
Wayfinding and Gateway Master Plan

C
CLEVELAND

Prepared for:
City of Cleveland, Texas



October 16, 2025

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Wayfinding and Gateway Master Plan

PART 1 - Inventory and Analysis

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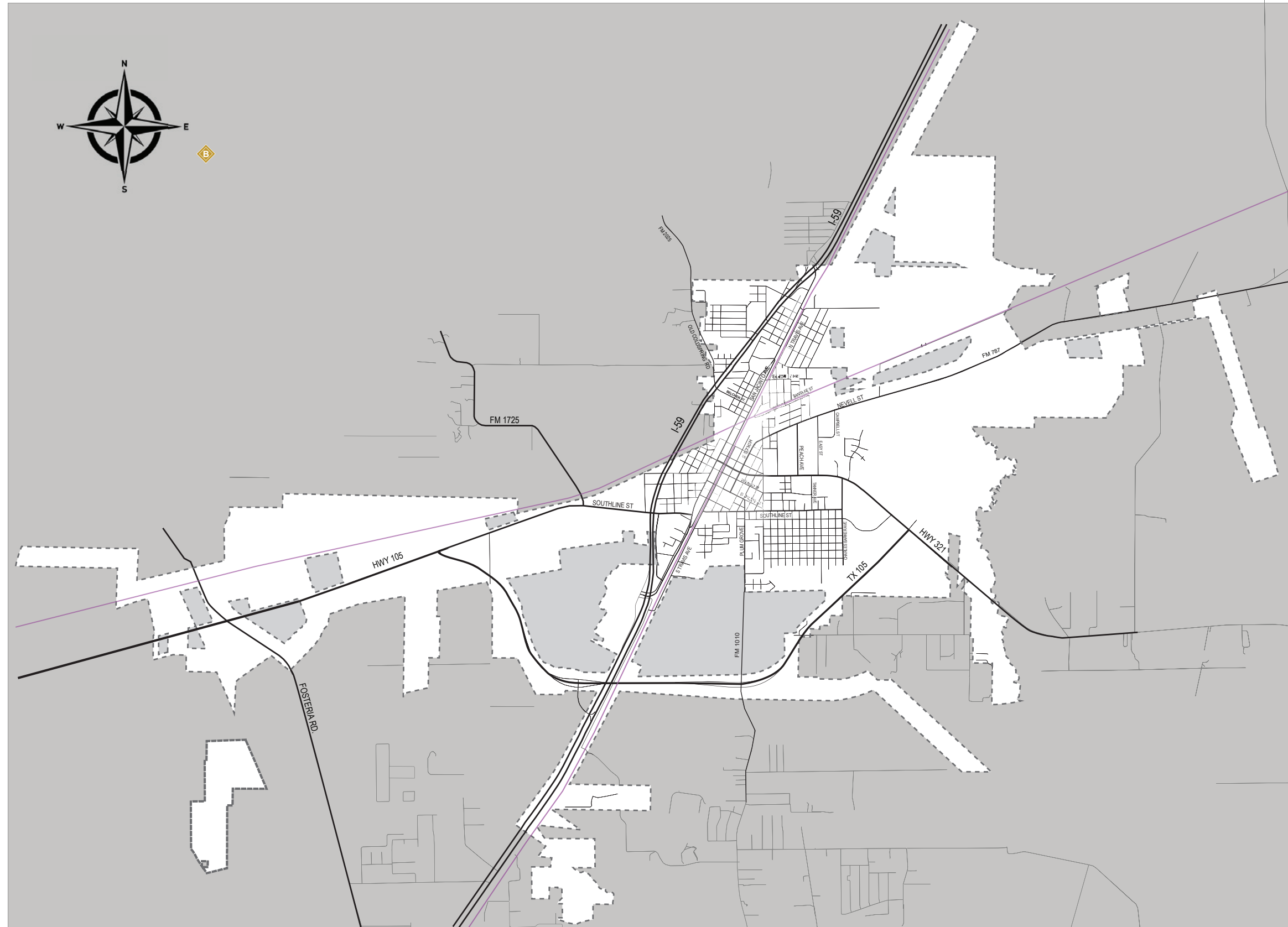
October 16, 2025



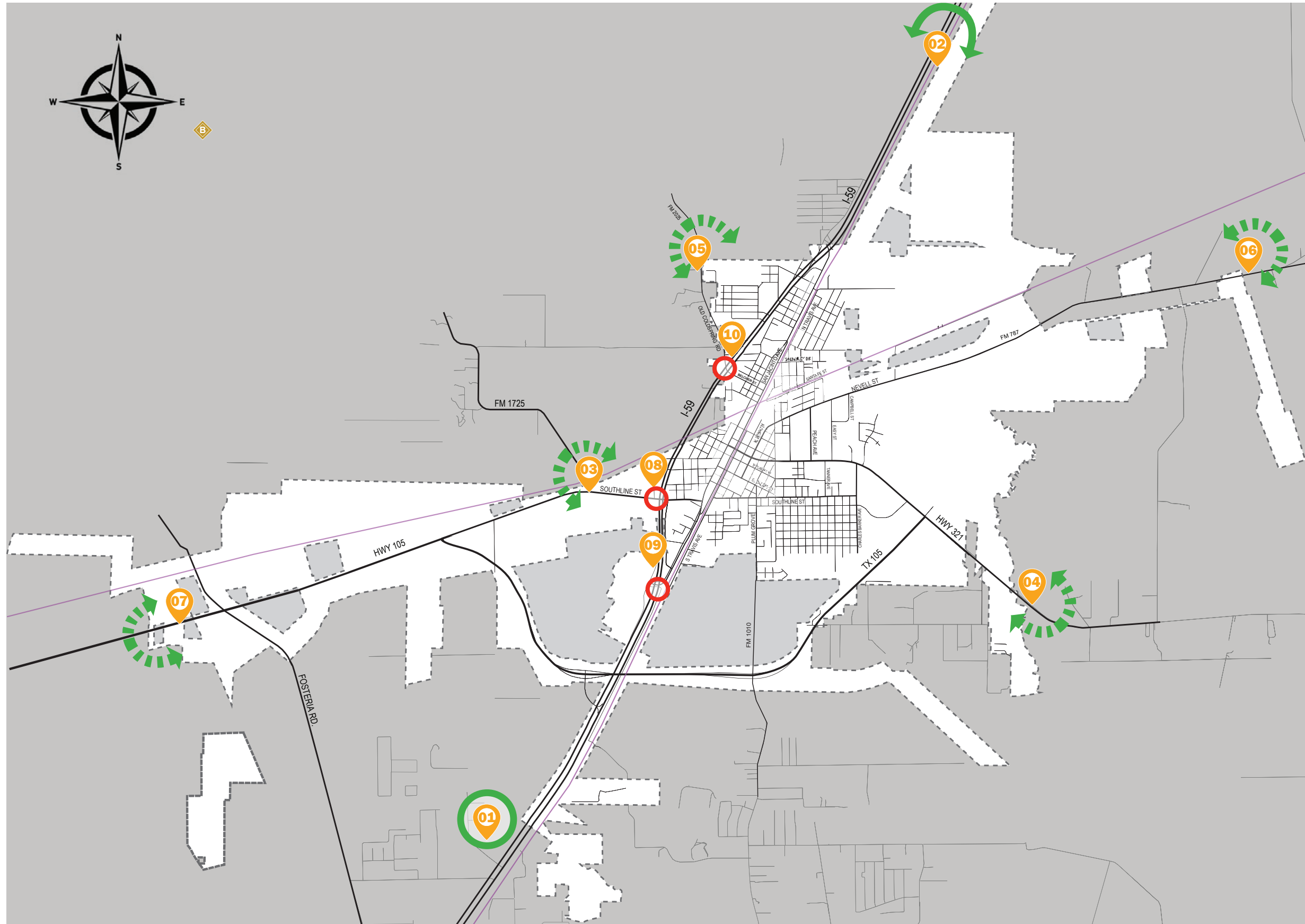
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A. EXISTING CONDITIONS




