The high level of society needs affect the increase number of transactions. Especially in Surabaya as the second largest city in Indonesia, to improve the welfare of the community, the facilities in the around the city should be improved. Jatim Bank seeks to improve its services to reach more people. So with the development of a new branch in Surabaya, it is expected that the society would have an easier banking transactions.

The new Jatim Bank planned to be built in Jl. Tunjungan which is a busy area and heritage corridor. Therefore to preserve the area, the design will adapted the style of the buildings around the heritage corridor. The majority style is the colonial style. In addition, to improve the quality of the environment, the theme of Green Architecture was named as one of the main factors in designing the Jatim Bank.

The Jatim Bank which will be built is the main branch bank. The development of Jatim Bank expect to improve the quality of Jl.Tunjungan corridor. Thus with the presence of a new branch of Jatim Bank on Jl.Tunjungan can improve services to the community and also help improve the quality of the surrounding environment.