



HPA DESIGN GROUP

INTERIOR DESIGN • BRANDING • SIGNAGE

A CURATED PORTFOLIO OF RENOVATED INTERIORS

re:VISIONS

BEFORE. AFTER. **BEYOND.**

About Our Studio

Since 1998, HPA Design Group has approached every project with an uncompromising passion for design, guided by research, inspired by context, and driven by innovation. With a national presence and a boutique, hands-on approach, we create storytelling-driven environments rooted in a deep understanding of each market, demographic, and community.

Free from convention, our work balances ingenuity, bold vision, and purposeful detail. Through a collaborative, multi-layered process, we align our clients’ goals with the functional demands of each project, shaping meaningful resident experiences while delivering long-term value and measurable return on investment.

IN THE PREVIOUS 5 YEARS, WE HAVE DESIGNED AND DELIVERED:

2,036,531

Amenity Sqft

556+

Projects

57,259

Units

SINCE OUR FOUNDING, WE HAVE:

25+

Years of Experience

52

Awards Won

45

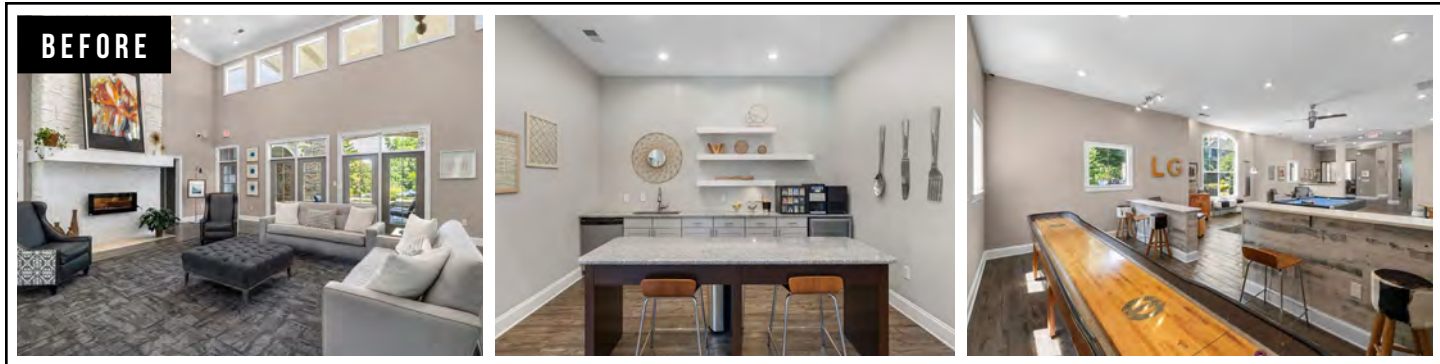
States Served

Process Overview



Our process is thoughtfully structured to guide each project from initial vision through final execution, ensuring clarity, creativity, and cohesion at every stage.

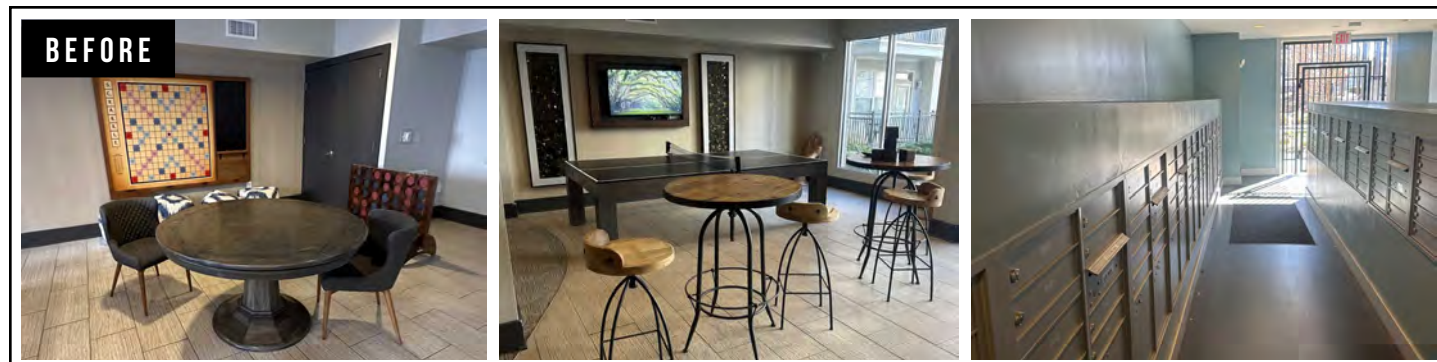
1. RESEARCH + BRANDING STRATEGY
2. CONCEPT + SCHEMATIC DESIGN
3. DESIGN DEVELOPMENT
4. DOCUMENTATION + COORDINATION
5. FURNISHINGS + PROCUREMENT
6. SIGNAGE & WAYFINDING + REALIZATION



