

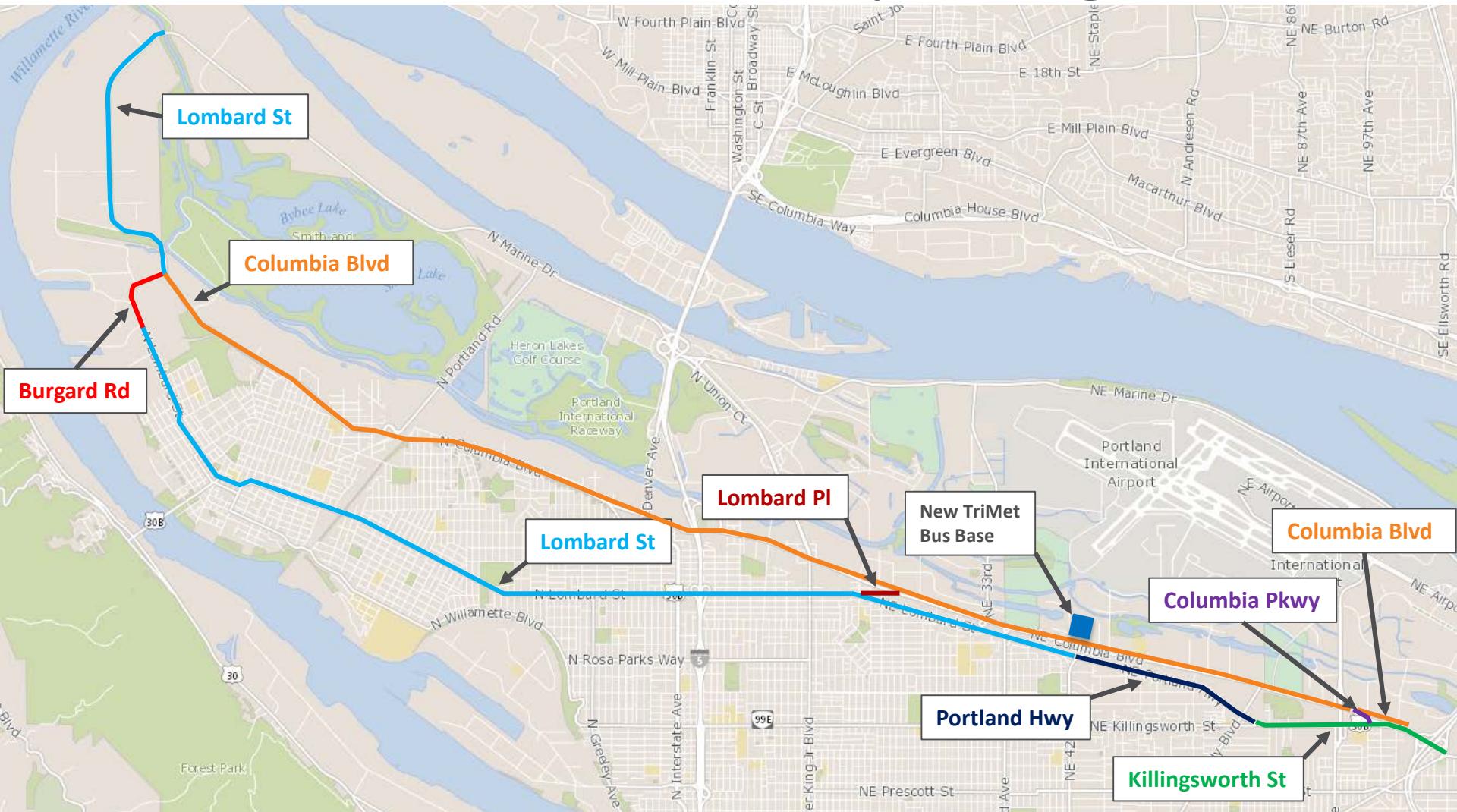
Columbia/Lombard Wayfinding Project

WE KEEP PORTLAND MOVING.



