

Rosedale Federal Savings & Loan Association Case Study

A Modern Branch Transformation, Both Inside and Out

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

NewGround's Design Team wanted to transform the 4,220 square foot space that had bullet-resistant glass and no privacy. The old, tired space needed to improve the overall customer experience by transitioning to a modern universal banker model. NewGround's designers took a mid-century modern environment and updated it to have a more contemporary look and feel, both inside and out.

Results

Guided by customer journey mapping, NewGround created an attractive facility that now compels Starbucks clientele next door to visit the retail branch, a complete 180-degree turn toward a space that they would have avoided in the past. Exterior curb appeal now showcases Rosedale's brand presence, bringing in many more customers throughout the local community.



45% of consumers believe the most valued aspect of design is the exterior. The exterior design and building materials create an impactful first impression for your branded space.

"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