HAVEN AT PATTERSON PLACE

Durham, North Carolina

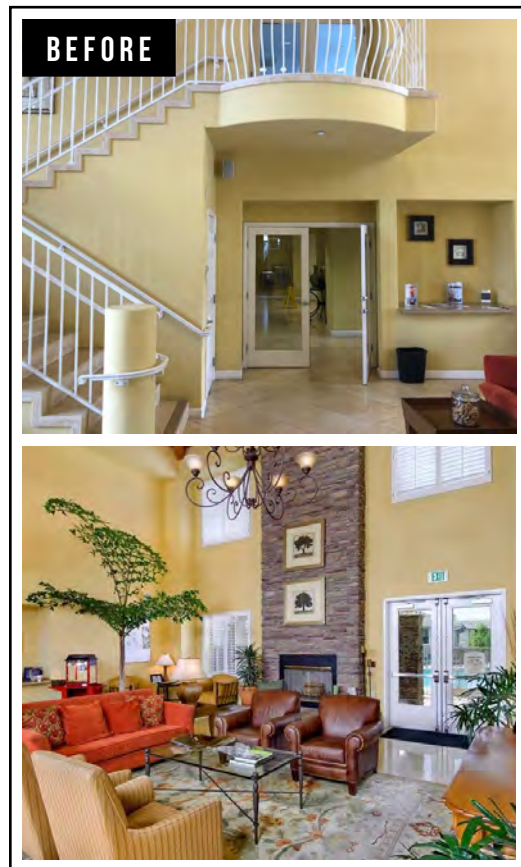
This once dated clubhouse was thoughtfully transformed into an elevated, hospitality-inspired resident experience, with the design intent focused on redefining circulation, creating distinct social zones, and introducing layered materials, sculptural lighting, custom millwork, and a residential leaning palette. The reimagined spaces bring new energy to this community, resulting in attraction, retention and renewals.



CENTRA AT NORTH DRUID HILLS

Atlanta, Georgia

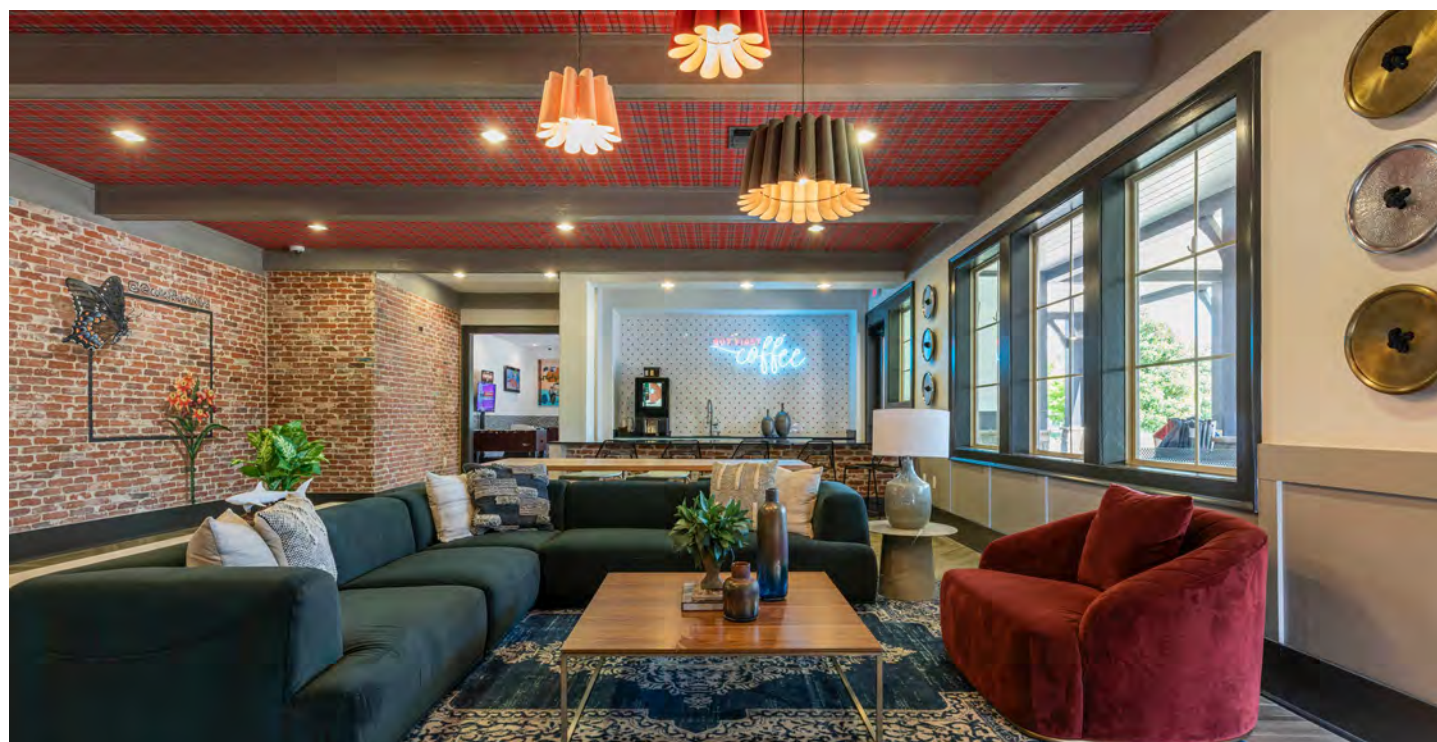
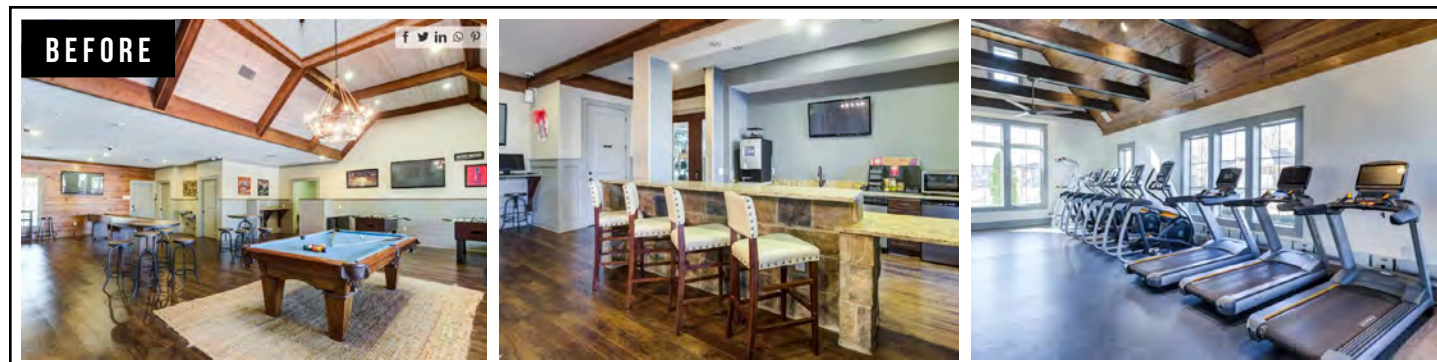
Originally built in 2016, this Atlanta community had bones for something more. Our team transformed the community through strategic amenity programming, fresh finishes, updated detailing, and curated furnishings; creating spaces that feel more relevant, elevated, and inviting. The result enhances resident experience while supporting attraction, retention, and long-term investment value.