PBOT
PORTLAND BUREAU OF TRANSPORTATION

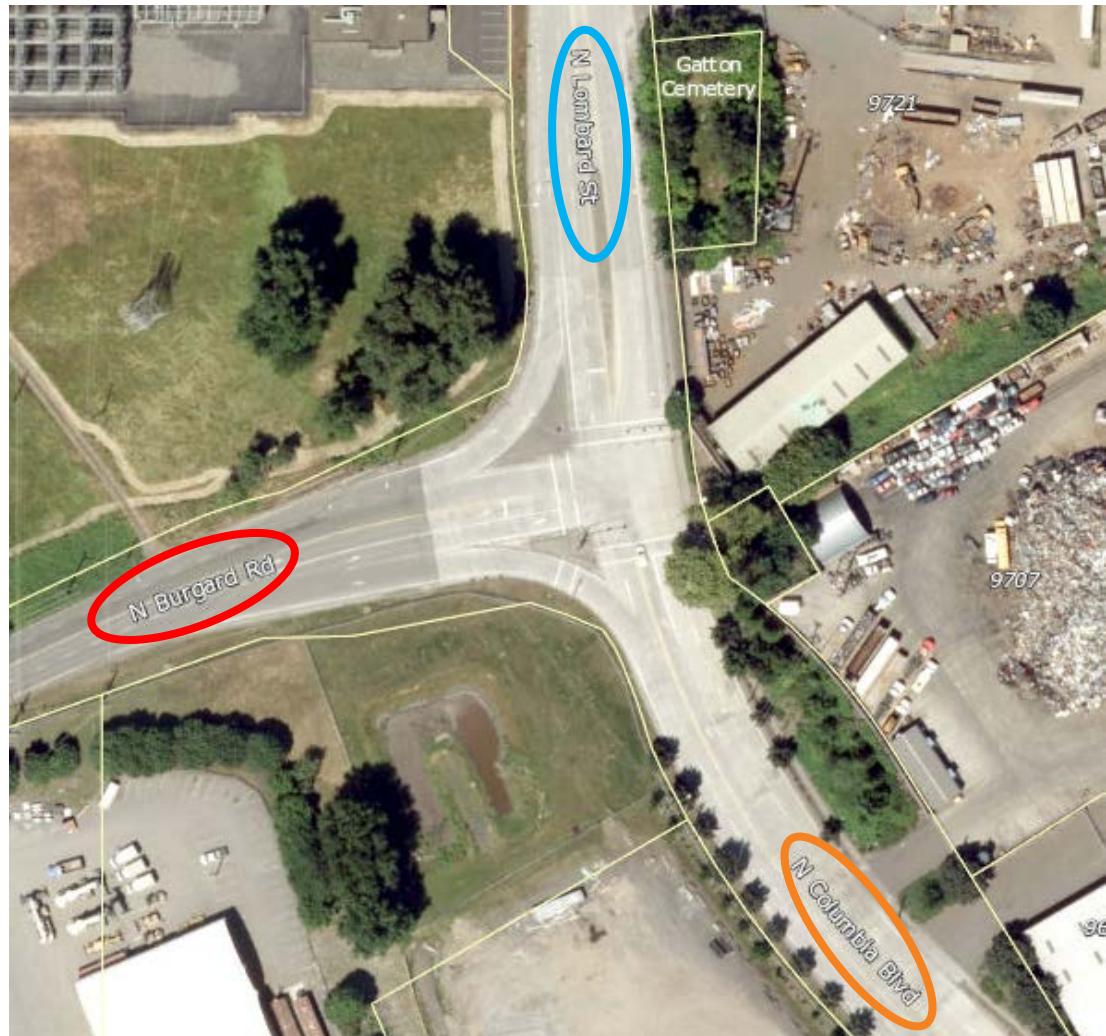
Columbia/Lombard Wayfinding Issues



Columbia/Lombard Wayfinding Issues

Lombard St near

Rivergate continues as
Columbia Blvd if vehicles
drive straight rather than
turning onto **Burgard Rd**

