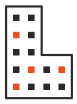
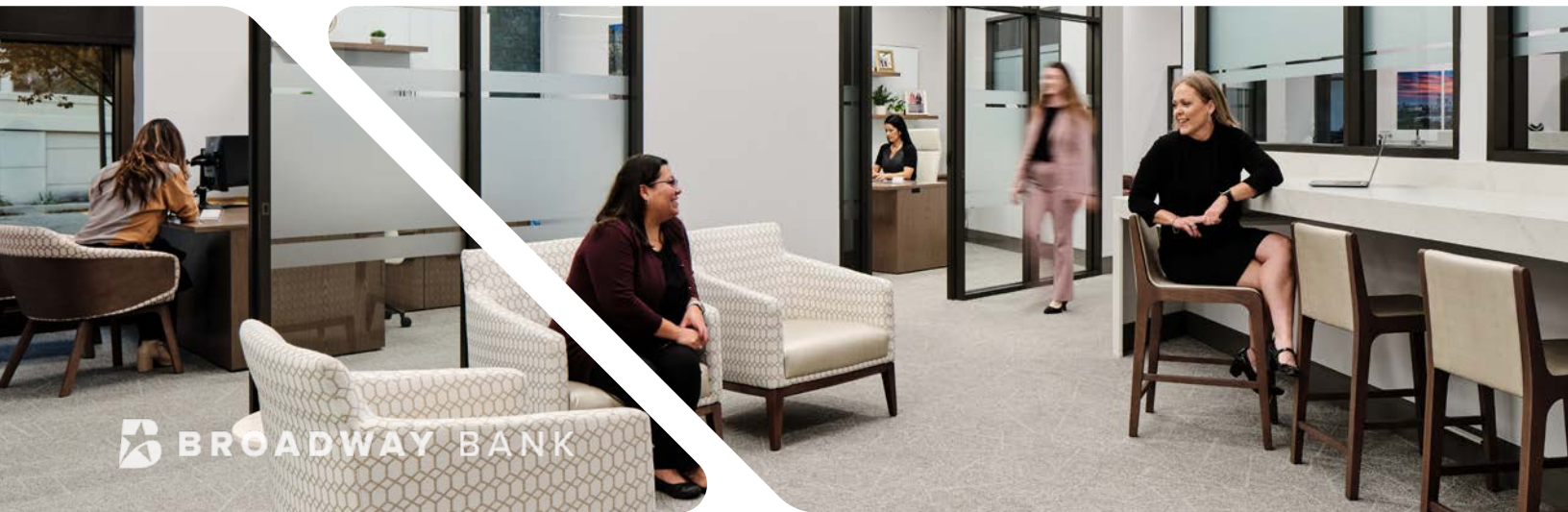




Case Study: Broadway Bank



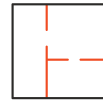
The Art
of the
Workspace



Market Focus
Banking



Location
San Antonio, TX



Size
27,235 sq ft

The Challenge

Client Goal

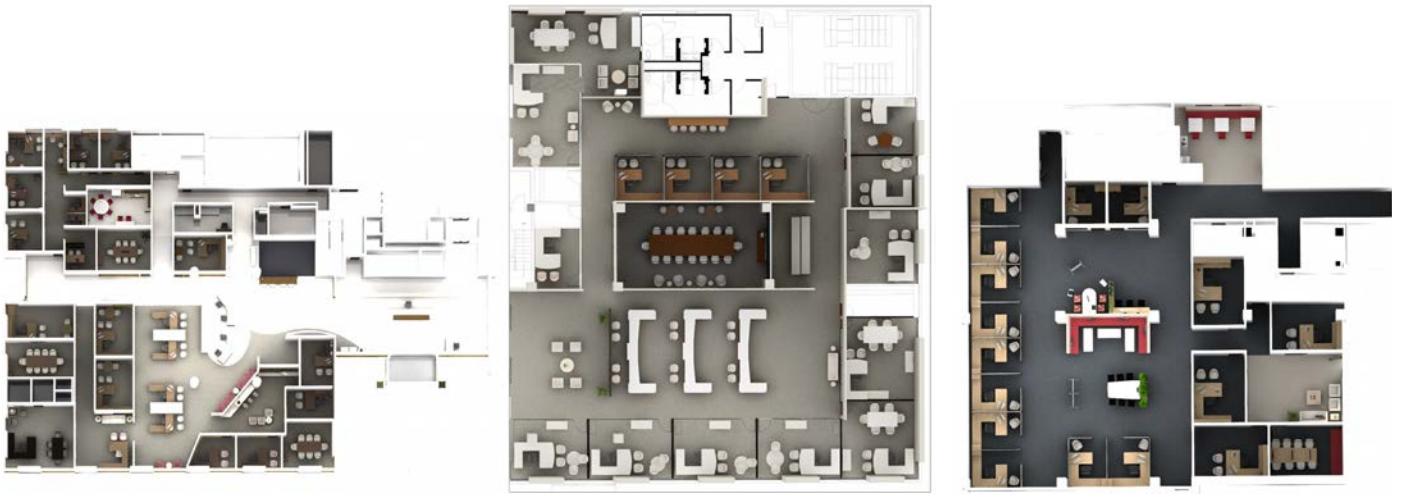
Broadway Bank set out to refresh its headquarters with a more contemporary layout and aesthetic. The goal was to modernize with a focus on timelessness and intentional refinement. The new space needed to reflect the organization's history while supporting collaboration, functionality, and forward momentum