AVALON OAK CREEK

Agoura Hills, California

The clubhouse was reimagined as a brighter, more contemporary resident experience, with the design intent focused on opening sightlines, improving circulation, and creating distinct zones for gathering, working, and socializing. Warm wood tones, black metal accents, tailored millwork, integrated greenery, sculptural lighting, and textural finishes introduce a more refined character while connecting the renovated lobby, lounge, work, and fitness spaces through a cohesive design language.



COLLEGE TOWN OXFORD

Oxford, Mississippi

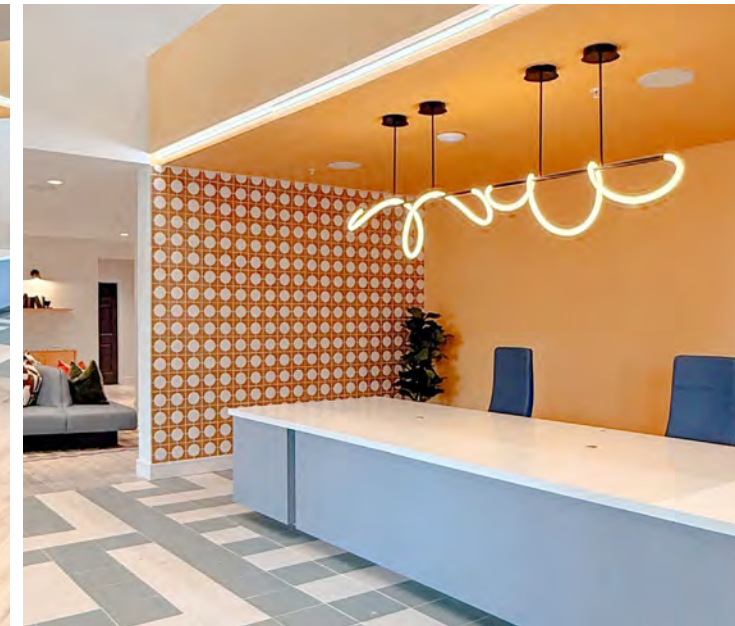
This student-housing-of-yesterday was painstakingly designed into the student-housing-of-tomorrow, with the design intent focused on a purposeful replanning of spaces, utilization of unexpected materials, bold fixtures, and imaginative graphic elements. Catering to Ole Miss students, this 11,000 sq ft amenity renovation achieved a significant 57.8 ROI% for owners at subsequent resale.



