



PBOT WRITING GUIDE

Tip Sheet #1

Street names, directions and quadrants for public communications.

HOW WE WRITE

EXAMPLES

COMPASS DIRECTIONS

In general use lowercase for compass directions. Most variants are single words, no hyphens (westside, eastward, northbound, etc.).

cycling **north**
westbound lanes
southeast corner
eastside neighborhood

QUADRANTS

Write out and capitalize references to the five Portland quadrants whether or not the word Portland appears. Capitalize *East Portland*. Avoid terms *inner* and *outer*. Don't use South Portland until formal change occurs May 2020.

North Portland
Southeast
East Portland
South Portland (May 2020)

STREET NAMES

For street names in general, abbreviate directional words and quadrants without periods and spell out complete street name including *Avenue*, *Boulevard*, *Street* and other variations for clarity. Use abbreviations without periods when part of the official name (St Louis, US Grant, César E Chávez, etc.).

W Burnside Street
SE Hawthorne Boulevard
N St Johns Avenue
NE Broadway
SW Capitol Highway

NUMBERED STREETS

Spell out numbered streets *First* through *Ninth*. Use figures for streets 10th and higher with *st*, *nd*, *rd* or *th* in line with text, not superscript. Always include Avenue or Place to avoid confusion.

SE Second Avenue
SE 28th Place
SE 102nd Avenue

MAJOR ARTERIALS

For major arterials that span multiple quadrants, provide the quadrants appropriate to the stretch of contiguous road you're referring to. This is especially important for numbered streets that may be duplicated westside and eastside.

SE and NE Sandy Boulevard
N and NE Lombard Street
NE and SE 82nd Avenue or
82nd Avenue in **East Portland**

INTERSECTIONS AND ROAD SECTIONS

To describe intersections or road sections in the same quadrant, it is okay to limit the use of quadrant names so long as the language is unambiguous. Use lowercase when describing multiple streets, avenues, etc. For intersections, spell out *and* and avoid symbols such as */*, *&* or *+*.

N Lombard Street and **Ida Avenue**
N Interstate Avenue from **Ainsworth**
to **Killingsworth streets**
Sandy Boulevard from **SE 42nd**
to **57th avenues**

EXACT ADDRESSES

For exact addresses, use abbreviations Ave., Blvd. and St. Write out Road, Way, Place, Terrace and other variants.

1221 SW Fourth Ave.
5001 N Columbia Blvd.
7238 SE Foster Road

RENAMED STREETS

Take special care with streets renamed for prominent persons. Use accents for César E Chávez. No comma in Martin Luther King Jr. By city code, street renamings require five years of dual signage. In June 2018, SW Stark Street was renamed SW Harvey Milk Street. Use SW Harvey Milk Street alone or add parenthetical (SW Stark Street) to provide further clarity.

César E Chávez Boulevard
Martin Luther King Jr Boulevard
Naito Parkway
Rosa Parks Way
SW Harvey Milk Street (SW Stark Street)