposed Phases



The Coastal Jewel

Sanctuary of Horizons

The Coastal Tapestry unfolds as **a journey of transitions**, moving from the openness of the coast to the lush intimacy of an oasis, and finally to the elevated perspective of the ridge. At the shoreline, **expansive horizons** and fluid edges set the tone of arrival and connection to the sea. This gradually shifts into the sheltered heart of the landscape, where verdant palms, shaded water courts, and gathering spaces create a **restorative oasis** of community and pause. The sequence culminates at the ridge, where land rises to offer boundless views, quiet contemplation, and a sense of elevation. Together, these realms form **a layered narrative of expanse, retreat, and revelation** — a choreography of contrast that defines place through rhythm and discovery.

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The Coastal Jewel

Terraces towards the Blue

The Mediterranean terraces shapes a gently stepped masterplan where apartments, townhouses, lagoon villas, beach villas, and the hotel descend naturally toward the sea. This terraced composition maximizes **north orientation**, allowing over 75% of residences to enjoy direct water views, natural light, and cooling sea breezes. Interwoven l**andscape and water feature**s create a continuous journey from elevated community living to serene beachfront retreat — a place where architecture and horizon meet in quiet harmony.

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The Coastal Jewel

Sanctuary by the Sea

Within The Coastal Jewel, **every neighborhood** is thoughtfully **connected to the shoreline** through a gentle network of mobility options. Whether **by funicular, electric buggies, vehicles, or scenic walking and cycling paths**, residents and guests can **reach the beach comfortably and intuitively**. Travel times remain short and convenient, ensuring a relaxed and immersive journey through lush landscapes, serene lagoons, and shaded green corridors.

Funicular

10 min
max to the beach

Buggies & Vehicles

12 min
max to the beach

Vehicles

6 min
max to the beach

Pedestrians and Bikes

15 min
max to the beach

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The Coastal Jewel

Brief Numbers

	Current Design	Brief
Challets	5,000 units	5,400
Beach Villas	390 units	240
Lagoon Villas	890 units	927
Townhouses	475 units	616
Apartments	3,200 units	1,727
Beach Hotel 1	100 units	100
Urban Hotel 1	400 units	400
Urban Hotel 2	400 units	400
TOTAL UNITS	**10,855 units**	**10,400 units**
Water %	**8.12 % of land**	**8% of Land**

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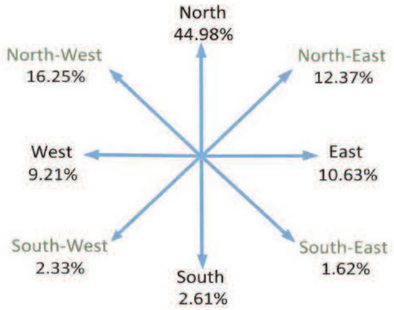
The Coastal Jewel

Terraced Horizon



Orientation Percentages

The stated orientation percentages apply to Townhouses, Chalets, Lagoon Villas, and Beach Villas.

For Apartments and Hotel keys, it is assumed that 85% of the units will have north-facing orientation, while the remaining 15% will be oriented east and west, with no units facing south. This distribution is achieved through the strategic positioning and massing of the buildings.

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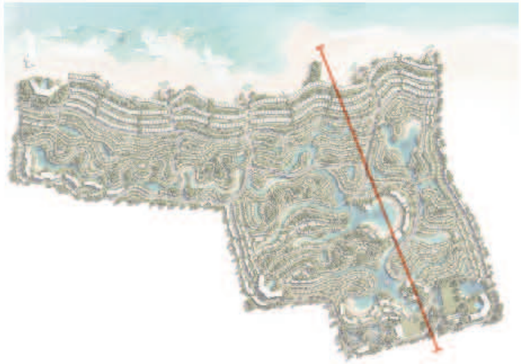
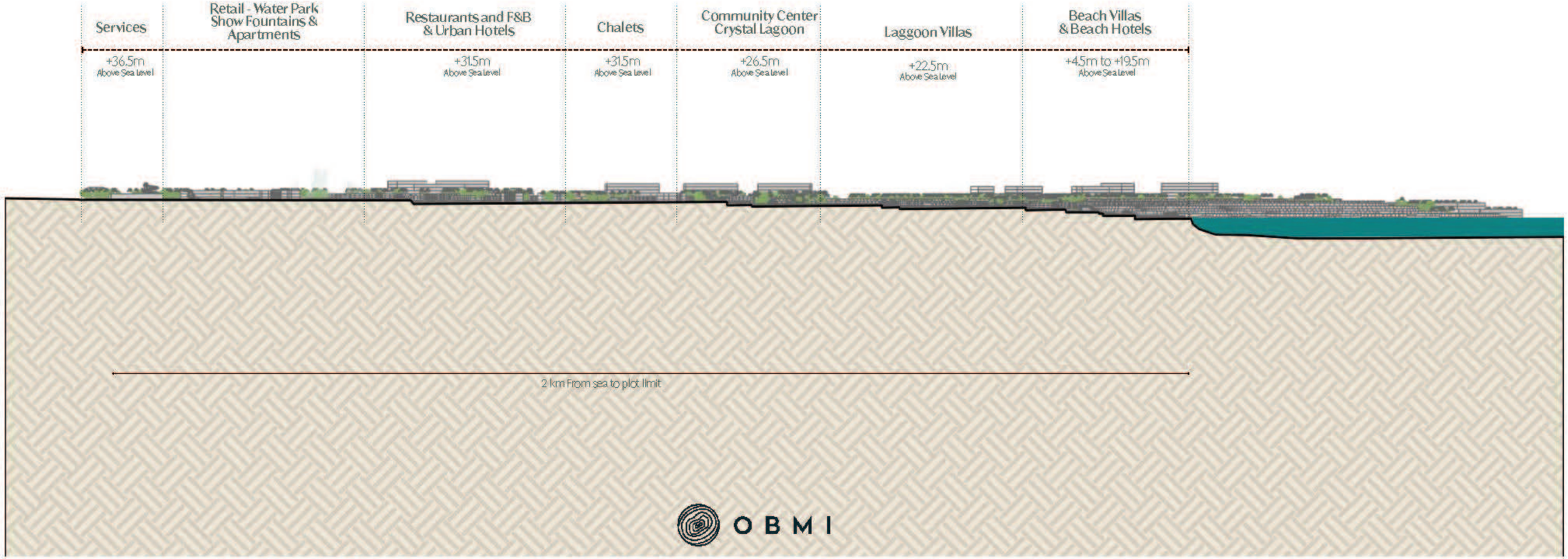
The Coastal Jewel

