

Around Town

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A bright new face



The teller line, loan offices and executive wing are completed and open to the public at the Broad Street main office of Citizens State Bank

Last fall Citizens State Bank took a bold new step, Pacesetter Bank took on a new name, and now the combined bank has a beautiful new face at the corporate office in downtown New Castle.

“We felt this was important for several reasons,” explains Dan Maddox, Chief Operating Officer. “After the merger of Citizens State Bank and Pacesetter Bank, we needed additional office space to house some of our new team members. We also wanted to show our commitment to the New Castle downtown district.

“It is a flagship for the company but we also want it to be a highly effective retail branch.”

The work is not totally done but has come a long way and is progressing nicely. The first step was to relocate bookkeeping, set up new credit department offices (where bookkeeping had been), and create makeshift offices for others so demolition could begin on

the east side of the downstairs lobby.

The main office was last remodeled in 1973. The result of that project was a large, open ground floor which worked while banking was primarily done in

person but had grown to appear cavernous and empty as technology changed customers’ behavior and branch habits.

The new layout, still just partially complete but dramatically different, retains a very bright and airy appearance. Light colors on the walls and floor are accented by the company’s brand, while window walls in the offices allow natural light to flow throughout the lobby area.

The floor plan was designed to adapt to the modern consumer’s habits and – very importantly – puts Personal Bankers and loan officers right where the customer is. That access to knowledgeable, helpful staff is a cornerstone of Hometown Banking.

“It is pretty amazing that we will be able to add so many personnel to this location without cramping the customer at all,” Maddox says. “It is both very open and very conducive to doing business.”



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First loan meeting in the newly remodeled executive wing. "We talk about local lending, local decision-making? This is where it happens!" – John DeLucia

The renovation has been designed and managed by Pittsburgh-based PWCampbell, a design-build company specializing in financial institutions since 1910. Mark DeBlassio has been on-site as the project manager since the beginning.

"It has gone well, certainly," DeBlassio says. "But it helps so much to have such great people to work with. With some clients, it can go downhill quickly. There are really great people here."

While the renovation seems huge to employees and customers alike, DeBlassio reports that it is a normal sized project of this type. In fact, the upstairs,

basement and nearby Trojan Plaza office have preserved as much normalcy as possible. "We often have to move the teller line and other staff into trailers, which we didn't have to do here," DeBlassio notes.

"Any time you undertake a project of this magnitude you are bound to have a few surprises," adds Dan. Elevator construction has been one of those, with intensive manual digging and design alterations involved.

"Mark [DeBlassio] has helped us navigate those challenges while staying close to schedule."

Speaking of schedule, the current phase of the project is focused on building

about a dozen more offices throughout the west side of the main floor and finishing the three-story elevator.

The office work is moving rapidly because the only prep work was pulling up old carpet and knocking down a few interior walls (see photos on page 5). When completed, this area will be home to the Trust department, Investment Center, marketing and more.

The elevator structure is now up to the basement ceiling and will punch through the ground floor within days. Cutting into the second floor is planned for President's Day while staff is out and no customers are in the building.

Watch for another update this spring!



The elevator has progressed from a hand-dug hole in the basement and is now ready to reach up through the first and second floors.