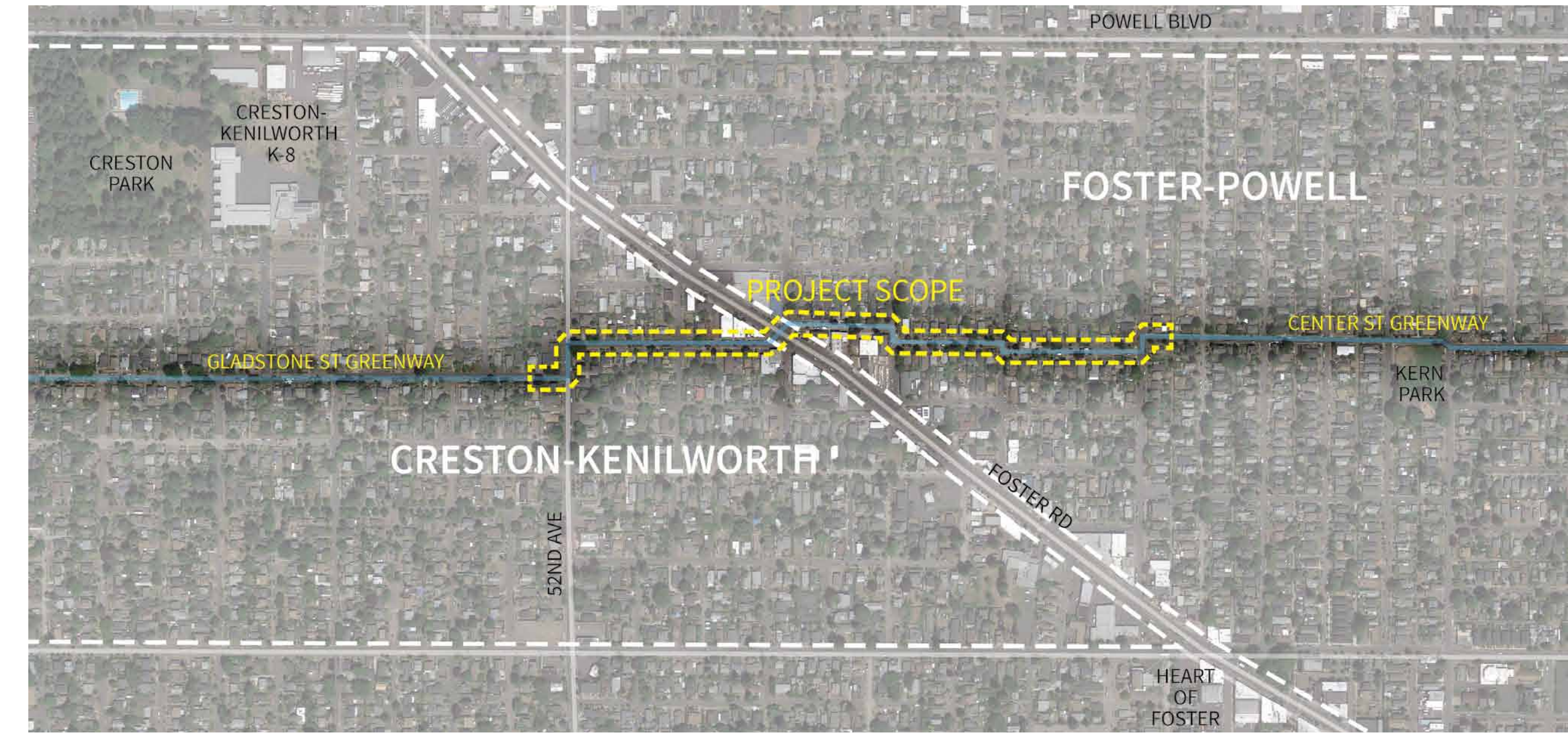


CRESTON FOSTER IS NEON

The Gladstone Green Street is a high quality bike boulevard that provides a safe route through most of Creston-Kenilworth. However, at its eastern terminus the green street system goes through a series of confusing zig-zags before finally straightening out as the Center Green Street in Foster-Powell. These junctions are made more difficult because they also cross at relatively high traffic roads: 52nd Avenue and Foster Rd. While cycling upgrades have been made to 52nd Avenue in the form of bike lanes, and will be made on Foster Road through the much anticipated streetscape improvements, the green street connection between 52nd and 62nd remains a confusing and unsafe stretch that could benefit from “intersection repair” through the Portland in the Streets Community Grant program.

Creston is Neon | Foster is Neon proposes using street paint to improve wayfinding, placemaking and cyclist safety through this sawtooth section. Using the neon color palette of the business district it transects, each intersection would be painted with a graphic to indicate how cyclists negotiate the turns, and signify to motorists that they are crossing the green street. The street art could share a formal language - or each intersection could be unique depending on feedback from the community. As cyclists cross Foster Rd, the words “Creston is Neon” or “Foster is Neon” is painted in large letters to indicate which neighborhood one is crossing into, and contribute to the branding of the business district.

