

EXPERTISE

MASTER PLANNING

identity

ARCHITECTS

identity ARCHITECTS

Built on Bold Vision



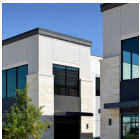
EXPERTISE



Architecture



Master Planning



Design Build



Interiors

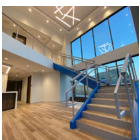
MARKETS



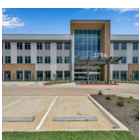
Retail



Placemaking



Commercial Mixed-Use



Healthcare

OUR STORY

Driven by the belief that thoughtful design fuels strong communities, our commercial architecture firm was built on a bold vision: to reshape Texas' 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

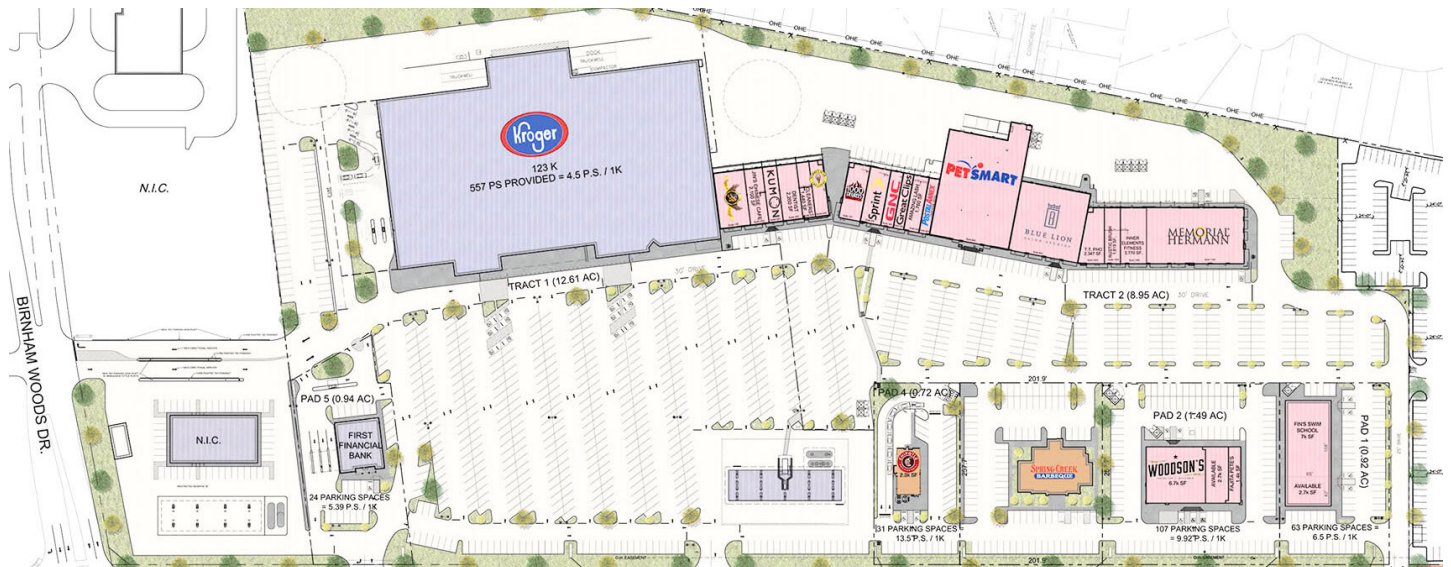
WITH OVER
2000+
COMPLETED
PROJECTS

40+
TEAM MEMBERS

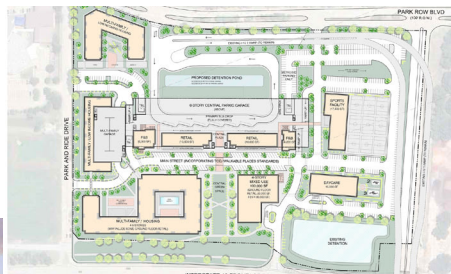
EXPERTISE

Master Planning

Big ideas become successful built environments through methodical planning & design.



Commercial Master planning begins with a purpose, a grand vision. The planning process uncovers, through extensive analysis & design work, the maximum potential for a site - ultimately leading to a meaningful end result that resonates with a given community. Rather than simply mapping land use or sequencing phases, effective master planning orchestrates a unified direction. Through careful coordination of stakeholders, land use, infrastructure, and phasing, it aligns diverse interests and clarifies long-term priorities. It anticipates challenges and navigates regulations with intention rather than urgency.



SERVICES

- Site Analysis & Evaluation
- Site Feasibility / Test-Fitting
- Schematic Master Planning
- Data Collection (acreage, SF, parking)
- Building Massing & Form Studies
- Regulatory Compliance Review
- Master Planning Visualization
- Aerial Renderings Regulatory



**Integrated
Project
Delivery**

At its core, the process safeguards design integrity as an idea moves from concept to implementation, ensuring that each phase reinforces the larger narrative. The outcome is a plan that is not only feasible and resource-efficient, but also grounded in identity, responsive to community needs, and positioned to advance with clarity and confidence.



