

# WAYFINDING, 9-1-1 DISPATCHING & EMERGENCY RESPONSE IMPROVEMENTS:

Eliminating Leading Zero Addressing and Standardizing Street Naming



2/07/18: [www.sixthsextant.com](http://www.sixthsextant.com)



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION

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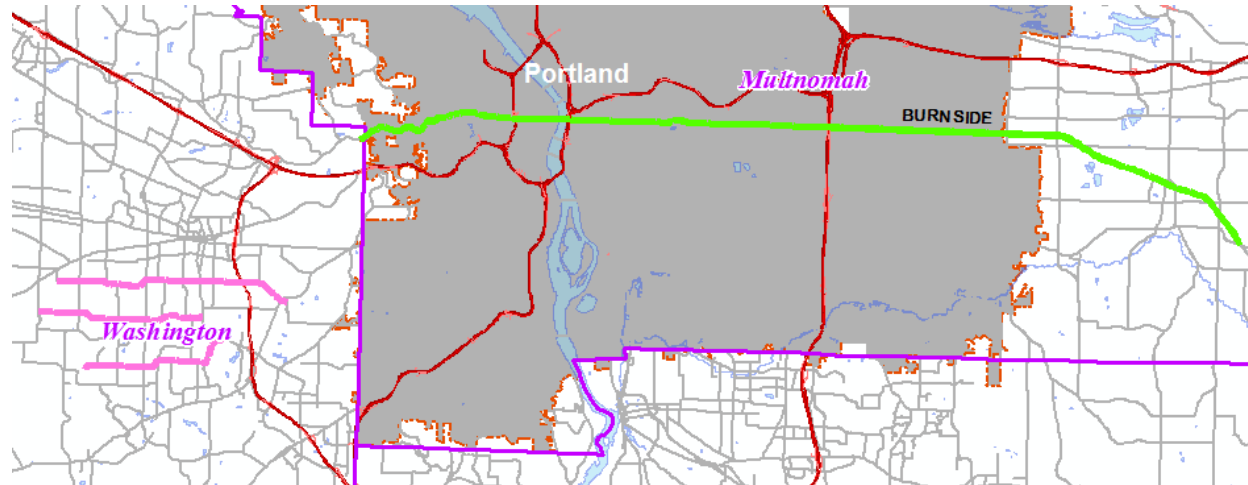


# City Ordinance #61325 Adopted 9/02/1931

## Established five (5) 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.





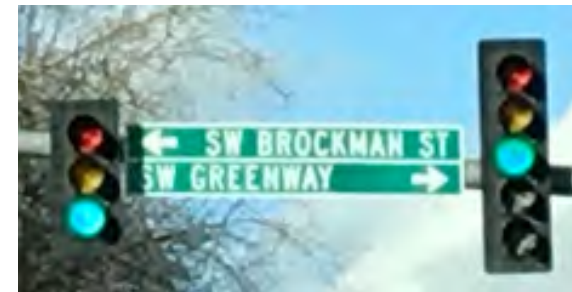
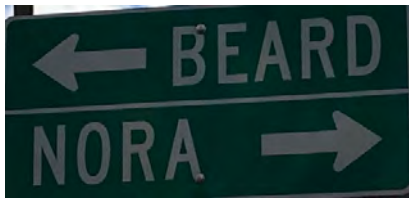
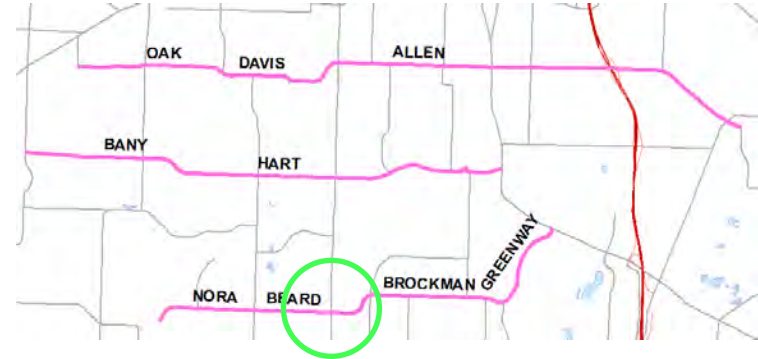
# Standard Street Naming Reduces Confusion