ARBOR VIEW

D'Iberville, Mississippi

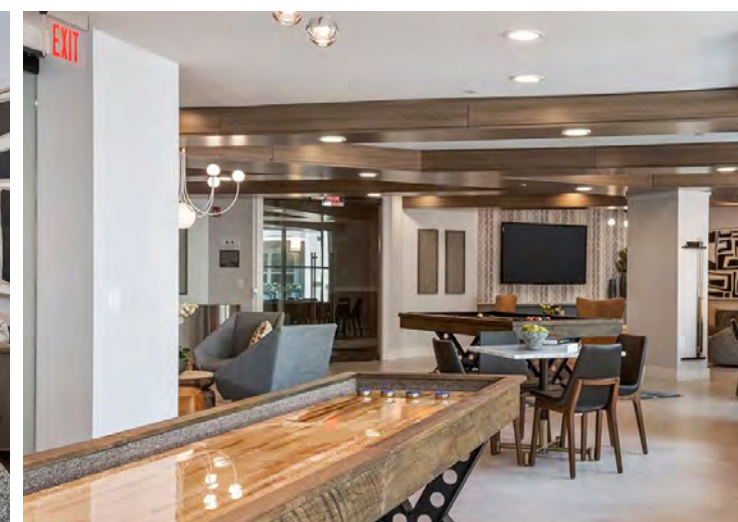
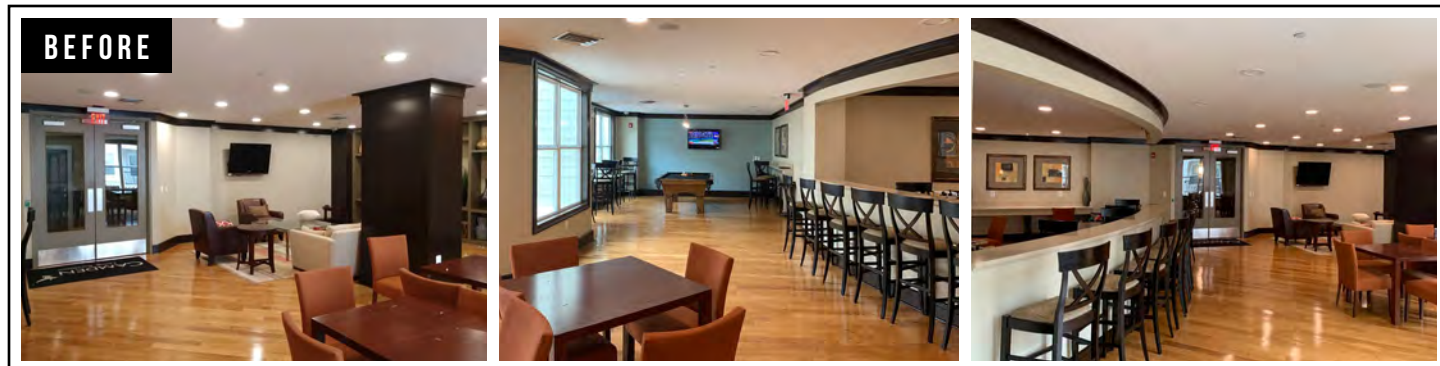
A bold transformation brought new life to this existing property in D'Iberville, Mississippi. Renovated clubhouse spans 2,800 sq ft, and delivers layers of texture, expressive moments and inspired art; which now resonate with future residents seeking an idyllic location near the Mississippi Sound & Gulf of Mexico.



QUARTERS HUNTSVILLE

Huntsville, Texas

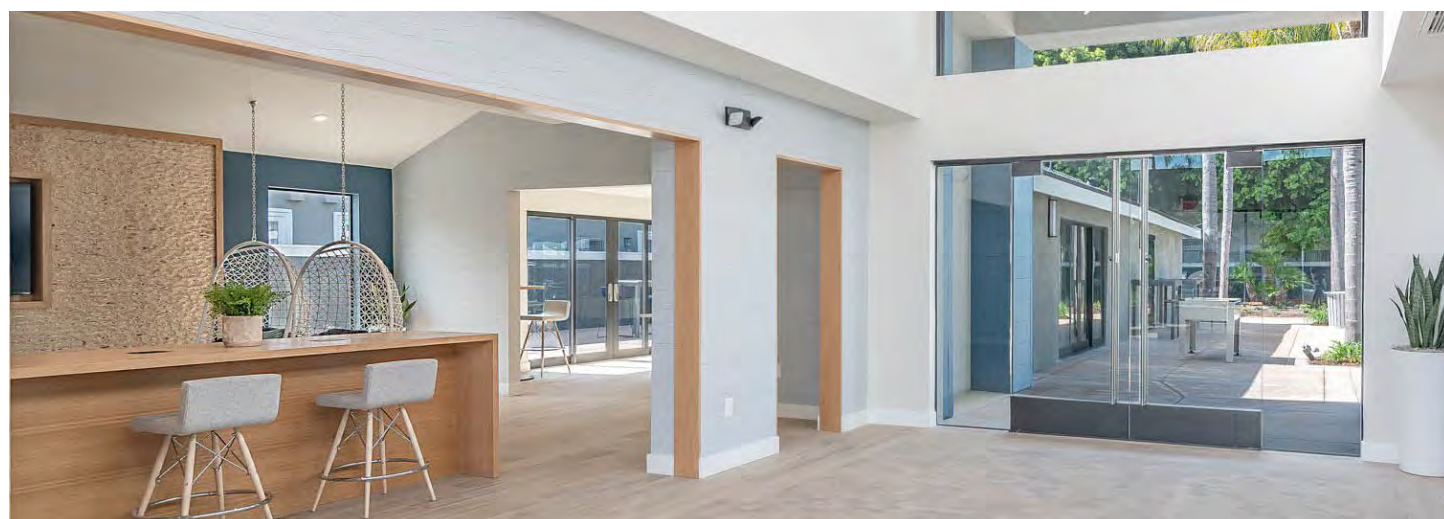
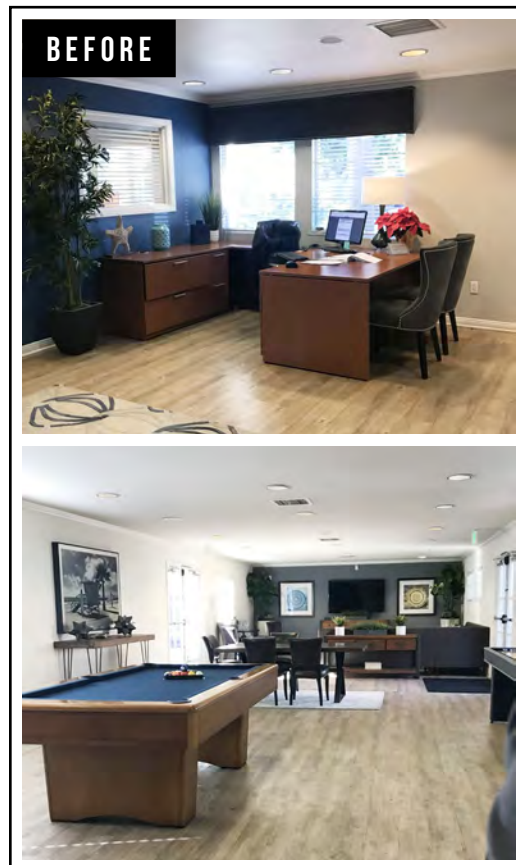
From tired to inspired. Adjacent to Sam Houston State University, this strategic renovation reinvigorates resident amenities with bold design, refreshed gathering spaces, and iconic Bearkat-inspired touches. Purposeful updates create a more dynamic student experience, blending school spirit with contemporary style to bring new energy and a distinctive sense of place to this established off-campus community.