Problems Solved

CultureSpace helped Broadway Bank adapt its headquarters to meet evolving needs without losing its core identity. The organization sought a purpose-driven workplace that balanced timeless appeal with day-to-day functionality. We took a space rooted in traditional finishes and refreshed it with lighter tones, refined materials, and a transitional design approach while upholding the elevated, client-facing image integral to the brand. From acoustic upgrades in key areas to improved flow and furniture solutions that enhanced teamwork, every detail was considered. The result was a seamless blend of honoring the bank's legacy while looking confidently toward the future.

Furnished Spaces

- Bank Teller Station
- Client Service Open Desk Area
- Executive Office
- Private Wealth Management Wing
- Private Offices
- Waiting Areas
- Conference Room
- Internal Office Lobby
- Open Office Workstations
- Cubicles
- Training Area
- Break Areas
- Collaboration Spaces



A Fresh Take on a Legacy Space

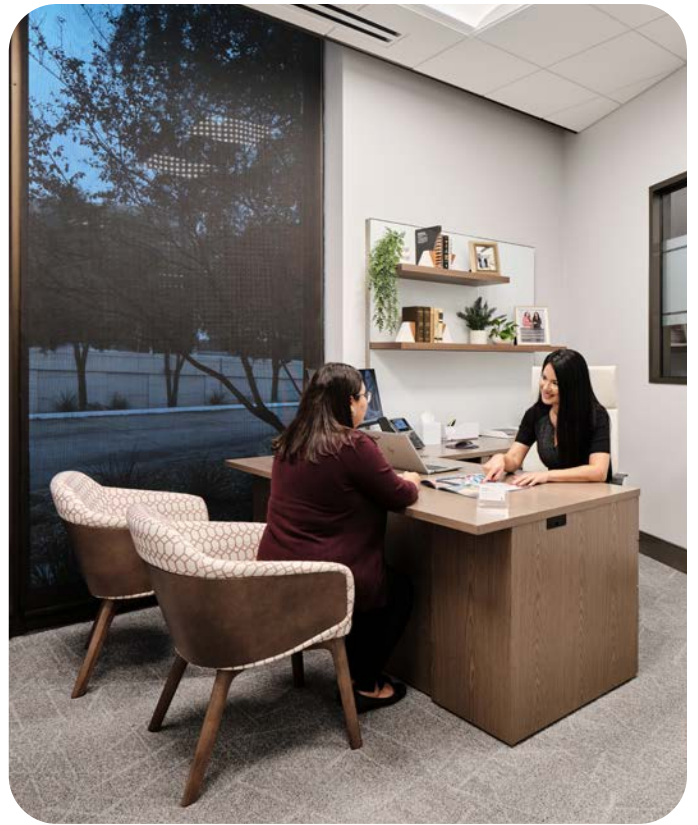
Broadway Bank was initially introduced to CultureSpace through GBA Architects, a trusted local architecture firm and ongoing partner of ours. GBA was engaged during the early design phases of the headquarters renovation and referred CultureSpace as a potential furniture partner based on previous successful collaborations. After limited progress with other vendors, the bank's Corporate Support Design & Project Liaison, Heather Adams, reached out directly to CultureSpace.

