

Project Summary

Project

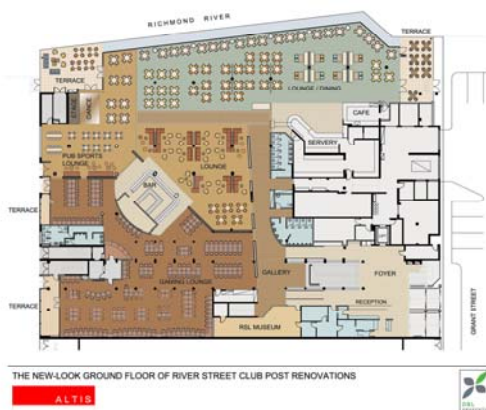


Ballina RSL Ground Floor Refurbishment

Brief outline

Project description

- Create a contemporary hospitality destination which maximises the river front context of the club.
- 'Open' up the club interior with a central bar focal point with new food and beverage facilities along the waterfront.
- Open the club dining/café area to the North/West with a new terrace overlooking the water and adjoining park.
- Create clear circulation pathways in the club floor planning with a new foyer and 'feature' gallery linking the club facilities.
- New contemporary interior design utilising local natural forms and finishes.
- New artwork with strong natural colours and tones.
- Artwork reflects the surrounding, local natural environment.
- New work responds to the current regulations regarding smoking by creating new outdoor smoking and non smoking areas.
- The ground floor refurbishment works commenced in April 2007 and were completed in November 2007.



Significance of the project

- Changing a traditional RSL club image into a contemporary regional venue which will appeal to a wider demographic in the Ballina area. This new contemporary hospitality venue will set a platform for the club's future viability and prosperity. The growth of the club will also act as a fruitful incentive towards town improvements generally.

- Maximising the riverfront opportunity of the club location to allow patrons to enjoy the outlook and aspect in the comfort of a modern interior and new outdoor spaces. There are both improved visual and physical connections to the club's riverfront location.
- The refurbishment of the ground floor of the Ballina RSL was only the first of four major priorities in the concept masterplans released in October 2005. Priority 2 (the next major project phase) will involve the redevelopment of the Ballina RSL's western car park to include hotel and retail, improved car parking area, entertainment and leisure facilities. The estimated timeframe for Priority 2 is three to five years.
- In early 2008, the Ballina RSL will also commence the building of a public boardwalk along its riverside. This, along with the completion of other private developments with public access to the foreshore, will link up a currently fragmented path from Kerr Street to the North Wall in Ballina. The walkway will be detached from the club by 3 metres.
- The Ballina RSL is also contributing significantly to the beautification and upgrading of the parks located either side of the club – Fawcett Park on the eastern side, and RSL Memorial Park on the western side.
- By introducing more pedestrian activities to the areas beside and around the club ... and by becoming a major link for public access to the river and foreshore walkway, the Ballina RSL will help to increase retail exposure and activate the area to create substantial public benefits.
- The Ballina RSL development project/s a symbol of a blossoming Ballina. Ballina is finally beginning to embrace the river as one of the town's major assets. As both the Ballina RSL and Ballina further develop in the coming years, they will form an increasingly important part of the value chain for the greater Northern Rivers region.

Roles of those involved

Consultant	Function
Altis Architecture Pty Ltd	Architecture & Interior Design
Altis Light	Feature Lighting
DBL Property Pty Ltd	Project Manager
Cliffords Constructions	Builders
Ardill Payne & Partners	Planning & Engineering
Clubs Consulting	Feasibility Study
North Coast Ad Agency	Branding Consultants
George Floth & Associates	Hydraulic, Mechanical & Electrical
Nowlan Bryant	Building Surveyors
Club AV	Audio Visual
WT Partnership	Cost Consultant
HRC Alliance	Food & Beverage Design
Raw Fire	Fire Consultant