~~SW Murray & Nora~~

SW Murray & Beard

SW Murray & Brockman

~~SW Murray & Greenway~~



# Leading Zero Addresses

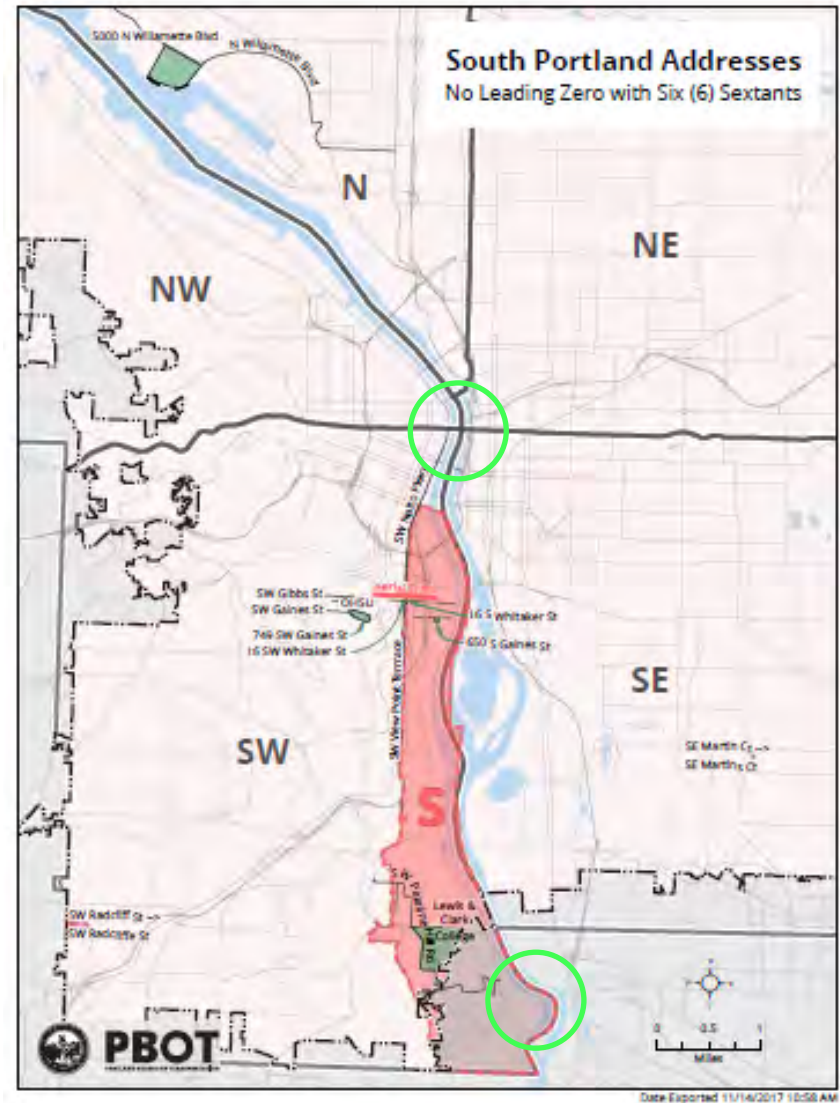
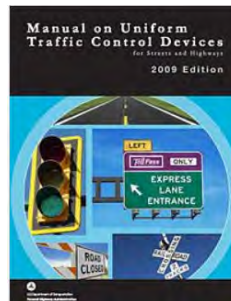
## East of SW Naito Parkway and the southerly extension thereof

### 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

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## 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.