Heather met with several firms but ultimately chose CultureSpace because she felt we were the only team that truly listened and understood her vision. Our partnership-first mindset, responsiveness, and high-touch approach stood out immediately and set the tone for the rest of the project.

From there, the project became a close collaboration. Weekly calls with project consultant, Mike Pace, designer Christie Klemcke, and eventually our project manager, Shelby Guerrero, ensured steady momentum. Heather and Christie were in daily contact, and some of the design process was even handled in real time with Christie sharing her screen to make layout adjustments on the spot.

Rather than relying on a single pass or quick approvals, the design evolved thoughtfully across multiple spaces. We remained engaged and iterative, making refinements until the client felt fully confident in every decision. We used digital CAD files, rendering walkthroughs, material samples, and mood boards to communicate the vision clearly. Once the designs were finalized, Shelby led installation, including coordination with third-party vendors like MPS Acoustics. A standout capability was our ability to custom stain-match new furniture finishes to existing millwork, achieving unified look and feel while maximizing budget efficiency.

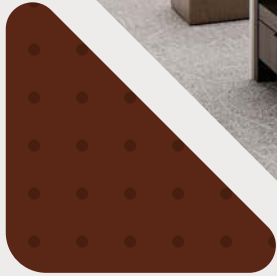
Throughout, the emphasis stayed on precision, service, and trust.



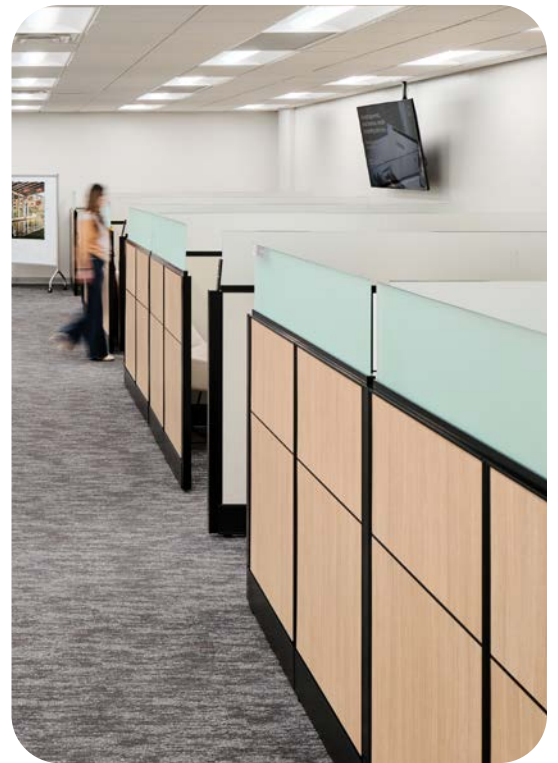
Thank you for sticking with me during this long journey. The CultureSpace team has been amazing all the way around. You made the process so easy, and I truly appreciate your patience, collaboration, and support.”

Heather Adams | Corporate Support Design and Project Liaison, Broadway Bank





precision



A Bright New Chapter for the Marketing Department

Located on the building's lower level, this area was completely transformed to support the needs of the marketing team. Once dim and disconnected, it is now a bright, collaborative space tailored to their workflow.

Our design introduced lighter materials, lower workstation panels, and integrated whiteboards to open up the floorplan and encourage creativity. The result is a fresh, energized environment that reflects the team's dynamic culture.