The project can be phased intersection by intersection over several years during an annual “Foster is Neon” event that coincides with one of Foster’s Second Saturday Art Walks. Depending on the schedule, the project could also be integrated into the Foster Road Streetscape Improvements with a creative crossing.



CONTEXT MAP

STREET TRANSECT



The Gladstone green-street is a high quality bike boulevard through most of Creston-Kenilworth, but its eastern terminus ends with a dangerous crossing at 52nd Ave.

Once one finds their way to Center St, the ride improves. The neighborhood is colorful and diverse.

Unfortunately, this only last 4 blocks as one approaches a confusing junction with Foster Road.

The intersection has received safety upgrades, but it is ambiguous which way the green street continues.

The green bike box helps to point cyclists in the right direction but it is only after crossing that one discovers which way to turn.

The view from the other direction is a little more clear.

After making it back to Center St, a series of zig zags continues to make wayfinding difficult and street crossings unsafe.

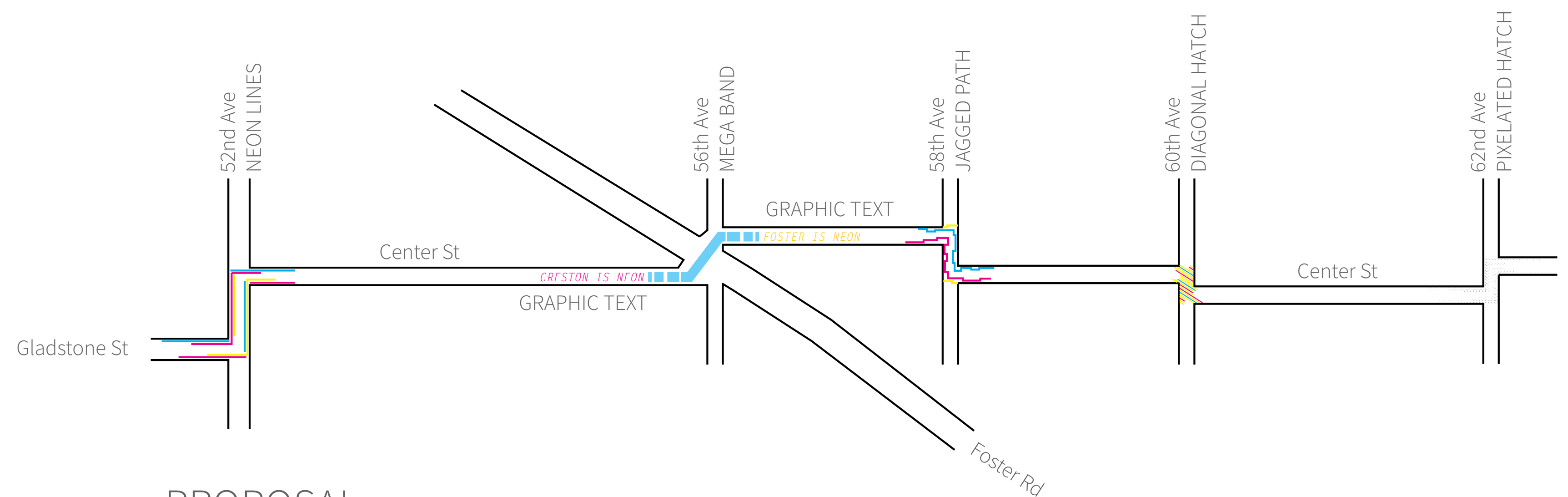
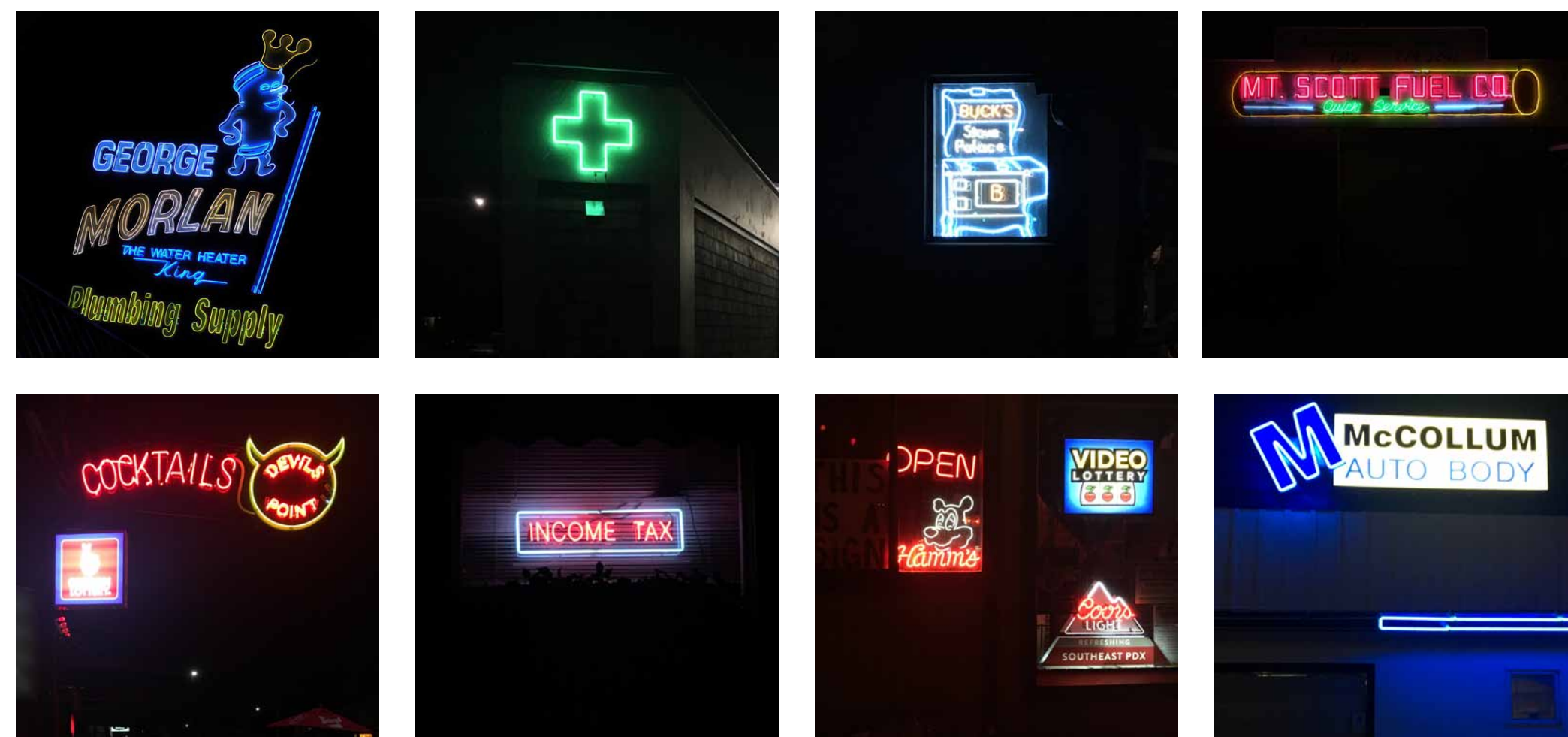
The street has recently received sewer upgrades and the quality of the riding has decreased.

