

MARGARET'S MOUND

St Margaret's at Cliffe, Kent

In The Country explores the design and architectural evolution by drawing inspiration from precedent studies, collages, physical modeling, and a detailed site-specific analysis. Through a trial and error process, these methods helped shape architectural forms and spaces, leading to a design proposal for a housing settlement located in the AONB (Area of Outstanding Natural Beauty).

Margaret's Mound is the resulting residential apartment building located in the coastal village of St Margaret's at Cliffe, within the Kent Downs AONB. Inspired by the bold formal language and expressive materiality of Ricardo Bofill's Xanadu, the project reimagines coastal retirement living through sculptural forms, vibrant colours, and environmentally sensitive design.

The project is intended for the ageing population of St Margaret's who are looking to downsize while staying within their community. It comprises a mix of studio and two-bedroom apartments that offer compact yet generous living spaces, prioritising comfort, accessibility, and a connection to nature. Each unit is oriented to maximise natural light and provide views of the surrounding countryside and sea.

A key objective is the preservation of the unique coastal landscape. This is achieved by adopting a vertical building strategy that reduces land coverage while maximising green open space. The massing of the apartment block allows the remainder of the site to become an expansive, accessible landscape that connects directly to the national walking trail, encouraging community interaction.

The architectural language reflects the character of the countryside while establishing a distinct presence. Bold, geometric volumes and articulated facades are finished in colours drawn from the surrounding cliffs, vegetation, and sea, allowing the building to echo its natural setting. The accessible rooftop offers panoramic views of the English Channel and rolling hills, enhancing the building's relationship with its environment.

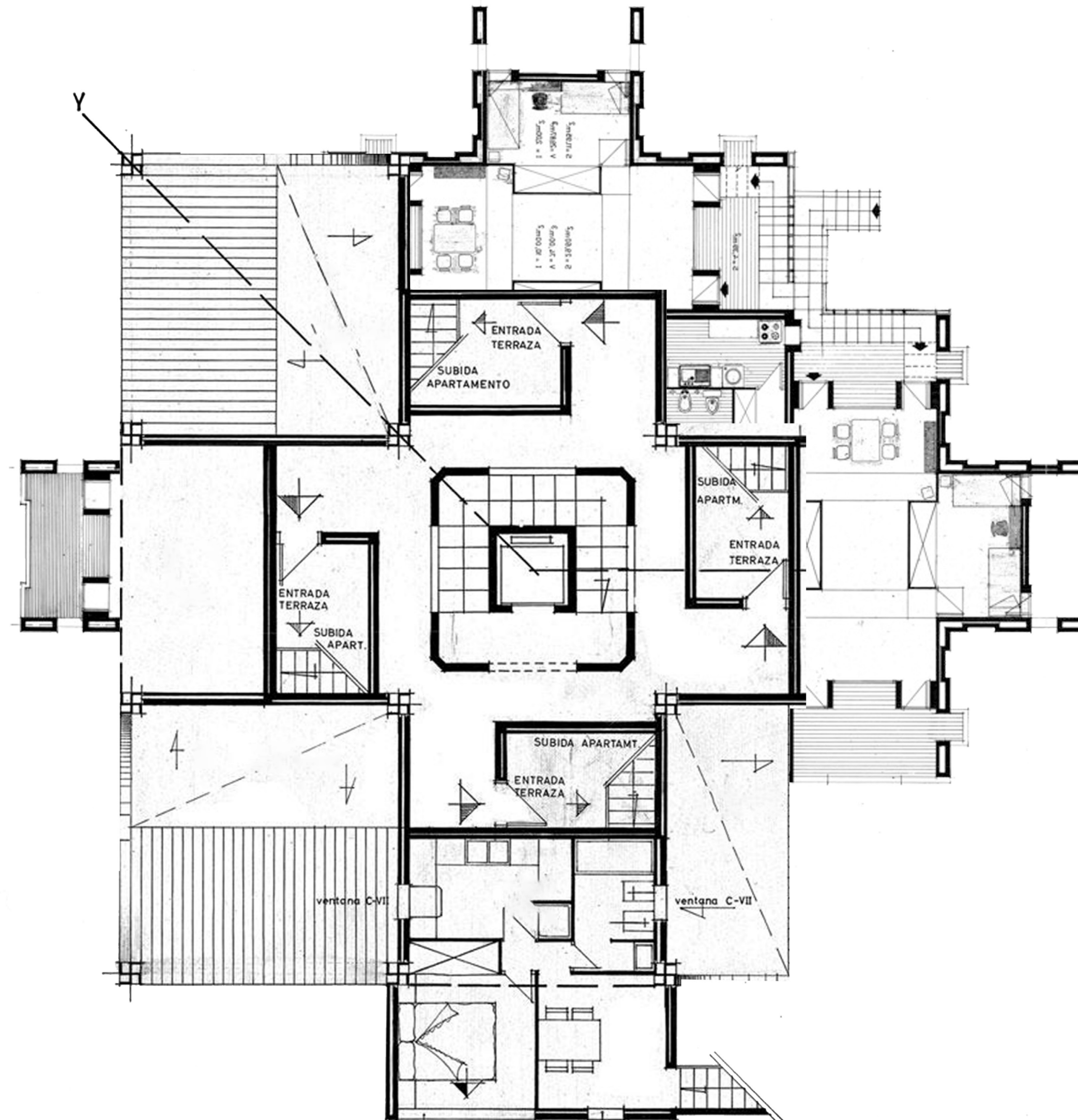
Materiality plays a central role in the project's ethos. Cross-laminated timber (CLT) wall panels, along with glulam beams and columns, form a sustainable and low-carbon structural system that adds warmth and durability. The use of locally sourced Kent peg tiles and clay tiles anchors the design in the material heritage of the region.

The surrounding landscape, inspired by mazes and labyrinths, functions both as a garden and a public space. It includes walkways and planting zones that encourage physical activity, social connection, and ecological richness.

Through the integration of contextual analysis, material exploration, and environmental awareness, Margaret's Mound offers a new model for senior living, One that is compact yet generous, contemporary yet rooted in place, and deeply connected to both community and landscape.



FLOOR PLAN COLLAGE



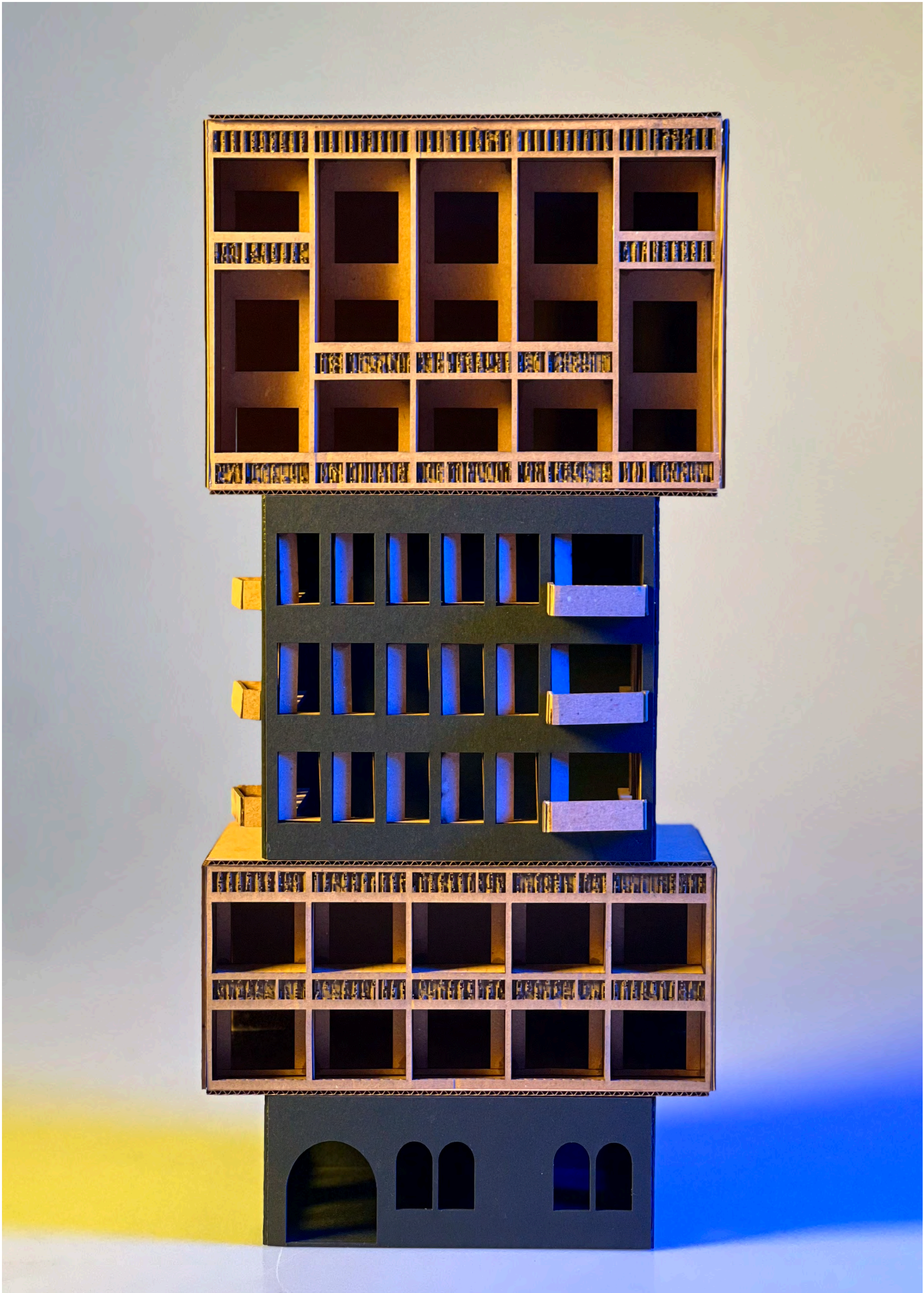
FLOOR PLAN COLLAGE



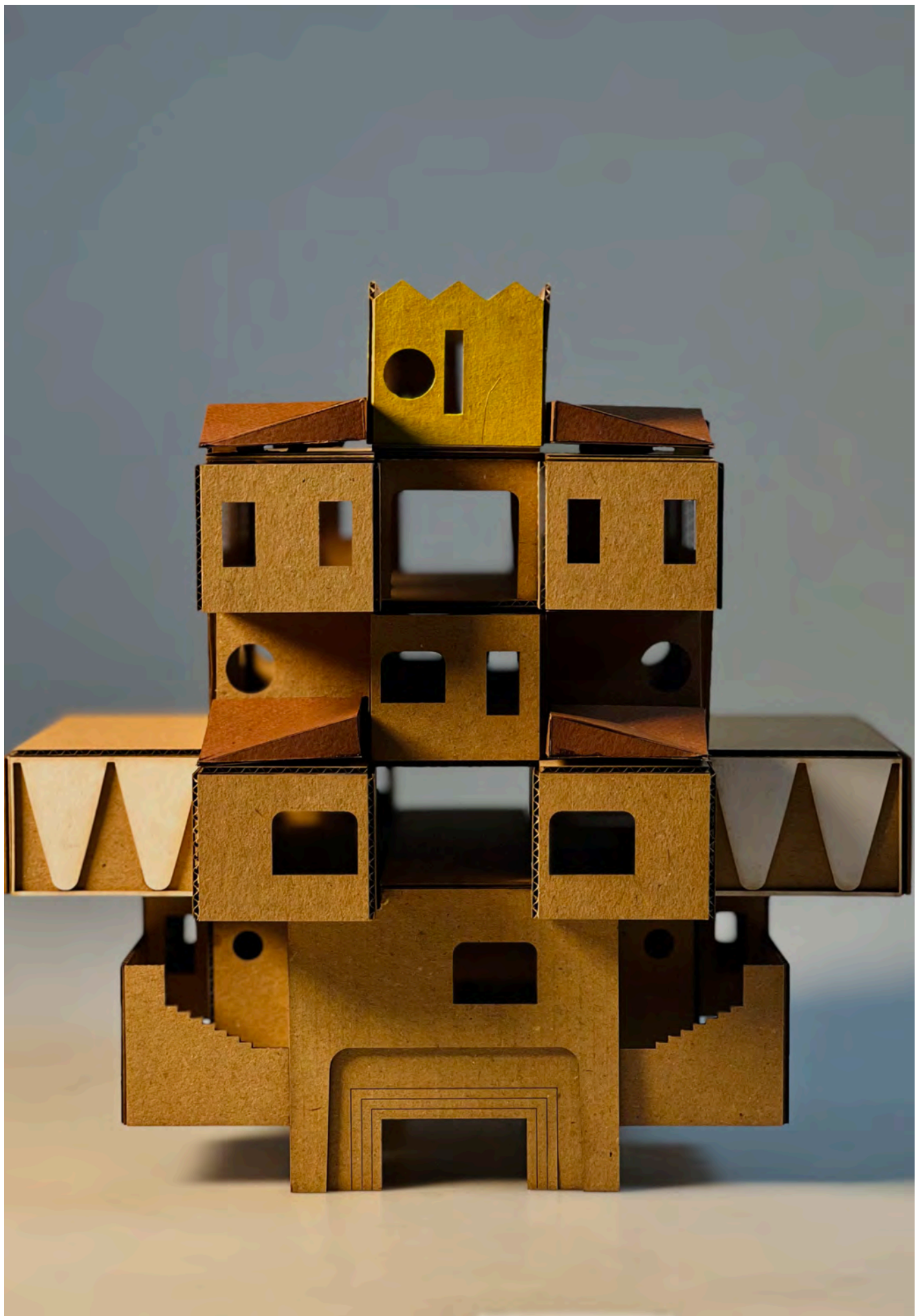
ELEVATION COLLAGE



ELEVATION COLLAGE



MODEL PHOTOGRAPHS



MODEL PHOTOGRAPHS



MODEL PHOTOGRAPHS

LOCATION



- | | | | |
|-----------------------|---------------|---------------------|------------------|
| ● Bus Stops | ● Church | ● Tennis Courts | ⛶ Historic Parks |
| ● Monuments | ● Farmstead | ● Assisted Living | ⬢ AONB Boundary |
| ● Important Buildings | ● Pubs/ Cafes | ● Conservation Area | ⬢ SITE |

ST MARGARET’S AT CLIFFE, DOVER

St. Margaret’s at Cliffe is a picturesque coastal village in Kent, located near the iconic White Cliffs of Dover within the Kent Downs Area of Outstanding Natural Beauty (AONB). Known for its breathtaking views of the English Channel and glimpses of the French coastline, the village has a rich history, including landmarks like the St. Margaret’s Church and the South Foreland Lighthouse.

