

Wayfinding, Emergency Response and Information Technology Solutions: Eliminating Leading Zero Addressing and Standardizing Street Naming

December 12, 2017: Planning & Sustainability Commission Briefing

WE KEEP PORTLAND MOVING.

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PBOT
PORTLAND BUREAU OF TRANSPORTATION
Commissioner: DAN SALTZMAN | Director: LEAH TREAT

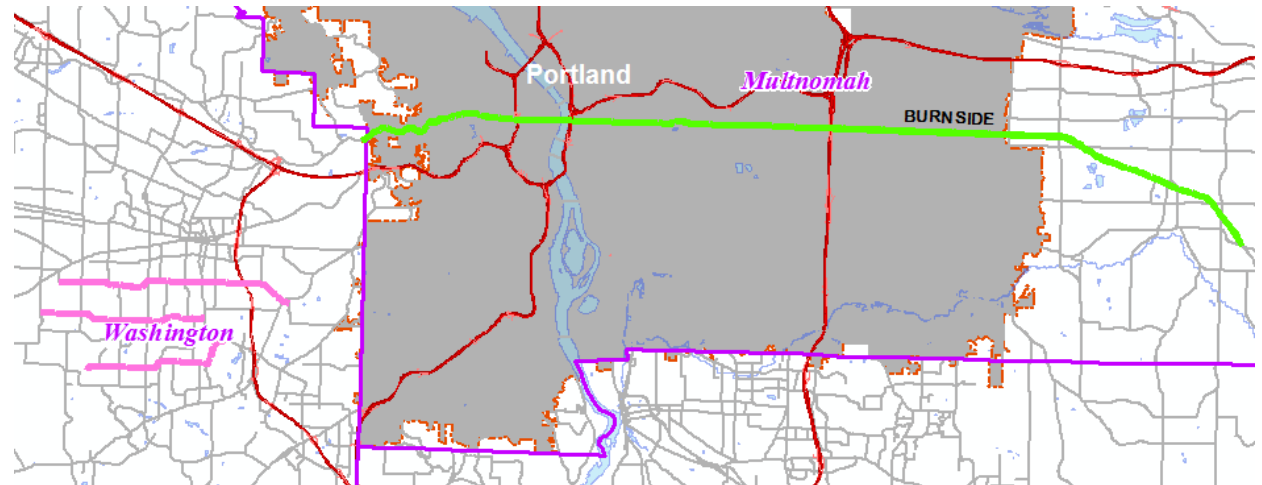
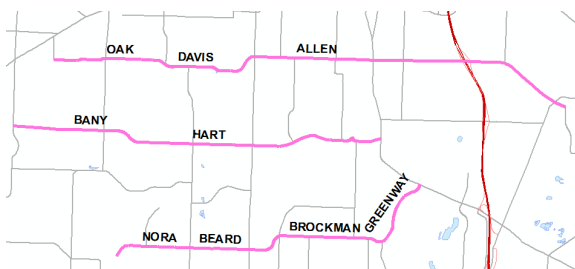
Presentation Prepared by: Andrew Aebi, M.B.A.; Project Manager

City Ordinance #61325 Adopted 9/02/1931

Established quintets, standardized street names

An Ordinance providing for a plan of systematic renumbering of buildings and renaming of streets, providing a penalty for violation thereof, and repealing all ordinances or parts of ordinances in conflict herewith and declaring an emergency.

added to the street name." All streets in that section of the city south of the center line of Burnside Street and west of the Willamette river shall be designated as "Southwest", and the prefix "SW" shall be added to the street name.