Still there is a lot of character to be found in Foster-Powell

In some cases, the zig zags can make for a more interesting ride, but improved wayfinding would make the journey less stressful

After one last hard turn at 62nd the road straightens out and it's smooth sailing across the rest of Foster-Powell

COLOR PALETTE

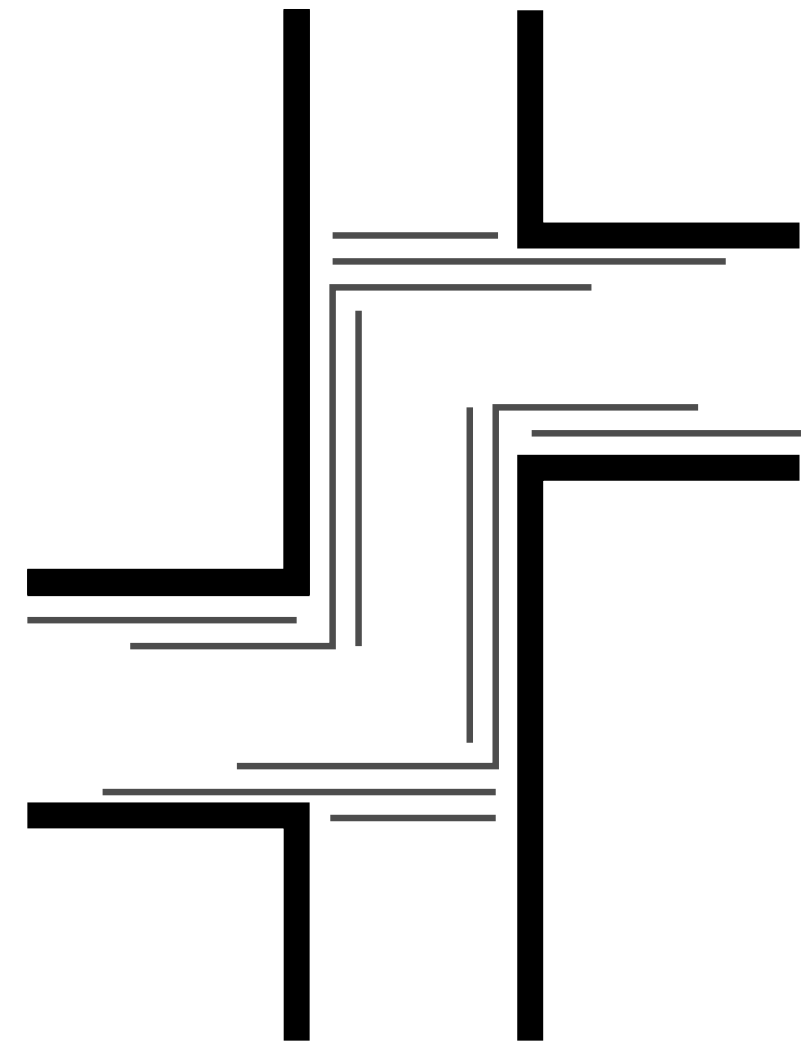


PROPOSAL CONCEPT

Colors and intersection designs are diagrammatic. Designs will be developed in coordination with the neighborhood associations and community members.

Proposal is created for the exclusive use of the Creston-Kenilworth Neighborhood Association, the Foster-Powell Neighborhood Association, ROSE CDC and the Foster Area Business Association by Michael Geffel. 08.28.17