CAMDEN DULLES STATION

Herndon, Virginia

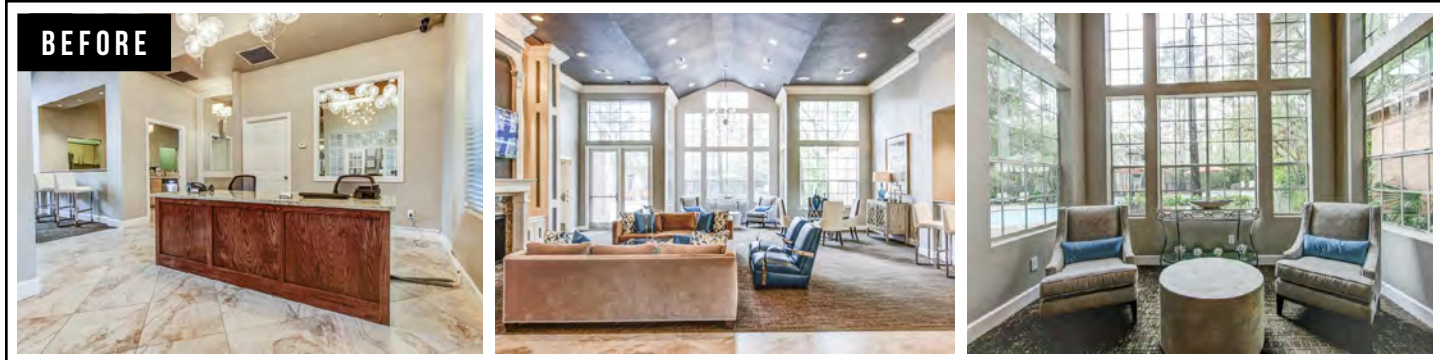
With a location near the Dulles Technology Corridor in Herndon, Northern Virginia near Washington Dulles International Airport, this market-rate renovation reimagines a once-dated clubhouse into a bold, contemporary space. With new sculptural millwork, bespoke fixtures and curated furnishings, the reinvigorated 4,000 sq ft leans into boutique luxe without the price tag.



BREAKWATER

Huntington Beach, California

Transformed by design. In this beachside town of Huntington Beach, also known as Surf City USA, relaxed SoCal culture is a way of life. Originally built in 1972, and boasting 3,200 SF of Resident Amenities, this strategic renovation was conscientiously inspired by the beach-town vibes, a palette honed by the sand & surf, and organic yet modern-minded forms.



PARK ON MEMORIAL

Houston, Texas

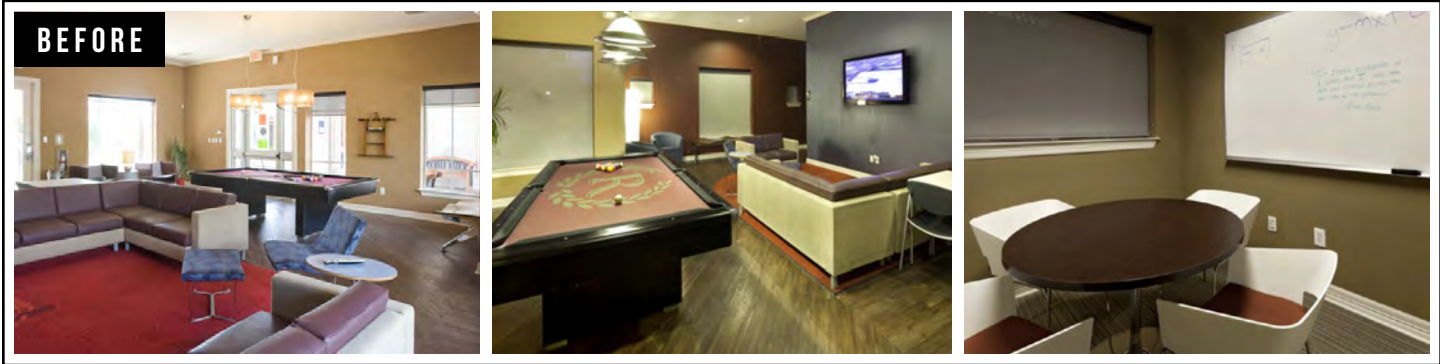
Modernized through a layered approach to space planning, and placemaking, the design plays into a collection of purposeful zones, each with its own character, function, and visual identity, giving residents more inspired ways to gather, connect and recharge. A purposeful mix of unexpected materials, contemporary interpretations, tactile finishes, and precision-crafted details deliver a distinctive point-of-view with a brand new lease on life.