Surrounded by unique natural features, the village boasts dramatic chalk cliffs, rich biodiversity, and the secluded St. Margaret’s Bay, a favorite spot for locals and visitors. Its strong sense of community, local amenities, and proximity to Dover make it especially appealing to retirees, young families, and those seeking a serene coastal lifestyle.

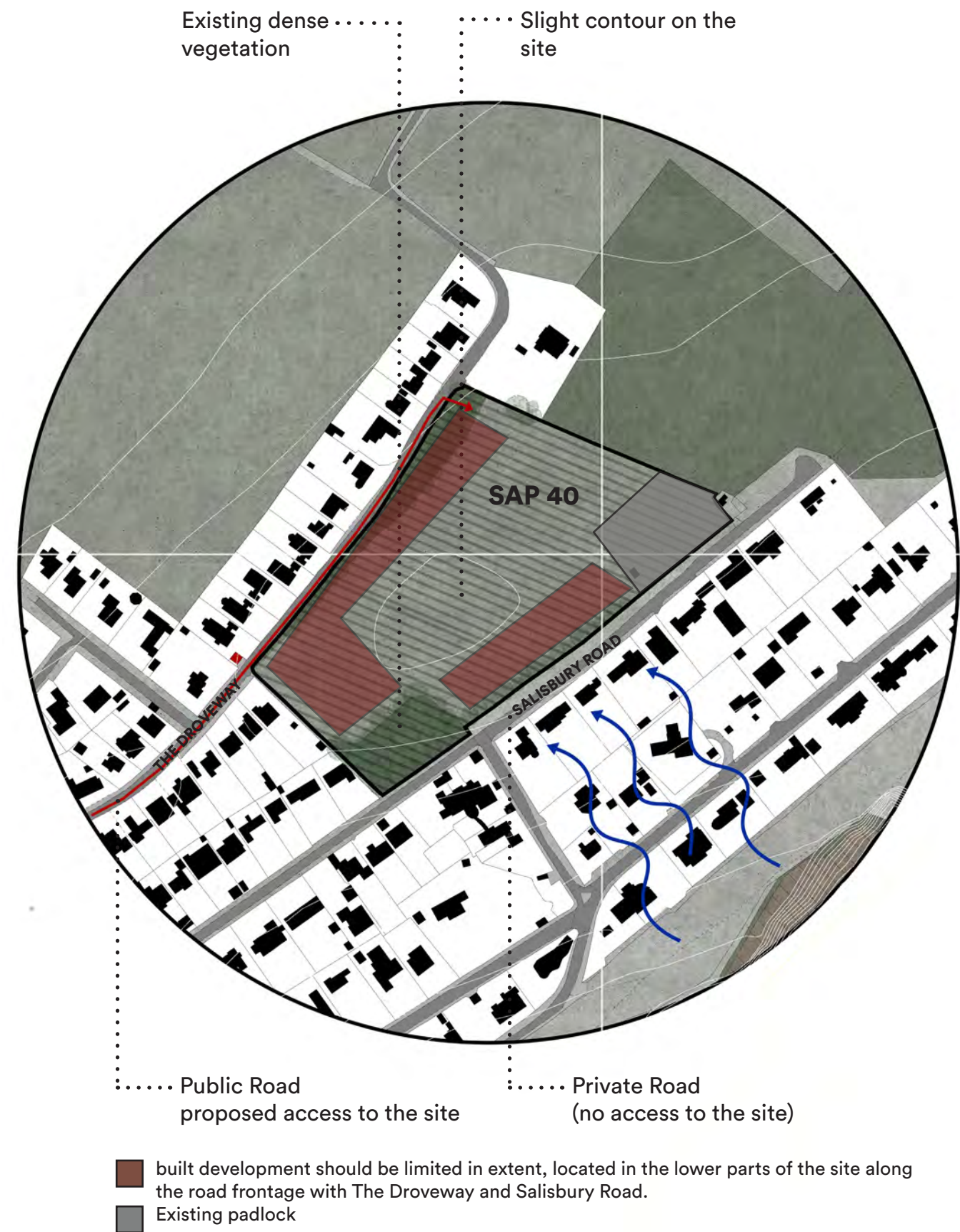


St. Margaret’s Church, a 12th-century landmark, is a symbol of the village’s heritage, known for its flint construction, Romanesque arches, and serene charm.



Notice board showing events and activities happening around the town.

SITE



SAP 40
St Margaret’s at Cliffe, Dover

The site is located in the land between Salisbury and The Droveaway in the bay area of St Margaret’s-at-Cliffe. It sits on a hilltop, making it highly visible from nearby areas and distant view-points. The land is part of the Heritage Coast and National Trust property.

In terms of surroundings, the site is primarily bordered by existing residential development.

- (A) To the northeast, the site abuts National Trust land, which adds a layer of environmental protection and further emphasizes the site’s integration within a valued natural landscape.
- (B) The surrounding area features the rolling hills of the AONB, with views from the south and northeast, making the site highly visible from various vantage points.
- (C) To the west and south, the site is close to the village of St Margaret’s-at-Cliffe, which is a small settlement with a relatively low density of housing. The local vegetation, including trees and hedges along some of the site’s boundaries, provides partial screening.



View of SAP 40 from The Front

As per the Dover District Local Plan - Regulation 19 document, these are the site-specific issues and requirements for the site:

Development type proposed: **HOUSING** (Executive Homes)

Estimated dwelling number: **10**

- The site is in the AONB and any scheme coming forward on this site should be designed to be appropriate to the sites sensitive location within the Kent Downs AONB in respect of scale,form, materials and colour palette.
- Existing trees and hedgerows should be retained and enhanced and an appropriate land-scape buffer provided to mitigate the impact of development on the AONB.
- The site is within a Biodiversity Opportunity Area.

SITE SURROUNDINGS & CONTEXT

Materials found on the
facades of buildings
around St Maragaret's at
Cliffe



One of the two
bus stands in
the village



Interesting
facades seen
on a residential
building

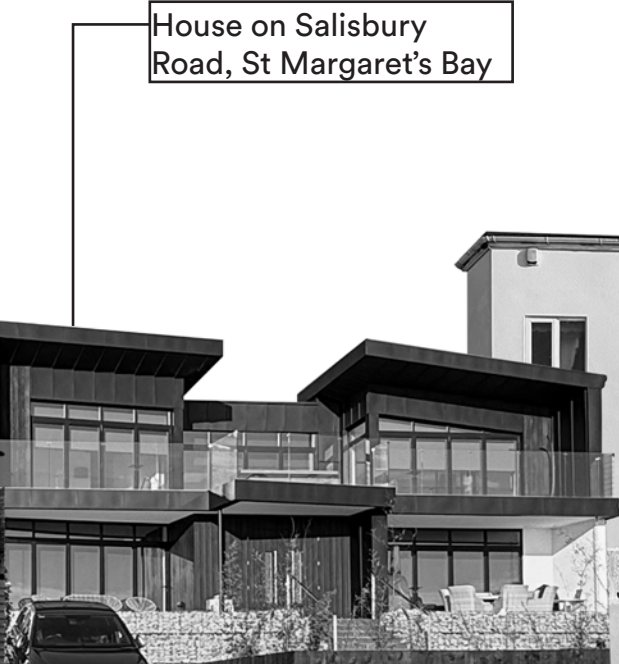
An entry door
leading to a
building

MATERIAL STUDY

Cliffe House, Cliffe Tavern
attached to the Cliffe
Tavern Complex



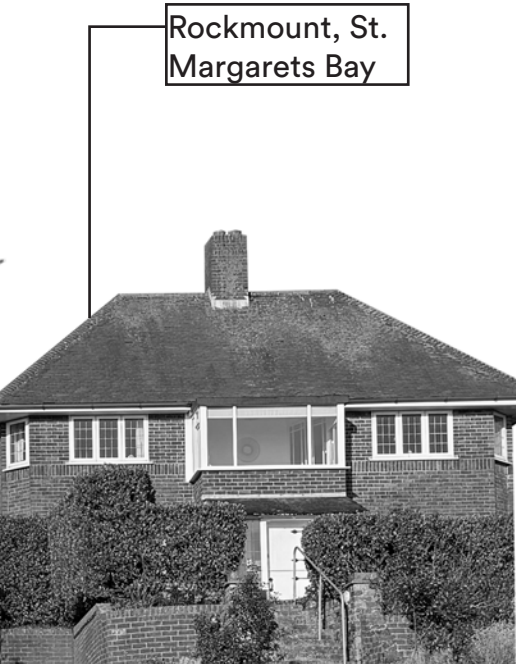
House on Salisbury
Road, St Margaret's Bay



St Margaret's Lodge,
St Margaret's at
Cliffe



Rockmount, St.
Margarets Bay



SITE IMAGES

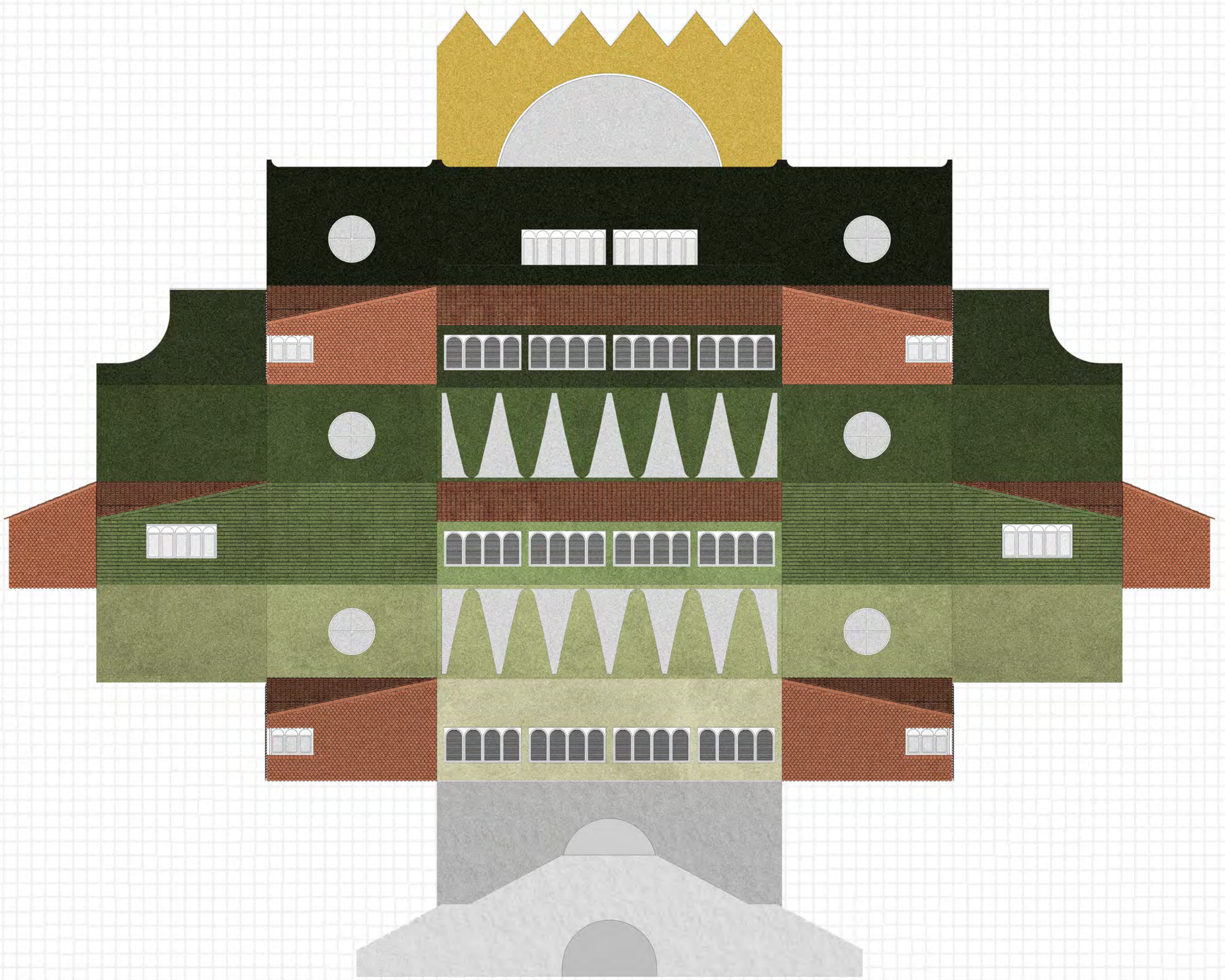


The trees along the boundary adjacent to Salisbury Road create a natural buffer, enhancing privacy and providing a green visual barrier for the site. Their placement along the boundary harmonizes with the surrounding landscape, softening the transition between the built environment and the road while maintaining the area's rural character.

