



Commonwealth Bank

PROSPECT, KY

BRANCH TRANSFORMATION | PROTOTYPE

After hearing NewGround CEO, Kevin Blair, speak about retail banking trends at a convention, the leadership team at Commonwealth Bank was inspired to create a banking center of the future. NewGround helped them create just that in an upscale planned community just outside of Louisville, KY.

This new branch needed to match the main-street charm of the planned community while providing technology-forward services for customers. The resulting design balances that traditional charm with contemporary touches. Open ceilings create a very open and welcoming feel for customers. Teller pods allow more flexible use of staff, which has increased efficiency over a more traditional branch design.

2,546

SQUARE FEET

6%

EQUITY / ASSETS
IMPROVEMENT

2 Point

EFFICIENCY RATIO
POINT IMPROVEMENT