AVALON IRVINE

Irvine, California

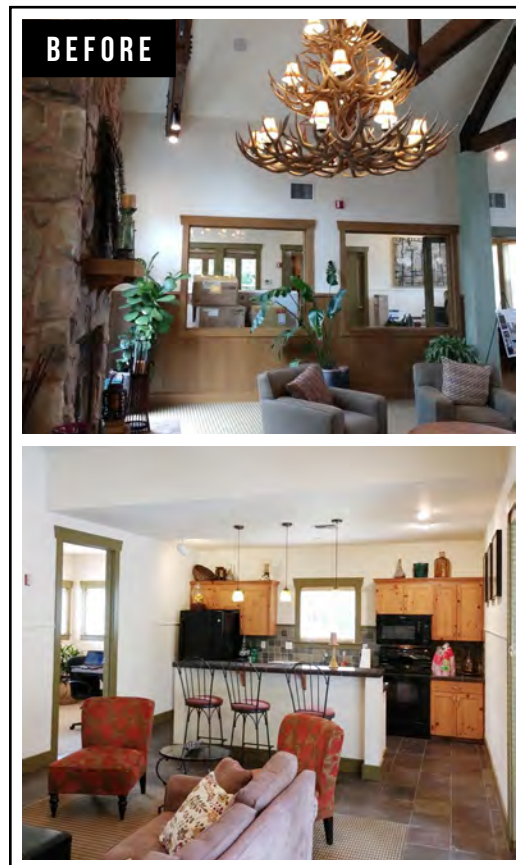
In Irvine, California, this renovation artfully reimagined 4,500 sq ft of amenities, transforming a dimly lit, outdated, segmented clubhouse into a vibrant, modern multifunctional haven. Embracing a California cool aesthetic; and ensuring each space has function and purpose by-design, this community is experiencing renewed interest and holds competitive market placement.



LANDING AT LAWRENCE

Lawrence, Kansas

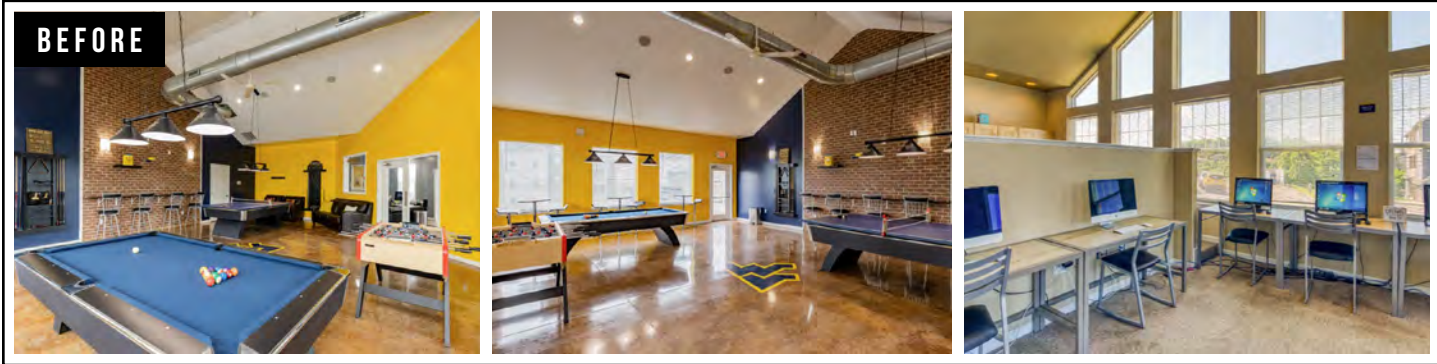
This transformative student housing renovation near University of Kansas delivers vibrant personality across a 4,500 sq ft clubhouse. Jayhawk pride is in full display; thoughtfully incorporating signature school colors of KU Blue, Crimson Red and Jayhawk Yellow while impact-driven interior architectural detailing breathes new life into this once dated space.