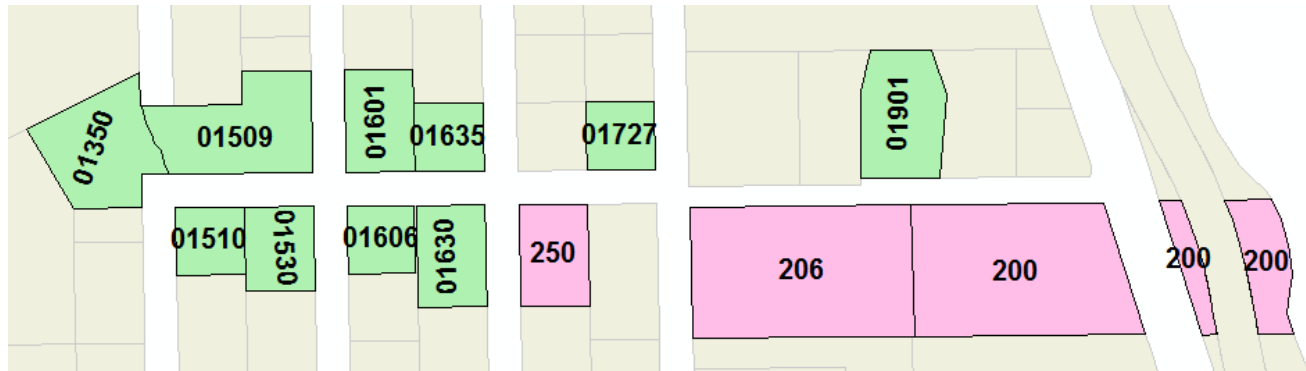
231 / 0231:

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.

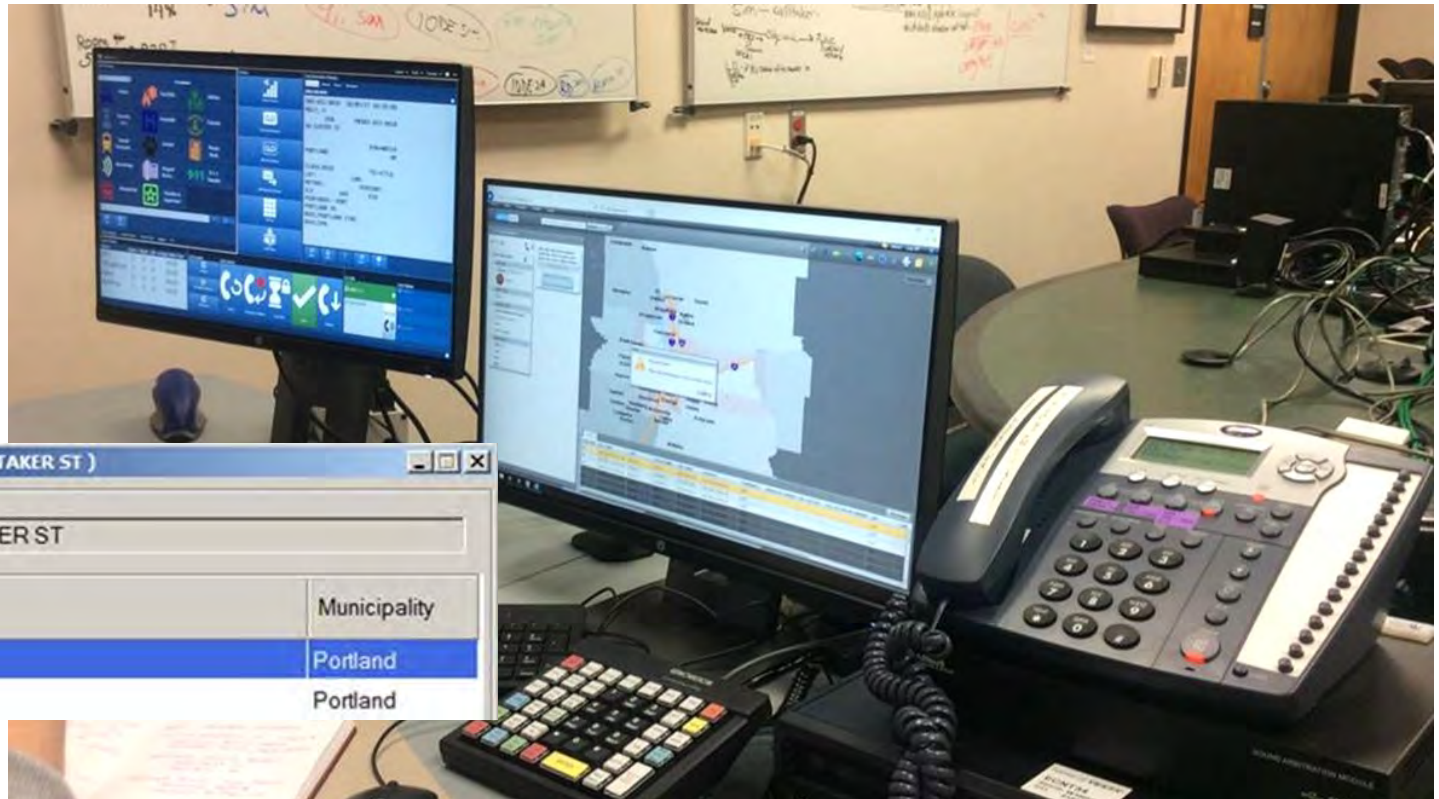
1300 / 01300:  
1500 / 01500:  
1600 / 01600:  
1700 / 01700:  
1700 / 200:  
1900 / 01900:



# Bureau of Emergency Communications

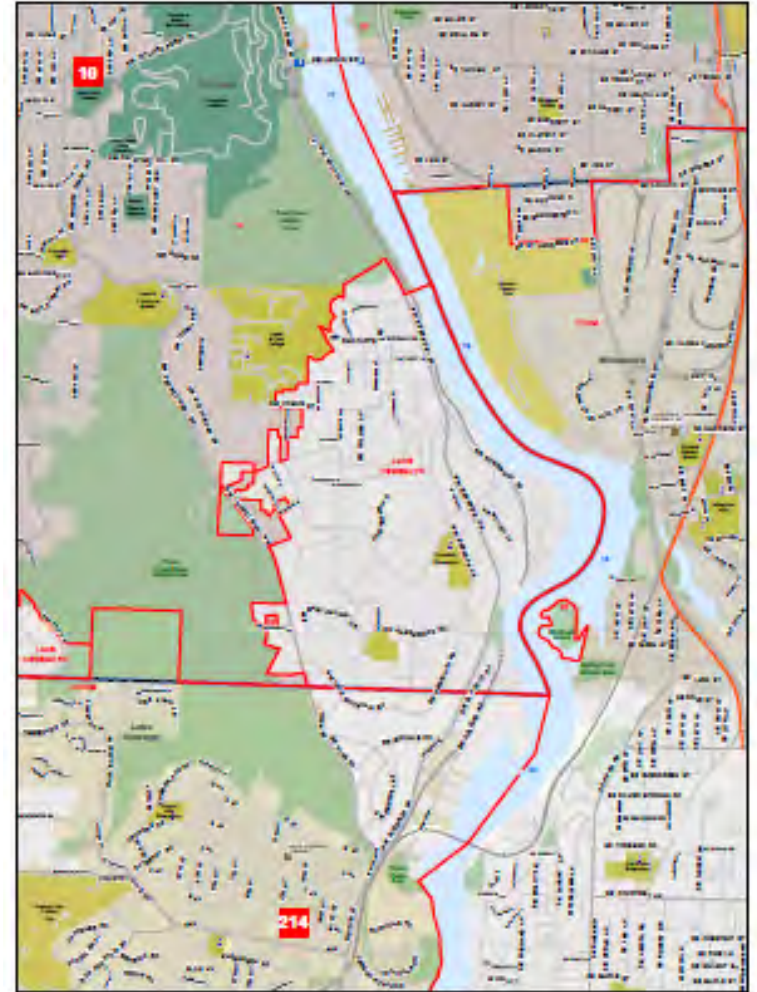
## Example of New Phone System Upgrade

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



# 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



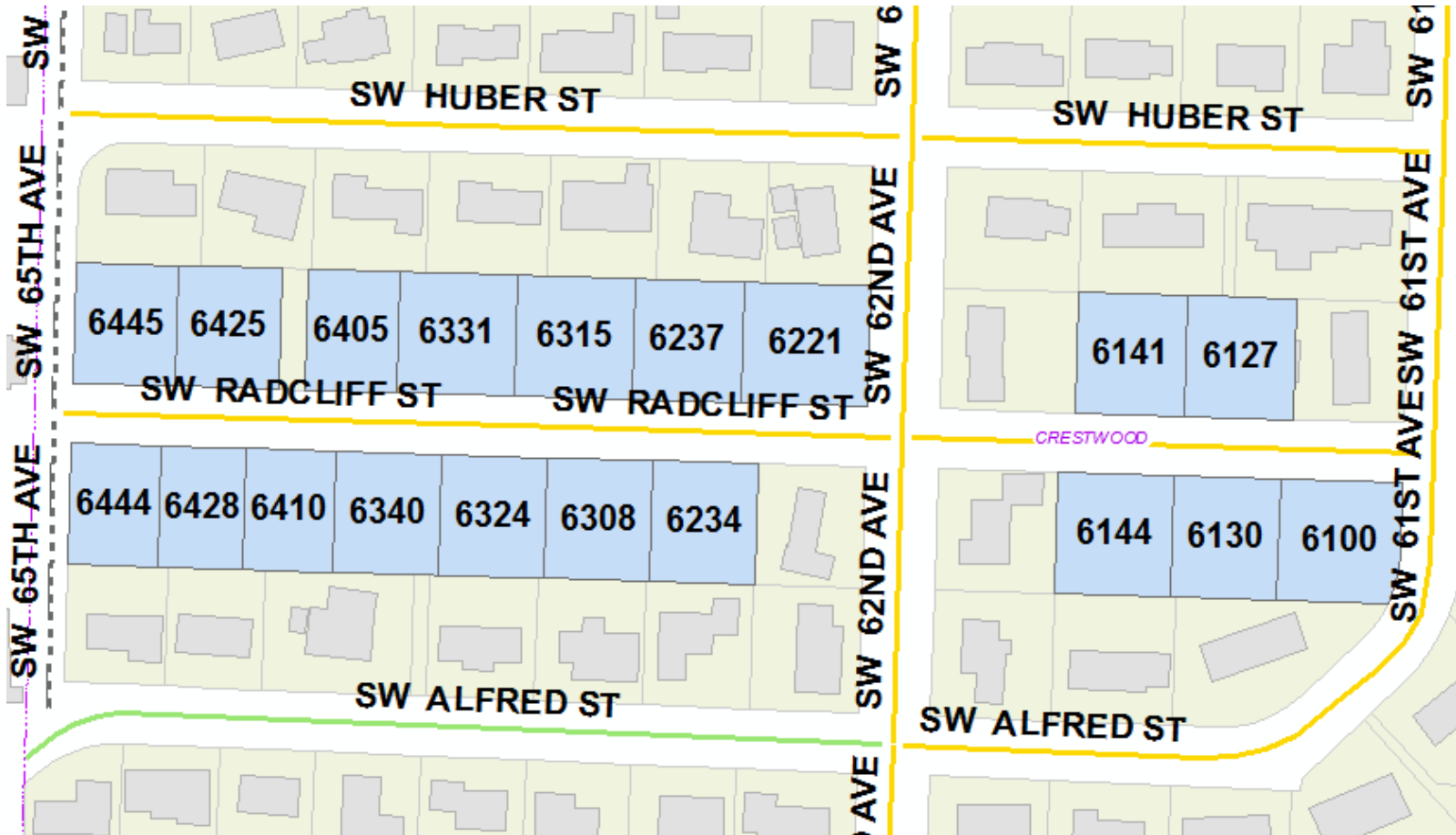


# Examples of Southwest to South Change & Standardization of Martins, Radcliffe

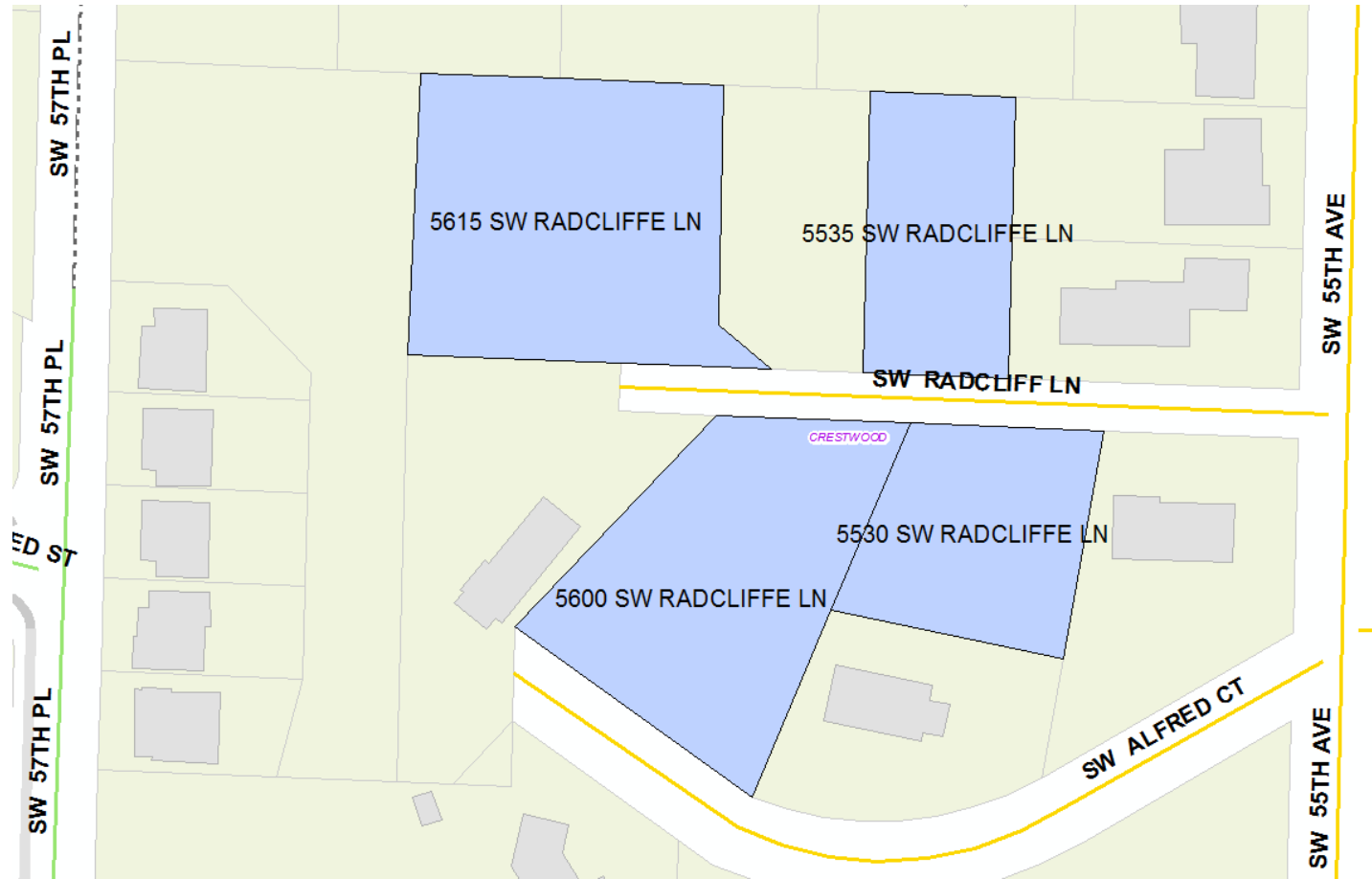
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<b>Collins View:</b>	<b>0550 SW</b> Riverside St. to 550 S. Riverside St.
<b>Crestwood:</b>	6100 SW Radcliff St. to 6100 SW Radcliffe St.
<b>Riverdale:</b>	<b>01688 SW</b> Radcliffe Rd. to 1688 S. Radcliffe Rd.
<b>Homestead:</b>	<b>015 SW</b> Bancroft St. to 15 S. Bancroft St.
<b>Downtown:</b>	<b>0145 SW</b> Montgomery St. to 145 S. Montgomery St.
<b>S. Burlingame:</b>	<b>0222 SW</b> Canby St. to 222 S. Canby St.
<b>S. Portland:</b>	<b>0715 SW</b> Bancroft St. to 715 S. Bancroft St. <b>3303 SW</b> Bond Ave. to 3303 S. Bond Ave.
<b>Woodstock:</b>	5308 SE Martin Court to 5308 SE Martins Court

