

Assiniboine Credit Union Case Study

A Fast-Paced Project in the Height of the Pandemic

FLAGSHIP BRANCH | PROTOTYPE

PROJECT ARCHITECT: GREG WARD | INTERIOR DESIGNER: CAROLINE HEARN | CONSTRUCTION MANAGER: RON JUNKER

Project Snapshot

In the booming city of Winnipeg, a unique idea unlike anything else around came to fruition – True North Square. An exciting hotspot created by the owners of NHL's Winnipeg Jets, leased spaces in the Square are in a prime location with great visibility and high foot traffic. New restaurants, shops, and a high-end grocery store also occupy the Square. Assiniboine Credit Union jumped at the opportunity to secure their space within this mixed-use development and needed a designer to help them stand out to attract more members in the area quickly.

Challenge

After signing the agreement on October 31, 2019, the task was to create, develop, and build a new 4,000 square foot branded prototype flagship branch within a fast-tracked seven-month timeframe. In the midst of the construction process, the pandemic hit. Even through April, May, and June 2020 when Winnipeg was under tight COVID-19 lockdown restrictions, financial institutions were deemed as essential businesses, allowing NewGround to continue bringing Assiniboine's new space to life.

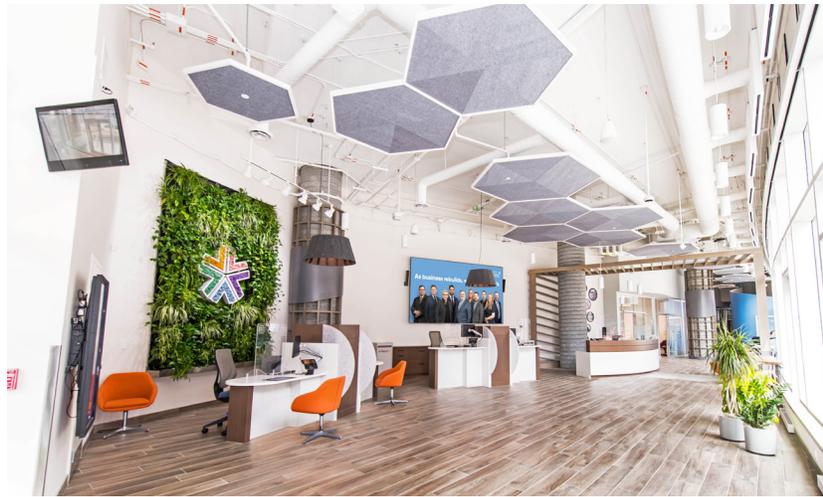
Idea

NewGround provided a full array of services for this project, from Discovery, Design, and Construction Management. With tight timelines imposed by the lease agreement, NewGround's Design Team hit the nail on the head with the design ideas, reaffirming with buy-in from Assiniboine's Discovery session that we were on the right track. From the outset a careful schedule was laid out and adhered to.

During construction, a limited number of supplies delayed the project a few weeks – but the project team never stopped working. Winnipeg underwent several lockdowns, but construction was allowed to continue as credit unions were deemed an essential service. Staff and sub-trade safety were ensured by strict site protocols established by NewGround. Construction pressed on to ensure Assiniboine's deadline was met.

Results

Assiniboine's new flagship branch in the hottest spot in Winnipeg was successfully completed in a matter of just seven months. Thanks to NewGround's hardworking team comprised of lead Interior Designer Caroline Hearn, Construction Manager Ron Junker, and Vice President of Build Phil Alberto, Assiniboine was ready to serve members quickly and efficiently in their new space.



Investing in infrastructure: Canada's total value of investment in building construction rose 9.3% to \$53.1 billion in the first quarter of 2021.

"We are proud to be Assiniboine Credit Union's partner to design their Winnipeg branch. This project stands as a true testament of how NewGround delivers our projects stronger and faster, no matter what circumstances are thrown our way."

Greg Ward

President, NewGround Canada

