



Community Resource Credit Union

TEXAS

CORPORATE SPACE | BRANCH TRANSFORMATION

Community Resource Credit Union (CRCU) first engaged NewGround when they decided to place a new state-of-the-art branch in Mont Belvieu, TX. When CRCU needed more administrative space in their corporate headquarters to meet the projected needs of its growing staff, it was natural to continue the partnership. After verifying the growth projections, NewGround did extensive research and found an ideal site in Baytown, Texas, less than a mile from one of their most successful branches. The new headquarters is modern and practical, showing off a sleek exterior with traditional touches. More importantly, it features an expansive-yet-comfortable courtyard for employees to enjoy, as well as plenty of natural lighting. The design also took into account possible future expansions to “future proof” the space.

11

ACRE SITE WITH RETAIL
LEASE SPACE

37,000

SQUARE FEET

164

10 YEAR PERSONAL SPACE
PROJECTION # EMPLOYEES



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Community Resource Credit Union (CRCU) has a goal to reach an asset base of \$1 billion by 2025. To achieve this, the credit union will need increased personnel, thus creating a demand for more space. The NewGround strategy team conducted space and financial growth projections and benchmarked them to peer data. Results confirmed that CRCU needed more administrative space in their corporate headquarters. Since they could not expand their current building outward, several alternatives were reviewed. Adding a second story to their existing space was considered, but it would not be sufficient for their projected personnel growth and space required over the next 10 to 15 years. The purchase or lease of an existing building was also considered, but nothing suitable was available in their preferred geographic location. After extensive research, NewGround found an 11-acre site within a quarter mile of their current Decker branch located in Baytown, Texas. Across the street from the largest Exxon Mobile refinery in the United States, the Decker branch is the largest in terms of member transactions and loan volume of any branch in their network. Ample space near one of their top branches made this an ideal land acquisition for their new headquarters.

CRCU's design brief recommended by NewGround consists of a modern, practical building. For brand consistency, the architectural appearance of CRCU's new headquarters is an extension of their new branch prototype. The exterior style is sleek and modern, with traditional touches like stone accents. Natural light was of the utmost importance to CRCU, so one of the most prominent features is the amount of glass on the building. The layout of the 11-acre site has been maximized for future expansion of the headquarters building while preserving an outdoor space as an amenity to employees. The placement of the building is situated to leverage prevailing breezes for this outdoor space that will become a courtyard when the expansion is completed. Prime street visibility, in subdivided sections, has been preserved for future sale.

Baytown sits right on Trinity Bay, southeast of Houston, which influenced the headquarters' interior design. The interior design is a neutral palette, allowing the space to be timeless, with curated pops of color throughout the building. Colors of orange, blue, teal, and green were selected to reinforce brand consistency. The CRCU logo is incorporated throughout the interior, displayed on glass office storefronts, and on the custom furniture in the common area. Natural daylight is a crucial design element in the building and has been achieved by positioning the offices inboard with the workstations on the perimeter. The workstations' build-out specifically incorporated glass to allow daylight to reach the building center. The need for flexible space to host all staff meetings was another essential design element. To meet this need, the traditional employee break room evolved to not only serve as the central hub for the building but also to host these staff meetings. The furniture specifications were selected with flexibility in mind to allow the space to easily transition from a break room to meeting space, with technology incorporated into the design to accommodate their needs.

