



U.S. Eagle Federal Credit Union

ALBUQUERQUE, NEW MEXICO

PROTOTYPE | MULTIPLE LOCATIONS

Spanning a 10-year partnership, NewGround's robust portfolio with U.S. Eagle FCU projects includes four ground-up facilities and a recently developed prototypical design, which is being applied to new locations across their branch system. With a strong desire to replace existing outdated branches, U.S. Eagle FCU continues to select NewGround for its design, retail, and project management expertise.

U.S. Eagle FCU has chosen NewGround for the ability to adapt to evolving market needs. NewGround helped walk U.S. Eagle FCU through the seamless process from the start of each project's design to the completion of each facility. When they first started the branch expansion process, U.S. Eagle FCU hired NewGround to help with the new branch concept through "out of the box" innovative design thinking with unique architecture and streamlined project management.

With these newer designs, the traditional branching model is integrated with a digital branch expansion. Branching has changed, and the way members interact with branches has changed. Living the brand, the new spaces scream U.S. Eagle FCU's mantra, "People Mean More." From the moment members walk in, to how the staff interacts with members, the community impact proves to be significant with U.S. Eagle FCU's new branches - and will continue to impact each new location.

With quick communication back and forth between U.S. Eagle FCU and NewGround's team, it helps create a smooth, easy process for each project to continue moving forward. "Customer service is a core competency of NewGround," said U.S. Eagle FCU CFO Mike Moore. "Thanks for the excellent work, and we are looking forward to building many more branches with NewGround."

3,408

SQUARE FEET

3

LOCATIONS COMPLETED

1

PROTOTYPE DESIGN



ABOUT JUAN TABO

Selecting NewGround for its design, retail, and project management services, U.S. Eagle FCU needed to replace an existing outdated branch. As their third project completed with NewGround, the new 3,408 square foot facility on Juan Tabo in Albuquerque accentuates U.S. Eagle FCU's brand with a modern design in a highly visible area. Working with local general contractor Enterprise Builders, NewGround provided architecture, interior design, environmental graphics, project management, and program management services.

Standout features in U.S. Eagle FCU's space include a technology-based user bar, large-format video wall, vertical brand tower, dimensional taglines, and a suspended eagle sculpture that function together to create the brand experience. The waiting area provides a comfortable environment where members can easily view digital marketing messages while they wait to be assisted. The stunning facility stands as one of NewGround's leading prototype designs.

ABOUT MENAUL

As the next exciting iteration of their branch prototype, this will be U.S. Eagle FCU's fourth ground-up facility completed by NewGround. The new 5,651 square foot branch office on Menaul Blvd. will replace the old motor branch and features three drive-up teller lanes and one drive-up ATM. Working with local general contractor Enterprise Builders, NewGround will provide world-class branch design, interior retail environments, furnishings, and project management services for the new facility.

From the outside in, several major brand touchpoints from the previously completed Juan Tabo location will be applied to this larger branch. The exterior design will feature the same iconic blue and green canopies at the main entry and drive-thru as well as the highly recognizable brand tower with lighting. On the interior, the 3x3 video wall and suspended eagle sculpture behind the greater station will create a highly visible marketing opportunity upon entry, which has visible street presence from Menaul Blvd. Although this larger branch will have additional offices and a larger lobby, the prototype elements work together to create a unified branded space across multiple locations and set up the design framework for future branch projects.

U.S. Eagle FCU's latest branch on Menaul Blvd. broke ground on April 6, 2021 and is anticipated to be complete by December 2021, with two more branches in design which include a storefront endcap in the new Avanyu Plaza and a new ground-up facility on Academy Blvd.