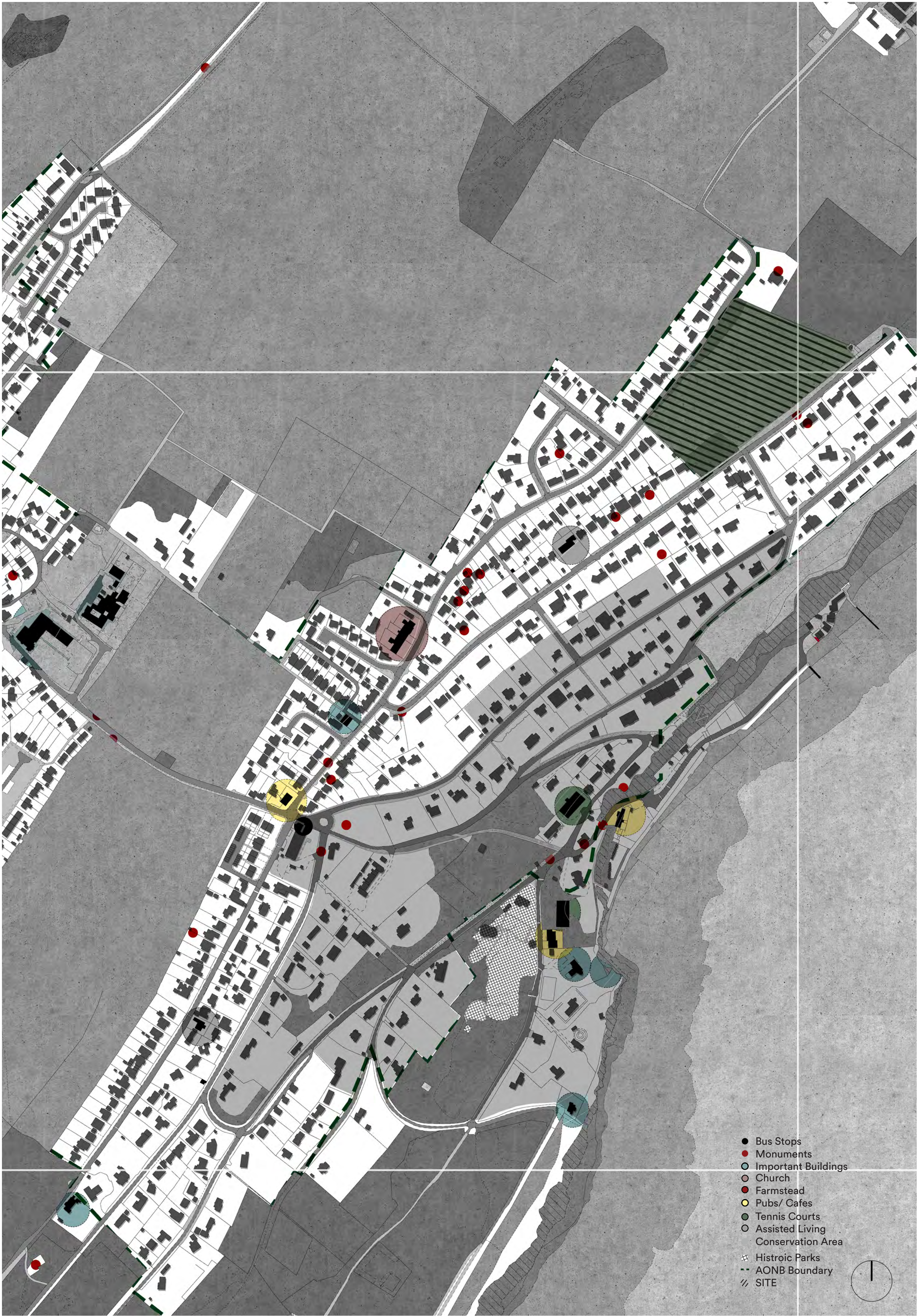
SITE IMAGES



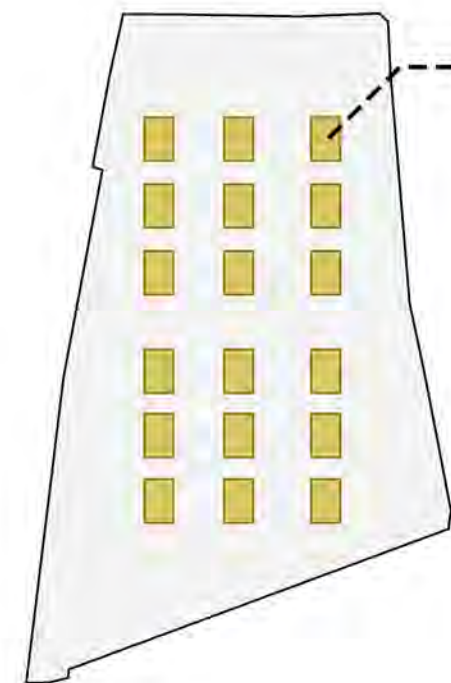
The site falls under arable/horticultural land use, featuring a gentle contour at its center that adds subtle variation to the terrain. The southeastern corner is densely populated with trees, creating a natural focal point and enhancing the site's ecological character. Adjacent to the site lies a paddock, reinforcing the rural context and blending seamlessly with the surrounding landscape.



PROPOSED ELEVATION



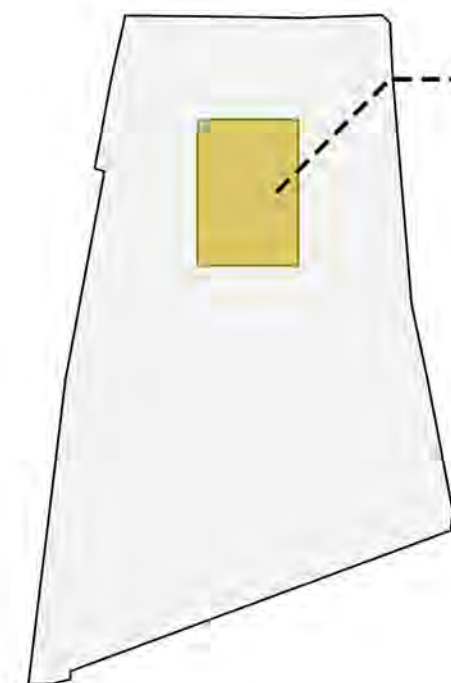
ST MARGARET'S AT CLIFFE



Low-rise housing units are spread across the site, with the built-up area occupying most of it.

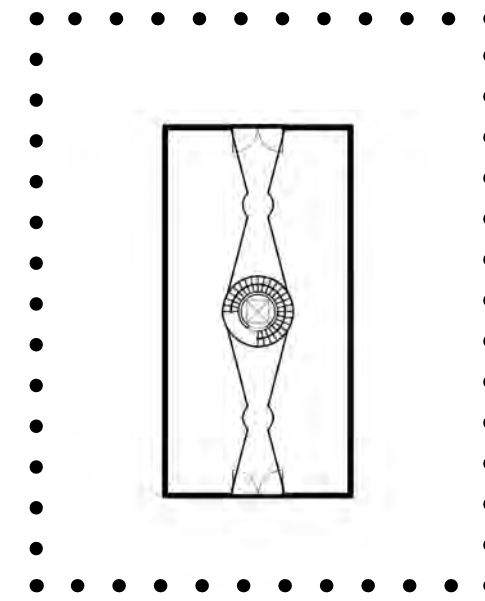


Low rise to high rise

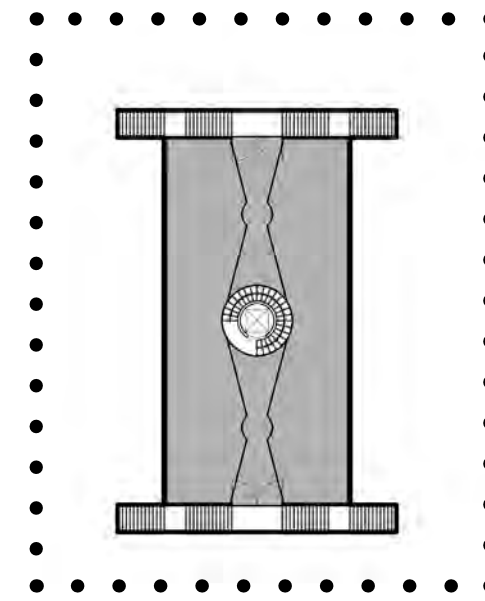


The proposal is to build a high-rise apartment block, occupying less land and thereby preserving the natural landscape, which sits adjacent to Bockell Hill.

