



Community First Credit Union Starts Construction of Riverside Branch

Credit union's full-service branch in Five Points Village to open by end of year

JACKSONVILLE, FLORIDA, UNITED STATES, November 2, 2015 /EINPresswire.com/ -- [Community First Credit Union](#), a full-service [credit union based in Jacksonville](#) with membership open to anyone who lives on the First Coast, announces it has commenced construction of its Riverside branch in the recently rebuilt Five Points Village. Located at the corner of Margaret and Post Streets the center will be the credit union's 18th branch and its first in the growing Riverside neighborhood. In conjunction with the construction start, the credit union also released interior renderings of the new center.

The Riverside branch of Community First will be a new design for the organization's facilities and serves to showcase the best of its branch transformation program focused on updating and enhancing the member experience at its financial centers. DBSI, a nationwide leader in banking and credit union branch transformations designed the new location and will oversee construction. The credit union's Design Team and operations executives worked for nearly a year to design and revolutionize member experience at its branches.

"The delivery of financial services has changed dramatically the last few years because of evolving member expectations, mobile technology improvements and security," said John Hirabayashi, CEO and president of Community First "The branch transformation project will modernize our member experiences while improving human interactions, something consumers feel has gradually eroded in traditional banking. By transforming interior designs, utilizing technology and getting our associates out from behind the standard barriers and walls we will continue to give our members more reasons to love where they bank."

The Riverside branch will be the first location with the new color scheme, interior layout and technology improvements. The interior design will feature modern bright colors, furniture and finishes along with a mix of carpet and solid flooring and surfaces, most of which are sustainable or recycled. The interior will also feature a relaxation zone, interactive tablets, transaction counters without barriers, community stories and advisory stations. The branch experience will include full- and self-service and assisted service options through a discovery bar, solutions station, teller towers, and interactive kiosks. Financial specialists and member service associates will be easily accessed with specialized experts instantly available by videoconferencing. Additionally, the interior will feature a mural depicting the local history of the Riverside and Avondale neighborhoods.

The Riverside branch will also feature the organization's first "community room," an area for small businesses, organizations, nonprofits, clubs and other groups to hold meetings, give presentations, use as a co-work space or facilitate workshops. The room will be open for use by all members. It will feature presentation equipment, table and chairs and privacy from the financial services areas. Community Rooms will become a standard feature in all compatible branches of Community First.

When complete, the branch will be 3,000 sq. feet. The credit union expects to employ at least four full-time team members at the location. In addition to the opening of the Riverside branch, [Community First Credit Union](#) will continue the transformation of its branches across the network, including the

retrofit and renovation of the Arlington branch on Merrill Road set to commence in early 2016.

Community First Credit Union of Florida is a state-chartered credit union based in Jacksonville serving anyone who lives or works on the First Coast. Community First is one of the 10 largest credit unions in the state, serving more than 112,000 members and with assets of \$1.3 billion. Community First has 17 locations and 300 employees. A not-for-profit, Community First is a full-service financial institution offering banking, loans, mortgages and investments for consumers and businesses throughout the First Coast.

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