ARRIVE NORTH BEND

North Bend, Washington

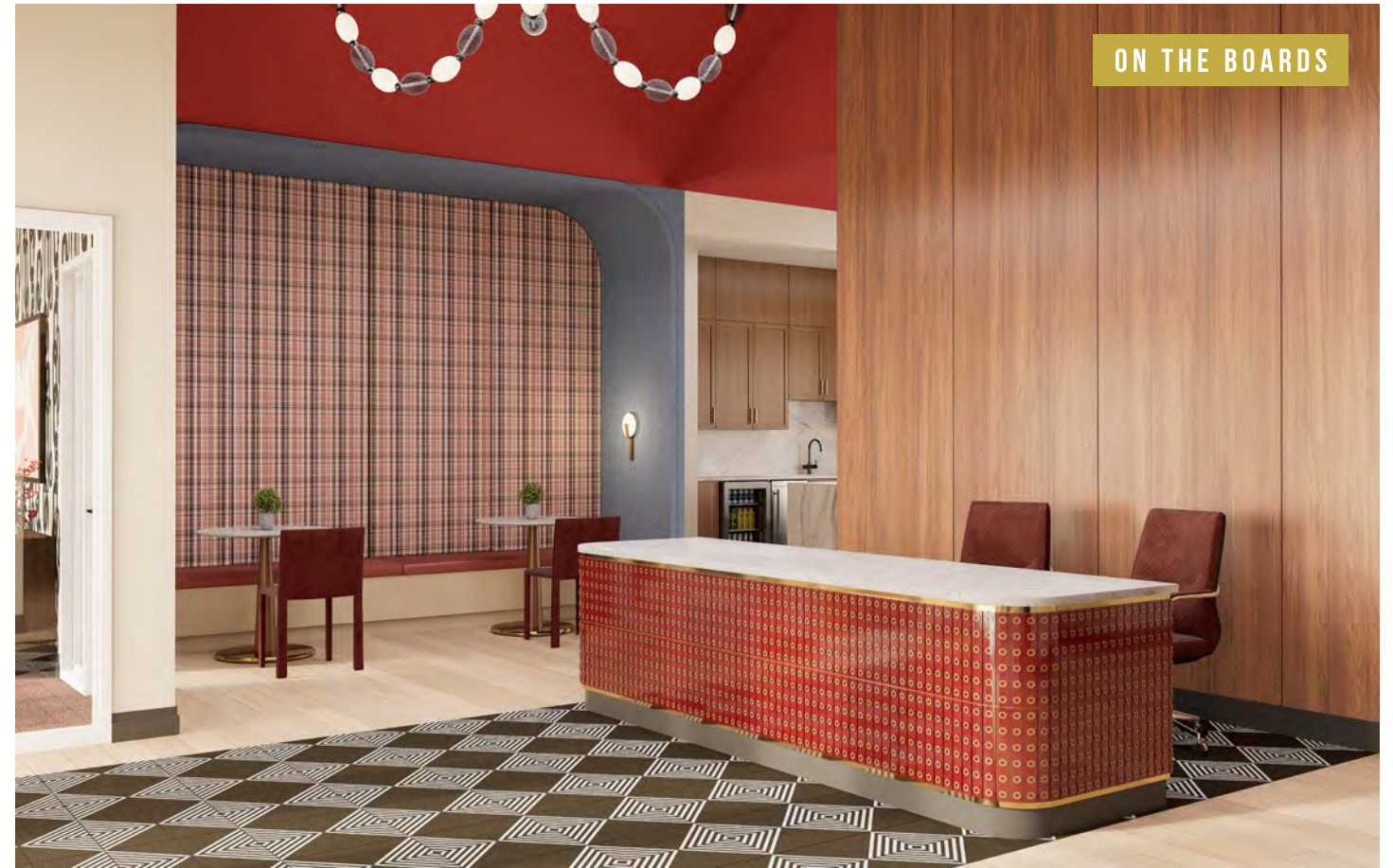
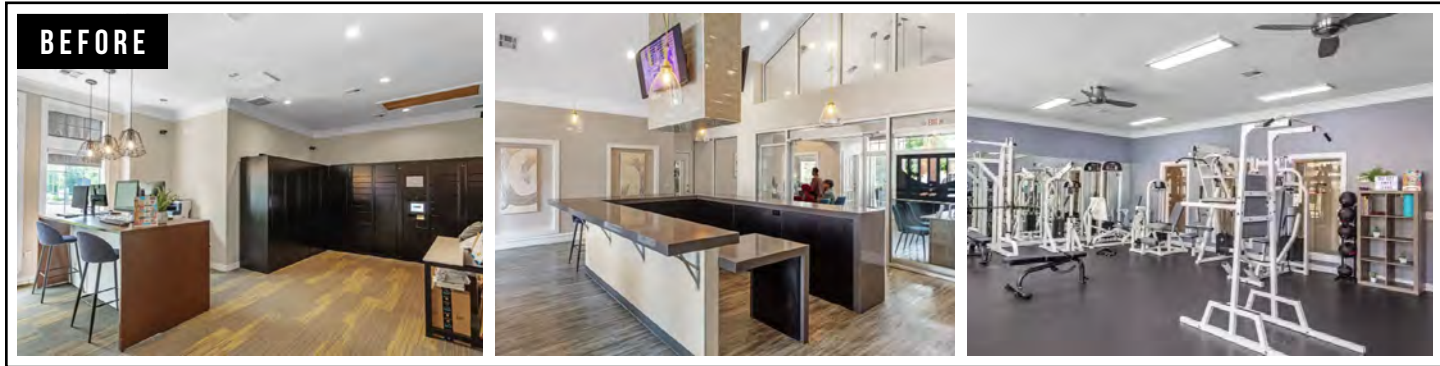
Nestled at the foothills of the Cascade Mountain Range, in North Bend, Washington, this 2400 sq ft clubhouse renovation breathes new life to a once dark and dated resident amenity. Light, airy backgrounds paired with warm textures deliver modern comfort, seamlessly blending the picturesque setting with the community rebrand.