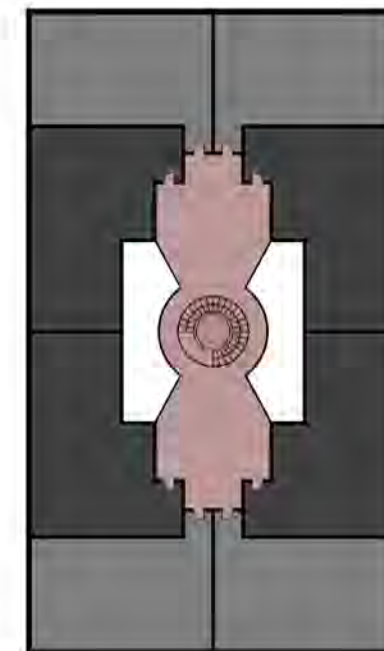
SITE STRATEGY



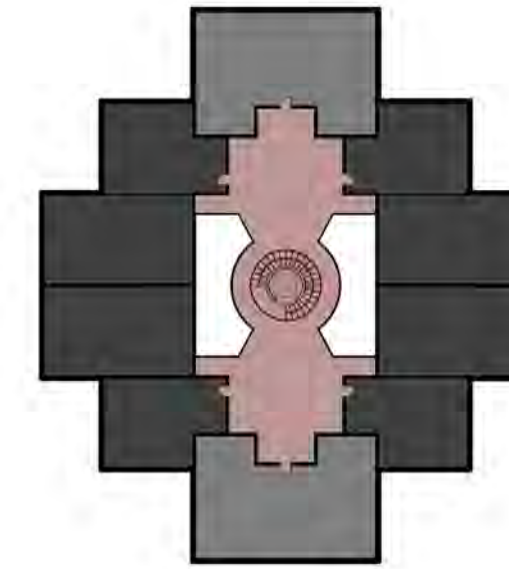
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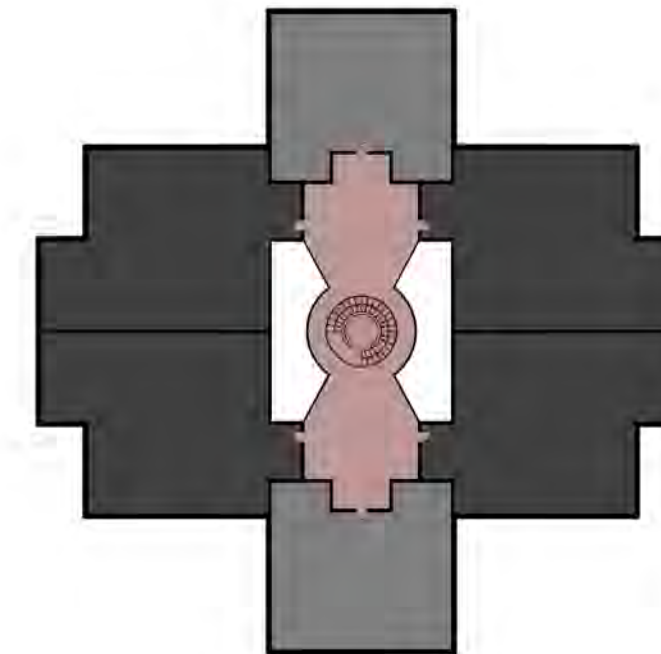
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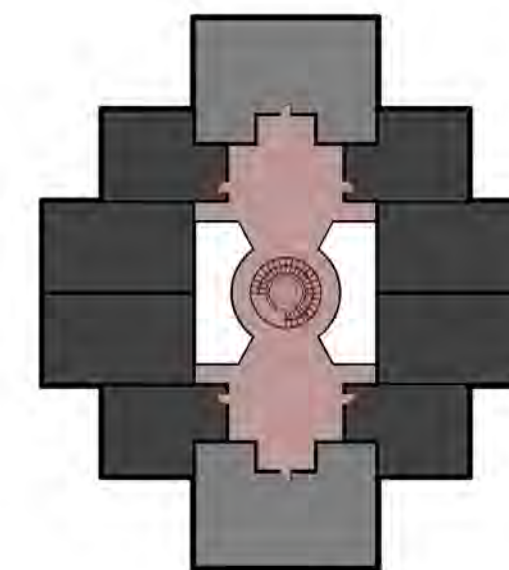
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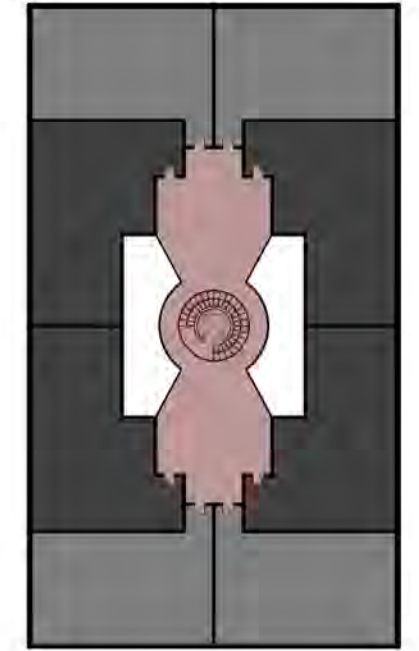
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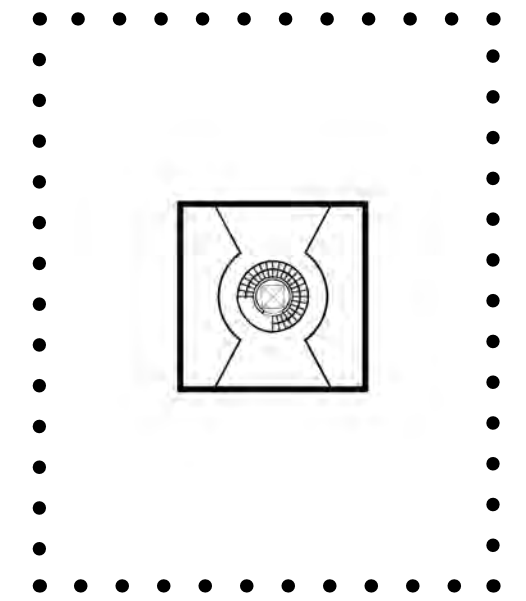
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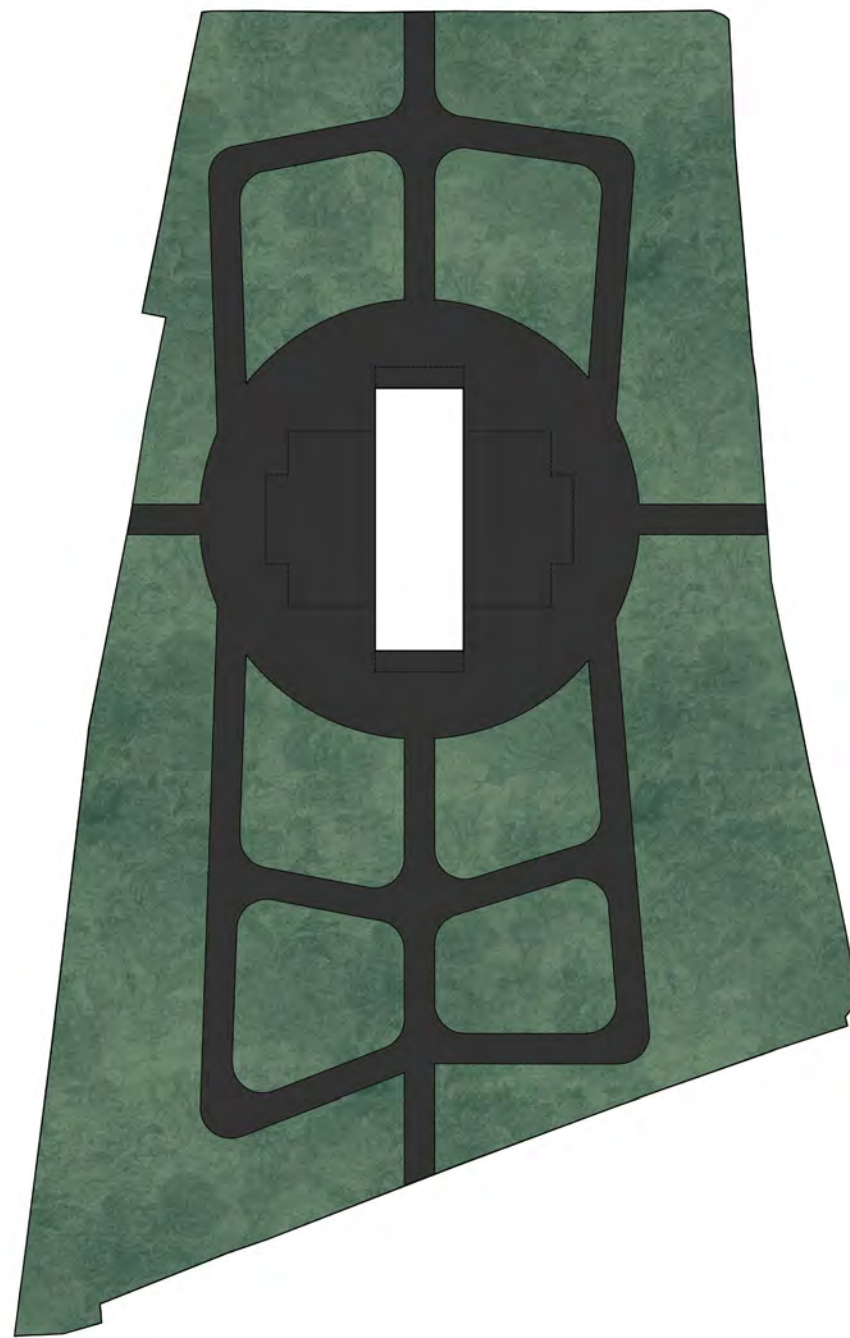
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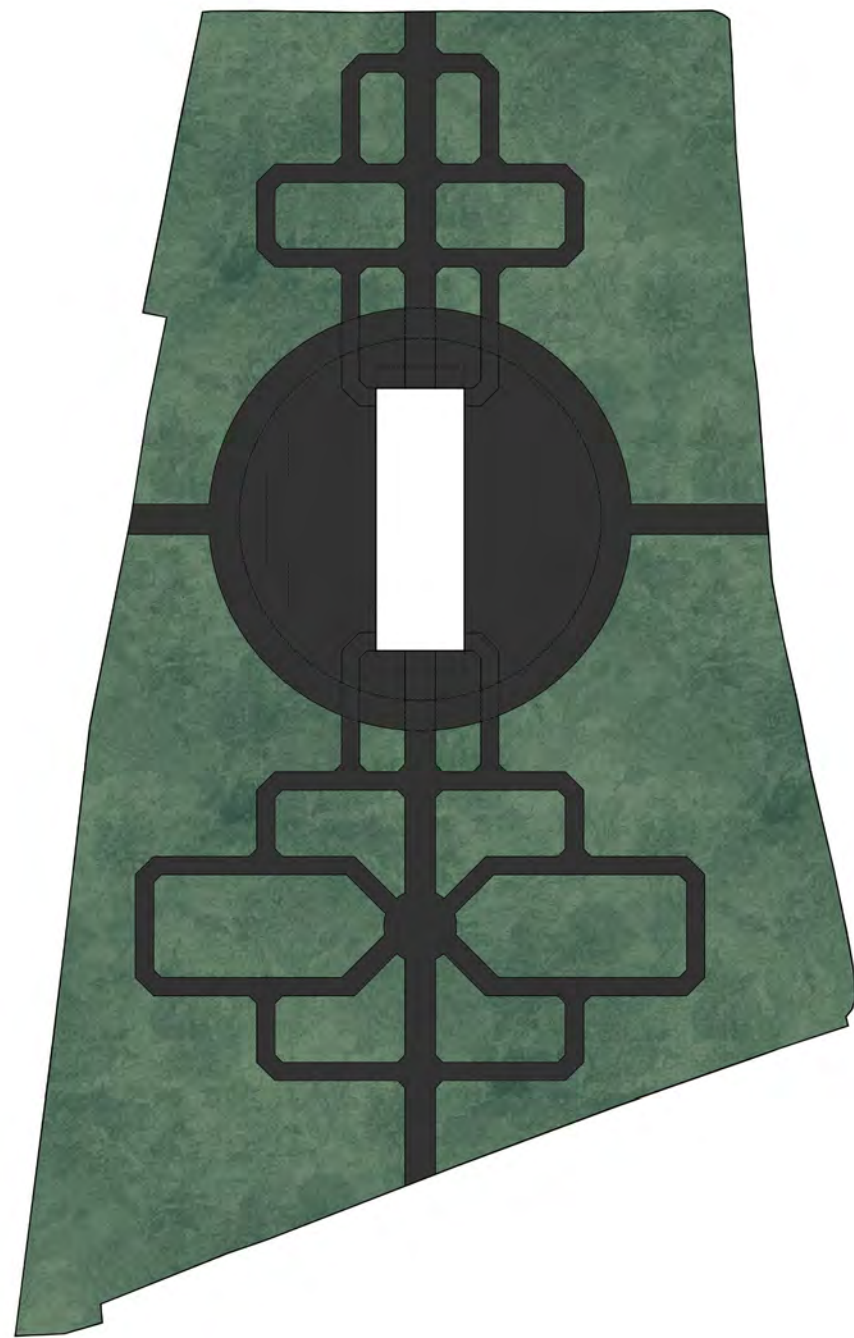
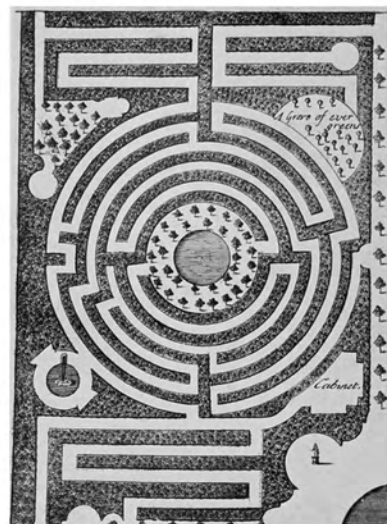
8

- Circulation
- 2 bedroom apt unit
- 3 bedroom apt unit
- Public Spaces

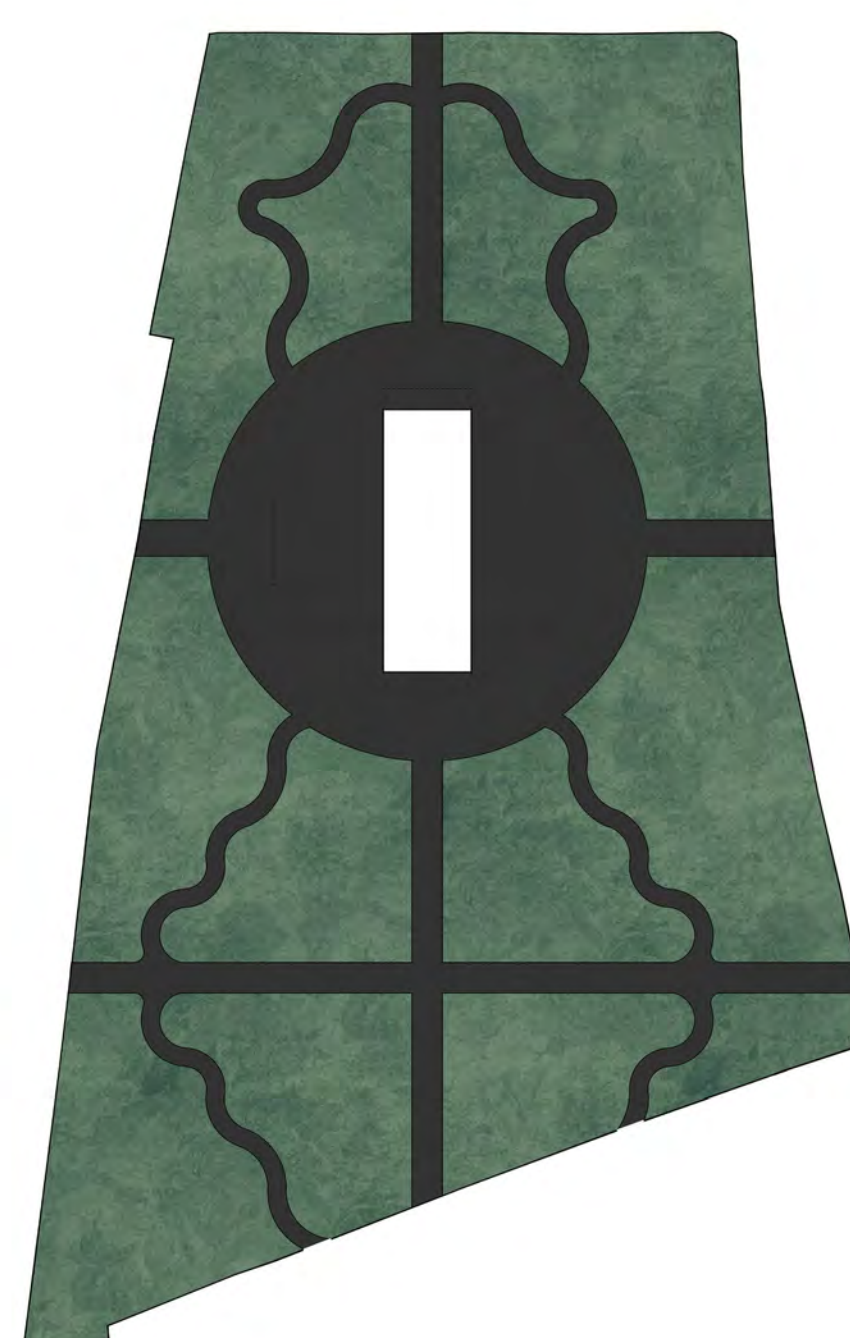
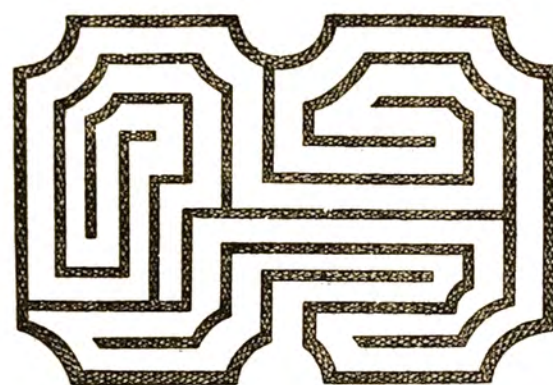
OCCUPANCY ZONING



