

identity

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RETAIL AND PLACEMAKING

Architecture • Interiors • Master Planning • Design-Build • Construction Management



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FULSHEAR, TX



Creating Spaces That Tell Your Story

THE BEND IN JORDAN RANCH



*The Bend in Jordan Ranch
Fulshear, TX*

The Bend at Jordan Ranch is a 55,000 SF multi-building mixed-use development located in the community of Fulshear. Key features include A Placemaking development, Modern farmhouse-style architecture, patio areas and central lawn, Open spaces integrated with Community Center and public park that is designed to support future retail and restaurant tenants.

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Architecture that drives Revitalization

GROGAN'S MILL VILLAGE



*Grogan's Mill Village
The Woodlands, TX*

Grogan's Mill Village Center is a façade remodel of a 32,200-square-foot adaptive reuse renovation, a recipient of a Development of Distinction award from the Urban Land Institute, located within the original village of Grogan's Mill in The Woodlands, Texas. The two-level retail and office center, spanning more than 600 linear feet of façade, underwent a comprehensive architectural revitalization designed to modernize its appearance,

PROJECT CORE STRATEGY

Adaptive reuse guided the project's core strategy. Rather than pursue demolition, the existing structure was recognized as a valuable asset—carrying embodied energy, established infrastructure, and a long-standing relationship with the surrounding community. Preserving the building's framework allowed the design to capitalize on its structural integrity while minimizing environmental impact and construction waste.

Through targeted façade rearticulation and strategic modernization, the renovation strengthens tenant visibility, enhances pedestrian engagement, and extends the life cycle of the development. This approach balances environmental responsibility with economic resilience, demonstrating how legacy commercial centers can evolve to meet contemporary standards while retaining their identity and relevance.

*Before Renovation**After Renovation*

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OAK RIDGE NORTH, TX



The Crossroads of Community and Commerce

ORN PLAZA DISTRICT



Oak Ridge North Plaza District is a 60,000 sq ft mixed-use destination where community and commerce come together. More than just retail, this transformative, walkable district is designed to connect families, neighbors, and community leaders through shopping, dining, and citywide celebrations. At its center, an 8,000 sq ft green space provides a vibrant setting for events and a family-centered place to gather.

Working in partnership with the City of Oak Ridge North, we designed a space that not only serves the community, but it's where community leaders gather to make decisions with city hall and the police station within the plaza district.



Activating Houston's Urban Edge

DURHAM ROW



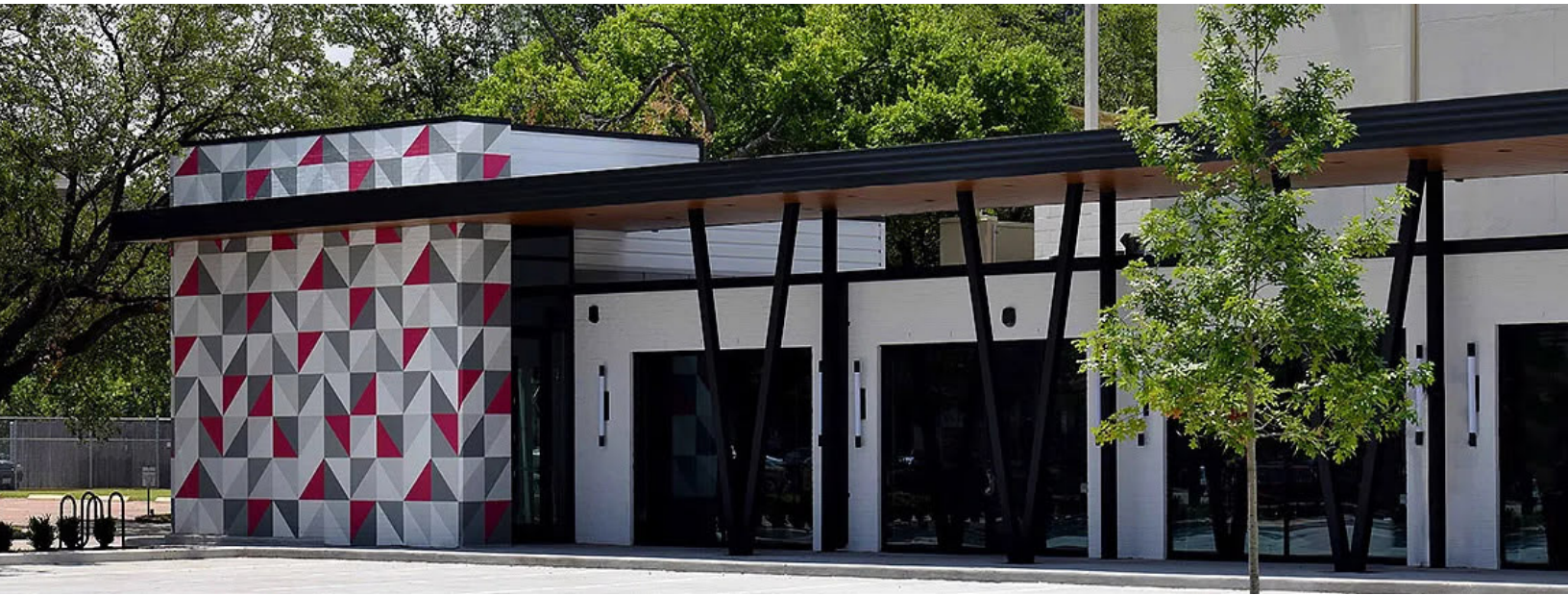
Durham Row is a two-story, 3,000-square-foot restaurant-focused retail destination located along the evolving Shepherd/Durham corridor in Houston's Heights neighborhood. Designed to activate the urban edge, the development introduces a curated mix of culinary concepts and neighborhood-serving uses within a compact, walkable setting.

Positioned directly along the street with parking discreetly screened from view, the project prioritizes the pedestrian experience. Expansive canopies, textured concrete façades, and a geometric entry sequence establish a strong architectural identity—contributing to the continued revitalization of the Shepherd/Durham corridor.

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HOUSTON, TX



High-Growth, High-Access Urban Hub

CROSSING AT MIDTOWN



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HOMESTEAD, FL



Destination for Community and Convenience

HOMESTEAD STATION



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CONROE, TX



High-Growth, High - Access Gathering

WATERPOINT LAKE CONROE



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HOUSTON, TX



High-Growth, High-Access Urban Hub

SHOPS AT MEMORIAL HEIGHTS



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HOUSTON, TX



Elevated Retail

AUDUBON PLACE



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EXCEPTIONAL ARCHITECTURE GOES BEYOND CREATING BEAUTIFUL BUILDINGS

At Identity Architects, we pride ourselves on designing meaningful spaces that bring people together. This philosophy drives every project we undertake, strengthening the many communities we serve.



When you choose Identity Architects, you're selecting a team that pro-actively solves for multiple design challenges - one after another. We care about the details, protect your budget, and deliver a finished product you will be proud of. Partner with an architect-led design-build team who understands not just how to build-but why it matters.

Let's Design What's Next - Together



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