# Addresses and Street Changing from SW Radcliff Street to SW Radcliff<sup>e</sup> Street



# Street (but not Addresses) Changing from SW Radcliff Lane to SW Radcliffe Lane





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

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<b>Feb. 2018:</b>	<b>Property owner notification</b>
<b>Mar. / Apr. 2018:</b>	<b>Three (3) public open houses</b>
<b>2018 TBD:</b>	<b>Council creates future sixth addressing sextant to eliminate confusion per Portland City Code 17.93.050</b>
<b>2018-2020:</b>	<b>Prepare City I.T. systems to phase out leading zero</b>
<b>May 2020:</b>	<b>“South” street name signs installed by City and County; City I.T. maintenance of leading zero eliminated</b>
<b>May 2025:</b>	<b>“SW” street name signs removed by City and County</b>

# City of Hillsboro: West Baseline to East 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%
		19,502	100.00%
Riverdale Subtotal	Change	59	100.00%
Total	No Change	19,243	98.37%
	Change	318	1.63%
	Total	19,561	100.00%



# Intersections Changing & Benefiting Property Owners

Neighborhood	Intersections		Taxlots		Unique Owners	
South Portland	191	73.7%	4,507	73.9%	2,663	77.8%
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	0	0.0%	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%
<b>City of Portland Subtotal</b>	<b>259</b>	<b>100.0%</b>	<b>6,101</b>	<b>100.0%</b>	<b>3,424</b>	<b>100.0%</b>
Riverdale	59		739		623	
<b>Total</b>	<b>318</b>		<b>6,840</b>		<b>4,047</b>	
<b>Estimated City of Portland Population as of July 1, 2016:</b>					<b>639,863</b>	

# Make Incorrect & Faded Street Signs MUTCD Compliant

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



**City of Portland**  
**Leading Zero Neighborhoods:**  
South Portland, Collins View and  
Portland Downtown;  
very small portions of  
Homestead and South Burlingame