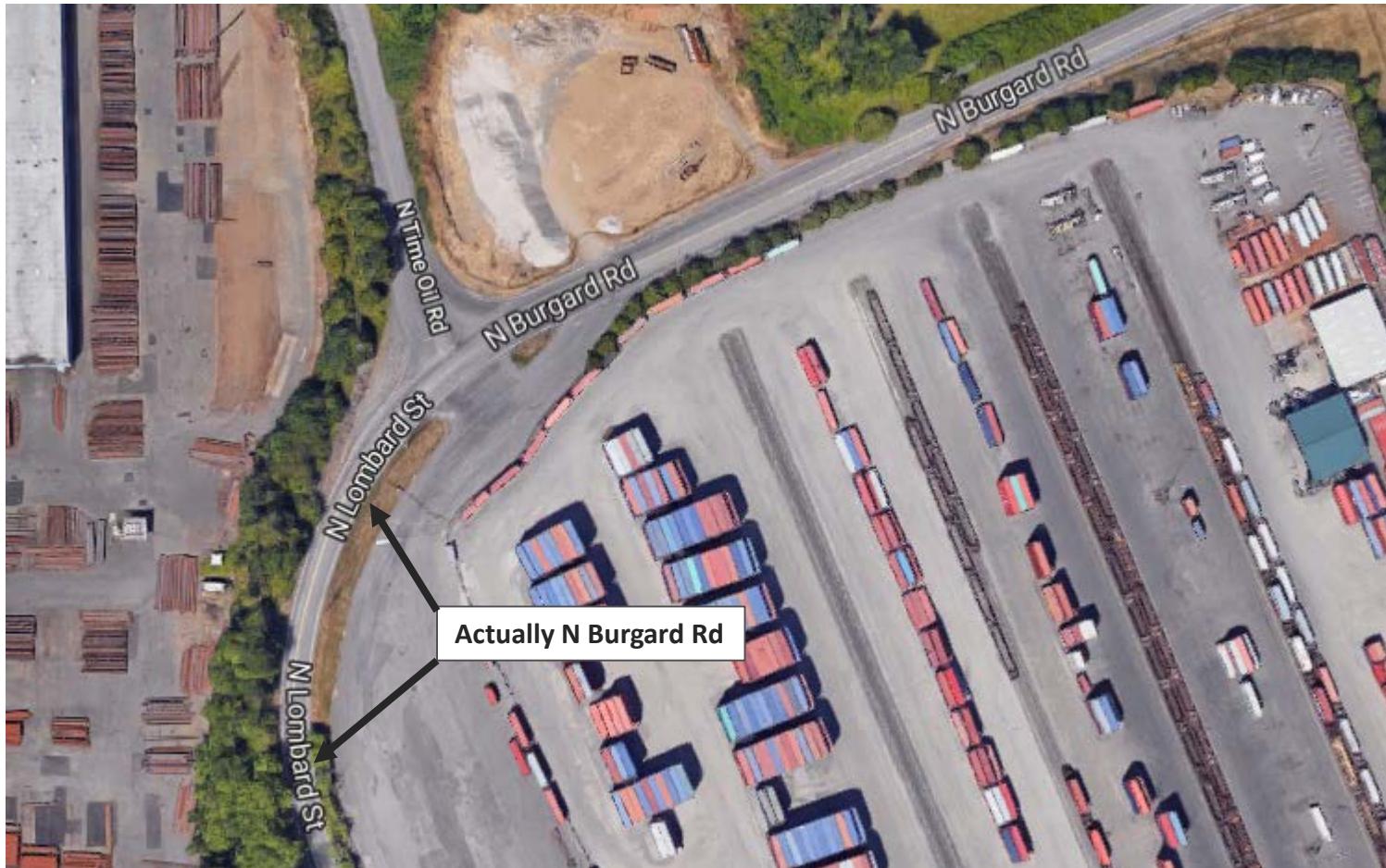


Columbia/Lombard Wayfinding Issues

Lombard St changes briefly (for less than 1 mile) to Burgard Rd and then back again near NW Container Services and Terminal 4



Columbia/Lombard Wayfinding Issues



Even Google is confused!