Design Features: Beauty with Purpose

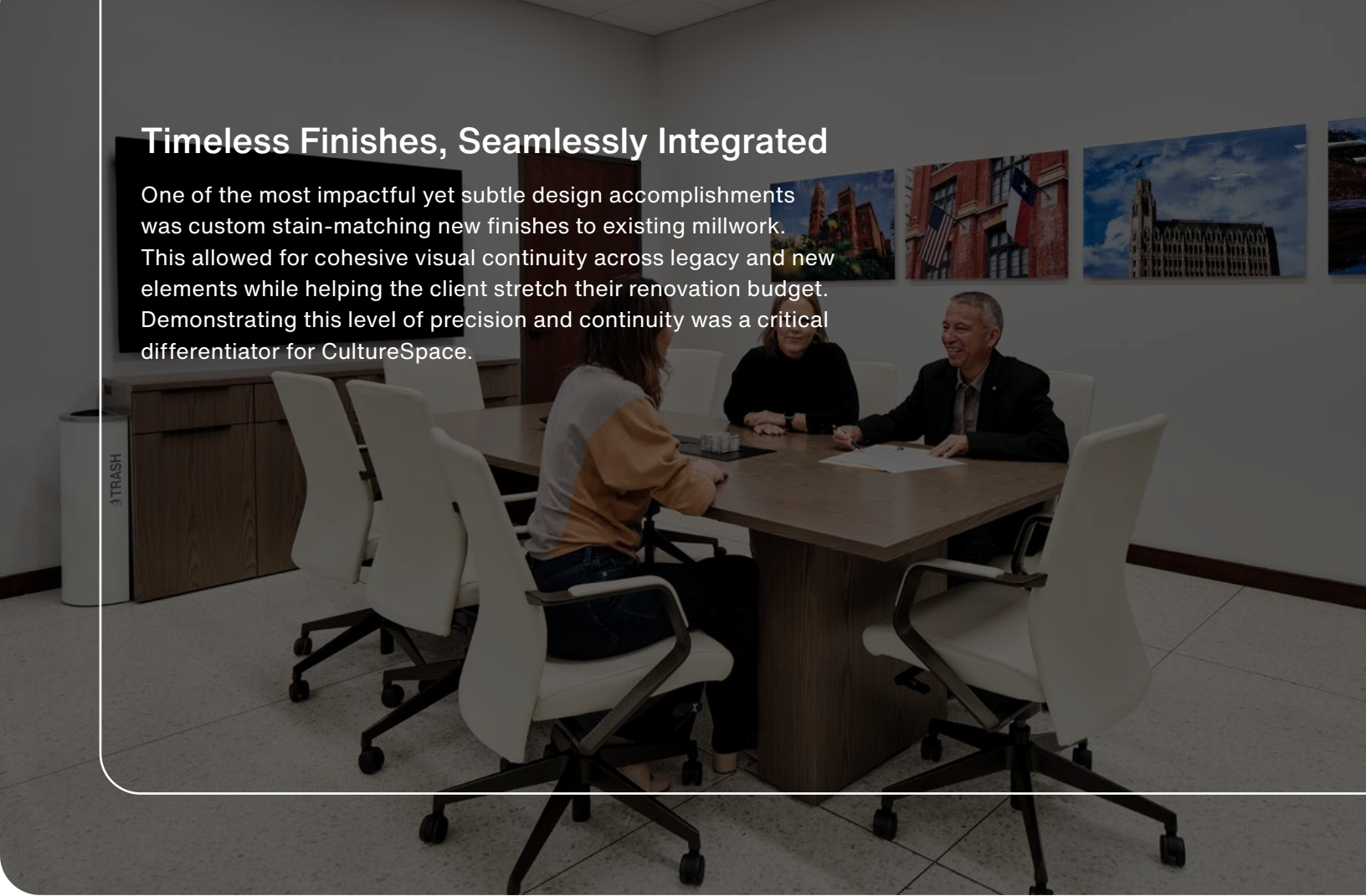
A Boardroom Centerpiece with Acoustic Functionality

