

EXPERTISE

ARCHITECTURE

# identity

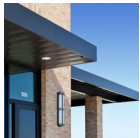
ARCHITECTURE



# A Houston-Based Firm Built on a Legacy of Thoughtful, Client-Focused Design



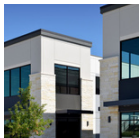
## EXPERTISE



Architecture



Master Planning



Design Build



Interiors

## MARKETS



Retail



Placemaking



Commercial Mixed-Use



Healthcare

## OUR STORY

### Building a Legacy in Houston's Commercial Landscape

Founded in the heart of Houston, our commercial architecture firm was built on a bold vision: to reshape Texas's urban and suburban landscapes with purposeful design. We create spaces that reflect the energy of the region's dynamic business community—spaces that go beyond function to foster connection, growth, and long-term value.

Every project is different, and so is our approach. We tailor our services to meet each client's unique goals, offering a collaborative process grounded in communication, care, and creativity. For clients seeking turnkey delivery, our architect-led design-build model streamlines design and construction—ensuring transparency, efficiency, and cost-effectiveness.

More than architects and planners, we're trusted partners—bringing bold ideas to life and delivering lasting impact for clients and communities alike.

### Design with Purpose

We create spaces that are functional, inspiring, and deeply connected to our clients' identity and mission.

### Client-centered collaboration

We work closely with clients from concept to completion, ensuring every space reflects their values and goals.

### Strategic Focus Areas

We specialize in healthcare, retail, Commercial mixed-use and placemaking environments.

FOUNDED IN

2003

WITH OVER

1000+

PROJECTS

40+

EXPERIENCED  
PROFESSIONALS

EXPERTISE

# Architecture

*"To create, one must first question everything." – Eileen Gray*



We craft spaces and structures that embody your brand and amplify your success, merging intent with striking design to leave a lasting impression. Fueled by passion and purpose, we transform ideas into environments that spark connection, energize communities, and drive meaningful growth.



## SERVICES

- Architectural Design
- Schematic Design
- Construction Documents
- Construction Contract Administration
- Specifications
- Building Code Review
- Life Safety Code Review
- Building Information Modeling (BIM)
- Permitting & Regulatory Approvals
- ADA/Handicap Accessibility Audit

Our process begins with a deep understanding of your vision, goals, and the unique requirements of your project. We create designs that balance performance, aesthetics, and longevity, while carefully managing every technical detail and construction phase. From inception to execution, we ensure a cohesive journey that brings your vision to life and builds lasting value for your brand and community.



## PROJECTS



ARCHITECTURE | RETAIL

## PEARLAND ATH

LOCATION

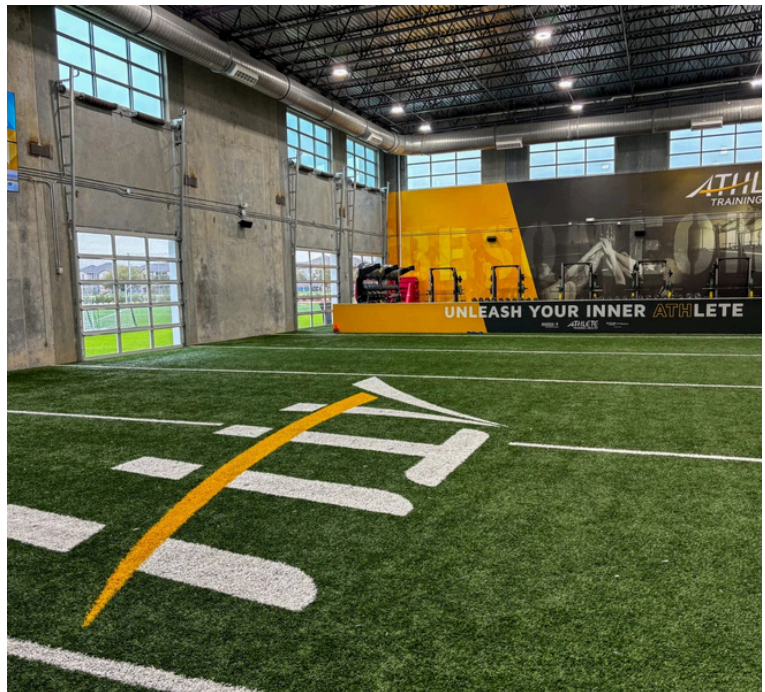
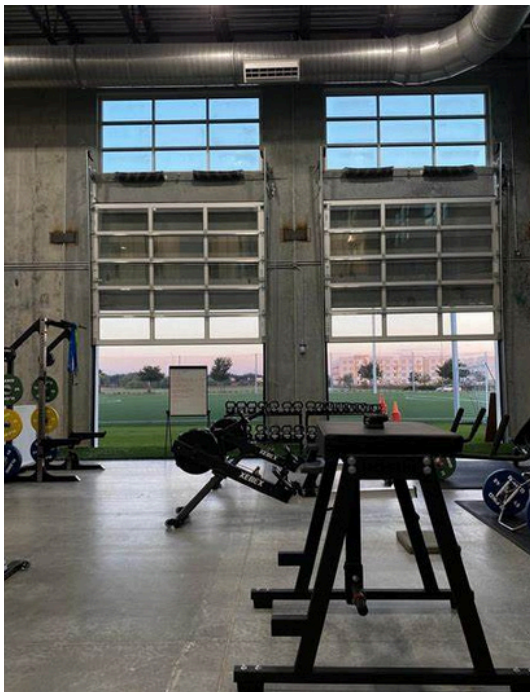
Pearland, TX