Leading Zero Addresses

East of SW Naito Parkway
and SW View Point Terrace

Southwest (SW) changing to South (“S”)

Largest known current leading zero address:

02484 SW Military Road (24 blocks east)

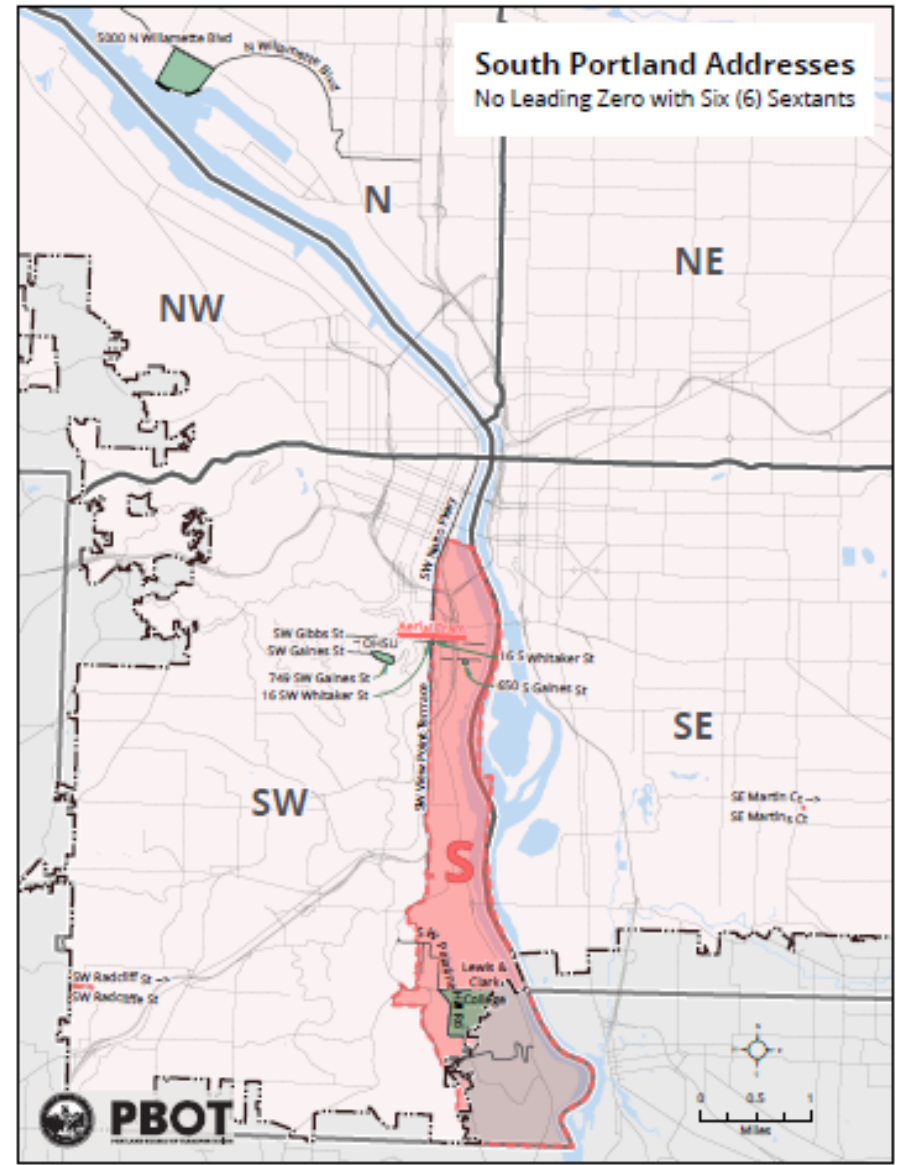
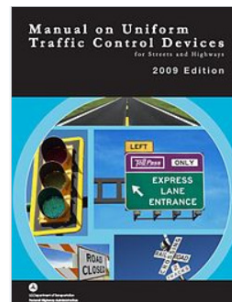
City Hall address unchanged:

1221 SW 4th Ave., not 1221 SW 28th Ave.

Hillsboro / Beaverton boundary unchanged:

SW 185th Ave., not SW 209th Ave.

