



First State Community Bank

MULTIPLE LOCATIONS

BRANCH TRANSFORMATION | TENANT IMPROVEMENT | BRANCH SYSTEM

Trust is built from strong communication and is a key to any successful project. For First State Community Bank (FSCB), trust was critical to begin work on any of their numerous projects. They were looking for a partner that could help them update and renovate several new locations they had gained through acquisitions, and no firm was better equipped for that job than NewGround. By talking with our strategy team, FSCB went from wanting a single branch interior, to a remodel, to a complete ground-up prototype and branch network transformation.



COMMUNITY SUSTAINABILITY



HERITAGE & CULTURE WALL



ATM/CASH COUNTER/CASH RECYCLER



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NEWGROUND COMMUNICATES AND COLLABORATES WITH OUR CLIENTS

For a larger bank system like FSCB, maintaining their reputation and the traditional clientele is extremely important. With more than 60 branches across Missouri, they have grown a loyal customer base. FSCB wanted to elevate their look and feel by updating their branches and creating a more modern design. However, they still wanted to maintain recognizable branding for their customers and develop a flagship branch design.

One of the key design features that FSCB aimed to implement was reducing the size of their lobby. NewGround designers and architects moved their tellers further up to be closer to the customers and created office space behind the teller area. We also added an ATM wall, cash counter, and cash recyclers along with inviting colors and rich wooden textures.

HONORING HISTORY AND COMMUNITY

While many financial institutions grow their presence through ground-up locations, some institutions, like FSCB, prefer to develop their business through mergers and bank acquisitions. FSCB needed to create a new look and feel for their space without alienating their pre-existing customer base. When designing the flagship branch, NewGround environmental designers decided to create a heritage and culture wall. The culture wall showcases the rich history of FSCB while still providing a fresh, new, and interesting centerpiece for customers. The wall incorporates wooden textures and colors, as well as a deep rich green that pairs well with the otherwise bright interior. Traditional details like molded ceilings were also kept while aligning with a fresh perspective with new paint colors and an open layout.

FROM RETAIL DESIGN TO FLAGSHIP LOCATION

While the project with FSCB began with designing the retail and lending department sections of the Farmington location, NewGround's expertise and ability to communicate a client's ideas and branding proved to FSCB our capabilities as a firm. As a result, NewGround will be working with FSCB to complete six additional locations and incorporate our design updates in the future. NewGround was happy to work with such a detailed and historical space, and our environmental designers and interior designers were careful to honor the space while providing a modern look and feel. Overall, NewGround took a traditional concept and created a more relevant and customer-driven space.

