



# 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 / SEXTANTS

Write out and capitalize Portland's six geographic sections—*North, Northeast, Northwest, South, Southeast, Southwest*—whether or not the word Portland appears. You may refer to these as quadrants or sextants, according to your preference. Capitalize *East Portland*. Avoid terms *inner* and *outer* to prevent our language from sounding like we place a premium on neighborhoods closer to downtown.

**North Portland**  
**Southeast**  
**East Portland**  
**South Portland**

### 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**  
**3303 S Moody Ave.**

### 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)

PBOT writing style questions on something not covered here? Ask **Stacy Brewster** with PBOT Communications.

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