*Opportunity to install
neighborhood sign caps and make
street signs MUTCD compliant.*



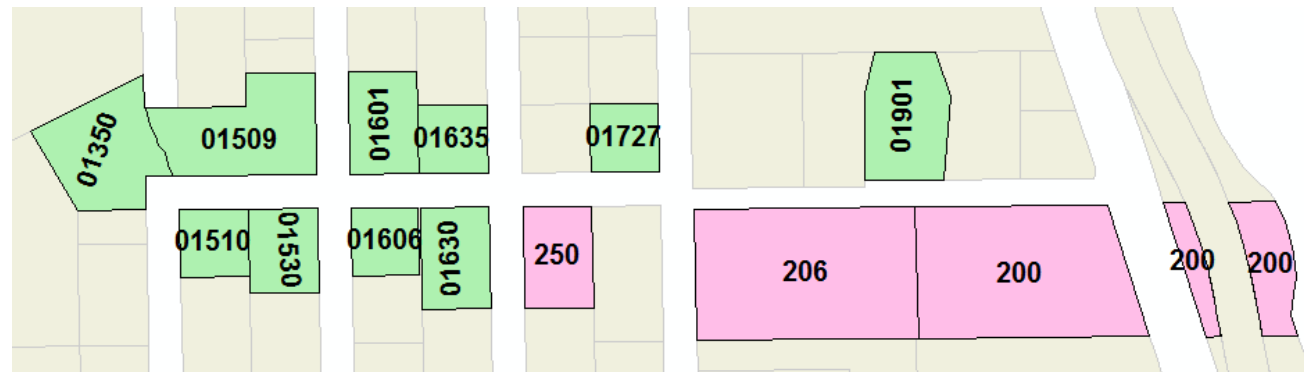
Examples of Stakeholder Issues

- 16 / 016:** Another package was delivered to the wrong address.
GPS (car navigation, Mapquest) route to the wrong address.
I had to give the police directions when reporting a fight.
I had to cancel my credit card because they couldn't handle the leading zero.
- 32 / 032:** Gives out the leading zero but people think it is a typo and they take it out.
