



1st Choice Savings and Credit Union HQ

LETHBRIDGE, ALBERTA

RENOVATIONS + WORKPLACES / STRATEGY → DESIGN → INTERIORS / 4,000 SQ. FT.

THE CHALLENGE

1st Choice Savings and Credit Union had room to grow, and their headquarters was originally built with that in mind. When it was time to move forward, they reached out to NewGround. They weren't just looking for a renovation. They knew they needed a workplace that reflected their bold leadership and their commitment to supporting employees. The existing 200-square-foot staff room was small and outdated, but instead of simply expanding it, leadership recognized a chance to create something much more impactful.

Over the last decade, we've seen how teams evolve in the workplace. This project quickly became about more than square footage, but it was a chance to create a place where employees wanted to work. This space needed employees to feel encouraged, collaborative, and productive.

4,000

SQUARE FEET



COMMUNITY MEETING SPACES



SIGNATURE ROOFTOP



THE JOURNEY

Our partnership with 1st Choice originally began during the height of the COVID-19 pandemic, launched through one of our first fully virtual Discovery Sessions. What started as an inquiry call quickly evolved into a full branch transformation and now, a headquarters renovation. Over the past five years, that early trust has grown into a strong, collaborative relationship.

The headquarters renovation added 3,853 square feet, reimagining everything from the boardroom to the rooftop. From day one, leadership emphasized that this wasn't about settling, it was about setting a new standard. The boardroom now doubles its original size, equipped with flexible furniture, forward-thinking technology, and automated blinds. But the standout feature? A rooftop patio with wind protection, two BBQ stations, and comfortable lounge seating.

Environmental graphics were woven throughout the design, helping bring the credit union's brand to life. They included an employee-centric environmental graphic wall celebrating five outstanding team members honored each year, a small but powerful way to make appreciation part of the daily culture.

The space was built with flexibility in mind, equally suited for casual coffee chats or formal meetings. The communication of this project was key in its success—no delays, no missed goals.

THE DESTINATION

The finished headquarters renovation shows the commitment and dedication to employee wellness. Every detail reflects a leadership team that puts people first.

From the expanded boardroom to the rooftop lounge, every inch was designed with care and intention. It's one of the most people-centered spaces we've ever delivered, and it's already making a difference.

This upgraded space serves as a home base for culture, collaboration, and future growth. We are proud to have 1st Choice Savings and Credit Union as our partner.