OVERALL CITY MAP



GATEWAY OPPORTUNITIES



LEGEND

-  PRIMARY GATEWAY
-  SECONDARY GATEWAY
-  UNDERPASS GATEWAYS

CITY GATEWAYS - EXISTING CONDITIONS

PRIMARY GATEWAYS



@ SH - 69 @ S. WASHINGTON



SH - 69 @ N WASHINGTON AVE

SECONDARY GATEWAYS



FM 1725 @ SH - 69



HWY 321 @ SH - 69



FM 2025 @ SH - 69



FM 787 @ TX 105



HWY 105 @ SOUTHLINE ST

UNDERPASS ENTRANCES



SOUTHLINE ST @ SH - 69

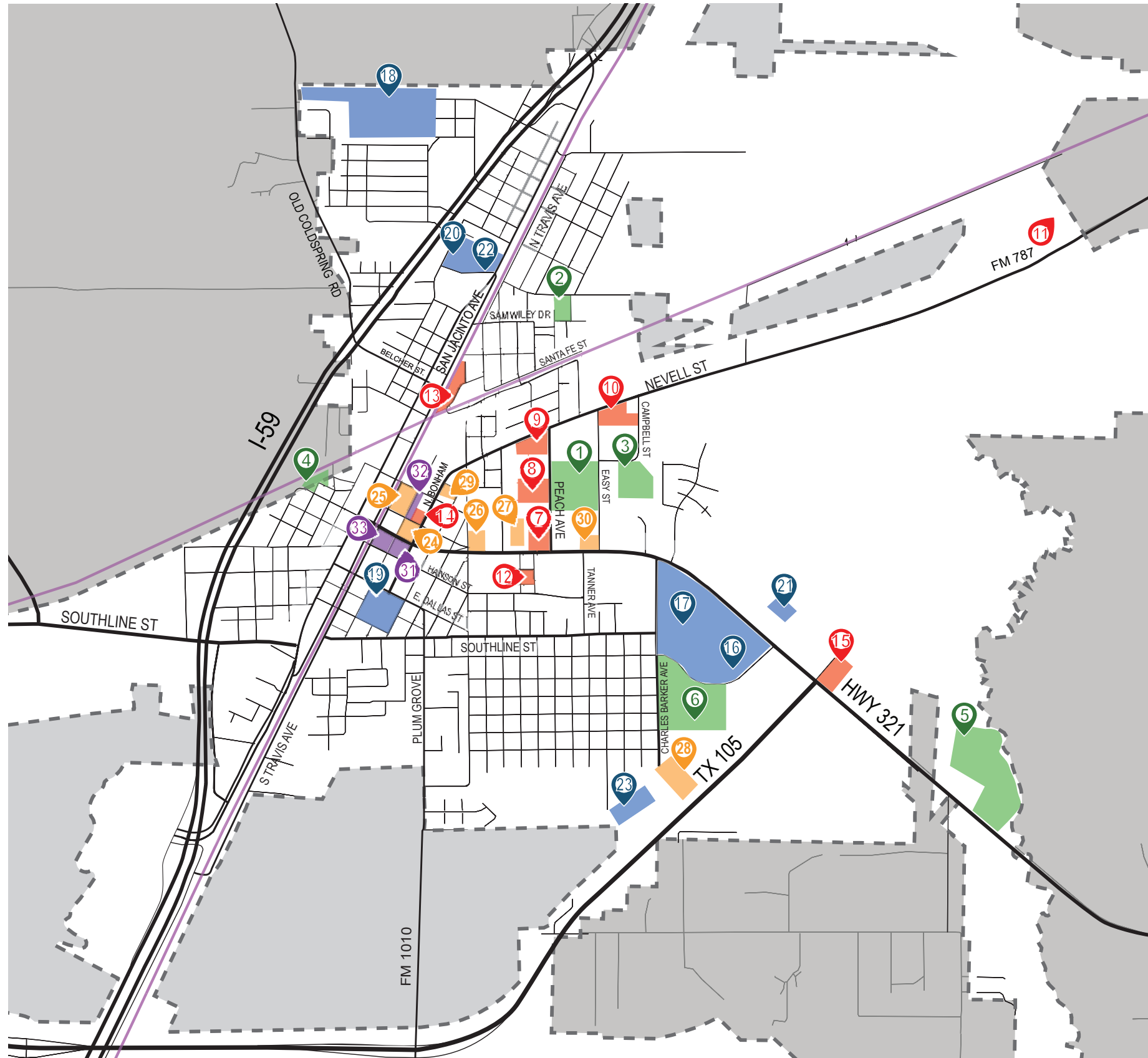


WASHINGTON AVE @ SH - 69



BELCHER ST @ SH - 69

POINTS OF INTEREST



PARKS AND RECREATION

- 1 STANCIL EXPOSITION CENTER
- 2 SAM WILEY PARK
- 3 CAMPBELL PARK AND SPLASH PARK
- 4 OLD CITY PARK
- 5 CLEVELAND MUNICIPAL SPORTS COMPLEX
- 6 CLEVELAND HIGH SCHOOL SPORTS FIELDS

CITY FACILITIES

- 7 CITY HALL
- 8 CIVIC CENTER
- 9 POLICE AND MUNICIPAL COURTS
- 10 PUBLIC WORKS
- 11 MUNICIPAL AIRPORT
- 12 CHAMBER OF COMMERCE
- 13 UNION PACIFIC RAILROADS
- 14 FIRE STATION 1
- 15 FIRE STATION 2

SCHOOLS

- 16 CLEVELAND MIDDLE SCHOOL
- 17 CLEVELAND HIGH SCHOOL
- 18 CLEVELAND SOUTHSIDE ELEMENTARY SCHOOL
- 19 NORTH CLEVELAND MIDDLE SCHOOL
- 20 NORTH CLEVELAND HIGH SCHOOL
- 21 CLEVELAND ISD ADMIN CENTER
- 22 9TH GRADE CENTER
- 23 EASTSIDE ELEMENTARY SCHOOL

HOSPITALS AND CLINICS

- 24 TEXAS EMERGENCY HOSPITAL
- 25 CPC MEDICAL PLAZA
- 26 WAKEFIELD ASSISTED LIVING
- 27 ASSISTED LIVING CENTER
- 28 TRI COUNTY REHABILITATION CENTER
- 29 SOUTHEAST HEALTHCARE CENTER
- 30 HCA HEALTH CLINIC