ARCHITECTURE | MASTER PLANNING

THE BEND AT JORDAN RANCH

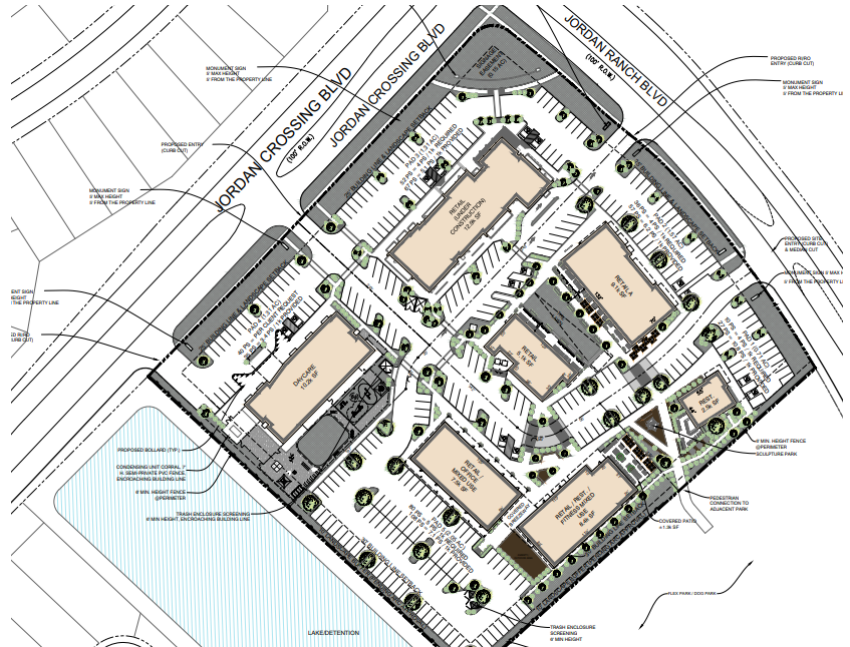
LOCATION

Fulshear, TX

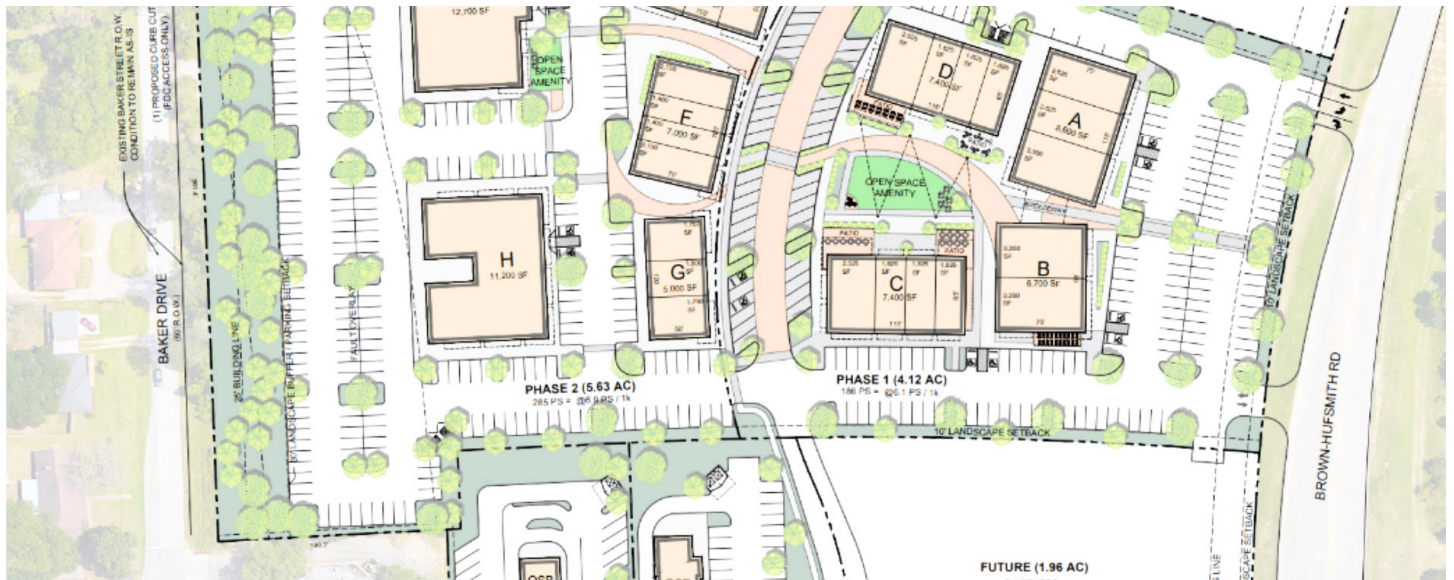
SIZE

55,500 SF (All Phases)

Located on a 7.29-acre site in the heart of the Jordan Ranch development, this 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.



PROJECTS



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THE COTTAGE PLACE

LOCATION

Tomball, TX

SIZE

13.5 Acres

The Cottage 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. Anchored by green space and a central plaza, the project is designed to be a gathering place for the evolving surrounding community.

The architecture draws from a modern farmhouse aesthetic, using gabled rooflines, layered materials, and welcoming storefronts. Outdoor patios, landscaped walkways, and a sculptural focal point encourage visitors to linger and engage, adding value for tenants and developers alike.





Shaping **Identity** through Architecture

With offices in Houston and San Antonio, Identity Architects partners with clients across Texas and around the country to shape spaces that elevate the way people live, work, and connect. Founded in Houston over 20 years ago, we bring deep expertise in planning, architecture, interiors, and design build delivery.

We believe great design balances form and function evoking emotion, strengthening community, and enhancing long term value. Our team serves as a trusted guide through challenges and decisions, ensuring your project advances with clarity, efficiency, and purpose.

Let's Design What's Next - Together!

kr@identityarchitects.com

(713)595 2150

www.identityarchitects.com



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