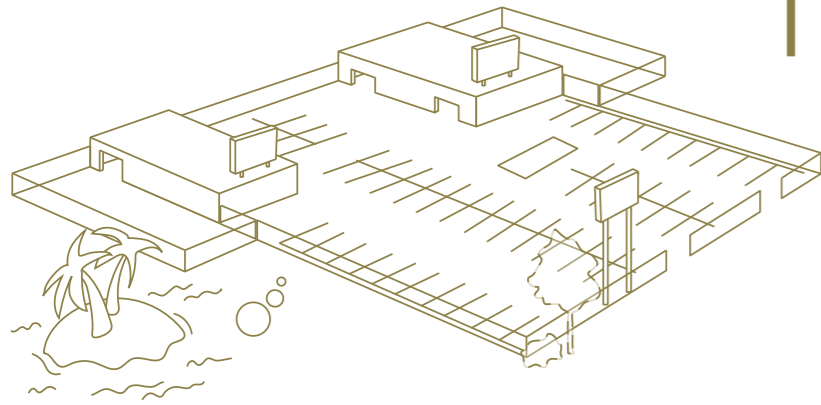
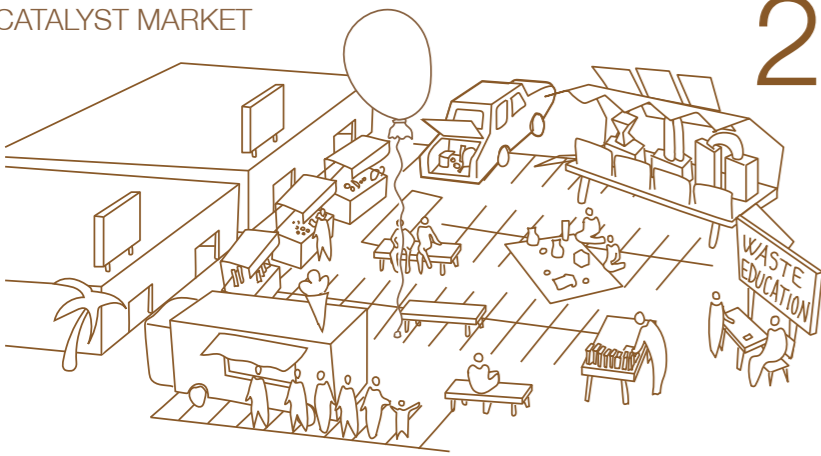


EXISTING



1

CATALYST MARKET



2

FUTURE RETAIL DESTINATION



3

**Honest Retail** A phased model for the organic development of out-of-town retail parks, activated by catalyst markets and improved public realm, towards a dynamic mixed-use circular economy.

**Phase 1:** Retail parks are suburban remnants from a time when car was king. They exist as mutually exclusive islands, disconnected physically and metaphorically from their surrounds.

**Phase 2:** Expand on latent site's sole programme of shopping; launch integrated educational and cultural programmes focused around sustainable production and consumption. Reclaim parking spaces to offer more human-friendly public realm. A market formed from pop-up stalls and simple interventions create a sense of place and attract people to stay longer.

**Phase 3:** Adapt big box retail buildings incrementally whilst a new community is establishing to accommodate a sitewide continuous productive and experiential landscape. Makers and growers' workplaces become the delight of this honest retail experience.