PUBLIC RECREATION

- 22 AUSTIN MEMORIAL LIBRARY
- 23 CLEVELAND HISTORICAL MUSEUM
- 24 TEXANS THEATRE

DOWNTOWN DISTRICTS



DOWNTOWN DISTRICT - CIRCULATION ANALYSIS



BELCHER AT IH-59



BELCHER AT WASHINGTON



WASHINGTON AT E. HOUSTON



WASHINGTON AT SOUTHLINE



SOUTHLINE AT IH-59



S. BONHAM AT E. HOUSTON

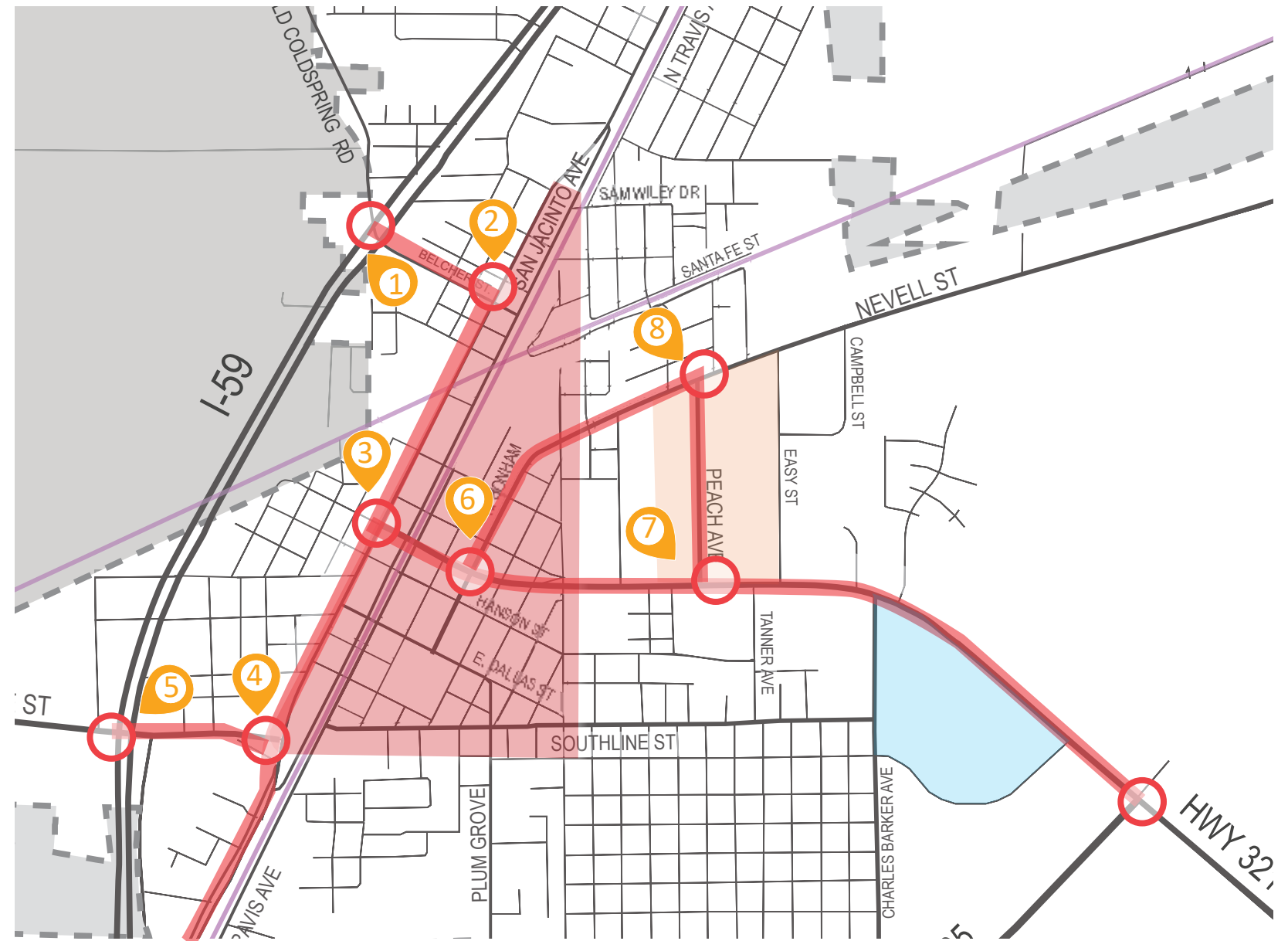


PEACH AVENUE AT E. HOUSTON








PEACH AVE. AT NEVELL STREET

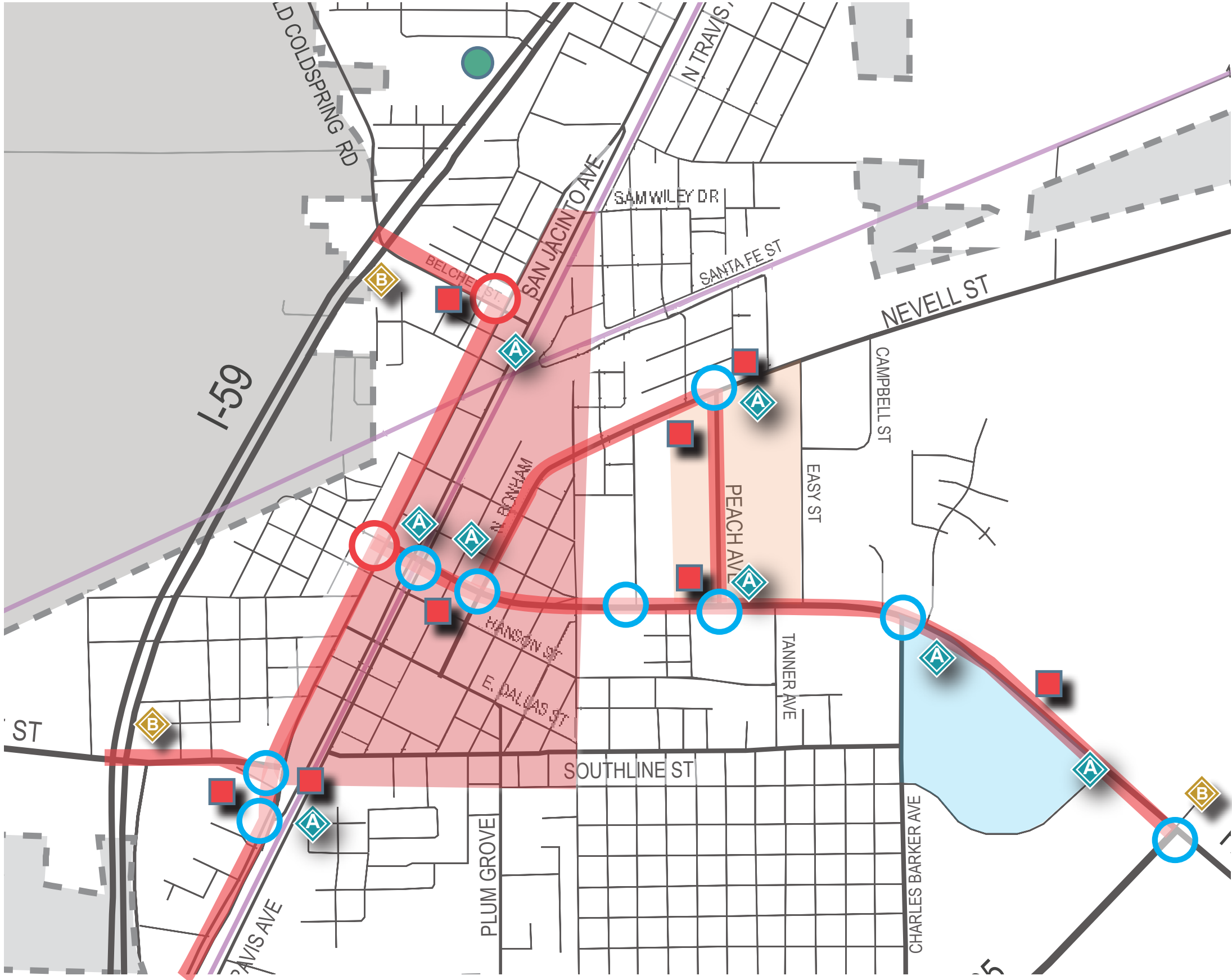
KEY MAP:



LEGEND

-  MAJOR INTERSECTION
-  MAJOR CORRIDOR
-  EXISTING IMAGE
-  HERITAGE DISTRICT
-  EDUCATION DISTRICT
-  CIVIC DISTRICT

DISTRICT SIGNAGE - OPPORTUNITIES



WAYFINDING SIGNAGE

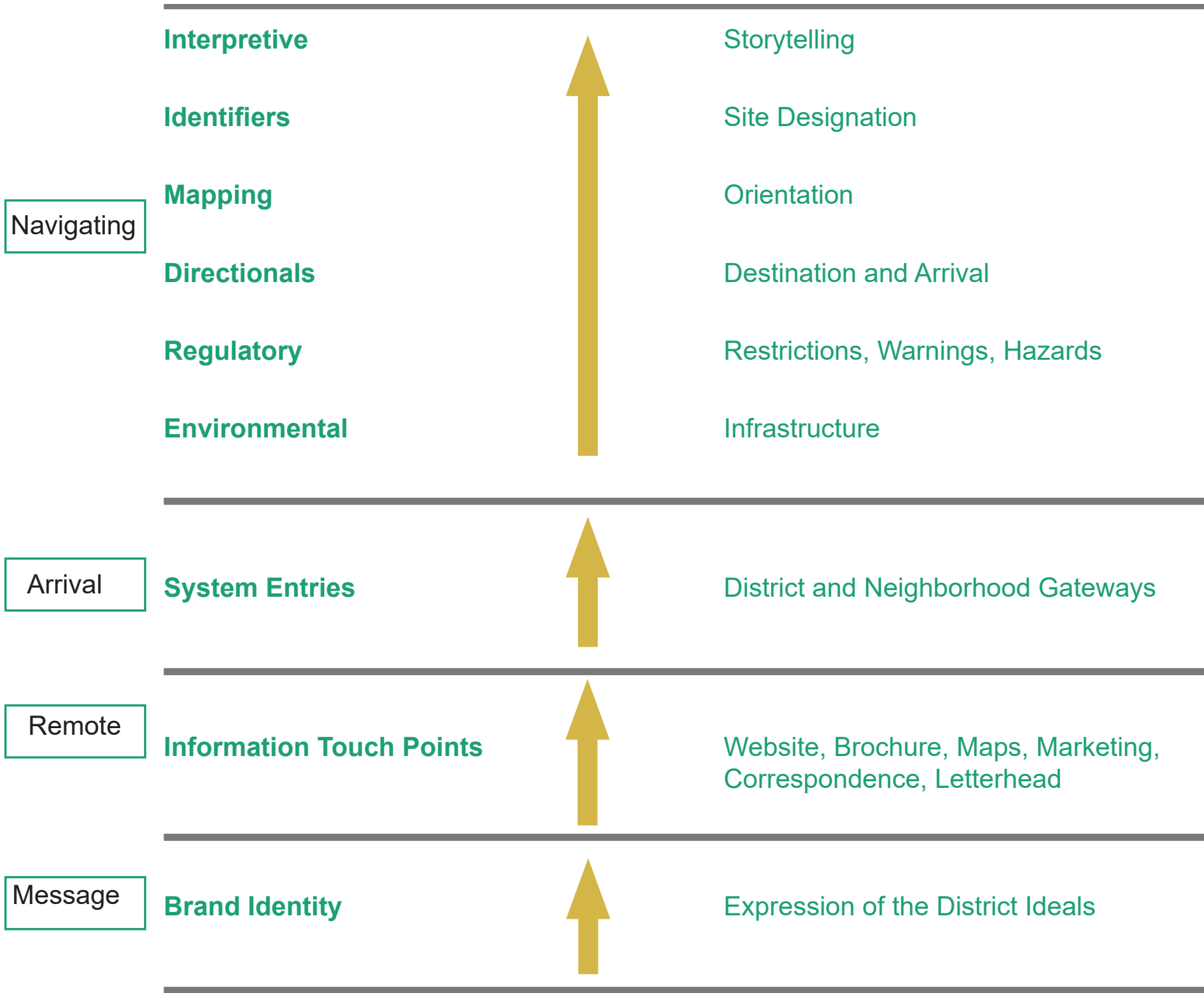
- DISTRICT MARKERS
- SECONDARY GATEWAY
- TRAFFIC POLE CLADDING with Intersection Enhancements
- INTERSECTION ENHANCEMENTS
 - Landscape
 - Signage
 - Advance Intersection
- DIRECTIONAL SIGNS
- FREEWAY ADVANCE SIGNS

A large, curved, light-colored structure, possibly a tunnel or a large-scale architectural element, with the word "CLEVELAND" and a large "C" cut out of it. The structure is set against a dark, textured background.

C
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B. WAYFINDING TYPOLOGY

WAYFINDING SIGNAGE - MESSAGING SYSTEM





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C. STREETSCAPE

STREETScape - ENHANCEMENTS



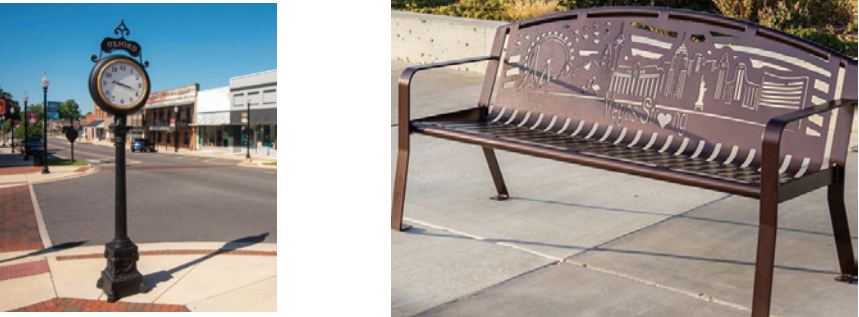
A. LIGHTING



B. PAVING

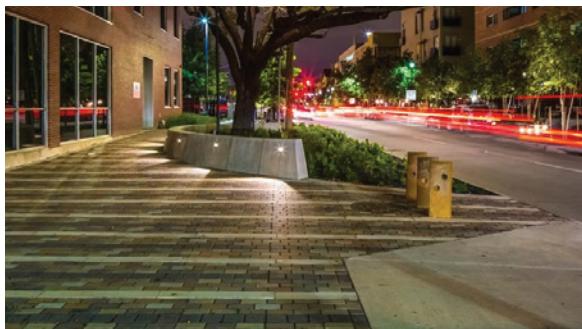


C. LANDSCAPE

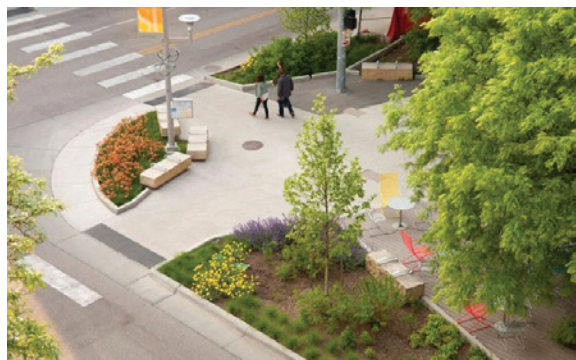


D. FURNISHINGS

STREETSCAPE - INTERSECTIONS



PAVING



PLANTING



ART BOX



CURB WALLS



TRAFFIC POLE CLADDING

Wayfinding and Gateway Master Plan

PART 2 - Branding and Concept Development

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October 16, 2025

BRANDING AND LOGO PROPOSAL



LOGO MARK

ALL PATHS LEAD HOME

TAG LINE



PRIMARY LOGO



TERTIARY LOGO



LOGOTYPE



BADGE



SEALS

PRIMARY BRAND COLORS

These colors are used the most when designing Cleveland print and digital collateral.

