

PBOT

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Steve Novick Commissioner **Leah Treat** Director

DATE: October 21, 2016
TO: Commissioner Steve Novick
FROM: Andrew Aebi, South Portal Project Manager
RE: **South Portal Project: Leading Zero Wayfinding Issue**

Feedback was received during public outreach for the South Portal Project about the difficulty of wayfinding of east-west streets' addresses in South Waterfront. Leading zeros were established because the Willamette River shifts to the east south of downtown. Leading zero addresses are counterintuitive in that address numbers increase approaching the Willamette River east of SW Naito Parkway and SW View Point Terrace, rather than vice versa as is the case in most of the City. As an example, Lewis & Clark College has an address of 0615 SW Palatine Hill Road, meaning that it is approximately six (6) blocks east (rather than west) of the dividing line of SW View Point Terrace.

A similar situation might otherwise exist north of downtown, where the Willamette River shifts significantly to the west. At the City's founding, a similar leading zero scheme might have been established in which there would have been only four addressing quadrants in the City of Northeast, Northwest, Southeast and Southwest Portland. In this scenario, all streets west of North Williams Avenue would be in Northeast Portland instead of North Portland, and therefore would have a leading zero as well. As an example, University of Portland in this scenario would have an address of 05000 NE Willamette Blvd. instead of 5000 N. Willamette Blvd.

There are 318 street segments with leading zeros out of 39,278 segments in the street centerline as of October 2016, which is about 0.8% of the city's total including private streets. Many mapping programs are unable to distinguish the leading zero, and Portland's street centerline has a special field to indicate whether a particular street has a leading zero.

A potential solution to the wayfinding issue in South Waterfront would be to drop leading zeros and readdress streets from SW to South. In this example, 016 SW Whitaker St. could be readdressed as 16 S. Whitaker St., and Lewis & Clark College would be readdressed from 0615 SW Palatine Hill Road to 615 S. Palatine Hill Rd. However, this Resolution does not initiate any actual changes to street names or addresses; it only identifies a potential solution for community consideration. The two (2) affected neighborhoods would be South Portland and Collins View.

If a Southwest to South renaming action were taken under a separate Ordinance subsequent to passage of this Resolution, the scope of properties affected would be roughly equivalent to the combined scale of previous major street renamings of streets formerly known as NE and SE Union Avenue; North and NE Portland Blvd.; and NE and SE 39th Avenue in terms of number of abutting taxlots affected.

Streets that lay east of SW View Point Terrace and SW Naito Parkway are identified in the tables below.

The first table identifies east-west streets which do not have corresponding street segments west of View Point / Naito. Four (4) or 19% are in South Portland and 17 or 81% are in Collins View.

EAST-WEST STREETS WITH LEADING ZERO ADDRESSES ONLY		
	East-West Street Name	Neighborhood With Leading Zero
1	SW BOUNDARY CT	South Portland N.A.
2	SW BUDDINGTON CT	Collins View N.A.
3	SW CASTLERIDGE LN	Collins View N.A.
4	SW CLARA MAE WAY	Collins View N.A.
5	SW CORBETT HILL CIR	Collins View N.A.
6	SW FRANK MANOR DR	Collins View N.A.
7	SW GREENWOOD RD	Collins View N.A.
8	SW MARY FAILING CT	Collins View N.A.
9	SW MARY FAILING DR	Collins View N.A.
10	SW MAUS ST	Collins View N.A.
11	SW MILL STREET CIR	South Portland N.A.
12	SW PALATER RD	Collins View N.A.
13	SW POWERS CT	Collins View N.A.
14	SW RADCLIFFE CT	Collins View N.A.
15	SW RADCLIFFE RD	Collins View N.A.
16	SW RESIDENCE HALL DR	Collins View N.A.
17	SW RICHARDSON CT	South Portland N.A.
18	SW RIVERDALE RD	Collins View N.A.
19	SW RIVERSIDE ST	Collins View N.A.
20	SW SERVICE DR	Collins View N.A.
21	SW SWEENEY ST	South Portland N.A.

The second table identifies east-west streets which do have corresponding segments west of View Point / Naito; streets with easily confused block numbers are highlighted.

The first example of property addresses in SW Portland that can be confused due to the leading zero would be substituting 16 SW Whitaker St. for 016 SW Whitaker St.; both are actual property addresses within a short physical distance of each other, but divided by SW Naito Parkway and a highway median.

A second example of property address that can be confused is 032 SW Gibbs St. vs. 32 SW Gibbs St. A former resident of 032 SW Gibbs St. said, *“I lived for a couple of years at 032 SW Gaines (right near the Ross Island Grocery), [I] had the worst time when I would give my address to people over the phone, convincing them to put the zero in – someone down the line would be convinced it was a typo and take it out.”*

A third example, but one in which properties are instead separated by a much larger distance would be the Riva Park Apartments at 0650 SW Gaines St. in South Waterfront vs. 650 SW Gaines St. in the Homestead neighborhood, adjacent to the U.S. Veterans’ Hospital and OHSU’s Marquam Hill campus. 23 or 79% of the most easily confused streets in **bold** below are in South Portland and six (6) or 21% are in Collins View.

