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.
INTERSECTION TYPOLOGIES

NEON LINES

NEON ART | New York, NY

MEGA BAND

Gene Davis Street Art | Philadelphia, PA

JAGGED PATH

Federated Zone Stripping | London, England

PIXELATED HATCH

Guernica Street Art | London, England

CRESTON

Neon Art | New York, NY

GRAPHIC TEXT

Gene Davis Street Art | Philadelphia, PA

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DIRECT EQUITY

Neon Art | New York, NY