They play a key part of the brand identity and are integral to maintaining brand consistency.

Piney Woods

Leather

Warm White

INTEGRATION OF BRANDING INTO CITYWIDE SIGNAGE STRATEGY

Following the completion of the City of Cleveland Branding and Logo Plan by Destination By Design in early 2025, M2L was engaged to interpret and apply the new branding system within the city's built environment. Utilizing the foundational visual identity established through the branding plan, M2L developed a comprehensive signage vocabulary intended to unify and strengthen the city's visual presence across a range of public spaces and districts.

M2L had previously conducted a citywide analysis to identify key opportunities for the placement and typology of signage, which was completed in late 2024. This analysis included the review of corridors, gateways, civic nodes, and neighborhood destinations to determine where wayfinding signage could have the most meaningful impact. The outcome of this effort was a signage hierarchy encompassing gateway monuments, regulatory signage, interpretive signage, vehicular and pedestrian directional wayfinding, and city and district identification elements.

Drawing directly from Destination By Design's branding approach, M2L utilized the color palette, logo forms, and graphic motifs to create a visual continuity between the two-dimensional forms and the environmental design application. The design team explored various forms and materials—including concrete, wood, metals, stone, and masonry—that could both embody the brand's color schemes and respond to Cleveland's community context and history. These materials were selected to provide durability, legibility, and aesthetic cohesion across a range of environmental conditions.

M2L has translated the city's new visual identity into a functional and adaptable signage system that can be implemented consistently across diverse applications and uses. The resulting consensus design family approach balances brand integrity with a physical built context, allowing signage elements to reflect the unique character of different aspects of the city while maintaining a cohesive city-wide image.

This work provides the Economic Development Corporation with multiple design options and implementation pathways, ensuring that Cleveland's new brand is reinforced through visible, tangible, and enduring expressions within the urban landscape, complementing the city's other functions and marketing strategies.





SHAPES AND FORMS

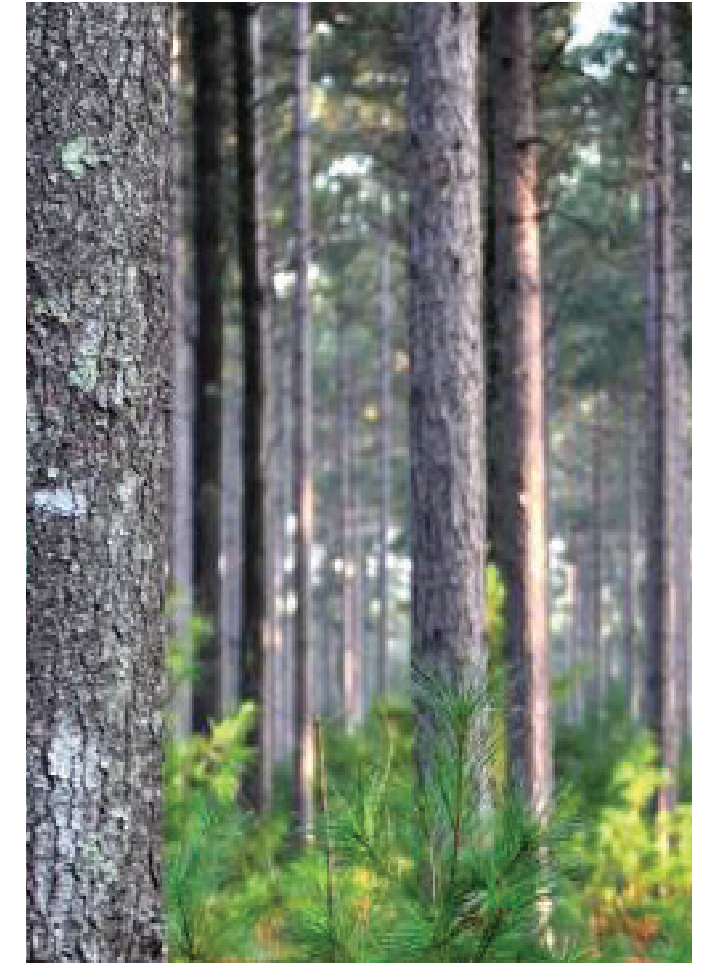


MATERIALS AND TEXTURE

BRINGING GRAPHIC IDENTITY TO THE BUILT ENVIRONMENT

M2L transforms graphic logos and typefaces into a cohesive design language that can be experienced throughout the built environment. By deconstructing the core brand elements—shapes, colors, and typography—M2L develops forms and patterns that can be applied across signage, structures, and public spaces. Materials such as metal, glass, and concrete are selected to reflect both the brand's color palette and the character of each site. The result is a flexible, durable, and visually consistent system that extends the city's identity beyond print and digital media, creating a recognizable and unified presence in the physical landscape.





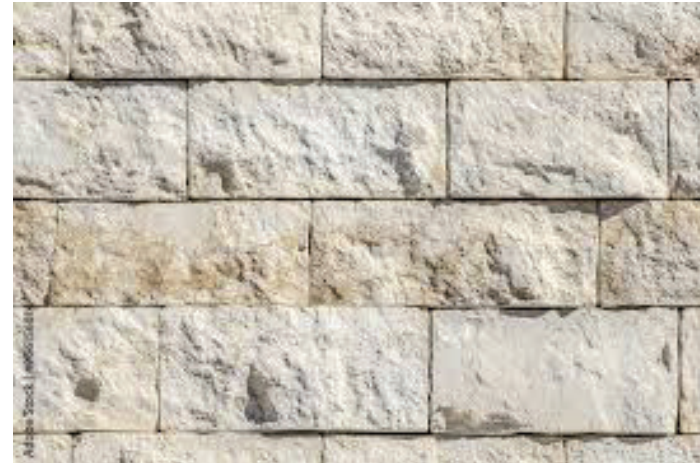
MATERIALITY AND BRANDING

For this project, M2L translated the city's new branding—celebrating its hometown character, connection to nature, and local history—into a design system that could live throughout the built environment. Drawing from the brand's shapes, colors, and graphic marks, M2L explored how these elements could inform the structure and detailing of signage and architectural features. The team studied how different materials and finishes could express the brand's warmth and authenticity. Concepts included the use of wood and corten steel to reflect the piney woods and natural textures of the region, stone and concrete to reference historic craftsmanship, and painted or illuminated metal accents to bring freshness and visibility.

