

EXPERTISE

MASTER PLANNING

# identity

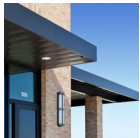
ARCHITECTURE



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



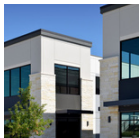
## EXPERTISE



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

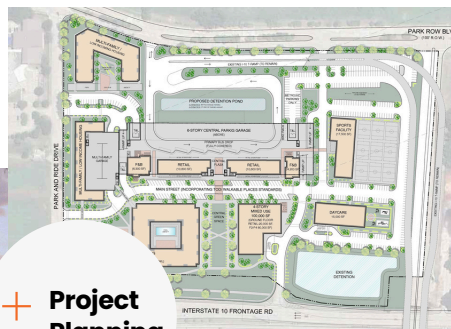


# Master Planning

*"A goal without a plan is just a wish." — Antoine de Saint-Exupéry*



Master planning for commercial projects centers your vision, unlocking your site's full potential while harmonizing stakeholders and orchestrating strategic development phases. We sharpen your goals, navigate complex regulations with ease, and accelerate approvals—crafting a seamless path that maximizes project resources. Our thoughtful approach keeps your ambitions front and center, driving your project to success with confidence and clarity.



## SERVICES

Site Analysis & Evaluation

Schematic Master Planning

Data Analysis (acreage, SF, parking)

Building Massing & Form Studies

Regulatory Compliance Review

Master Planning Visualization /  
Aerial Renderings

At the heart of our master planning approach is listening — turning your ambitions into a strategic roadmap that unlocks your land's highest and best use. From concept through every milestone, we steward the process with insight and dedication, marrying thoughtful design with seamless delivery to shape resilient, future-ready master plans.



## PROJECTS



ARCHITECTURE | MASTER PLANNING

## THE BEND AT JORDAN RANCH

LOCATION

Fulshear, TX

SIZE

12,900 Sq. ft.

Located on a 1.5-acre pad in the heart of the Jordan Ranch development, this two-story retail shell sets the tone for a community-centric placemaking effort. Designed with contemporary farmhouse-inspired facades and a fully articulated four-sided design, the structure aligns seamlessly with Jordan Ranch's aesthetic standards while creating a distinctive retail presence. Built with structural steel and clean, durable materials, the shell offers a flexible layout that accommodates a range of tenant types and long-term adaptability. Meticulous attention to detail—expressed through massing, materiality, and rhythmic variation—shapes a dynamic and inviting façade that engages from every angle.

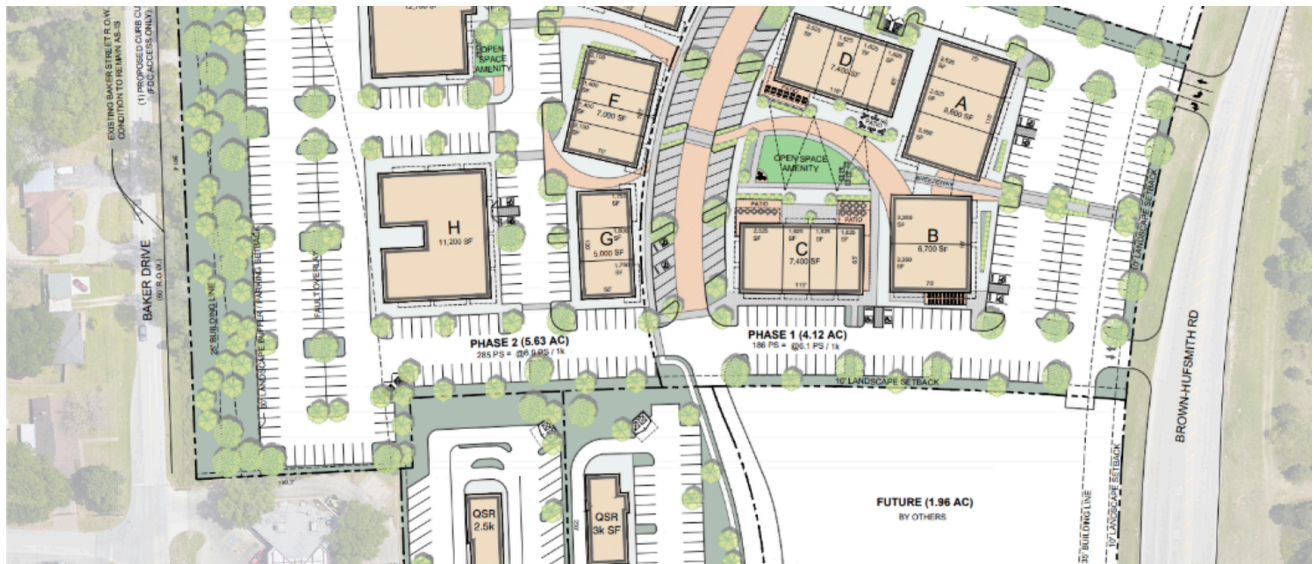


111 Travis Street  
Houston, Texas 77002  
713.595.2150

THE BEND AT JORDAN RANCH



## PROJECTS



ARCHITECTURE | MASTER PLANNING

# SHOPS AT THE COTTAGE GREEN

LOCATION

Tomball, TX

SIZE

13.5 Acre

Shops at The Cottage Green Place is a curated retail center in one of Tomball's fastest-growing corridors. Spanning 13.5 acres along Highway 249, the development combines walkable design with neighborhood-scale charm. The mix includes locally loved restaurants, boutique retailers, cafés, and health and wellness services—each selected to meet the evolving lifestyle needs of the surrounding community. Thoughtful site planning, layered pedestrian paths, and cohesive architecture establish a strong local identity while ensuring long-term flexibility.

Designed as more than just a shopping center, The Cottage Green Place brings together convenience and character in a vibrant, community-focused setting. The layout encourages natural movement between storefronts, patios, and gathering spaces, creating a rhythm that feels both intentional and inviting.



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SHOPS AT THE COTTAGE GREEN



## PROJECTS



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# MEMORIAL HERMANN TOWN & COUNTRY URGENT CARE

LOCATION

Houston, TX

SIZE

4,925 Sq. ft.

Design of a new shell retail building totaling approximately 4,925 square feet on a 0.65-acre site.

The completed building features a contemporary brick-and-stucco exterior with clean lines and large storefront windows that bring in plenty of natural light. Currently, it houses Memorial Hermann-GoHealth Urgent Care alongside Domino's Pizza — reflecting its flexible design for a range of commercial tenants. The corner configuration, convenient parking, and visibility from the main road make it a functional and adaptable space for both businesses and their customers.



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MEMORIAL HERMANN TOWN & COUNTRY URGENT CARE





## 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.



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for more  
information

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ARCHITECTURE