Overall section





The Coastal Jewel

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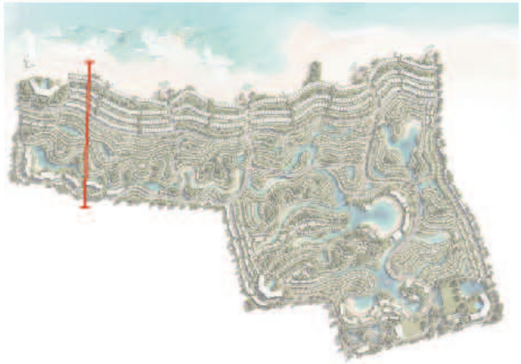
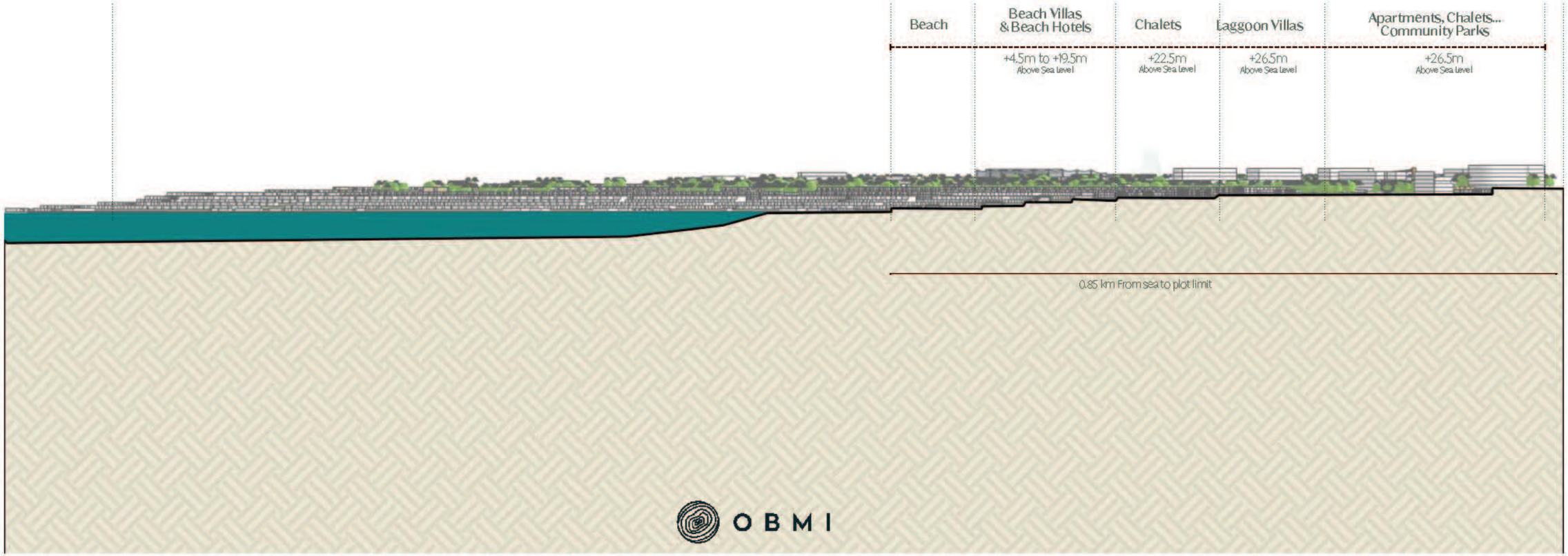
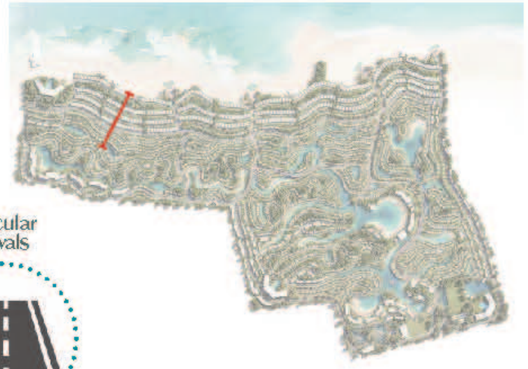
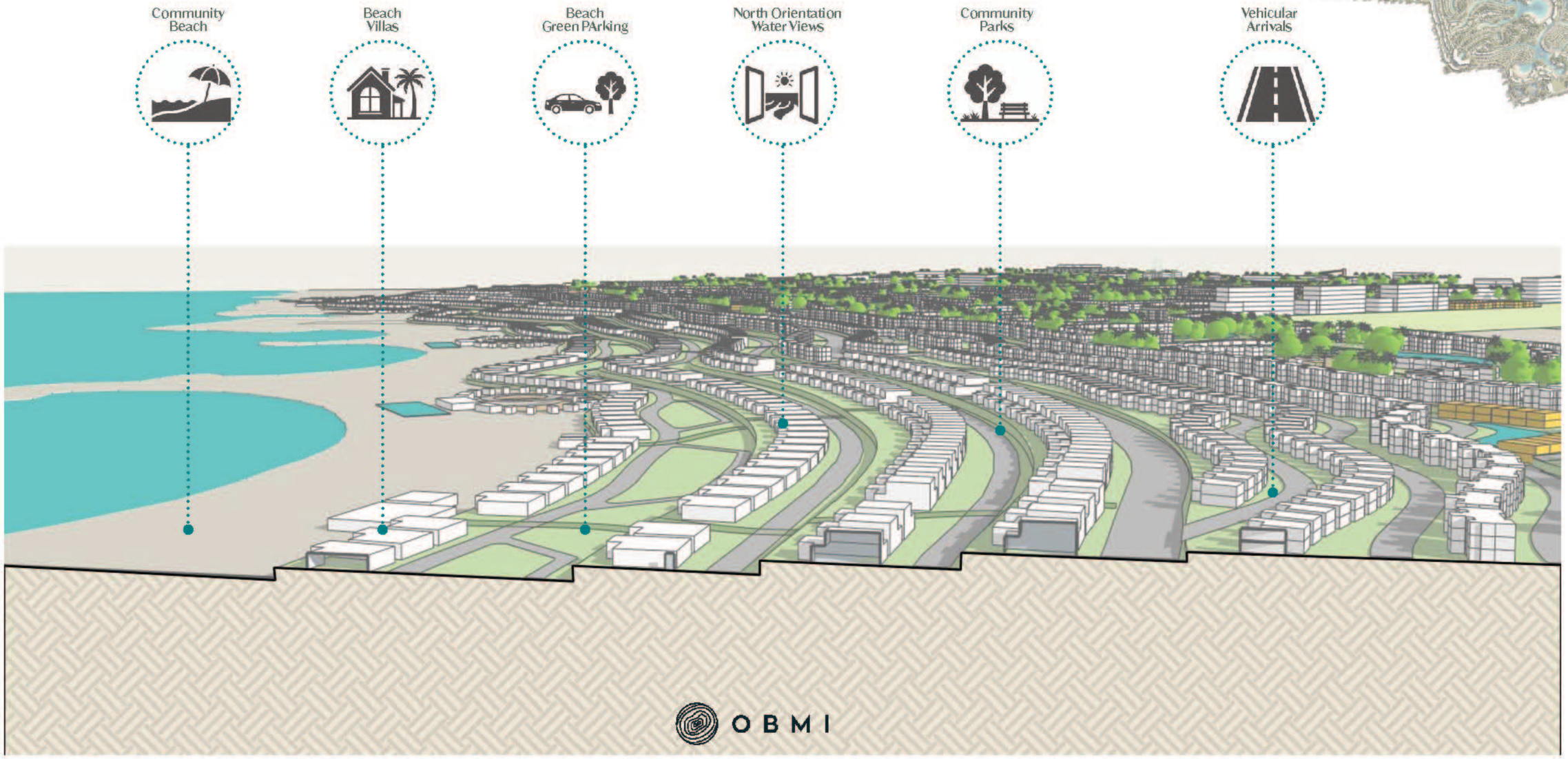




