

# Capitalizing on Local Neighborhood Foot Traffic

FLAGSHIP BRANCH | BRANCH TRANSFORMATION | PROJECT ARCHITECT: BILL BILY | INTERIOR DESIGNER: KATE BECHARD

## Project Snapshot

With a recent merger, Rosedale Federal Savings & Loan Association acquired a dated, 4,220 square foot retail branch location in the heart of the town. The location had not been remodeled in nearly 25 years.

## Challenge

Looking to attract the younger clientele moving into the surrounding neighborhoods, Rosedale sought out a design partner who understood how to revitalize and modernize an existing branch while considering key design elements that would ensure the building became a fixture in the community.

## Idea

Rosedale wanted to create a more inviting facility focusing on an improved customer experience. Knowing their location could capitalize off main street pedestrian traffic, NewGround designed a new glass entry plaza off the sidewalk to raise curb appeal and house a smart ATM. Offering an easily accessible branch in a stunning branded space will only improve both the customer and employee experiences.

## Results

Integrating and connecting with the local community remains a key focus for Rosedale Federal Savings & Loan Association to best serve their customers for many years to come in their fresh, modern banking space.



**Increasing mobility:** an overall 15% increase in foot traffic boosted from peak pandemic to early recovery stages across the U.S.

*"This branch transformation for Rosedale Federal Savings & Loan Association turned out beautifully, and we are proud to have helped them renovate their newly-acquired space to better serve their customers and represent their brand in a much more inviting facility."*

**Kevin Blair**

NewGround President + CEO