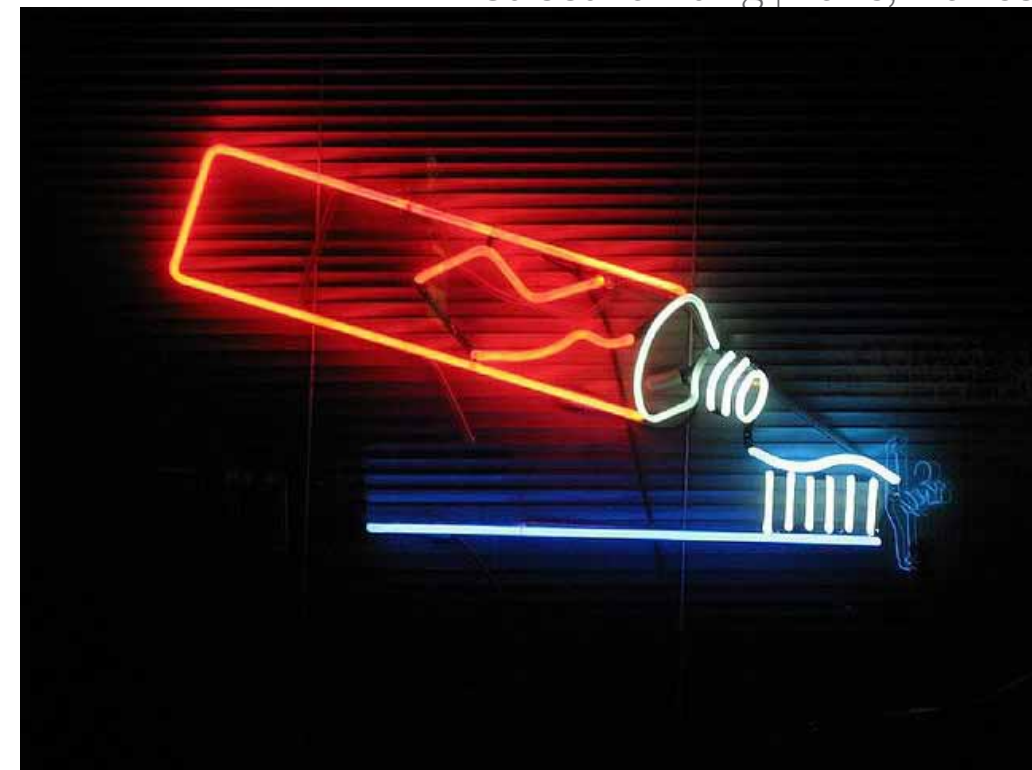
INTERSECTION TYPOLOGIES



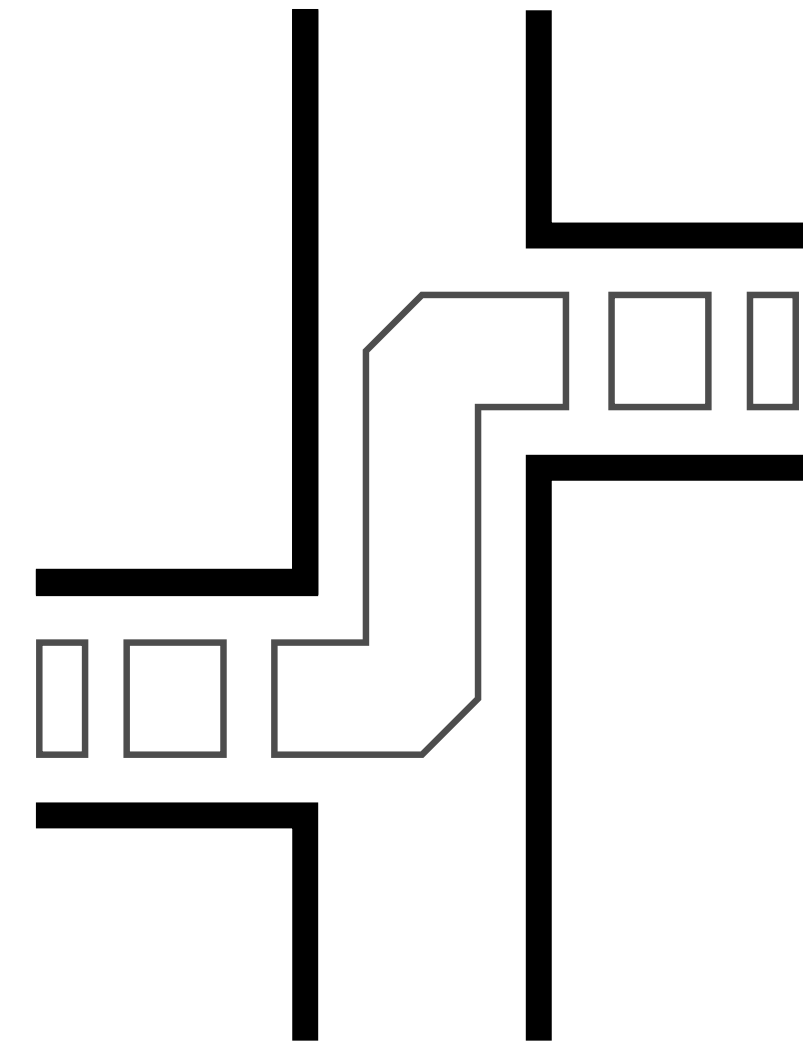
NEON LINES



Street Painting | Paris, France