The Coastal Jewel

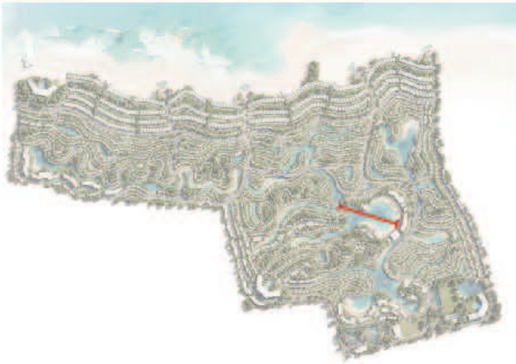
Beach Condition

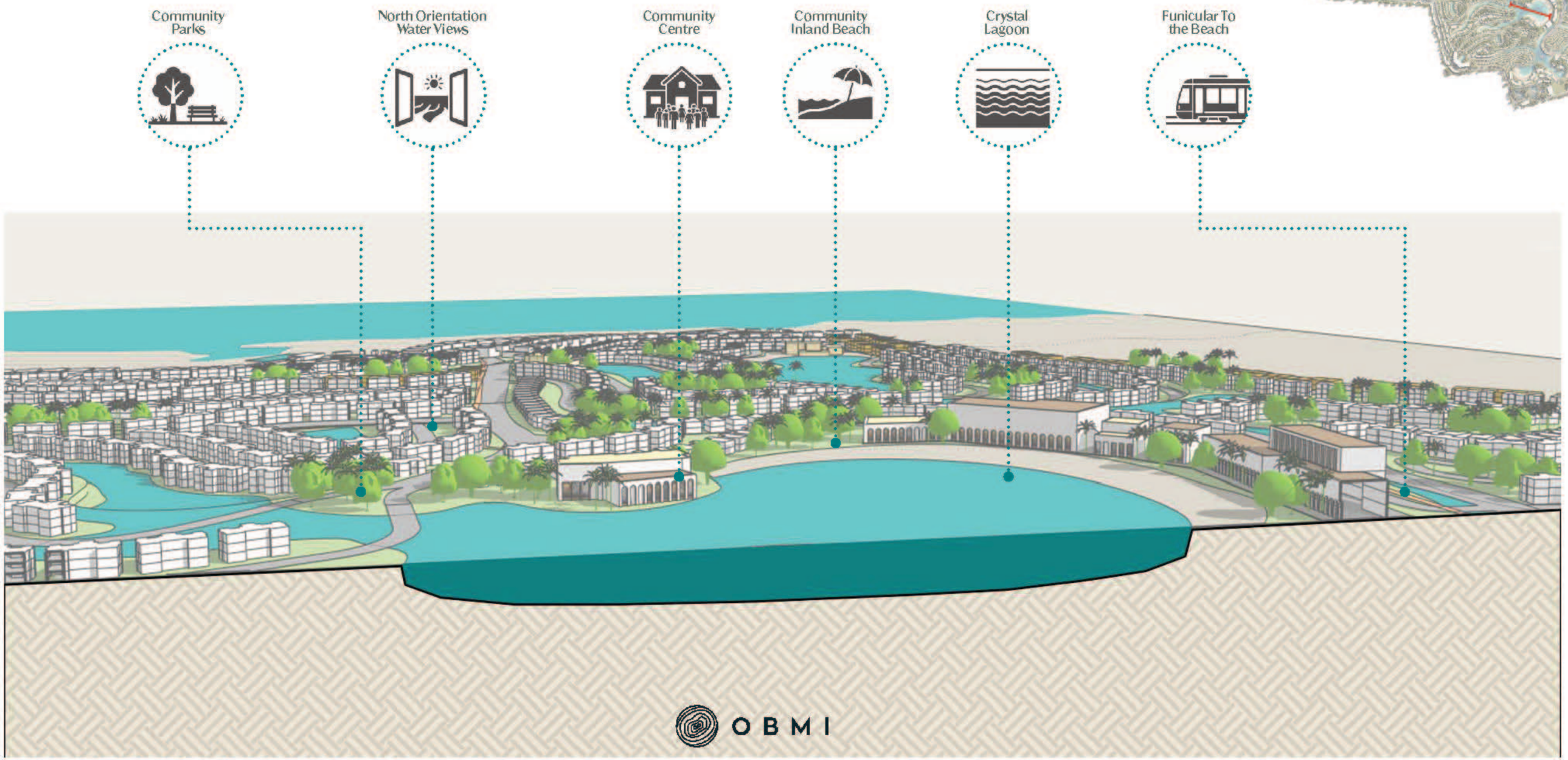




The Coastal Jewel

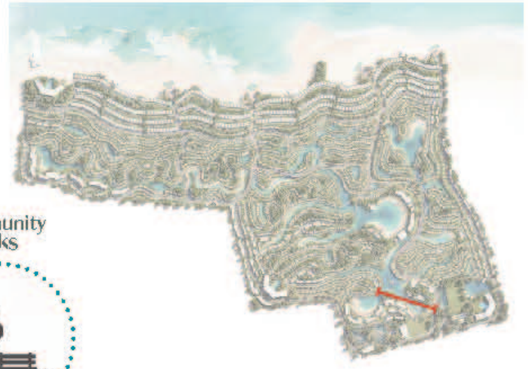
Crystal Lagoon

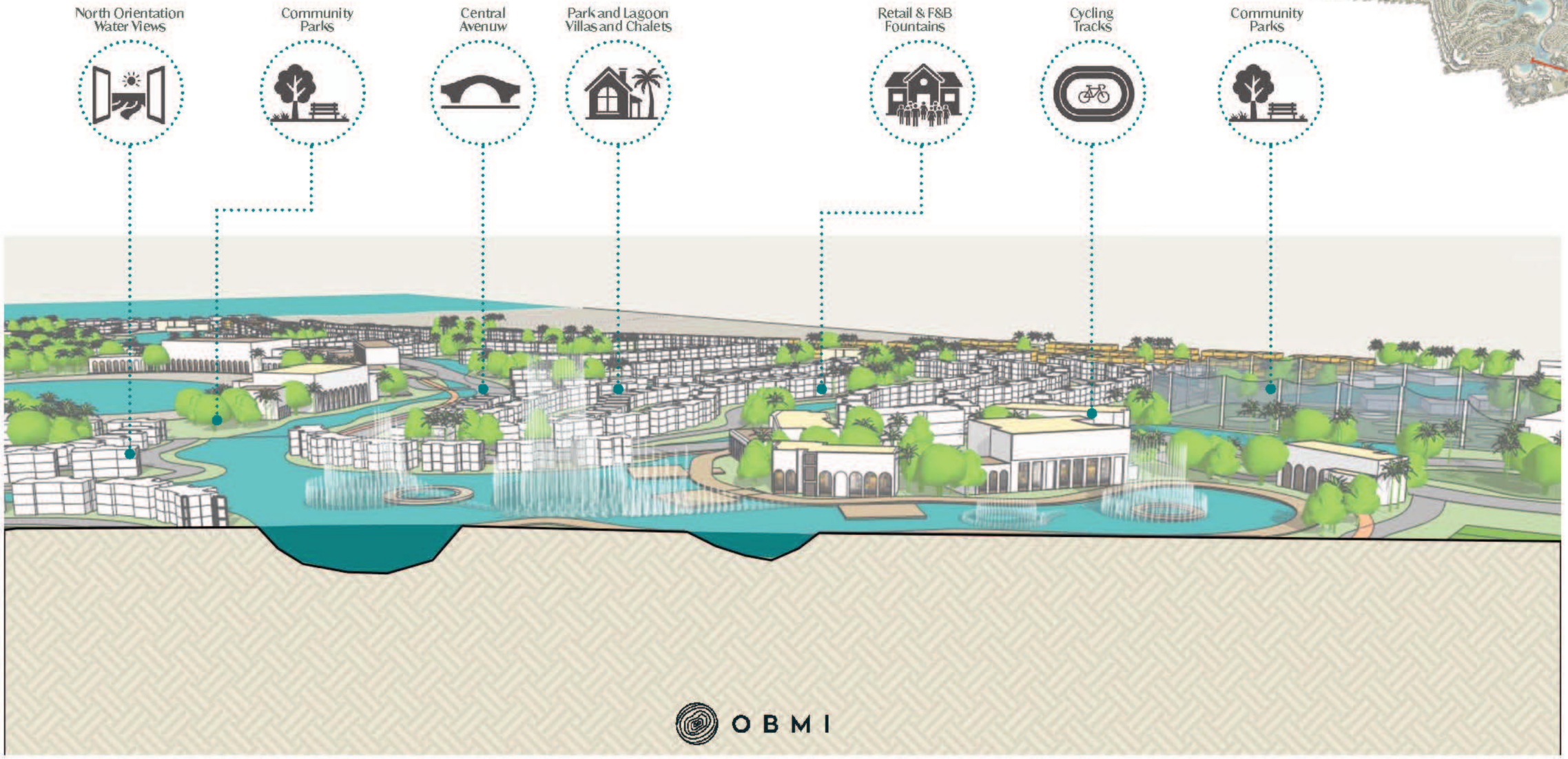




The Coastal Jewel

