



Rosedale Federal Savings & Loan Association

TOWSON, MARYLAND (BALTIMORE)

FLAGSHIP BRANCH | BRANCH TRANSFORMATION

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 and the dated appearance was a detraction for the client's target audience of young families and couples moving into the surrounding neighborhoods. Rosedale Federal Savings & Loan Association chose NewGround as their strategic design and project management partner to rejuvenate their space.

The newly renovated 4,220 square foot flagship branch highlights a refreshed take on Rosedale Federal Savings & Loan Association's brand and features:

- Local Maryland stone used to match existing exterior
- Updated exterior branding and signage
- A history wall and culture wall
- An eye-catching, sleek glass entry tower housing the new ATM for street foot traffic

Transformed from a dated, traditional style branch with bullet resistant glass to a modern retail delivery, the facility also now uses a universal banker model with service stations, cash recyclers, and a smart ATM.

NewGround provided design, project management, and environmental design services for this renovation, all while remaining open and occupied throughout the duration of the project.

The new space provides a modern banking experience and now serves as a model for Rosedale's future branch locations.

4,220

SQUARE FEET OF RETAIL EXPERIENCE



HISTORY WALL



UNIVERSAL BANKER MODEL