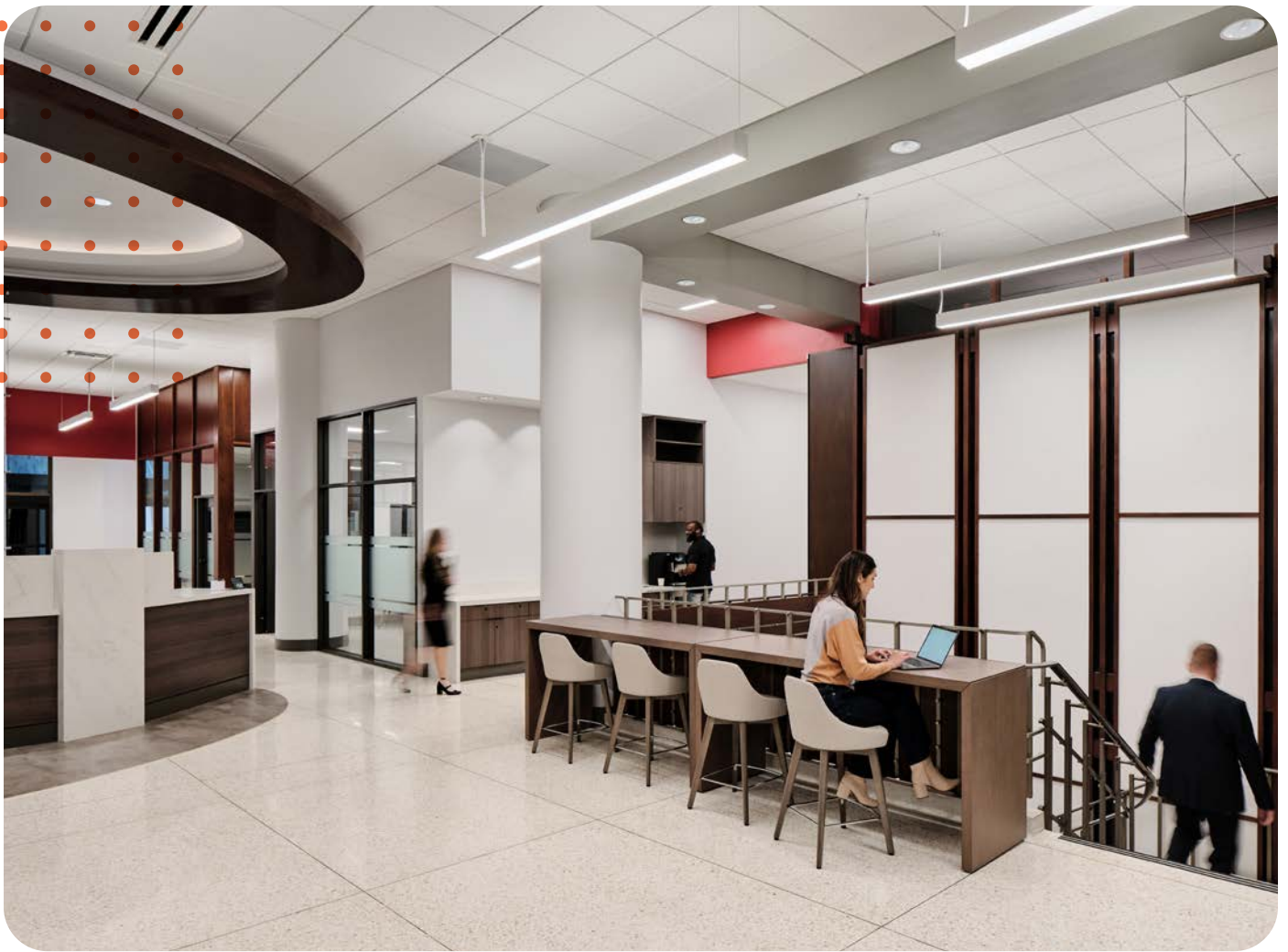
The acoustic panel mural in the large boardroom serves as a design focal point while delivering soundproofing performance. Coordinated in collaboration with MPS Acoustics and Broadway Bank's marketing team, the wall graphic features a stylized San Antonio skyline. Our installer, Israel, played a key role in precise installation, cutting panels around built-in features to ensure a seamless finish. Solid-colored acoustic panels were also installed on adjacent walls, coordinated to complement the mural without competing with it. The result is a space thoughtfully curated for high-level, confidential discussions and strategic decision-making.



Timeless Finishes, Seamlessly Integrated

One of the most impactful yet subtle design accomplishments was custom stain-matching new finishes to existing millwork. This allowed for cohesive visual continuity across legacy and new elements while helping the client stretch their renovation budget. Demonstrating this level of precision and continuity was a critical differentiator for CultureSpace.





The Result

Broadway Bank's renovated headquarters now fully supports the way its people work and interact, reflecting the professionalism, purpose, and people-first values at the core of the brand. As one of CultureSpace's largest and most multifaceted projects to date, it required constant collaboration, creative thinking, and a deep commitment to precision.

Each area was intentionally crafted to support the unique needs of the people who use it every day. Executive offices were customized to individual work styles. Client-facing zones were designed to feel both polished and welcoming. The lower level was transformed into a bright, functional hub for collaboration and creativity, thoughtfully tailored

to support the needs of its new occupants: the marketing team.

The success of the project was built on active partnership. From stain-matching millwork to coordinating detailed installations, the CultureSpace team worked closely with the client to ensure every choice was intentional and cohesive. The final result is a workplace that honors Broadway Bank's legacy while creating space for growth and innovation. Because of the success of this project, Broadway Bank has already engaged CultureSpace for five additional initiatives. The trust and partnership built throughout this process laid the foundation for continued collaboration in the future.