Neon Art | New York, NY



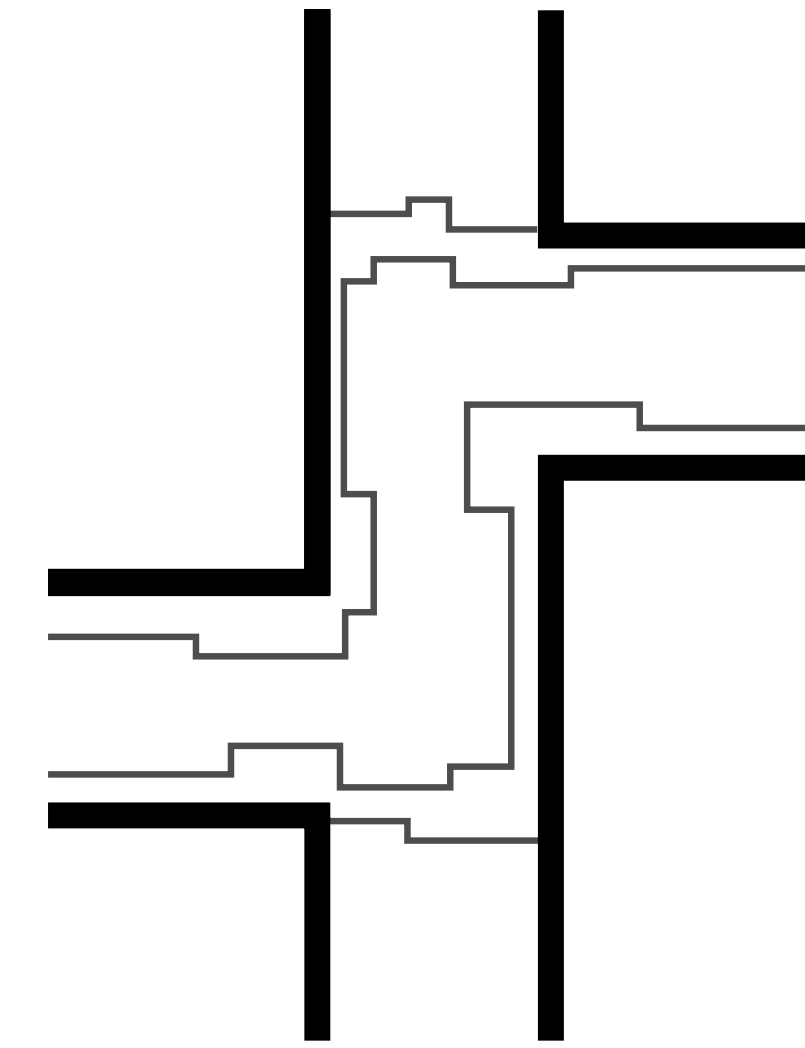
MEGA BAND



Creative Crosswalk | Portland, OR



Gene Davis Street Art | Philadelphia, PA



