Glow-in-the-dark traffic markings: feasible or not feasible?

Remove all electrical street lighting and cover the road with glow-in-the-dark-paint! The underlying idea is noble, as nowadays electrical street lighting is energy consuming and passive alternatives could decrease our global ecological footprint. However, how realistic is this wild idea? In this feasibility study we investigated how well a currently known glow-in-the-dark phosphor can cope with the variable ambient conditions during different seasons, such as temperature during day and night time, and the duration of the night.