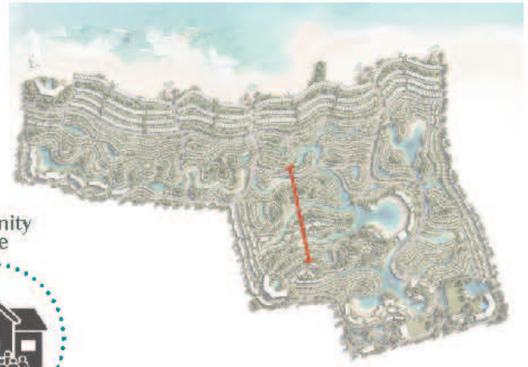
Fountains Promenade

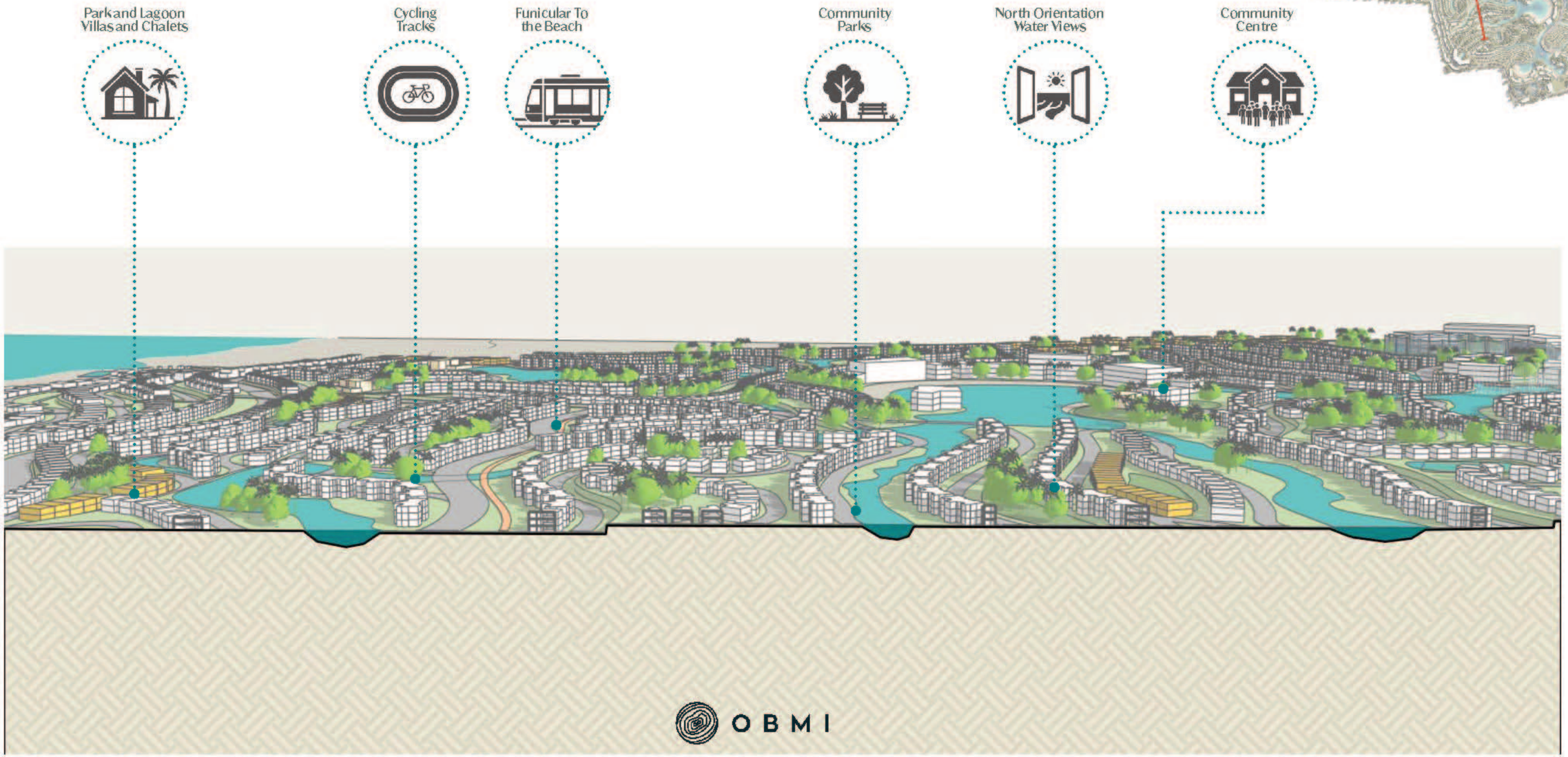


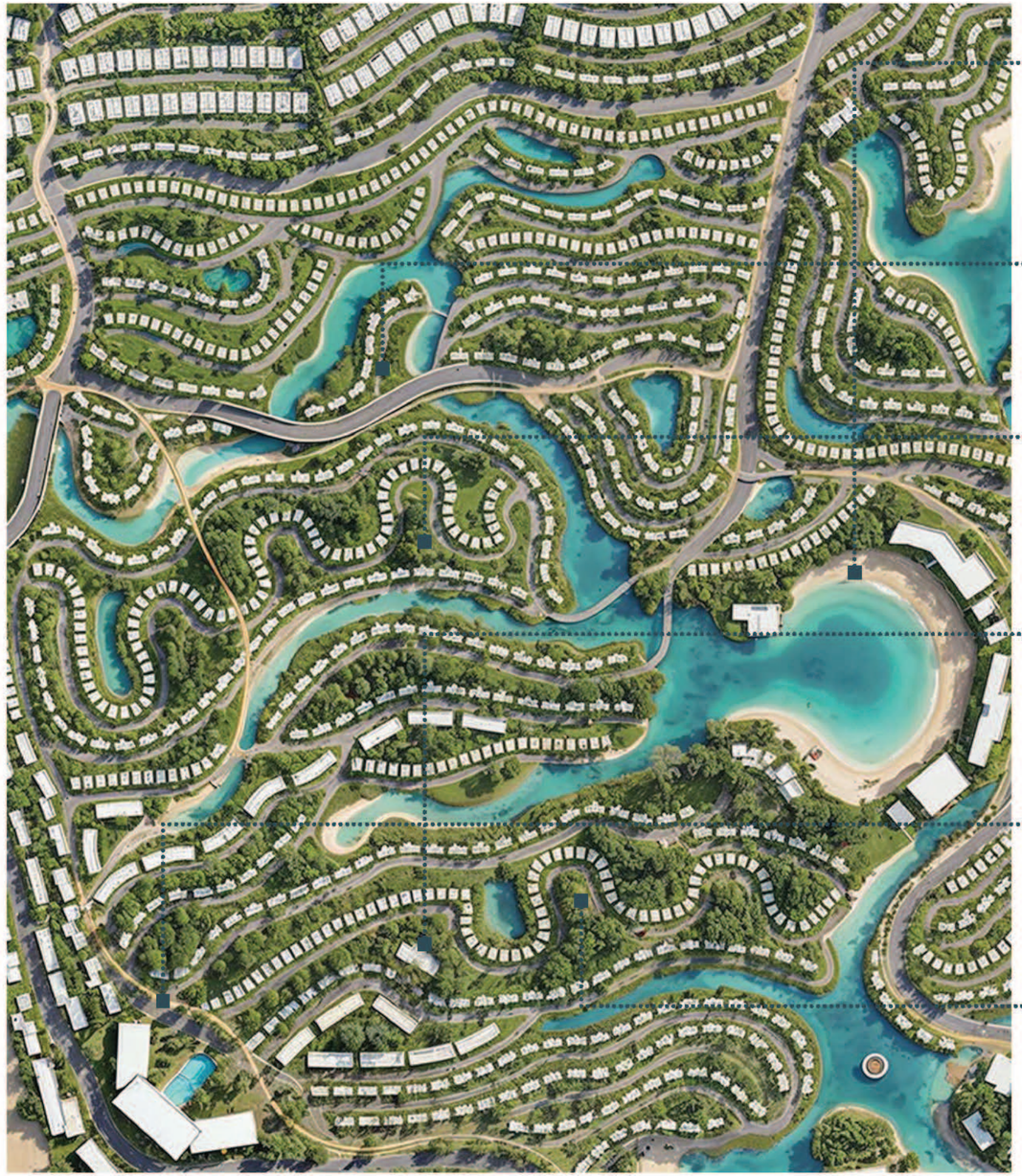


The Coastal Jewel

Park and topography Section







Crystal Lagoon

Runing Tracks

Community Funicular

The Coastal Jewel