- 104 / 0104** Gets asked, "What do you mean, zero?"

Examples of Stakeholder Issues

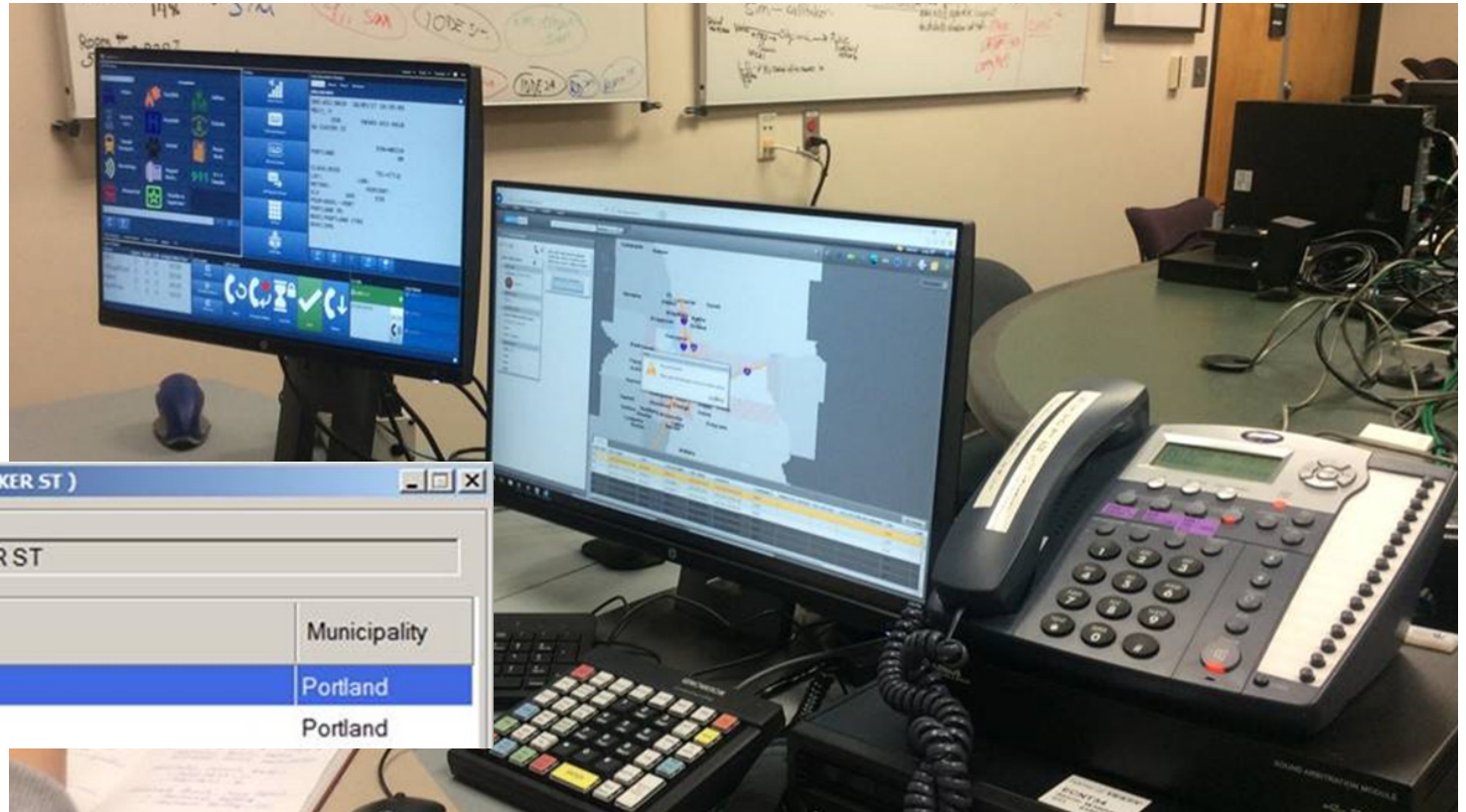
- 121 / 0121 / 4247:** Uses fake north-south address and tells people to look around the corner to find the correct address.
- 231 / 0231:** Uses fake letter “O” at beginning of address instead of zero to trick Internet applications to accept address.
- 242 / 0242:** United Parcel Service (UPS) website won’t take address. Distance of four blocks as crow flies is a mile driving. Google will geocode, but displays without leading zero.