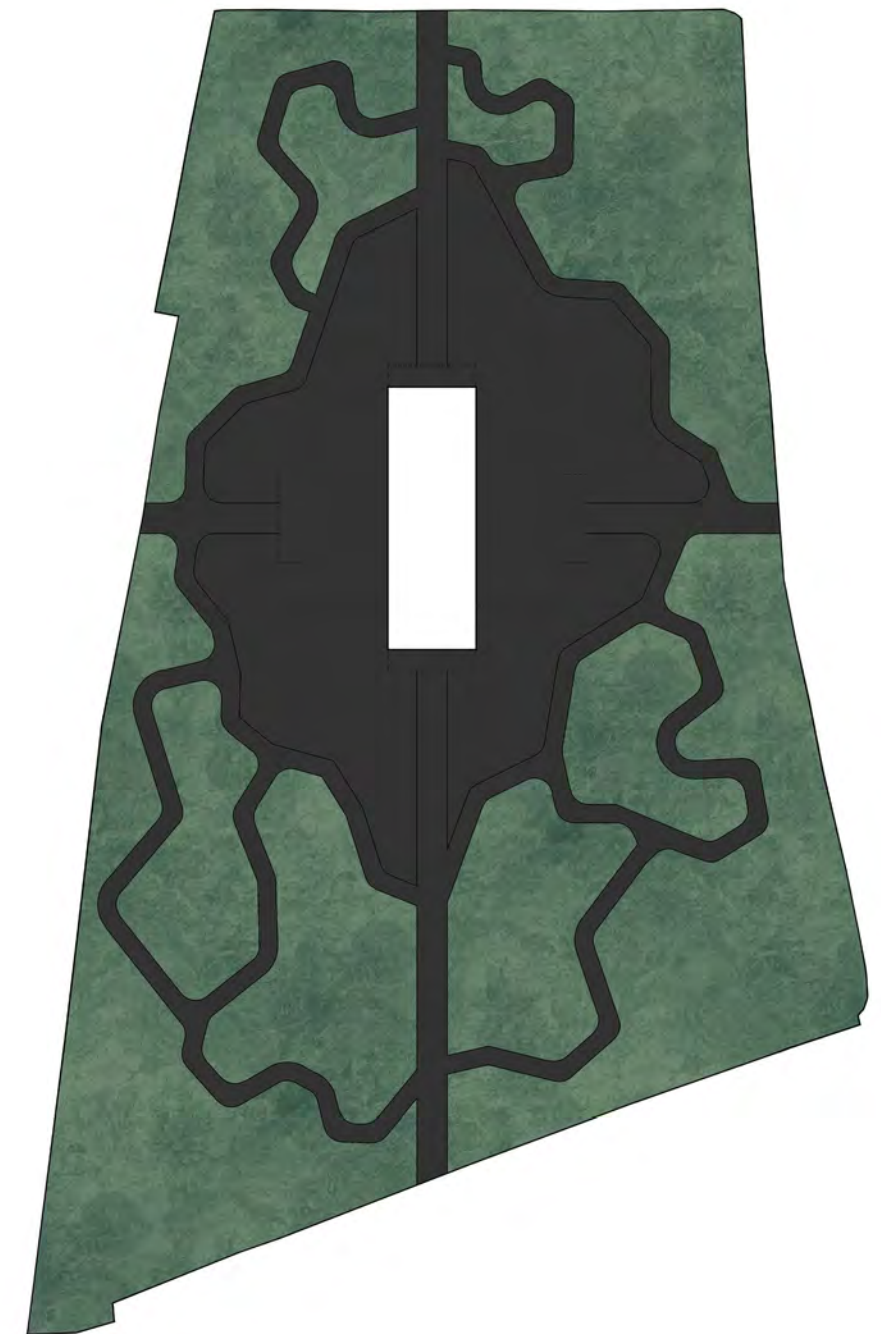
OPTION 1



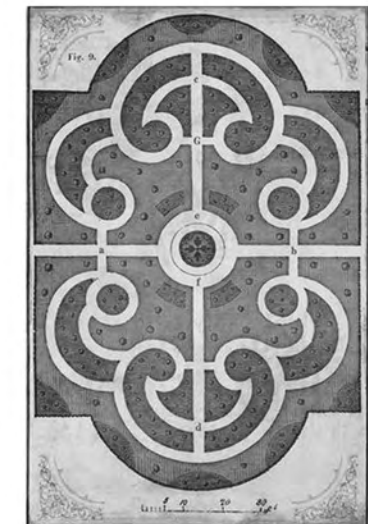
OPTION 2



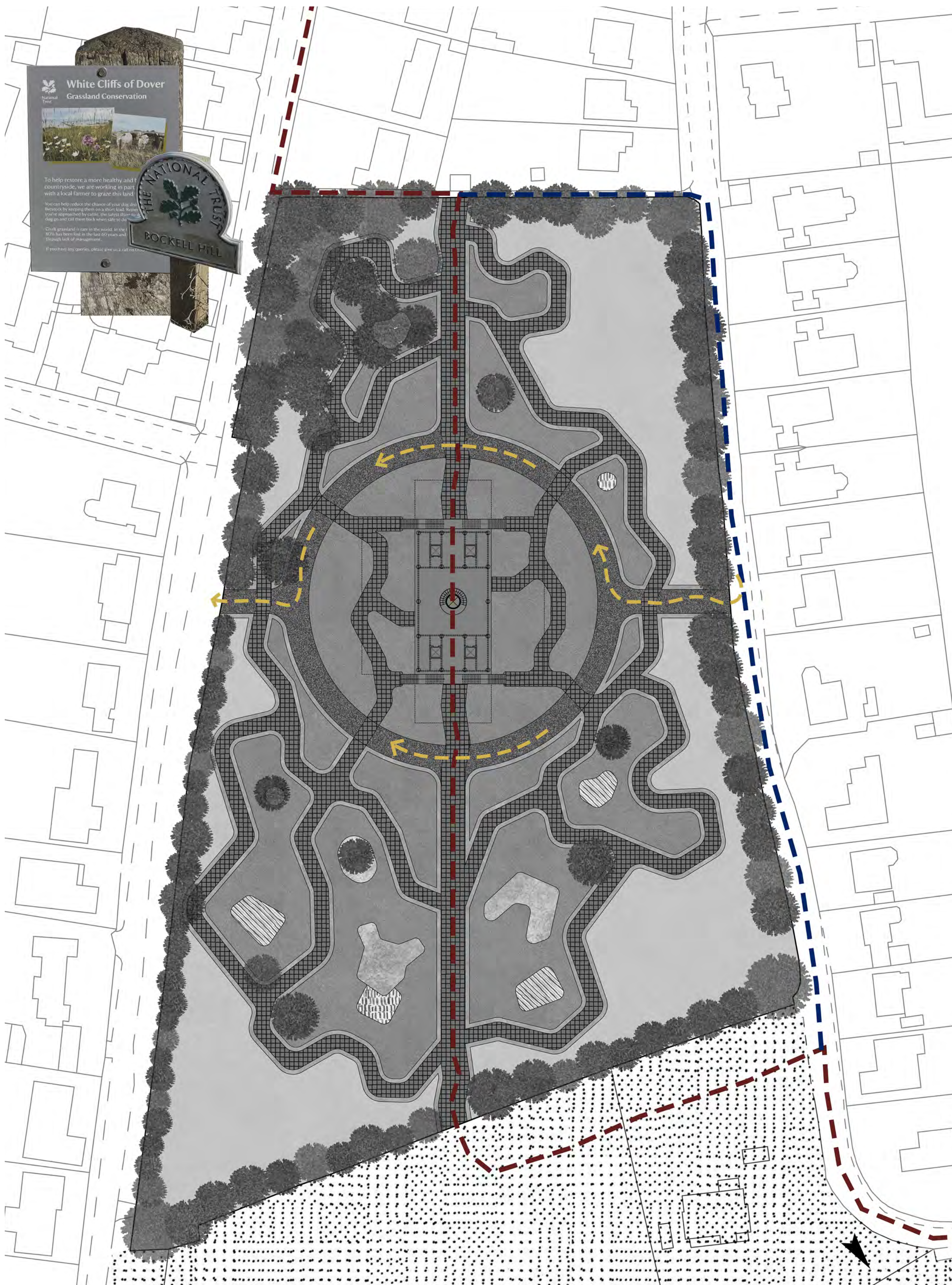
OPTION 3



OPTION 4



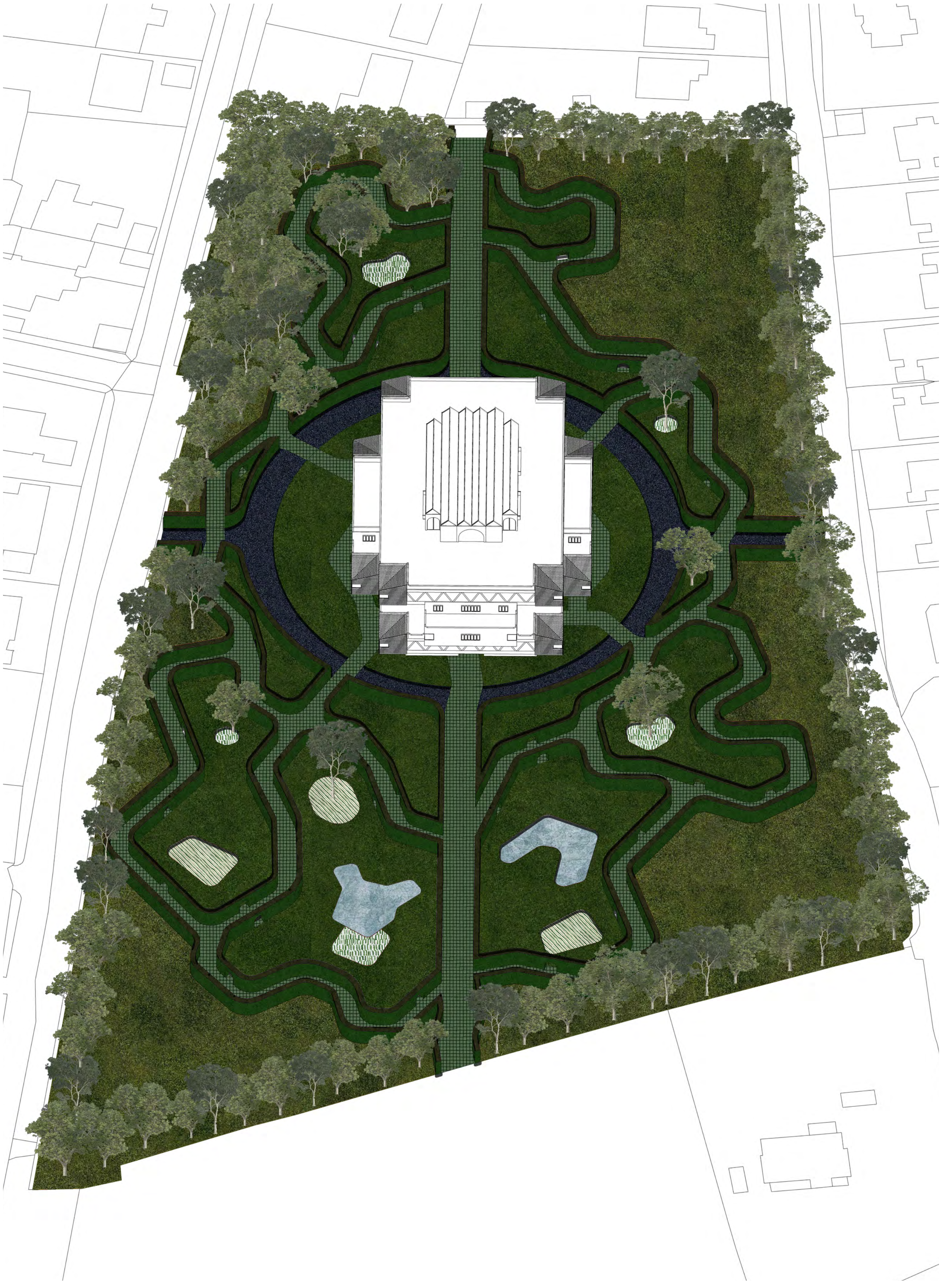
LANDSCAPING LAYOUTS



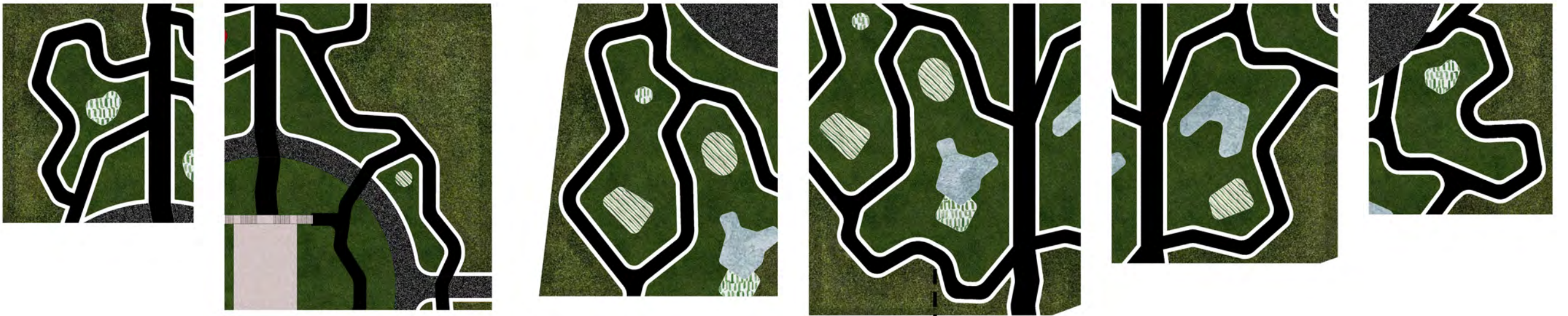
SITE PLAN

- Existing National Walking Trail
- New path connecting to the landscape
- Vehicular Access
- Scale 1:500