LOFTS AT MORGANTOWN

Morgantown, West Virginia

Lofts at Morgantown found new energy through a strategic amenity transformation. Inspired by West Virginia University and the character of Morgantown, the refreshed design brings Mountaineer pride to life through unmistakable gold and blue, regional influences, and spirited iconography. Reimagined gathering spaces and elevated finishes create a distinctive environment that feels unmistakably WVU while inspiring today's student community.



2900 NORMAN

Norman, Oklahoma

2900 Norman will put a modern spin on Sooner life. Currently on the boards, the design incorporates the school's signature colors with expressive graphics and refined contemporary details. Reimagined amenities will bring fresh, function-forward energy to student living, creating spaces that feel distinctly OU while giving Sooner spirit a fresh, contemporary point of view.

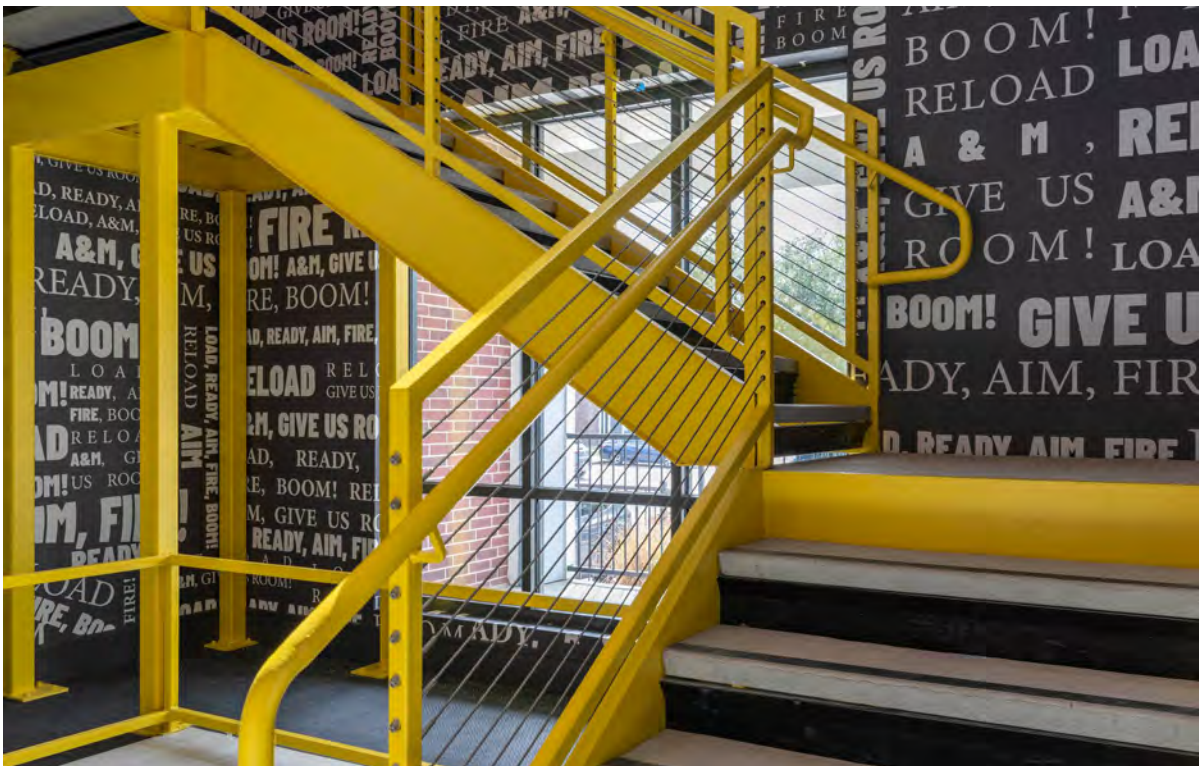
Branding. Signage. Wayfinding.

With a 25-year legacy delivering exceptional environments, our boutique design team believes branding and signage are more than just a logo and a plaque, they're the foundational elements of a visual narrative that shape first impressions and create immersive, memorable experiences.

From environmental graphics and wayfinding systems to placemaking and storytelling, our team specializes in crafting cohesive visual identities that elevate the entire community experience.

Specialized Experience

- + PROPERTY NAMING
- + BRAND STRATEGY & IDENTITY DEVELOPMENT
- + BRAND COLLATERAL & DIGITAL ASSETS
- + MONUMENT & SIGNAGE DESIGN
- + WAYFINDING SYSTEMS
- + LIFE SAFETY & CODE SIGNAGE
- + ENVIRONMENTAL & SPECIALTY GRAPHICS
- + PRE-LEASING & SITE SIGNAGE
- + FABRICATION & INSTALLATION



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