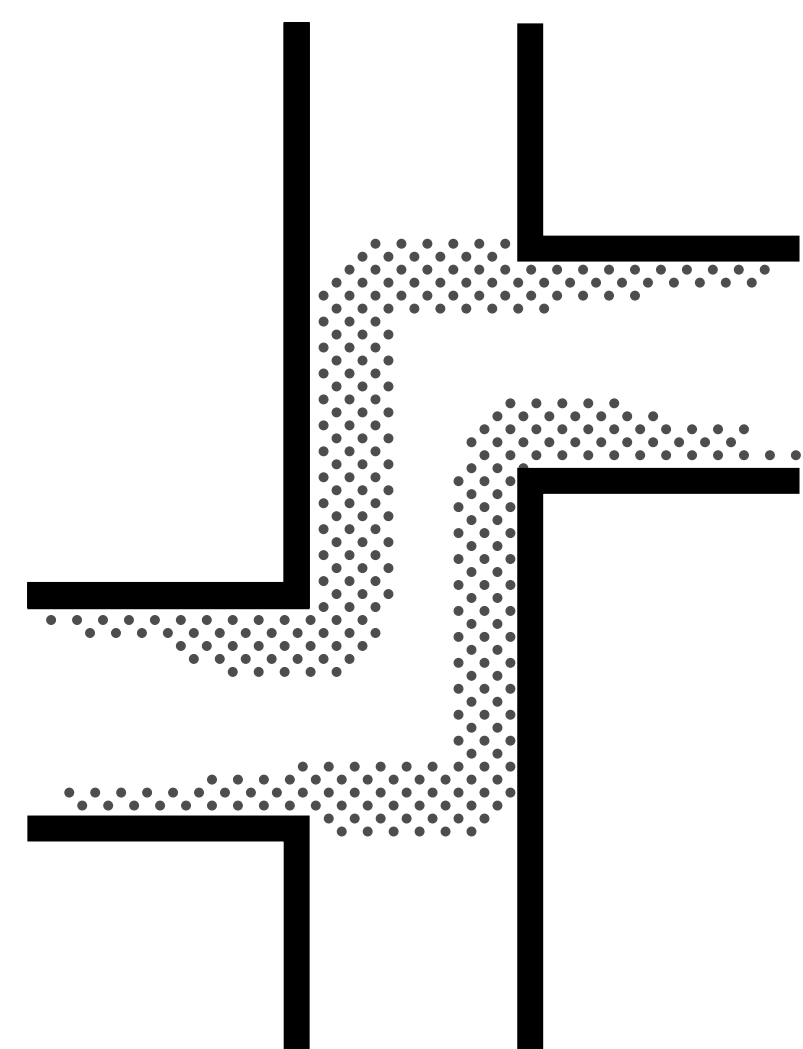
JAGGED PATH



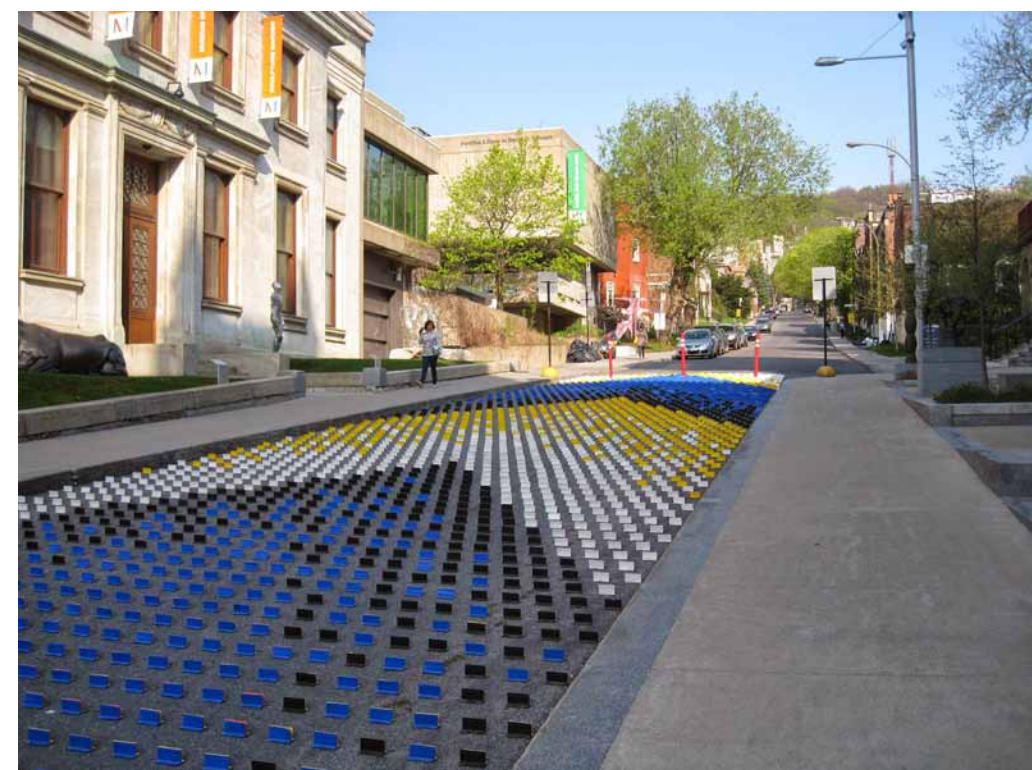
Pedestrian Zone Striping | London, England