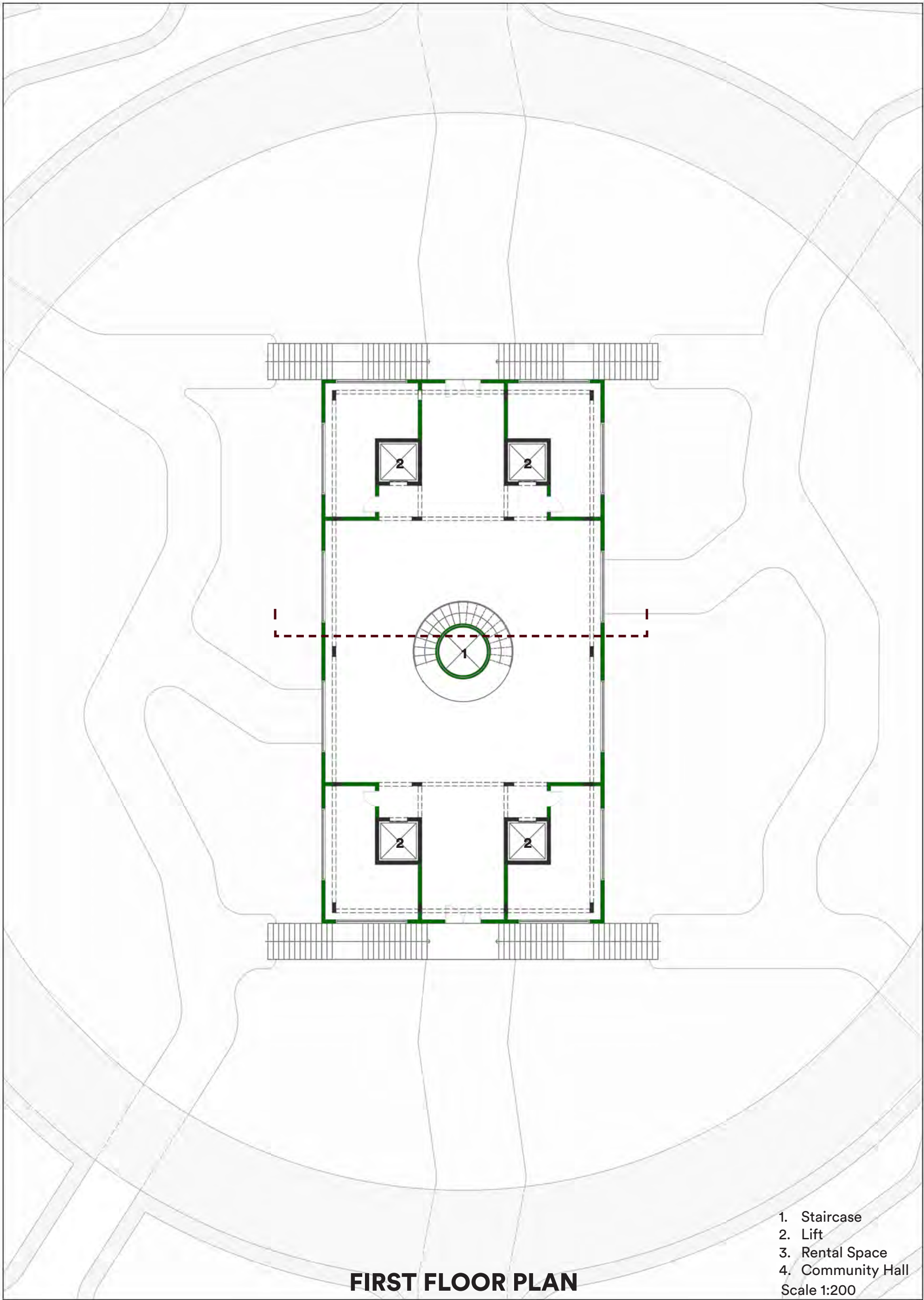
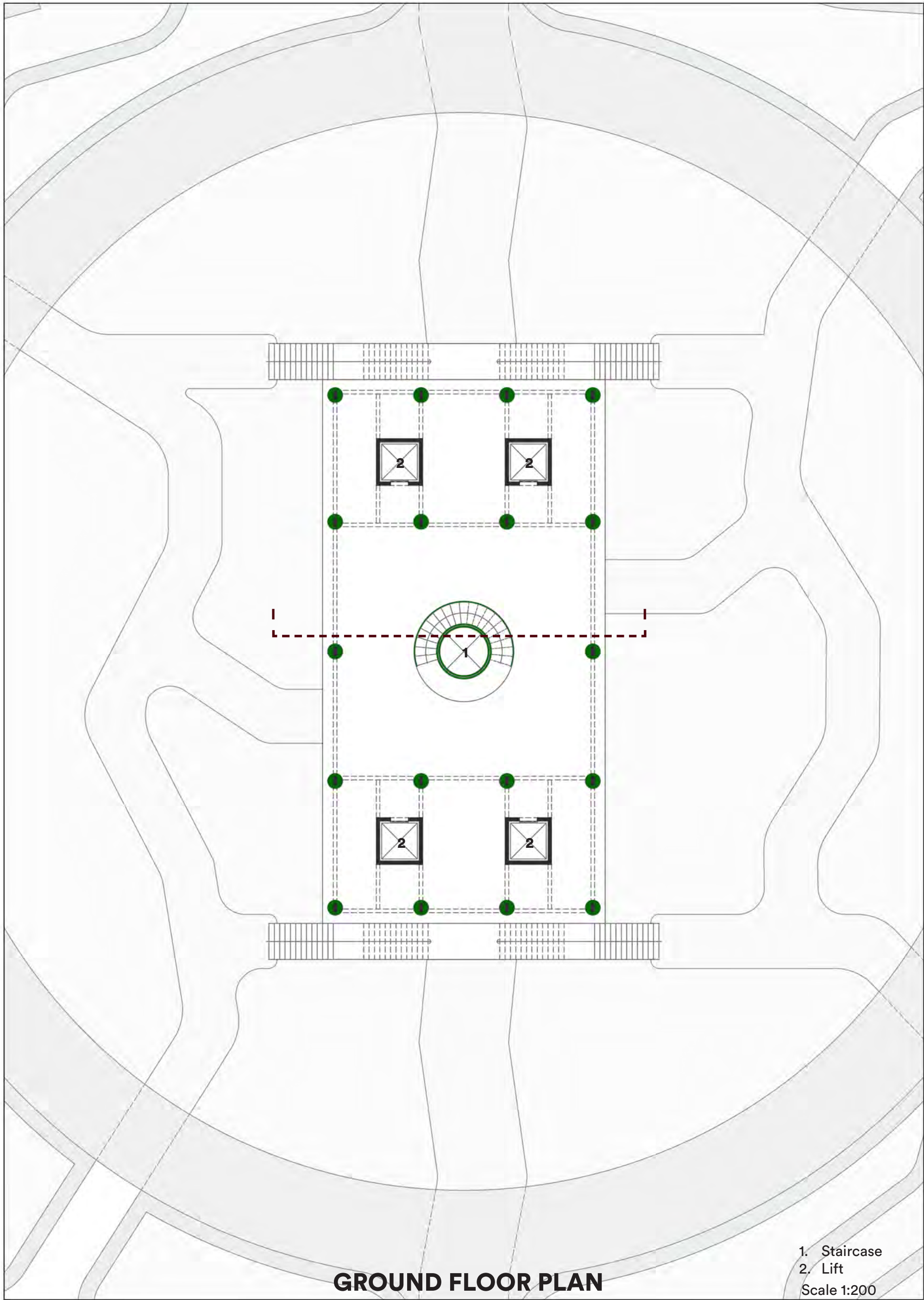


