



Community First Credit Union Invests \$1.7 million in Upgrades to Arlington Branch

Credit union's busiest branch to undergo "branch transformation" redesign, renovation

JACKSONVILLE, FLORIDA, UNITED STATES, March 10, 2016 /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 will undertake one of its most ambitious branch redesigns in its history with the renovation of its existing Arlington Branch at 7676 Merrill Road. The branch was originally built in the 1980s and is the credit union's busiest in terms of members and daily transactions. DBSI, a nationwide leader in banking and credit union branch transformations designed the new location and will oversee construction.

The branch is the first existing, freestanding branch to adopt the organization's new "branch transformation" redesign, first seen in the new Riverside Branch in the Five Points Village shopping center, opened in January. The branch redesign is a product of a year-long process to create banking centers that harness today's technology to create a modern banking experience.

The Arlington Branch serves more than 12,000 members and processes more than 15,000 transactions per month. It is located at the corner of Merrill Road and Wedgefield Blvd. in the Merrill Road Community Redevelopment Area, part of the City of [Jacksonville's Renew Arlington](#) Initiative. The branch will remain open to members through the construction project as work will occur nightly and on weekends.

The Arlington Branch will be redesigned both on the exterior and interior, including signage, parking facilities, lighting, landscaping, entrance and exit and an overhaul of the interior and exterior teller lanes and drive-thru. The enhancements are focused on updating the member experience, enhancing security and streamlining processes for faster service.

The branch will be transformed with the organization's new color scheme, interior layout and technology improvements. The interior design features 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 also features a relaxation zone, interactive tablets, transaction counters without barriers, a digital community board and advisory stations. The branch experience includes full- and self-service and assisted service options through a discovery bar, solutions station, teller towers, and interactive kiosks. Specialized financial experts are instantly available by videoconferencing. The interior will feature a mural depicting the history of Old Arlington.

"The new Riverside branch location has received such powerful responses from our members," said John Hirabayashi, CEO and president of Community First. "We are looking forward to putting these enhancements in this branch so our Arlington members can experience the best in technology and service."

The project is estimated to cost \$1.7 million and be completed in four months. Construction is set to start in early April, pending permit approvals. The Arlington branch is 3,100 sq. feet. The credit union has ten employee team members at the location.

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 114,000 members and with assets of \$1.3 billion. Community First has 18 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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