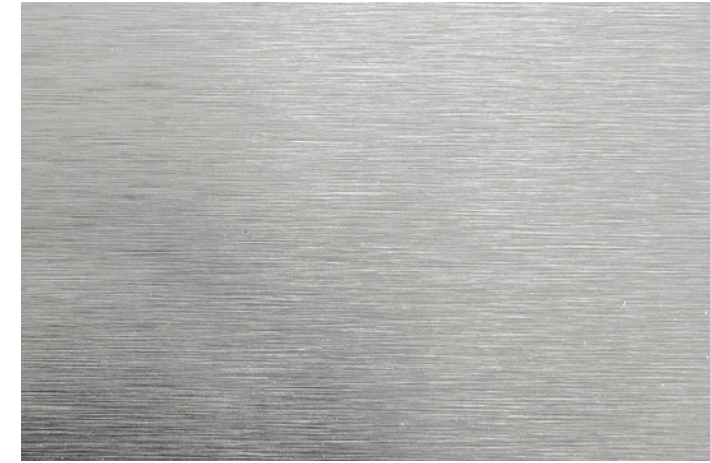
MATERIALS AND COLORS



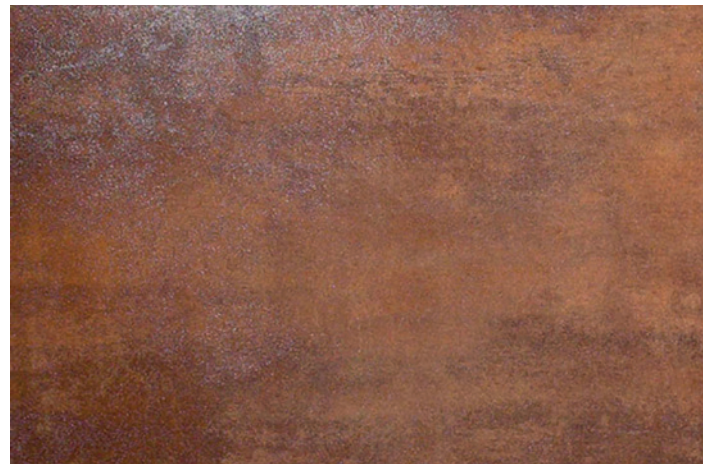
BOARD FORM CONCRETE



LIMESTONE



STAINLESS STEEL



CORTEN STEEL



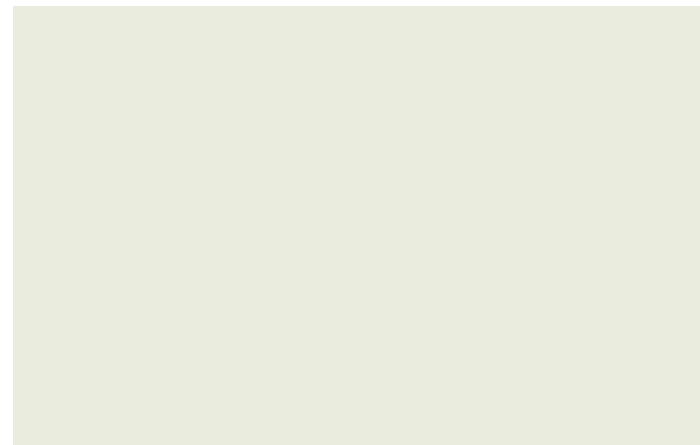
CONCRETE



PAINTED METAL



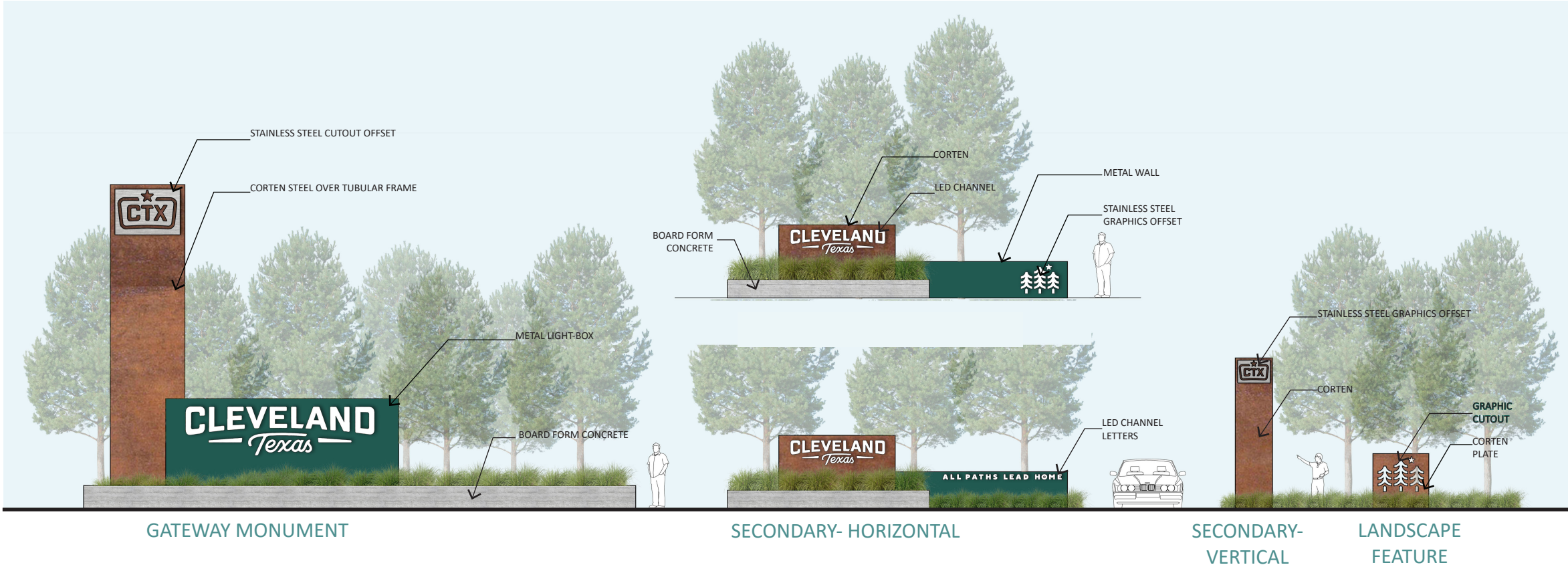
BRANDING COLORS



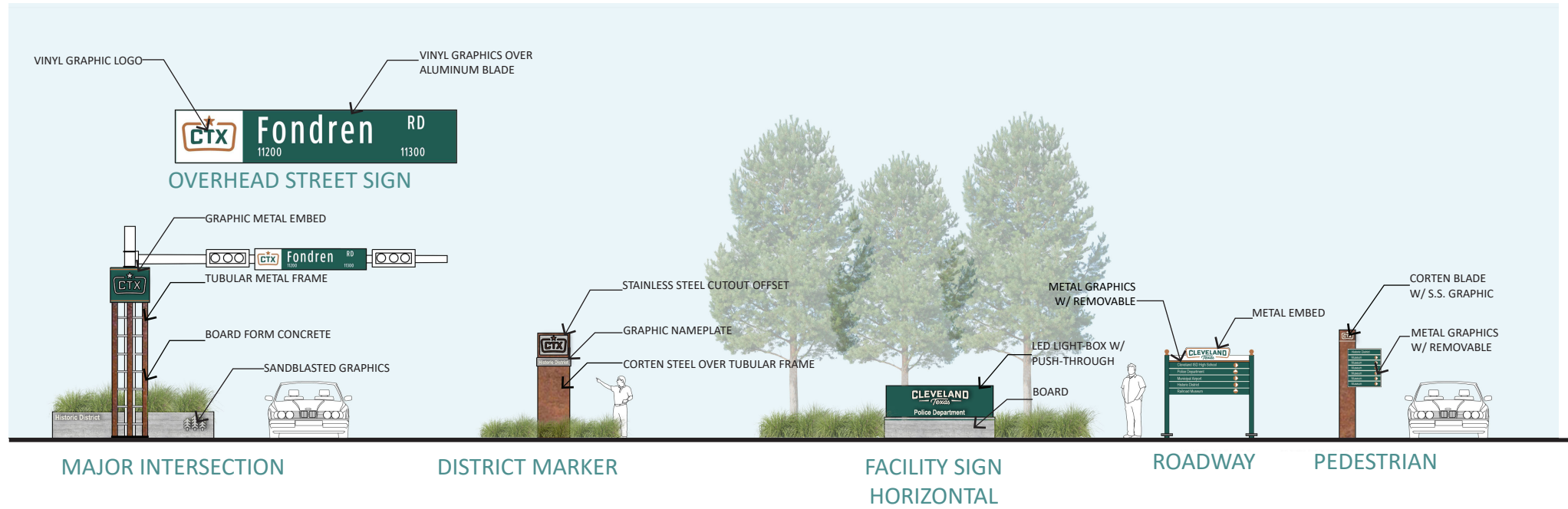
E.C.
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E. SIGNAGE FAMILY OPTIONS