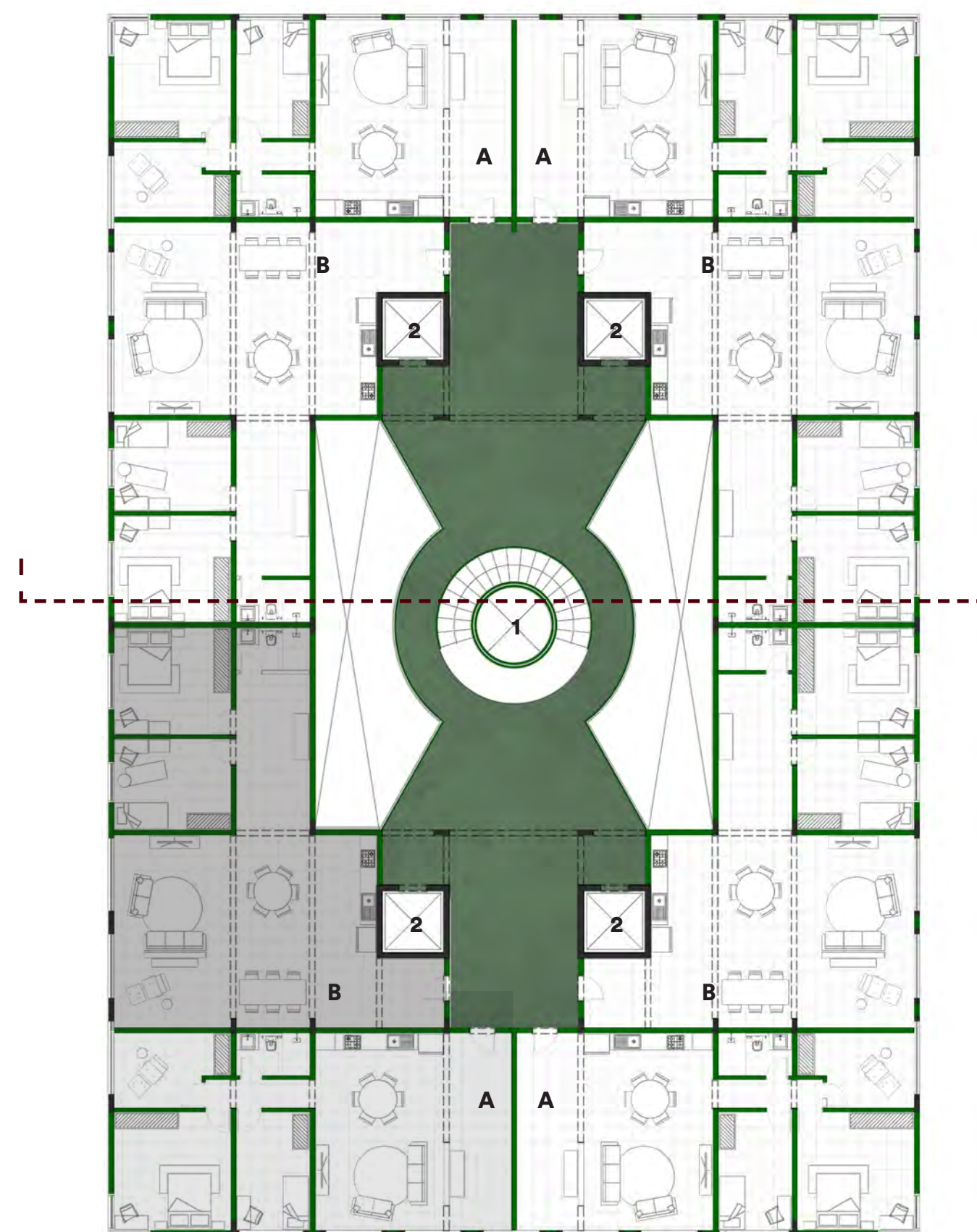


SITE VIEW



SITE VIEWS

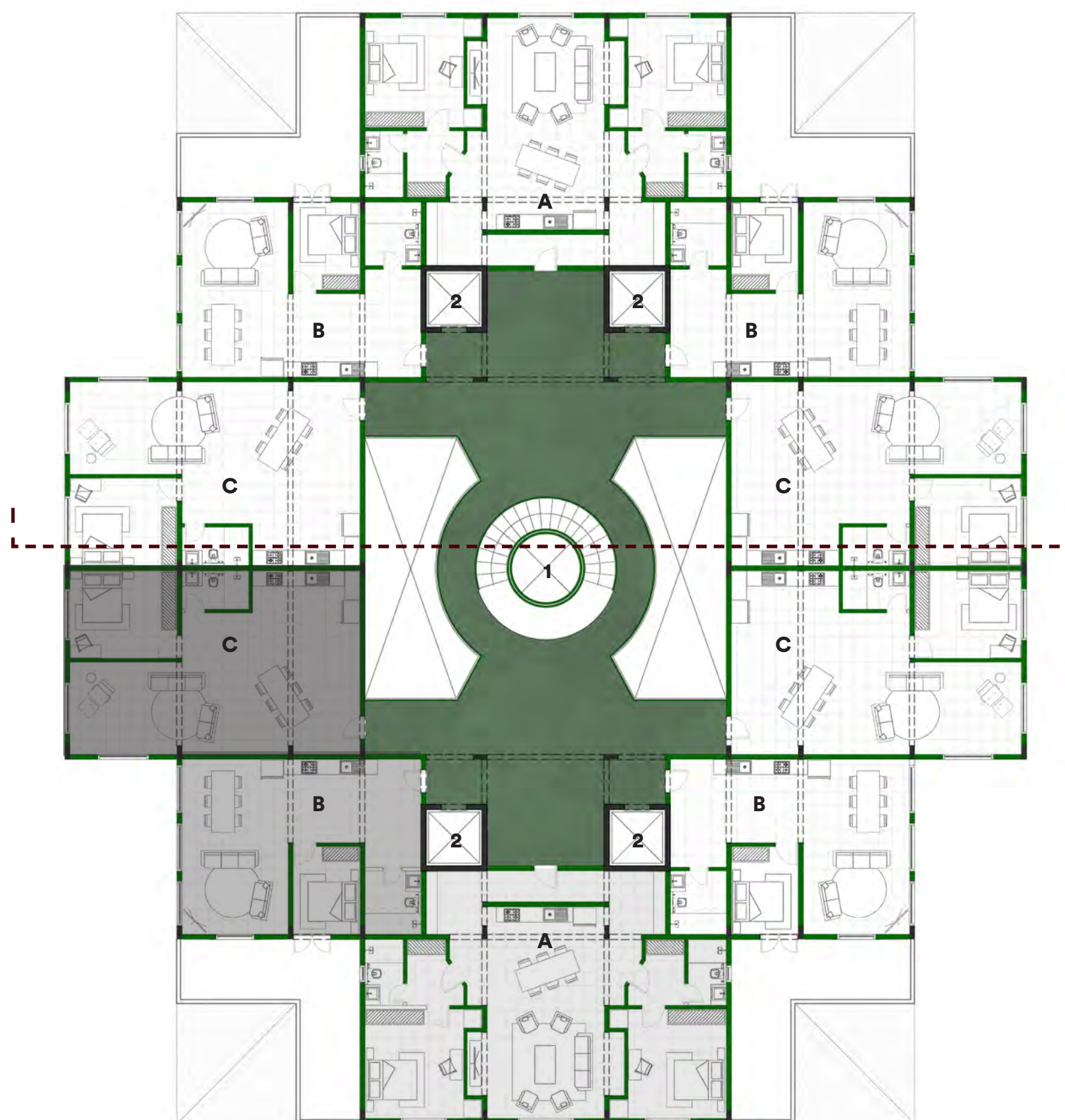




SECOND FLOOR PLAN

- 1. Staircase
- 2. Lift
- A. Type A 2bhk
- B. Type B 2bhk

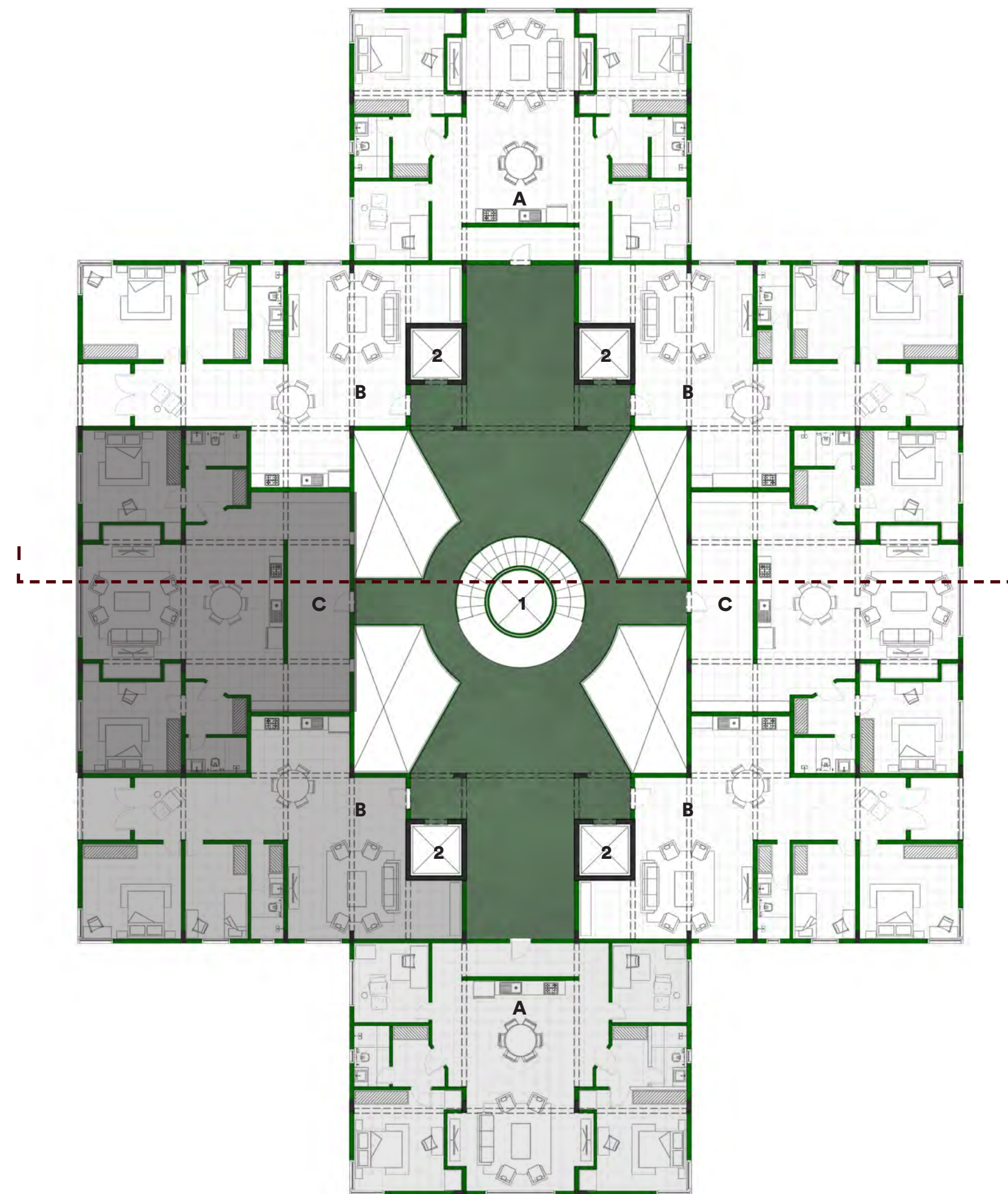
Scale 1:200



THIRD FLOOR PLAN

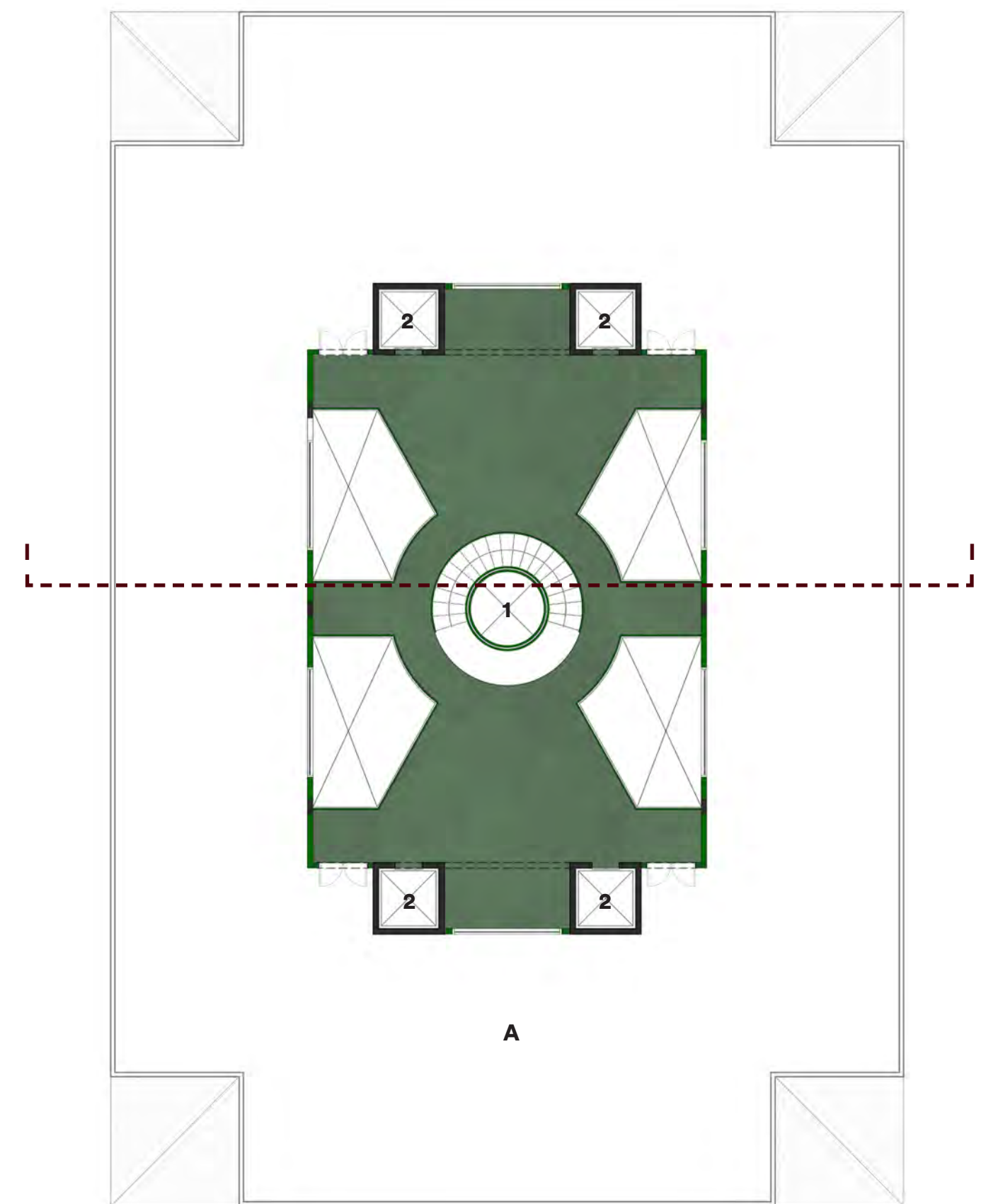
- 1. Staircase
- 2. Lift
- A. 2bhk
- B. Type A 1bhk
- C. Type B 1bhk

Scale 1:200



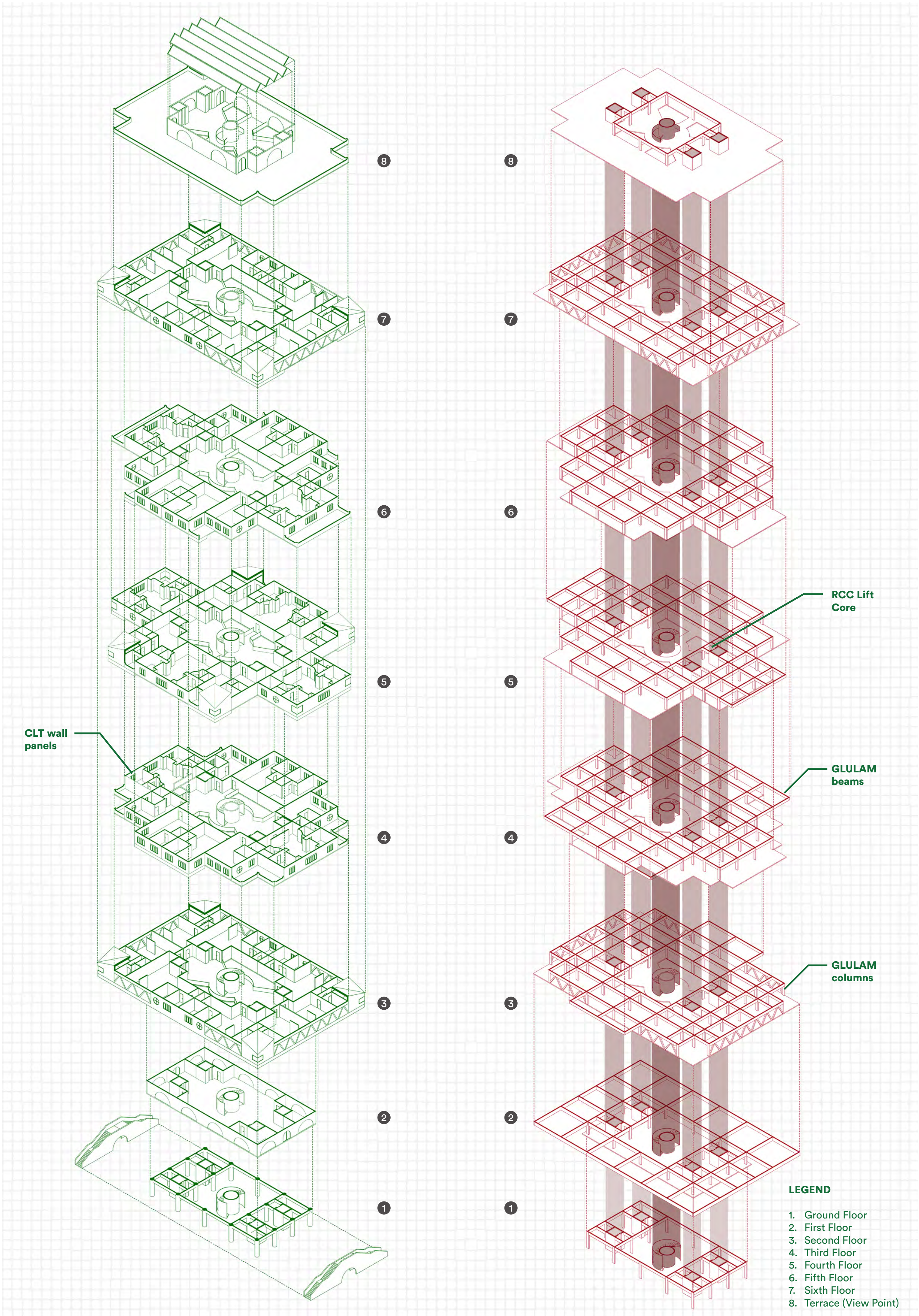
FOURTH FLOOR PLAN

- 1. Staircase
- 2. Lift
- A. Type A 2bhk
- B. Type B 2bhk
- C. Type C 2bhk
- Scale 1:200