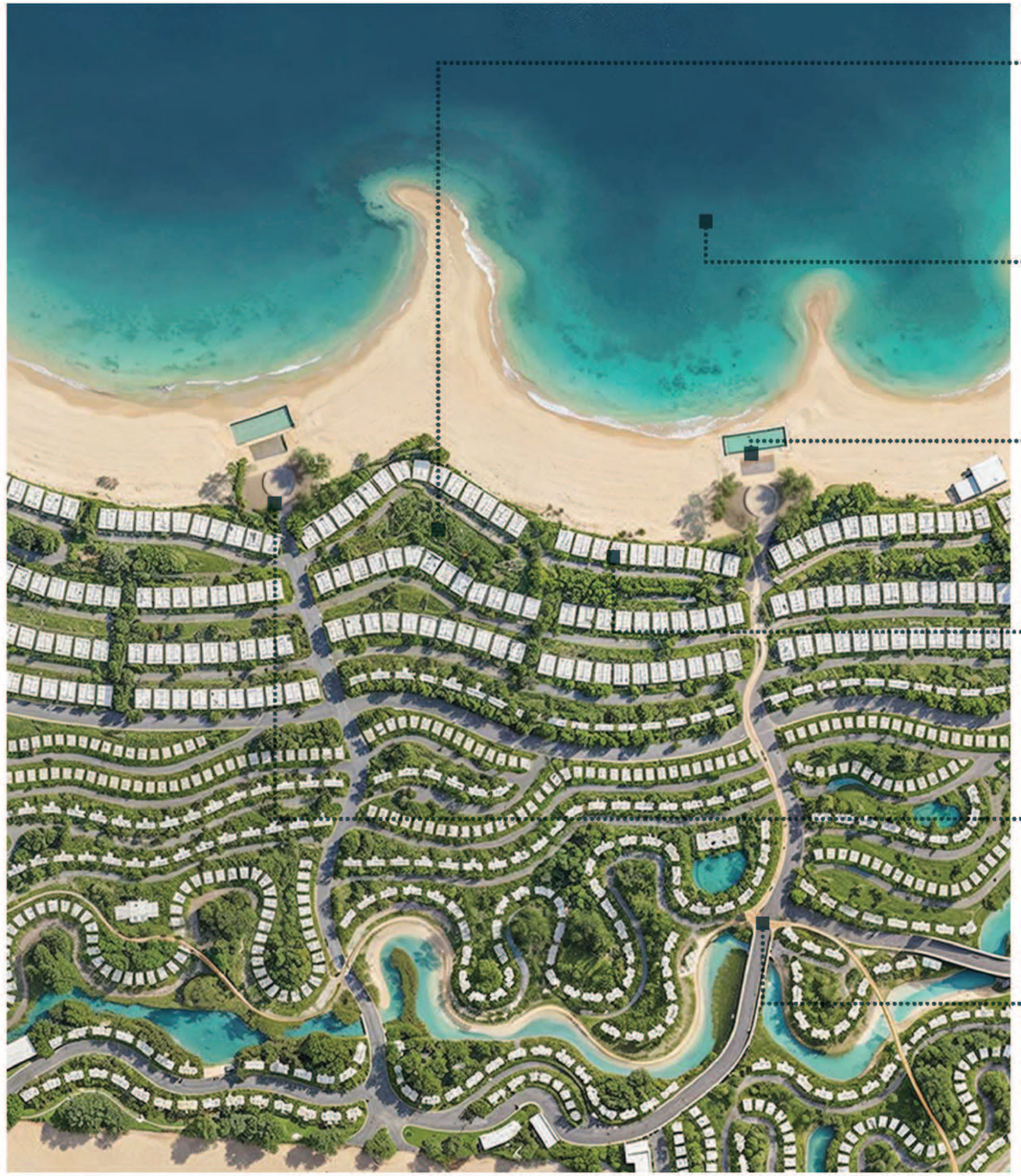
Chalets Parks

Cycling Paths

Park Pavilions

Multipurpose Lawns

OBMI



Green-Beach Parking

Bespoke Facilities

Community Beach Club

The Coastal Jewel

Mediterranean Beach

Community Beach

Beach Villas

Funicular

OBMI

Lagoon Villas

Private Beach Access