OPTION 1 - WAYFINDING SIGNAGE



APPLIED BRANDING GRAPHICS



OPTION 2 - WAYFINDING SIGNAGE



GATEWAY MONUMENT
OPTION 1

GATEWAY MONUMENT
OPTION 2

SECONDARY- HORIZONTAL

SECONDARY- VERTICAL

APPLIED BRANDING GRAPHICS



OVERHEAD STREET SIGN

MAJOR INTERSECTION

DISTRICT MARKER

FACILITY SIGN
HORIZONTAL

ROADWAY

PEDESTRIAN

OPTION 3 - WAYFINDING SIGNAGE

APPLIED BRANDING GRAPHICS

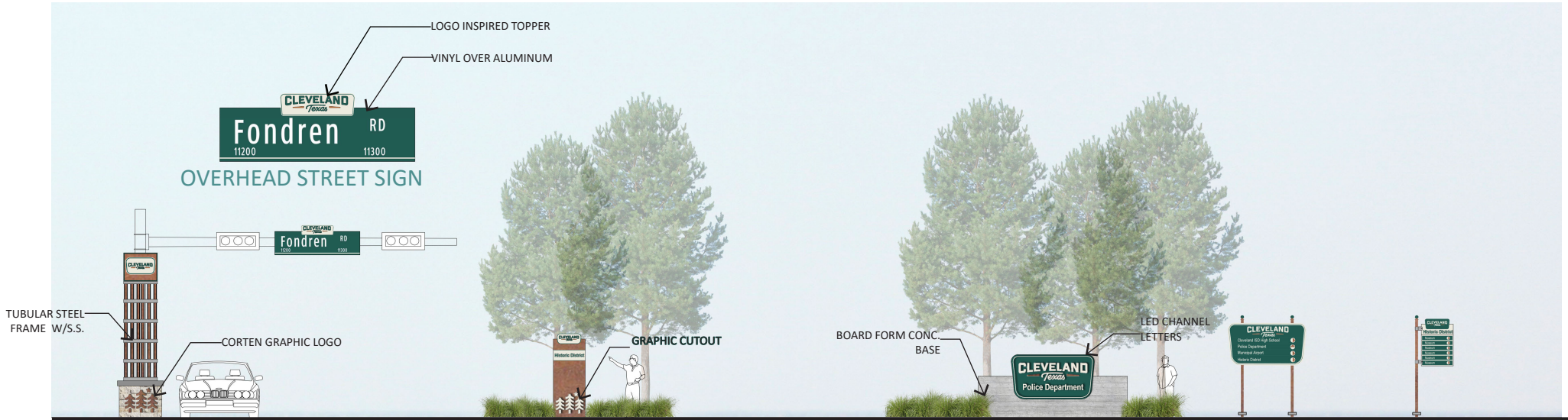
ALL PATHS LEAD HOME



GATEWAY MONUMENT
OPTION 1

GATEWAY MONUMENT
OPTION 2

SECONDARY- HORIZONTAL



OVERHEAD STREET SIGN

MAJOR INTERSECTION

DISTRICT MARKER

FACILITY SIGN
HORIZONTAL

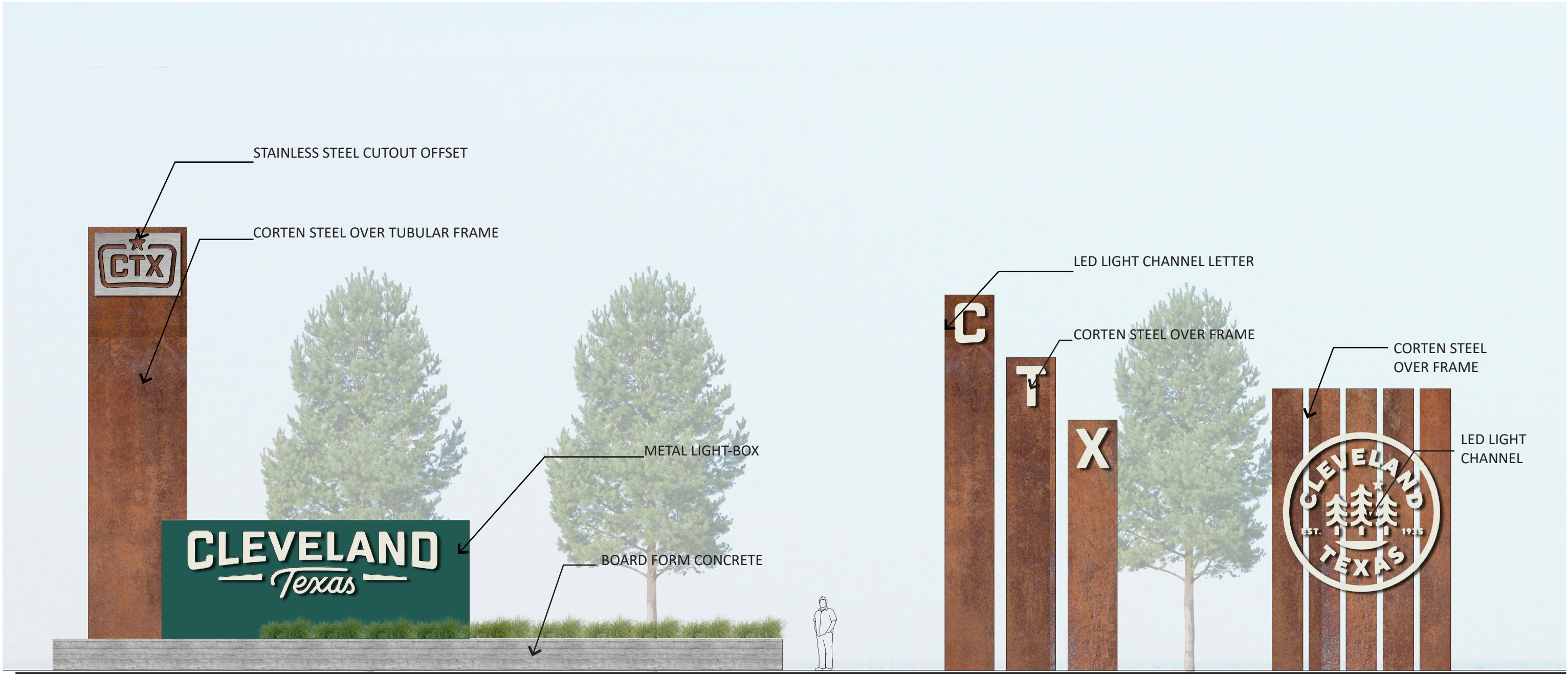
ROADWAY

PEDESTRIAN

CONSENSUS OPTION - WAYFINDING SIGNAGE



CONSENSUS OPTION - WAYFINDING SIGNAGE



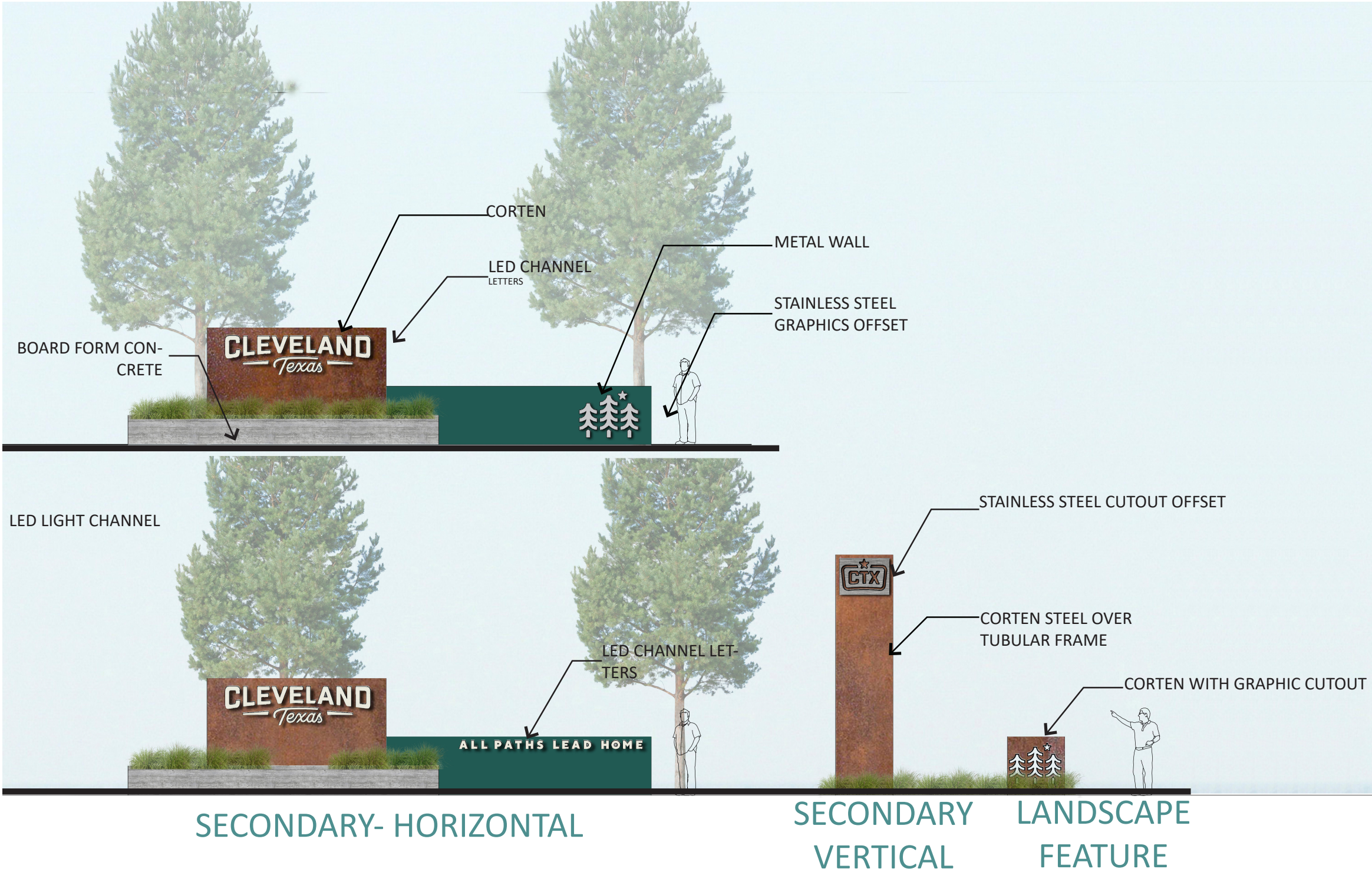
GATEWAY MONUMENT

Option '1'

Option '2'

GATEWAY MONUMENT
(Narrow FootPrint)

CONSENSUS OPTION - WAYFINDING SIGNAGE





A large, curved sign is mounted on a wall. The sign features a large, bold letter 'C' at the top center. Below it, the word 'CLEVELAND' is written in a bold, sans-serif font. The sign is set against a light-colored, textured background. The overall image is in grayscale.

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F. ESTIMATE OF SIGN COSTS



GATEWAY MONUMENT

MONUMENT (Corten over steel frame)--- \$60,000