EAST-WEST STREETS WITH BOTH REGULAR AND LEADING ZERO ADDRESSES	
Two or More Blocks with Same Addressing When Leading Zero Omitted	
East-West Street Name	Neighborhood With Leading Zero
22 SW ABERNETHY ST	South Portland N.A.
23 SW ARTHUR ST	South Portland N.A.
24 SW BANCROFT ST	South Portland N.A.
25 SW BOUNDARY ST	South Portland N.A.
26 SW BREYMAN AVE	Collins View N.A.
27 SW BRUGGER ST	Collins View N.A.
28 SW BUDDINGTON ST	Collins View N.A.
29 SW CALIFORNIA ST	South Portland N.A.
30 SW CANBY ST	Collins View N.A.
31 SW CAREY LN	Collins View N.A.
32 SW CAROLINA ST	South Portland N.A.
33 SW CARUTHERS ST	South Portland N.A.
34 SW COMUS ST	Collins View N.A.
35 SW CORBETT AVE-HOOD AVE RAMP	South Portland N.A.
36 SW CURRY ST	South Portland N.A.
37 SW CUSTER ST	South Portland N.A.
38 SW DAKOTA ST	South Portland N.A.
39 SW FLORIDA ST	South Portland N.A.
40 SW FLOWER ST	South Portland N.A.
41 SW GAINES ST	South Portland N.A.
42 SW GIBBS ST	South Portland N.A.
43 SW GRANT ST	South Portland N.A.
44 SW GROVER ST	South Portland N.A.
45 SW HALL ST	South Portland N.A.
46 SW HAMILTON CT	South Portland N.A.
47 SW HAMILTON ST	South Portland N.A.
48 SW HARRISON ST	South Portland N.A.

49	SW HOOKER ST	South Portland N.A.
50	SW IDAHO ST	South Portland N.A.
51	SW IOWA ST	South Portland N.A.
52	SW LANE ST	South Portland N.A.
53	SW LOGAN ST	South Portland N.A.
54	SW LOWELL ST	South Portland N.A.
55	SW MEADE ST	South Portland N.A.
56	SW MILES ST	South Portland N.A.
57	SW MILITARY RD	Collins View N.A.
58	SW MITCHELL ST	South Portland N.A.
59	SW MONTGOMERY ST	South Portland N.A.
60	SW NEBRASKA ST	South Portland N.A.
61	SW NEVADA ST	South Portland N.A.
62	SW ORCHID CT	Collins View N.A.
63	SW PALATINE HILL RD	Collins View N.A.
64	SW PENDLETON ST	South Portland N.A.
65	SW PENNOYER ST	South Portland N.A.
66	SW POMONA ST	Collins View N.A.
67	SW PORTER ST	South Portland N.A.
68	SW RADCLIFFE LN	Collins View N.A.
69	SW RICHARDSON ST	South Portland N.A.
70	SW RIDGE DR	Collins View N.A.
71	SW SEYMOUR CT	South Portland N.A.
72	SW SEYMOUR ST	South Portland N.A.
73	SW SHERIDAN ST	South Portland N.A.
74	SW SHERMAN ST	South Portland N.A.
75	SW TAYLORS FERRY RD	Collins View N.A.
76	SW TEXAS ST	South Portland N.A.
77	SW THOMAS ST	South Portland N.A.
78	SW VACUNA ST	Collins View N.A.
79	SW VERMONT ST	South Portland N.A.
80	SW WHITAKER ST	South Portland N.A.
81	SW WOODS ST	South Portland N.A.

The third table identifies north-south streets east of View Point / Naito which therefore have nonnumeric street names.

NORTH-SOUTH EAST-WEST STREETS WITH REGULAR ADDRESSES			
North-South Street Name		North-South Street Name	
82	SW AVENTINE AVE	113	SW KELLY AVE
83	SW AVENTINE CIRCUS	114	SW KELLY AVE-ROSS ISLAND BRG RAMP
84	SW BARBUR BLVD	115	SW KELLY WAY
85	SW BEAVER AVE	116	SW LANDING DR
86	SW BOND AVE	117	SW LANDING SQUARE DR
87	SW BREYMAN CT	118	SW LAVIEW DR
88	SW BRIER PL	119	SW MACADAM AVE
89	SW COLLINA AVE	120	SW MARKET ST-WATER AVE RAMP
90	SW CORBETT AVE	121	SW MILES CT
91	SW CORBETT LN	122	SW MILES PL
92	SW DAPHNE AVE	123	SW MILITARY CT
93	SW DAPHNE PL	124	SW MILITARY LN
94	SW EDGECLIFF RD	125	SW MOAPA AVE
95	SW ELYSIUM AVE	126	SW MOODY AVE
96	SW ESQUILINE CIRCUS	127	SW NAITO PKWY
97	SW FLETCHER RD	128	SW NAITO PKWY FRONTAGE RD
98	SW FULTON PARK BLVD	129	SW NAITO PKWY-BARBUR BLVD RAMP
99	SW HARBOR DR	130	SW NAITO PKWY-ROSS ISLAND BRG RAMP
100	SW HARBOR DR-I5 FWY RAMP	131	SW NORTH DR
101	SW HARBOR PL	132	SW NORTHGATE AVE
102	SW HARBOR VIA	133	SW NORTHGATE CT
103	SW HARBOR WAY	134	SW RIVER DR
104	SW HEDLUND AVE	135	SW RIVER PKWY
105	SW HOOD AVE	136	SW RIVER SQ
106	SW HOOD AVE-I5 FWY RAMP	137	SW RIVERIDGE LN
107	SW HOOD AVE-MACADAM AVE RAMP	138	SW RIVERPOINT LN
108	SW I405 FWY-I5 FWY RAMP	139	SW RIVERSIDE DR
109	SW I5 FWY-CLAY ST RAMP	140	SW RIVERWOOD RD
110	SW I5 FWY-I405 FWY RAMP	141	SW ROSS ISLAND BRG-HOOD AVE RAMP
111	SW I5 FWY-MACADAM AVE RAMP	142	SW ROSS ISLAND BRG-KELLY AVE RAMP
112	SW IRON MOUNTAIN BLVD		

Respectfully submitted,

Andrew H. Aebi

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