Tile Art | Porto, Portugal



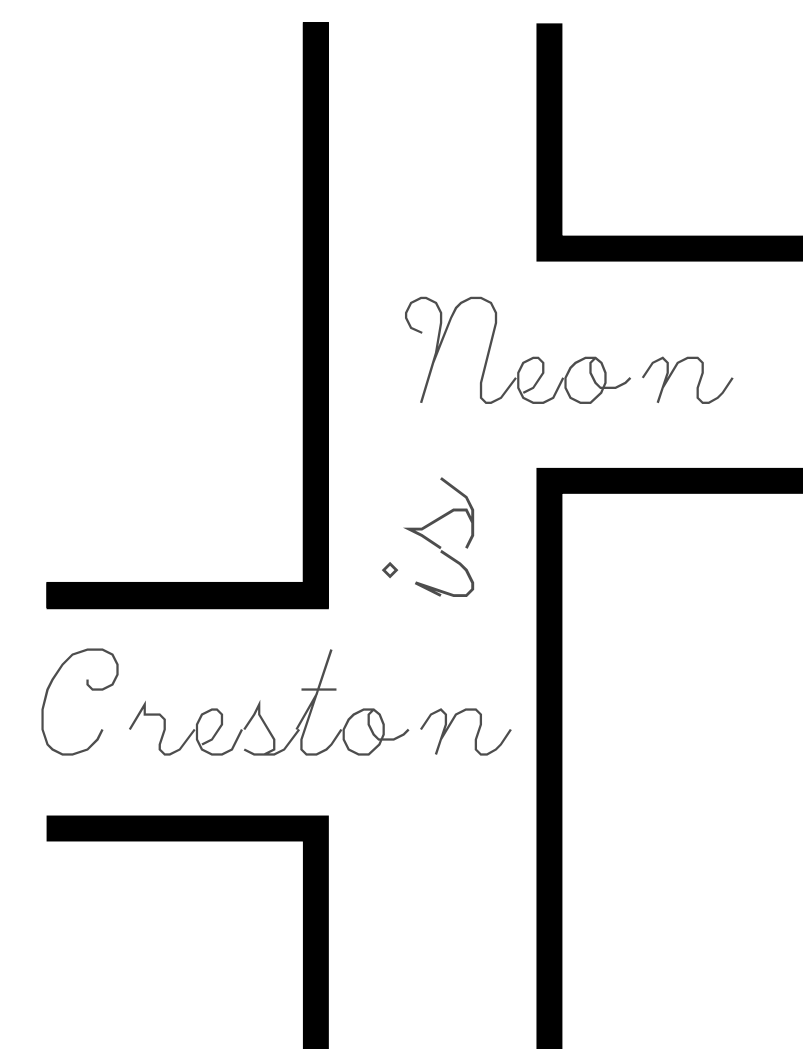
PIXELATED HATCH



Claude Cormier MMFA Exhibition | Montreal, Canada



Guerrilla Street Art | London, England



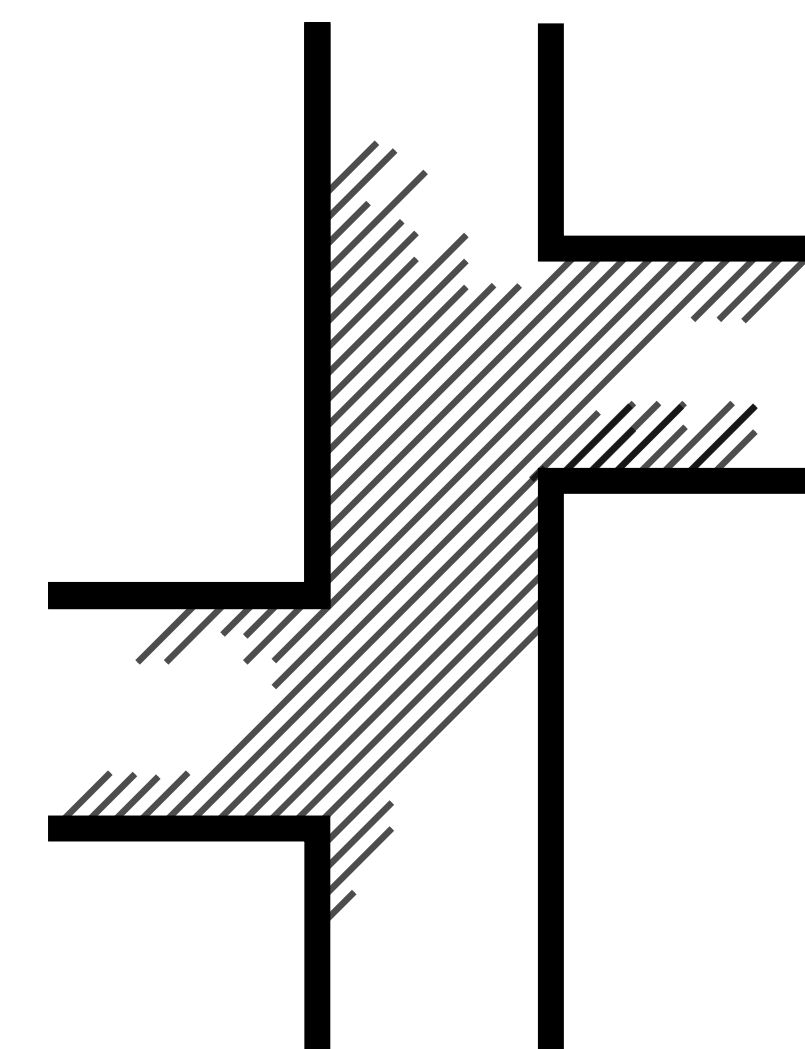