 SIGN PANEL(Light box with LED letters)-- \$30,000
 LOW WALL (Boardform concrete)----- \$25,000

Option A

GATEWAY MONUMENT (Narrow)

OPTION A (Corten over steel frame, SS accent, LED backlit) ----- \$60,000
 OPTION B (Corten over steel frame, SS accent, LED backlit) ----- \$65,000

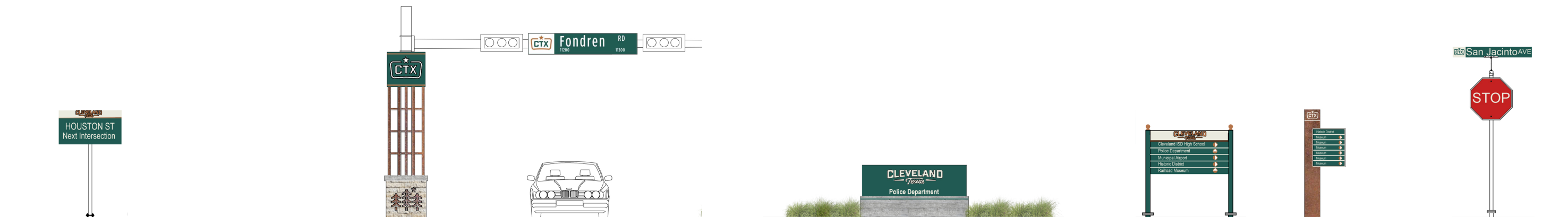
Option B

SECONDARY MONUMENT

SIGN PANEL(Corten, SS Letters)----- \$25,000
 ACCENT WALL(Metal w/ LED letters)-\$10,000
 LOW WALL(Boardform concrete)----- \$6,000

LANDSCAPE FEATURES

MONUMENT(Corten over steel frame w/ SS graphic)-----\$30,000
 ACCENT(Corten w/cutout)-----\$ 5,000



NEXT INTERSECTION

SIGN PANEL(Aluminum with vinyl) - \$4,000

MAJOR INTERSECTION

METAL OVERLAY(Painted steel) ----- \$45,000
 OVERHEAD SIGN(Aluminum/vinyl) -- \$2,000
 STONE BASE ----- \$3,000

FACILITY SIGNAGE

SIGNAGE(Light box with push three letters, Boardform concrete)----- \$17,500

Vehicular

DIRECTIONAL SIGNAGE

VEHICLE(metal/vinyl) ----- \$6,500
 PEDESTRIAN(Corten/metal)-- \$8,000

Pedestrian

CORNER POST ASSEMBLY

ASSEMBLY - \$3,500

Disclaimer: Costs shown are estimated for budget purposes only. Construction and engineering fees will vary depending on the total project scope of work and when work is bid. The above numbers do not include electrical service, landscape, irrigation, and misc. items.

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