

Cedar Renditions™ Design Series Case Study

Build

Modern Materials for Modern Banking

Springfield, Massachusetts

When New Valley Bank, a new Springfield, Ma.-based bank, began planning for its first branch opening, the innovative leadership team knew they had to make a splash in everything from their product offerings, to their online presence to their brick and mortar location. The old bank building they had purchased, a one-story retail property built in the 70s, would need to be renovated to stand out from a sea of low rise strip mall commercial locations.

To bring their vision for an innovative financial space to life, New Valley Bank began by hiring Rick Morse and Kevin Shea, of Architecture EL. Architecture EL, is known for direct design, a process where owners and contractors are partners in the design and construction of a building. In years past those elements were often bid separately. The result of direct design is a lean team that can move from design to construction fairly quickly.

And that's just what they did - from the first time Morse and Shea spoke to the New Valley bank owners to when the branch opened, the turnaround time was just under a year.

"The design unfolded at the same time they were developing their brand - they wanted modern and fresh, not cold and scary," said Morse. "As a new bank, it was crucial that this new branch establish their brand and visual identity. They offer a new way of banking and the branch needs to communicate that."



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Knowing the importance of the exterior for making a first impression, Morse and Shea began researching cladding options and were immediately drawn to Royal's Cedar Renditions Design Series 6" aluminum siding and soffits, in Charwood, a dark matte gray woodgrain print.

"There's a perceived honesty with the monolithic look of aluminum siding," said Morse. "The woodgrain printing on the metal offers a warm, modern take on the building, and it's especially a good fit for the midwest."

After evaluating a variety of options at various price points, including fiber cement and even real wood, they decided to nail samples to the wall and let the bank owners choose their favorite.

"Seeing the [Charwood] Cedar Renditions Design Series on the wall, just spoke for itself," said Morse. "They liked the variation in the tones, it's not monotonous."

In addition to providing a modern aesthetic to the new building, Cedar Renditions is moisture-proof and 100% recyclable. The product is also easy to work with and install, with overlapping boards that allows the architecture team to achieve a seamless appearance.

"From the seamless way it butts together, to how it turns a corner, the overall appearance we were able to achieve with Cedar Renditions was very high end," said Morse.

And the final product? "The bank owners couldn't be happier," Morse says. "They were able to launch their new brand with a beautifully designed branch that really tells their story."