Columbia/Lombard Wayfinding Issues



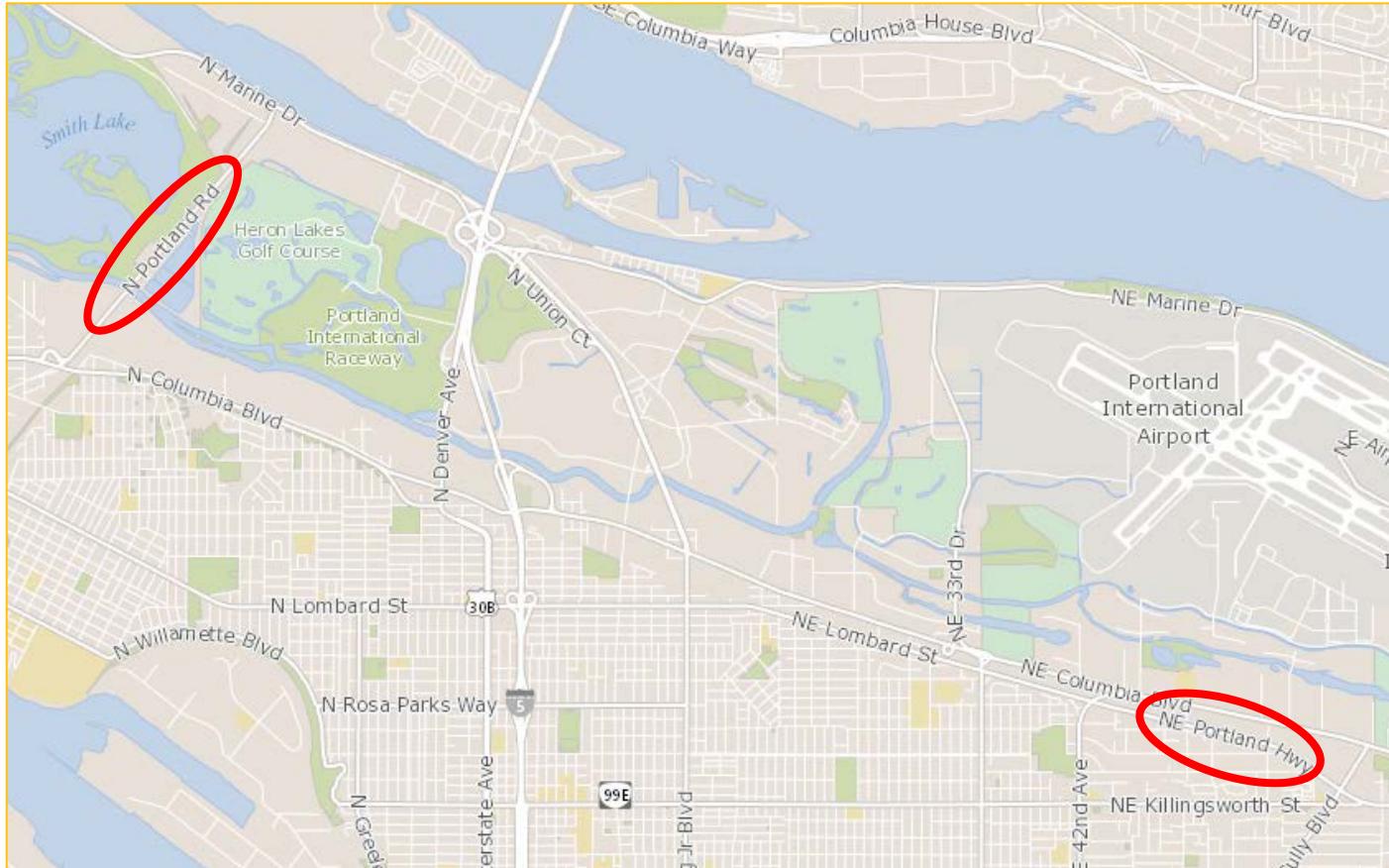
Lombard Place does not follow City-adopted naming convention (Place is used for north-south streets, Court is used for east-west streets)

Columbia/Lombard Wayfinding Issues

Lombard St continues as Portland Hwy when it crosses under 42nd Ave due to historical city border before annexation in the 1980s



Columbia/Lombard Wayfinding Issues



Portland Hwy name is similar to Portland Rd, both major freight routes in the Columbia Corridor