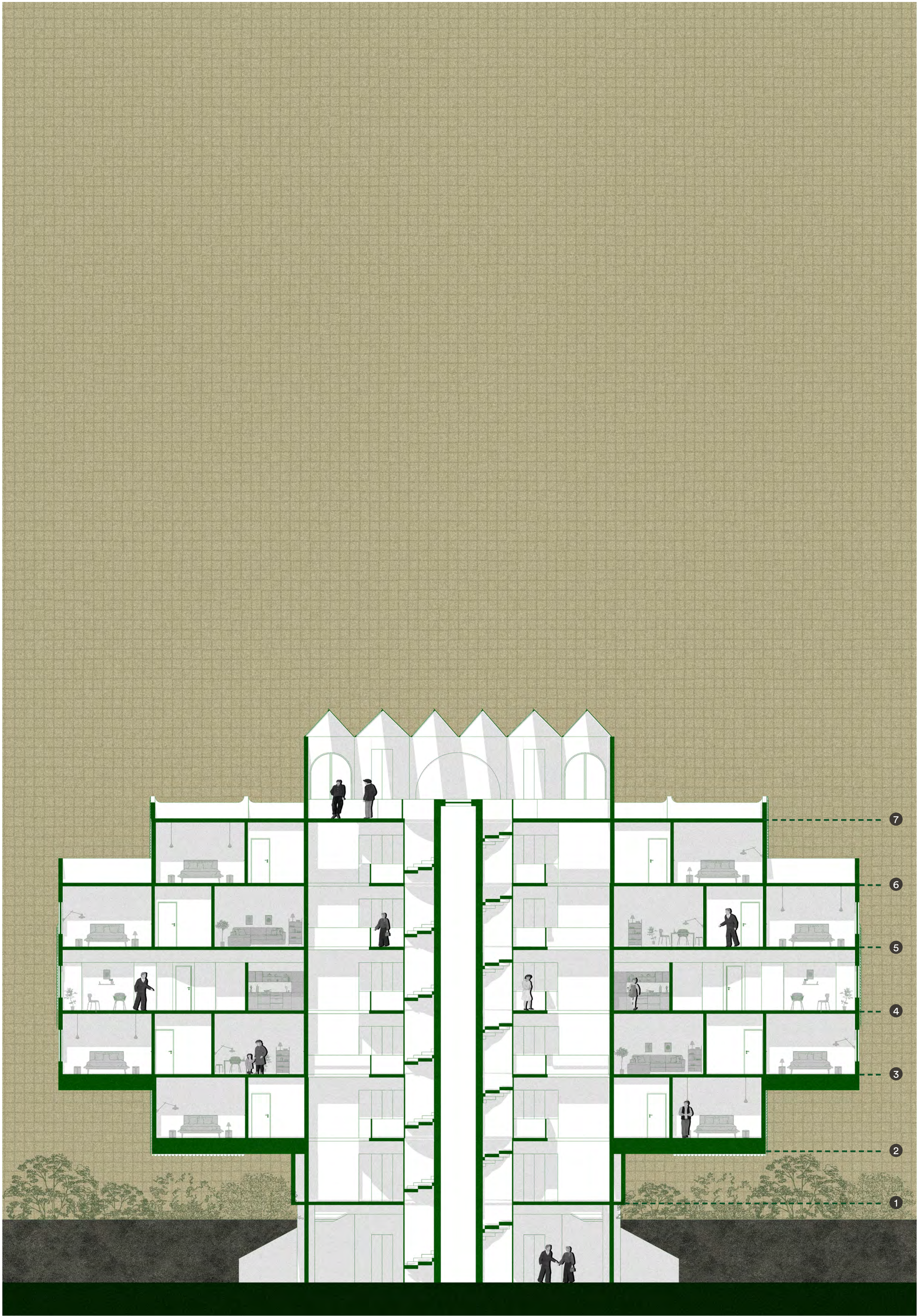


VIEW POINT

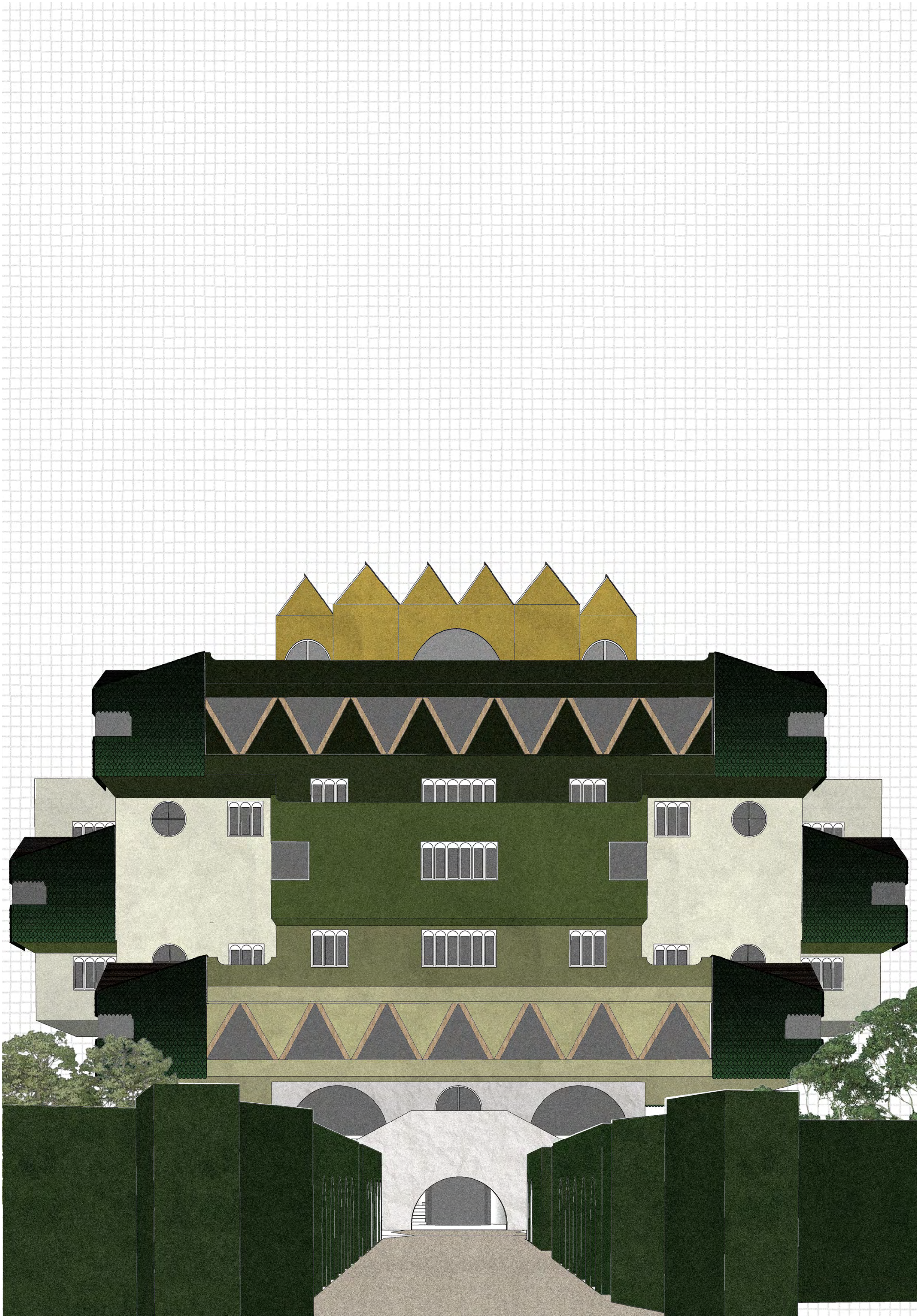
- 1. Staircase
- 2. Lift
- A. Terrace
- Scale 1:200



EXPLODED AXONOMETRIC



SECTION II



PERSPECTIVE ELEVATION



INTERIOR - VIEW POINT



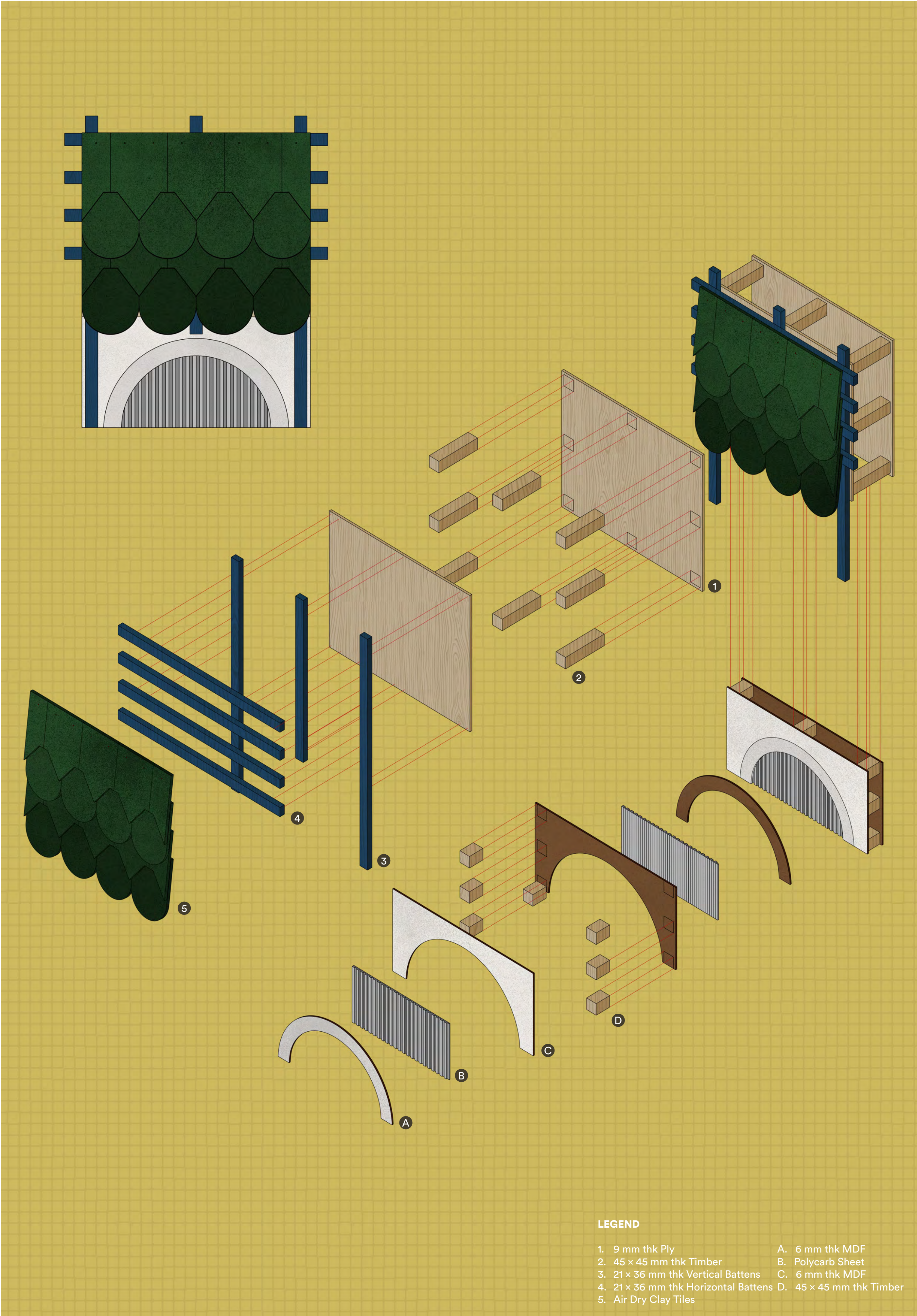
IN THE LANDSCAPE



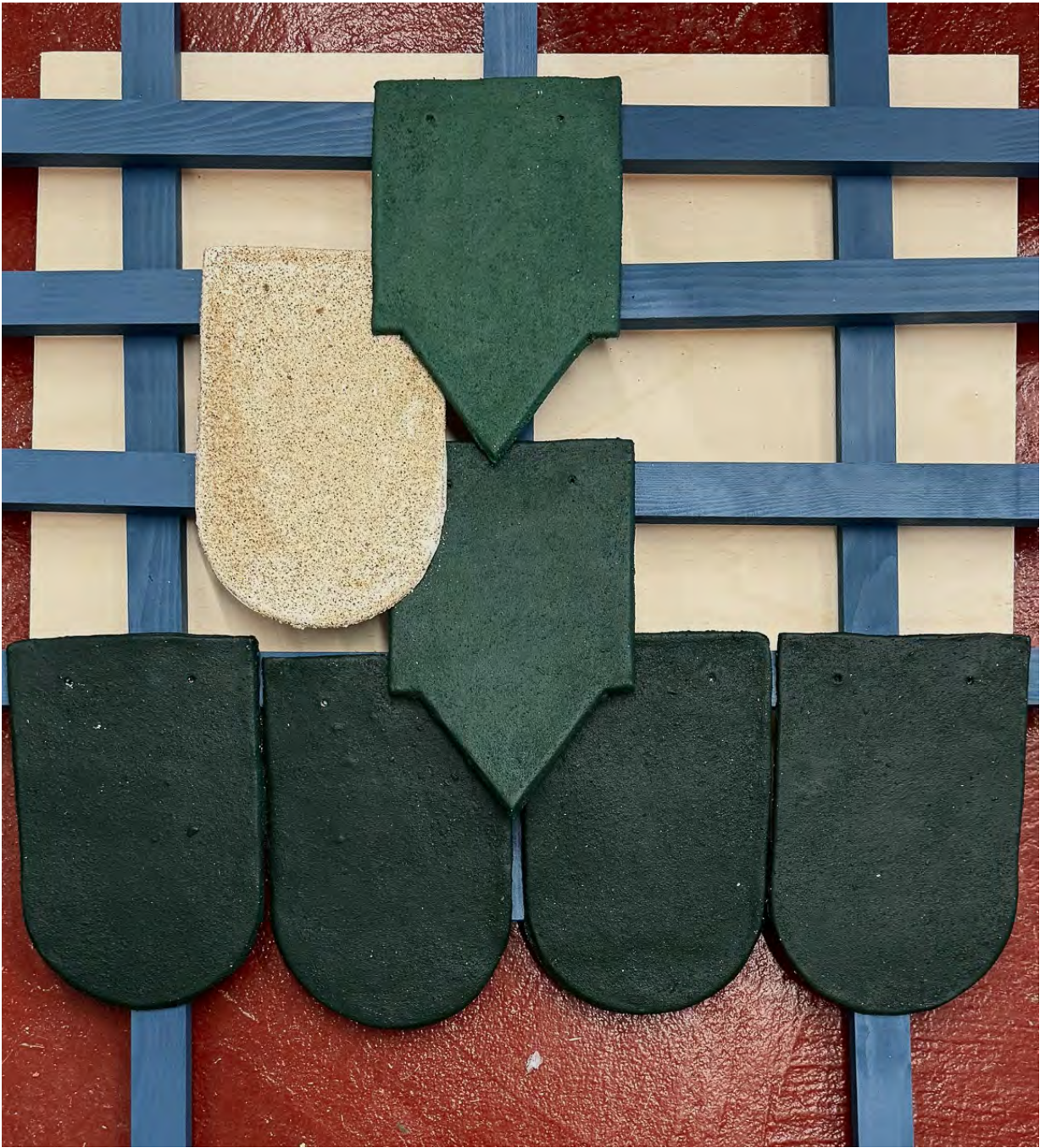
INTERIOR - APARTMENT UNIT



HERO IMAGE - MARGARET'S MOUND



PUNK VERNACULAR - DOMESTIC PLUMAGE



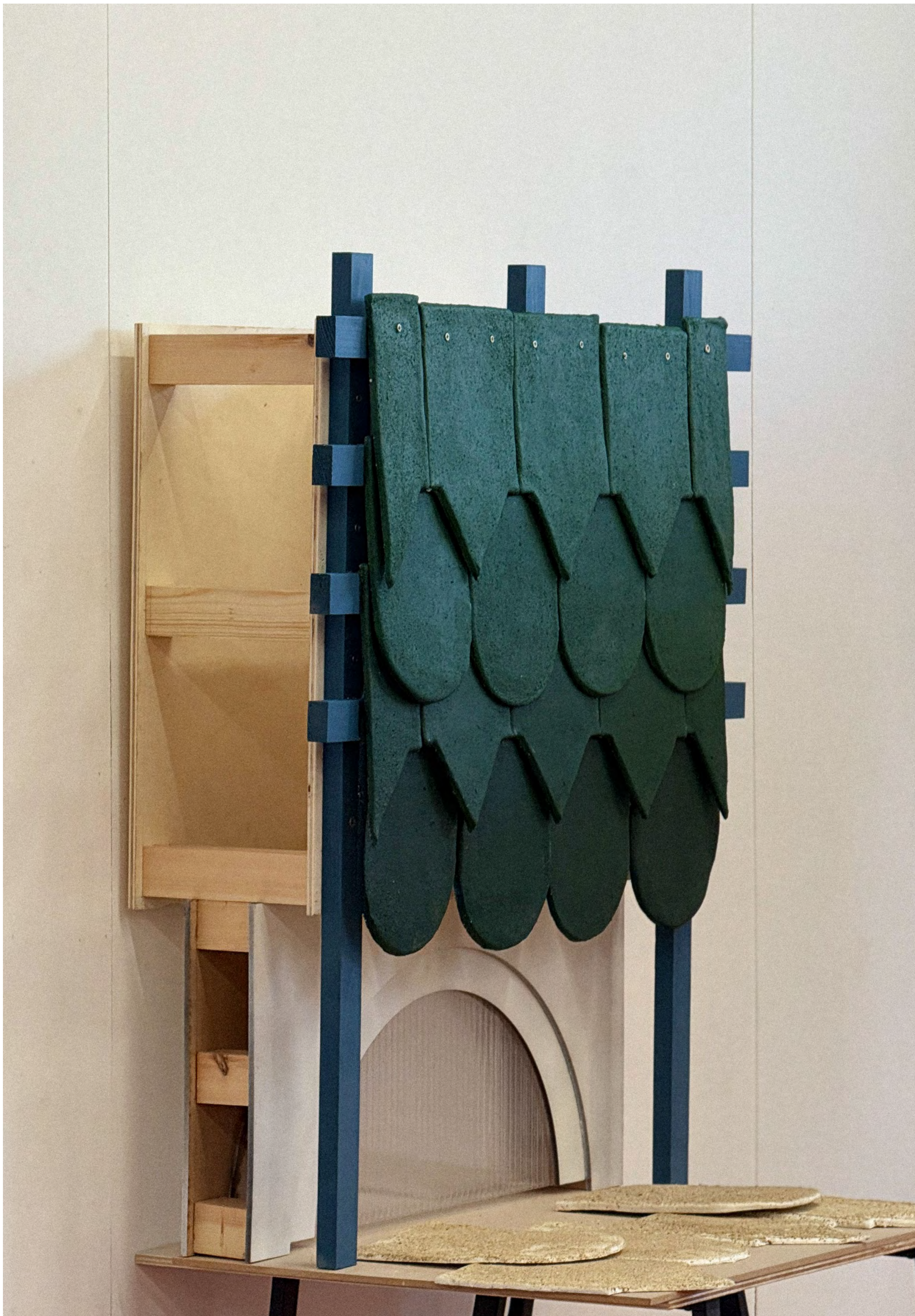
DOMESTIC PLUMAGE - THE MAKING



DOMESTIC PLUMAGE



DOMESTIC PLUMAGE



DOMESTIC PLUMAGE