Unwind Moments

The Coastal Jewel

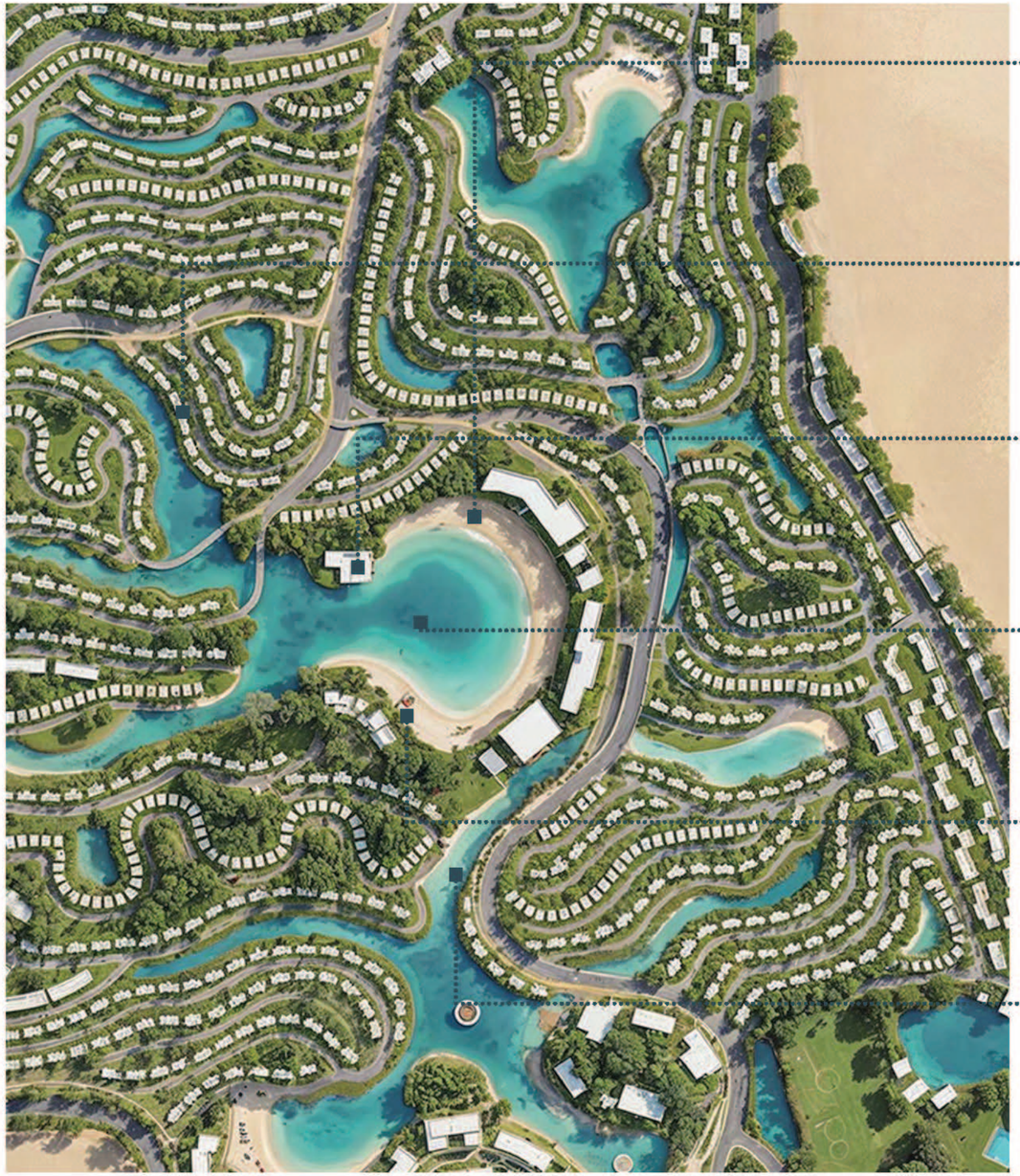
Lagoons Villas

Paddle Courts

Sereen Parks

Sport Facilities

OBMI



Crystal Lagoon

Community Center

Beachfront activities

The Coastal Jewel

Crystal Lagoon

Water front Chalets

Water Activities

Community River

OBMI

Crystal Lagoon

Community Center

Sport Center

The Coastal Jewel

Crystal Lagoon

Fountains F&B and Retail

Top Golf

Water Park

OBMI

The Coastal Jewel

OBMI

The Coastal Jewel

OBMI

OBMI

OBMI

OBMI

OBMI

OBMI

OBMI

A COASTAL JEWEL
OBMI