# PBOT WRITING GUIDE
Street names, directions and quadrants for public communications.

## How We Write

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

- **Examples**:
  - 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.

- **Examples**: 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.).

- **Examples**: 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.

- **Examples**: 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.

- **Examples**: 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 +.

- **Examples**: 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.

- **Examples**: 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.

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

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

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