BLINKSIGNS

BLINKSIGNS WAYFINDING MASTER PLAN | RESOURCE KIT

Project Evidence Note | RACC Campus

Reading, Pennsylvania | BlinkSigns published parking identification and directional signage project

> Evidence boundary: This is a documented BlinkSigns signage project. The published page does not establish that BlinkSigns authored a complete campus wayfinding master plan or delivered quantified before-and-after visitor outcomes.

1. What the Published Case Study Documents

Project Element	Published Project Description
Client / coordination	BlinkSigns coordinated with Pennbid on RACC campus parking signage at 10 South Second Street, Reading, PA.
Illuminated identification	Nine four-sided illuminated parking pylon signs; page specifies 8 ft 6 in sign height.
Directional signage	Five non-illuminated directional signs with parking lot letters and arrows.
Brand system	Coordinated RACC logos, red, white and gray specifications across sign families.
Recorded changes	Two additional Lot A pylons increased the quantity from seven to nine; the case records revised Lot E arrow location and a Type F sign location change.

2. Master-Planning Analysis & Context

Why It Belongs in a Master-Planning Article: The published work provides real evidence of signage programming and revisions. Parking identification and route directions serve different functions, and changes to quantities, arrow messages or locations affect the approved sign documentation.

Appropriate Interpretation: A project can demonstrate the importance of controlled sign quantities, design consistency, and revision management without proving that a documented master plan was delivered or that measurable navigation improvements occurred.

Do Not Assert (Evidence Governance): Avoid claims about travel-time savings, measured wrong-turn reductions, visitor satisfaction, regulatory certification, or an end-to-end master-plan engagement unless separately supported by documented evidence.

Primary Source & Context: Source URL: https://blinksigns.com/racc-reading-pa-parking-signage-case-study/
Case-study details reflect the published project page checked November 2026. Future changes to the source page should be reviewed before republication. Planning aid only. Facility-specific professional reviews remain necessary.