

Table 1: Opportunities for Public Art

BROAD LOCATIONS	Specific locations	Description	Progress	Delivery partners	Funding sources
Strategic Locations	Kingsway Business Park gateways	There is a public art group in place for the Kingsway development and they will draw up a Strategy for public art, which will be funded by the site developer. There is potential for landmark works of art at the gateways to the development, and art integrated with the landscaping throughout the development	Pooling of funds from the numerous developments on the site will require planning permission	Rochdale Development Agency, Wilson Bowden Developments	Wilson Bowden Developments
	Rochdale railway station / town centre ring road / Central Retail Park	This is a key gateway into the town, seen by thousands, if not millions, of people every year. The station is in a priority regeneration area and is due for refurbishment and the new Metrolink service will terminate immediately in front of it. This is a key location for public art.	Design work for the railway station area is taking place. The tram cable post is to be moved. Wetrake gardens presents an opportunity	Network Rail (station owners) and Greater Manchester Passenger Transport Authority; Development Management	Planning obligations in relation to developments
	Canal basin, Oldham Road	The Unitary Development Plan is clear that public art should be incorporated into this Area of Opportunity. This is a central focus within a wider Oldham Road corridor and canal corridor regeneration area where redevelopment and mixed uses are proposed.	The development of the area to the west of Oldham Road is yet to take place. However, there are proposals for public art at Woodbine Street.	HMR Strategic Planning (through the Milkstone and Deepdish, Oldham Road and Canal Corridors SPD)	HMR, RDA
	Town Centre East	The redevelopment of Rochdale town centre east is a major opportunity for the provision of public art. It is expected that any scheme for town centre east would include a major public art feature.	The main driver will be the redevelopment of town centre east	Rochdale Development Agency, developers of town centre east, development control	Planning obligation in relation to the new development
	Middleton Town Centre	There is a public art proposal as part of the town centre redevelopment. This will	Linked to the new Tesco superstore	Tesco	Tesco

		take place prior to the completion of the new Tesco store			
	Heywood Town Centre and Sports and Leisure Village	New public art on key sites is a key action in the Heywood Township Plan, echoing the Design and Image theme in the Borough Masterplan	Heywood SUN projects	Heywood SUN	
	ELR Heywood Station area	On-going project which is looking to expand and develop in the future.	Likely future development proposals for Heywood station and possibly Castleton. Masterplanning work about to be commissioned.	ELR Trust, Planning and Regulation	
	New municipal offices	This is a major new development in Rochdale town centre.	Budget is in place for public art.	RMBC	
	Town Hall Square	This is part of the town centre masterplan			
Development Sites	Hopwood Hall College	Both campuses would be ideal locations for public art to improve sense of identity and inspire students	Redevelopment of college campuses. Discussions underway	Hopwood Hall College, Development Management	Planning obligations in relation to redevelopment of the campuses
	Ealees and Durn, Littleborough	These Areas of Opportunity have not yet been subject to planning applications. They are prominent canalside gateway sites which will set a standard for new and redeveloped sites in Littleborough.	There is an opportunity for the marina site, which is now at pre-application stage.	Developers, Development Management	Planning obligations in relation to developments
	LIFT centres	These centres are being developed throughout the Borough		PCT	Planning obligations in relation to developments
	Bus station	Possible public art	Being discussed	GMPTE	GMPTE
Housing Regeneration Areas	East Central Rochdale	The East Central Rochdale Area Framework Supplementary Planning Document states that developments should incorporate public art that reflects the diversity of the area to improve	Regeneration projects	HMR, in particular the pARTicipate co-ordinator, who will oversee a community arts project; projects will have to meet	HMR

		legibility. As this is a statutory document, there is no reason why new developments cannot be required to include public art.		the objectives of the HMR Arts and Culture Strategy; Performance and Development to act on behalf of the Council in partnership with Link4Life	
	Kirkholt	HMR are developing initiatives to use installations to improve the sense of place and scale of aspiration. The 'Vision for Kirkholt' masterplan emphasises the need for public art to develop a stronger sense of place and reinforce pride in the area.	Regeneration projects including new build	HMR, in particular the pARTicipate co-ordinator, who will oversee a community arts project; projects will have to meet the objectives of the HMR Arts and Culture Strategy; Performance and Development to act on behalf of the Council	HMR
	Langley	This is an HMR area which can benefit from the proposals for public art as set out in the HMR Arts and Culture Programme	Regeneration projects including new build	Strategy for community arts projects to be overseen by pARTicipate co-ordinator working through HMR; projects will have to meet the objectives in the HMR Arts and Culture Strategy; Performance and Development to act on behalf of the Council	HMR
	Heywood SUN	The Heywood SUN Physical Regeneration Framework (2007) identifies the need to enhance the A58 corridor through Heywood. It should provide a good first impression and a lasting positive visual impact, improving environmental quality and local	Regeneration projects including new build	Heywood SUN, developers	

		<p>distinctiveness. The document also envisaged Heywood having distinctive, high quality gateways to and from the motorway network, adjoining towns and the surrounding countryside.</p> <p>Comprehensive improvement schemes are suggested at gateways like Heap Bridge, possibly including major art projects</p>			
	Milkstone and Deeplish	<p>The Milkstone and Deeplish, Oldham Road and Canal Corridors – ‘Brighter Futures’ SPD is due for adoption in July 2010</p>	Regeneration projects	<p>HMR, RDA, Strategic Planning:</p> <p>The SPD to contain guidance and locational opportunities for public art. HMR, through the pARTicipate co-ordinator, to engage with the community on a project to define local aspirations and clarify the long-term vision within the neighbourhood. Performance and Development to act on behalf of the Council</p>	HMR, RDA
Countryside Gateways	Roch Valley, Heywood	<p>It is possible that there may be Newlands funding available, depending on the success of the bid. Waymarking could incorporate a public art element, and there could be multi-functional elements which provide recreational value as well as public art (e.g. climbing boulders)</p>	No specific links with developments		Newlands
	Newlands (Rochdale)		Could possibly be linked to East Central	HMR	

			Rochdale regeneration		
	Hollingworth Lake		No specific links with developments	Countryside Service	
	Town Parks		No specific links with developments	Environmental Management	
	Alkrington Woods		No specific links with developments	Countryside Service	
	Healey Dell	There is proposed housing development in the vicinity of the nature reserve.	New residential development at Healey Dell	Countryside Service	Planning obligations in relation to development
Routes	Cycle Routes	Connect 2 includes an element for gateway treatment. There is scope for additional signage (beyond the DfT required signage) in the form of relief / stonecarved / steel cutout waymarkers, especially where standard signs tend to get vandalised		Environmental Management (Sustainability Team), Sustrans	South Pennines Leader
	Canal Corridor	There are opportunities to link in with the Kingsway development and the redevelopment of the Trub area in Castleton		British Waterways	Planning obligations in relation to development