200 / 01700:
200 / 01900:



Bureau of Emergency Communications Example of New Phone System Upgrade

9-1-1 Testing: Only Leading Zero Addresses Fail



Address Validation (016 SW WHITAKER ST)

Matching Place Names

Searching for 016 SW WHITAKER ST

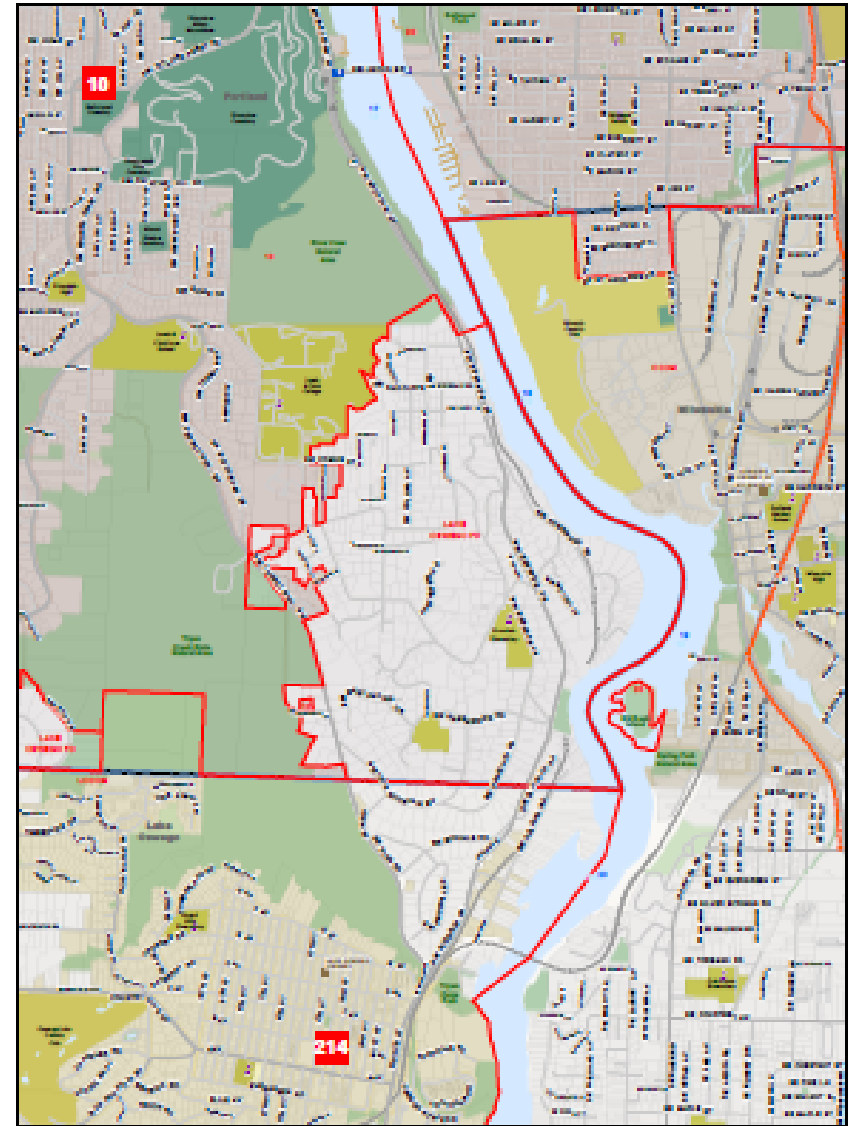
Address	Municipality
16 SW WHITAKER ST	Portland
016 SW WHITAKER ST	Portland

Primary Benefiting Fire Stations & Mutual Aid Areas:

City of Portland Station 4
521 SW College St.
(station not shown on map)

City of Portland Station 10
451 SW Taylors Ferry Rd.
(station address not changing)

Lake Oswego Fire Department
Station 214
300 'B' Avenue



Examples of Southwest to South Change & Standardization of Martins, Radcliffe

Collins View:	0550 SW Riverside St. to 550 S. Riverside St.
Crestwood:	6331 SW Radcliff St. to 6331 SW Radcliffe St.
Dunthorpe:	01688 SW Radcliffe Rd. to 1688 S. Radcliffe Rd.
Homestead:	015 SW Bancroft St. to 15 S. Bancroft St.
Downtown:	0145 SW Montgomery St. to 145 S. Montgomery St.
S. Burlingame:	0222 SW Canby St. to 222 S. Canby St.
S. Portland:	0715 SW Bancroft St. to 715 S. Bancroft St. 3303 SW Bond Ave. to 3303 S. Bond Ave.
Woodstock:	5308 SE Martin Court to 5308 SE Martins Court

Timing of Southwest to South Change & Standardization of Martins, Radcliffe

- Jan. 2018:** Property owner notification
- Mar. 2018:** Three (3) public open houses
- 2018 TBD:** Council creates future sixth addressing quadrant to eliminate confusion per PCC 17.93.050
- 2018-2020:** City I.T. systems phase out leading zero over 24 months; PBOT, Fire & Rescue City lead bureaus
- May 2020:** “South” street name signs installed by City and County; City I.T. maintenance of leading zero eliminated
- May 2025:** “SW” street name signs removed by City and County

Ordinances for Council Adoption

With “cut-through” traffic prohibition

ORDINANCE No.

Rename streets west of the Willamette River and east of SW Naito Parkway and SW View Point Terrace from Southwest to South, creating a sixth addressing sextant in the City of Portland and standardize the naming of SE Martins Street and SW Radcliffe Street (Ordinance; amend Ordinance 61325)

ORDINANCE No.

Authorize an intergovernmental agreement with Multnomah County to provide authority to the Bureau of Fire and Rescue to readdress properties to enhance wayfinding, public safety and emergency response consistent with building permit responsibilities previously transferred from Multnomah County to the City of Portland for areas in unincorporated Multnomah County

ORDINANCE No.