GRAPHIC TEXT



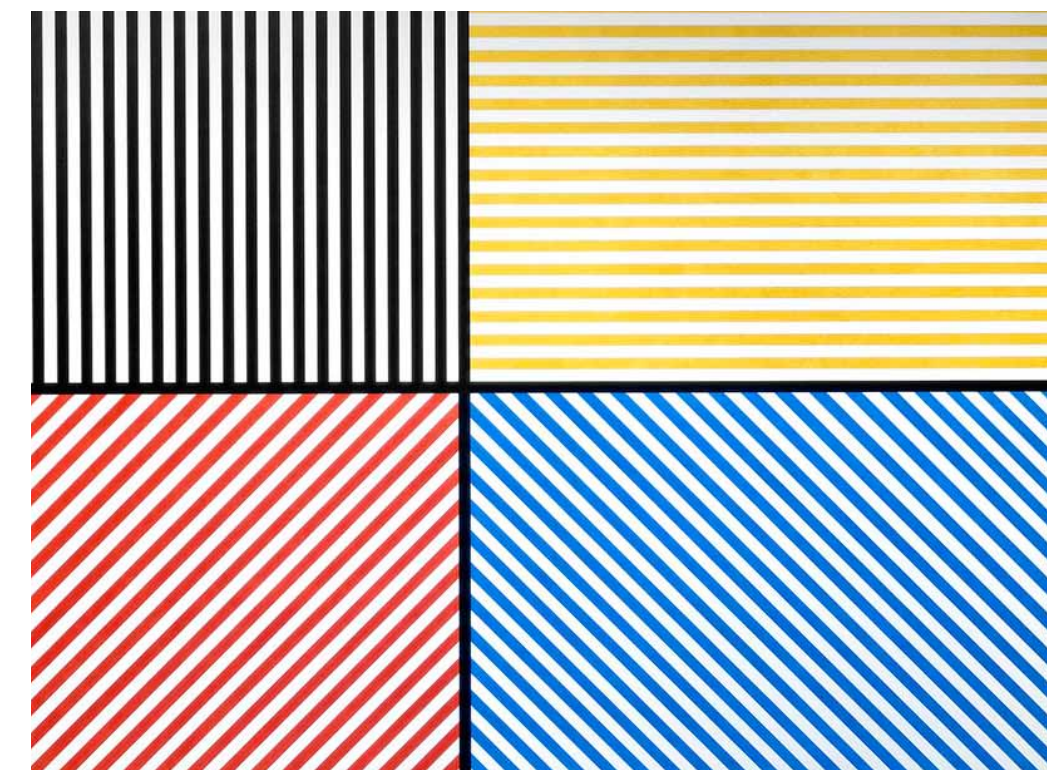
Street Art | Portland, OR



Neon Art | New York, NY



DIAGONAL HATCH



Sol Lewitt Four Lines



Praca de Dom Pedro IV | Lisbon, Portugal