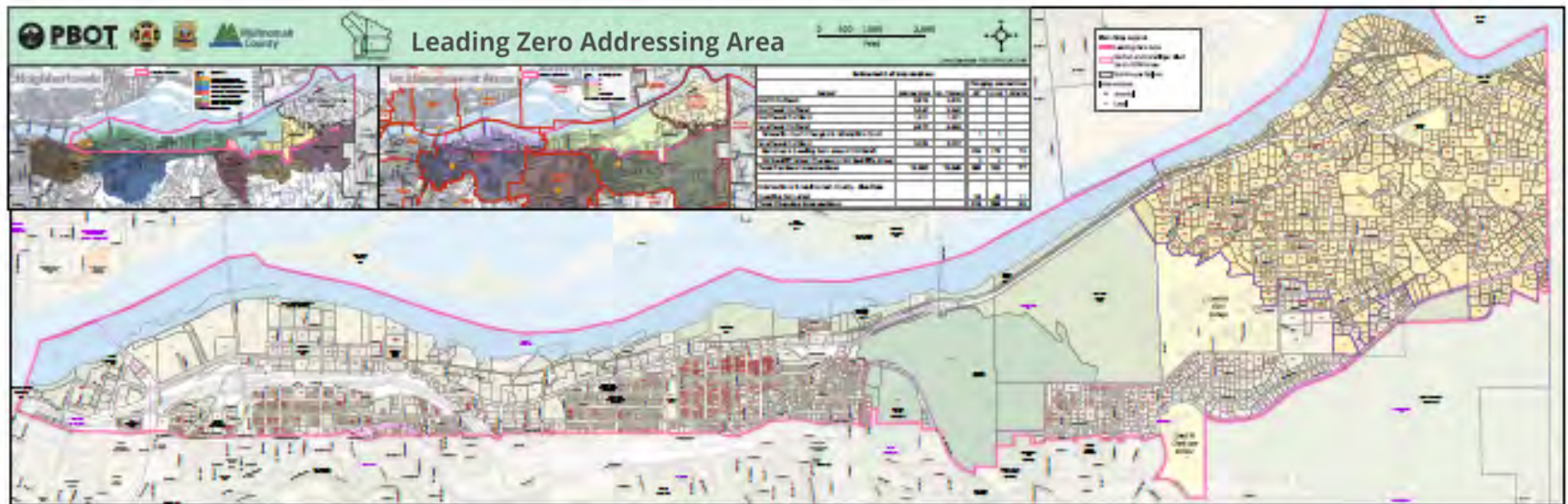


**Unincorporated  
Multnomah  
County**  
**Leading Zero  
Neighborhood:**  
Riverdale



# Leading Zero Addressing Area

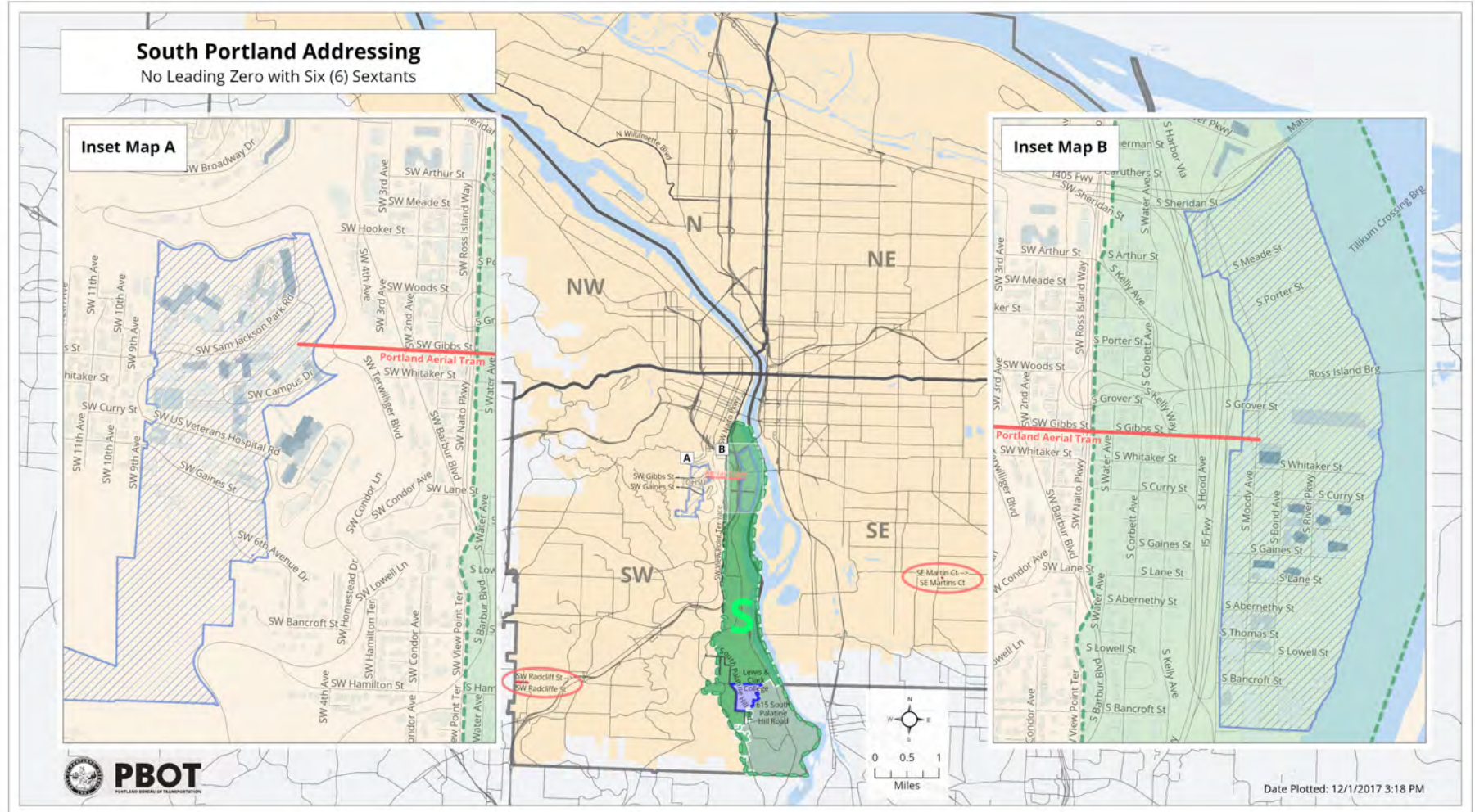
## Getting Ahead of Additional South Waterfront Development





# Portland Aerial Tram LID

South Waterfront: 78 taxlots in 2004; 342 taxlots in 2007



# Neighborhood Association Boundaries

## Historic boundaries will not change