Create new City Code section 16.70.900.A.10 to prohibit crossing of private property to proceed from one street to another, except for operators of vehicles who stop on the property for the purpose of procuring or providing goods or services (Ordinance; amend Title 16)

City of Hillsboro: W. Baseline to E. Main



Intersections Changing & Not Changing

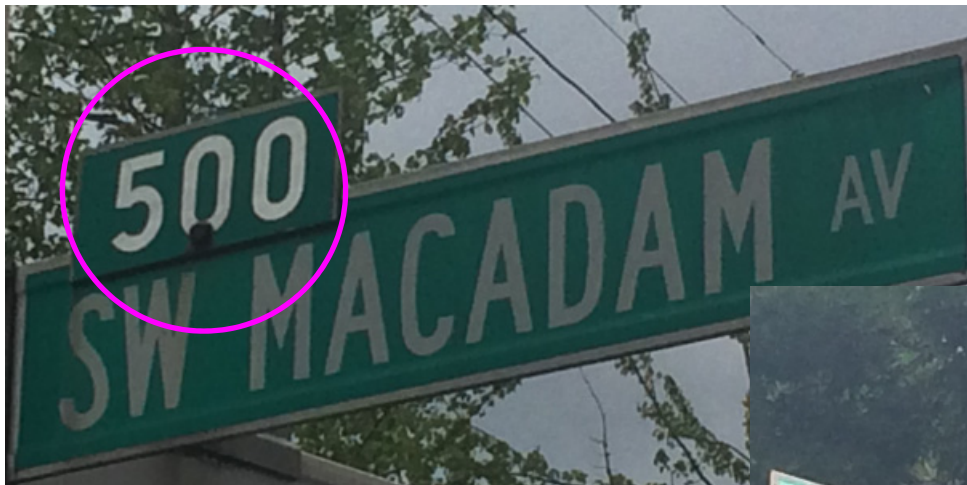
Southeast Portland	No Change	6,669	99.99%
	SE Martin Court Changes to Southeast Martins Court	1	0.01%
	Total	6,670	100.00%
Northeast Portland	No Change	5,340	100.00%
Southwest Portland	No Change	3,037	92.17%
	Southwest Changes to South	255	7.74%
	SW Radcliff Street Changes to SW Radcliffe Street	3	0.09%
	Total	3,295	100.00%
North Portland	No Change	2,876	100.00%
Northwest Portland	No Change	1,321	100.00%
City of Portland Subtotal	No Change	19,243	98.67%
	Change	259	1.33%
	Total	19,502	100.00%
Dunthorpe Subtotal	Change	59	100.00%
Total	No Change	19,243	98.37%
	Change	318	1.63%
	Total	19,561	100.00%

Intersections Changing and Benefiting Property Owners

Neighborhood	Intersections		Taxlots		Unique Owners	
South Portland	188	72.6%	4,507	73.9%	2,663	77.8%
Portland Downtown	24	9.3%	1,189	19.5%	417	12.2%
Collins View	25	9.7%	292	4.8%	258	7.5%
Unclaimed	12	4.6%	54	0.9%	34	1.0%
Crestwood	3	1.2%	21	0.3%	20	0.6%
South Burlingame	3	1.2%	17	0.3%	11	0.3%
Homestead	3	1.2%	16	0.3%	16	0.5%
Woodstock	1	0.4%	5	0.1%	5	0.1%
City of Portland Subtotal	259	100.0%	6,101	100.0%	3,424	100.0%
Dunthorpe	59		739		623	
Total	318		6,840		4,047	
Estimated City of Portland Population as of July 1, 2016:					639,863	

Opportunities to Make Incorrect & Faded Street Signs MUTCD Compliant

SW Boundary & Macadam (left); SW Bond & Bancroft right)
SW Macadam & Mitchell (below)



Leading Zero Neighborhoods:

South Portland, and Collins View;
small portions of Downtown,
Homestead and South Burlingame

Unincorporated
Multnomah
County:
Dunthorpe