SIZE

50,000 Sq. ft.

This dual-purpose facility combines modern medical office design with a high-functioning corporate headquarters. Expansive storefront glazing brings in natural light, while dark porcelain-clad entry towers and angular brick elements create a strong, contemporary exterior aligned with the client's brand and long-term goals.

Inside, the layout supports both clinical and administrative functions with efficient, adaptable space planning. The corporate headquarters includes private offices, open workstations, flexible meeting rooms, and comfortable break areas—promoting productivity and collaboration. Clinical spaces include a pain management clinic and a full-service imaging center equipped with a C-arm, MRI, CT scanner, X-ray, ultrasound, and recovery rooms. Additional components include exam rooms, nurse stations, provider offices, dressing rooms, and a central reception and waiting area.



111 Travis Street  
Houston, Texas 77002  
713.595.2150

PEARLAND ATH



## PROJECTS



ARCHITECTURE | INTERIORS

# MAGNOLIA MEDICAL SPECIALISTS

LOCATION

Conroe, TX

SIZE

53, 000 Sq. ft.

Engaging the design team from the outset of the Magnolia Medical Specialists Building project—spanning a 53,000 SF medical office and a 9,000 SF retail shell—ensures smarter decisions, streamlined timelines, and optimized costs.

By involving architects early, we can strategically plan core elements like the elevator, lobby, and restrooms, while proactively addressing site-specific challenges such as zoning or infrastructure. This approach not only aligns the design with the client's vision but also reduces the risk of costly change orders and delays—proving that early engagement drives real ROI.



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Houston, Texas 77002  
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MAGNOLIA MEDICAL SPECIALISTS



## PROJECTS



### ARCHITECTURE

## MIDTOWN CROSSING

### LOCATION

Houston, TX

### SIZE

20,000 Sq. ft

Located at 606 Dennis Street in the heart of Midtown Houston, this adaptive reuse development transforms a city-block-sized site into a dynamic mixed-use destination. The project includes the renovation of three existing structures—repurposed for retail, restaurant, and office use—along with the addition of a new surface parking lot and a vibrant public plaza. Spanning approximately 20,000 SF across a 0.80-acre site, the development was among the first in the Midtown area to take advantage of newly relaxed parking requirements, enabling greater building density and increased activated space.



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MIDTOWN CROSSING





## Shaping Identity through Architecture

Founded in Houston, Identity Architecture is a commercial architecture firm specializing in master planning, architecture, interior design, and design-build options.

With over 20 years of industry experience and a deep commitment to excellence, we help clients navigate challenges, streamline execution, and confidently achieve their project goals.



Scan  
for more  
information

713.595.2150

[www.identityarchitects.com](http://www.identityarchitects.com)

**identity**  
ARCHITECTURE