Columbia/Lombard Wayfinding Issues



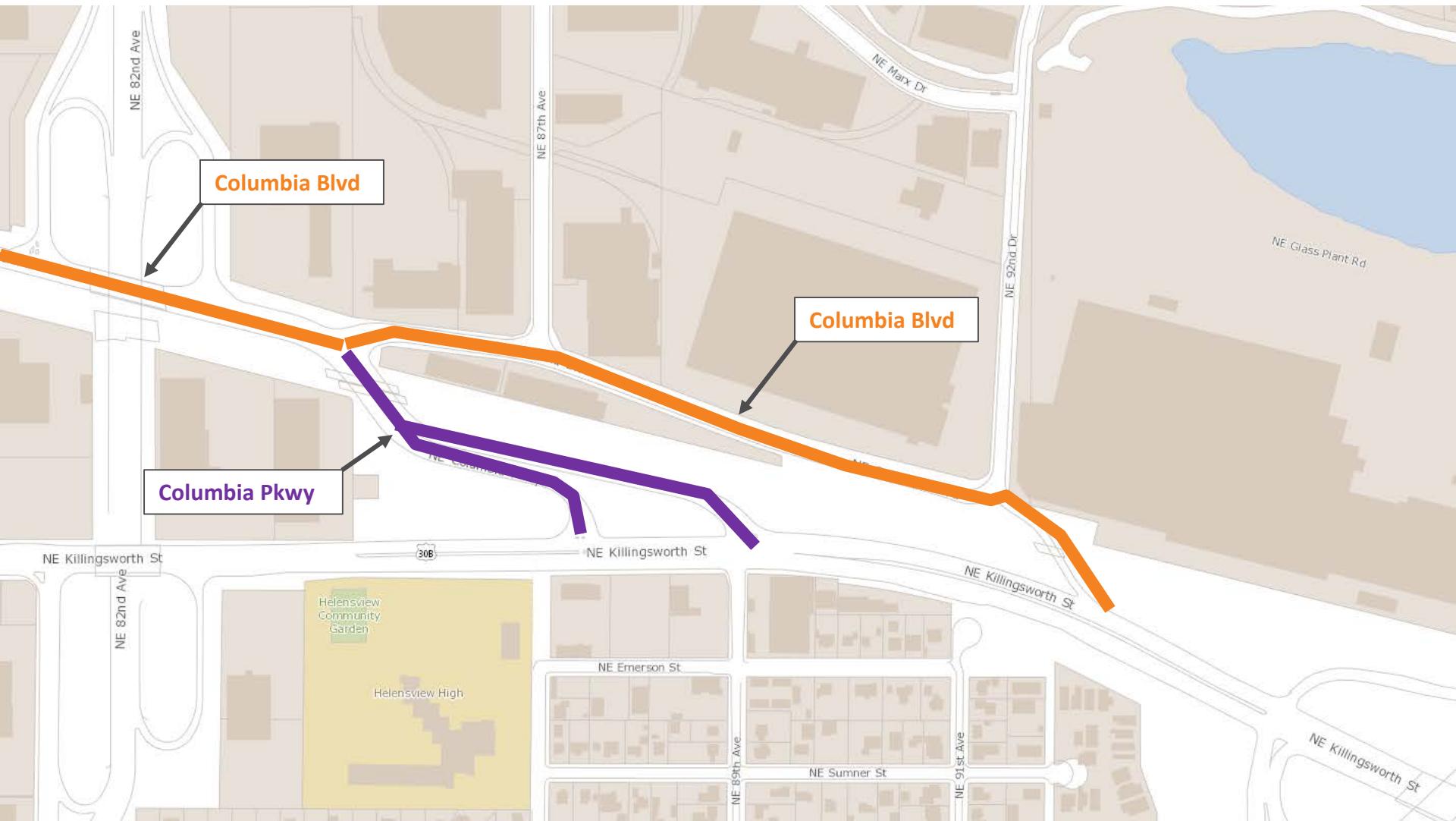
Portland Hwy continues as Killingsworth St to the east of Living Cully Plaza if vehicles continue straight, while staying on Killingsworth St westbound requires left turn

Columbia/Lombard Wayfinding Issues



Arterial section of **Killingsworth St** to the east of Living Cully Plaza is very different in scale and character than Collector section of **Killingsworth St** to the west

Columbia/Lombard Wayfinding Issues



Columbia/Lombard Wayfinding Issues



Columbia Blvd connection to **Killingsworth St** was realigned with East End Connector Project, with a new railroad undercrossing and two new signals

Columbia/Lombard Wayfinding Issues



The historic alignment, now a minor access street, kept **Columbia Blvd** name, while the major arterial roadway connection was named **Columbia Pkwy**

Columbia/Lombard Wayfinding Issues



Confusing wayfinding signage directs drivers to **Columbia Pkwy** with signage indicating **Columbia Blvd**

Columbia/Lombard Wayfinding Issues



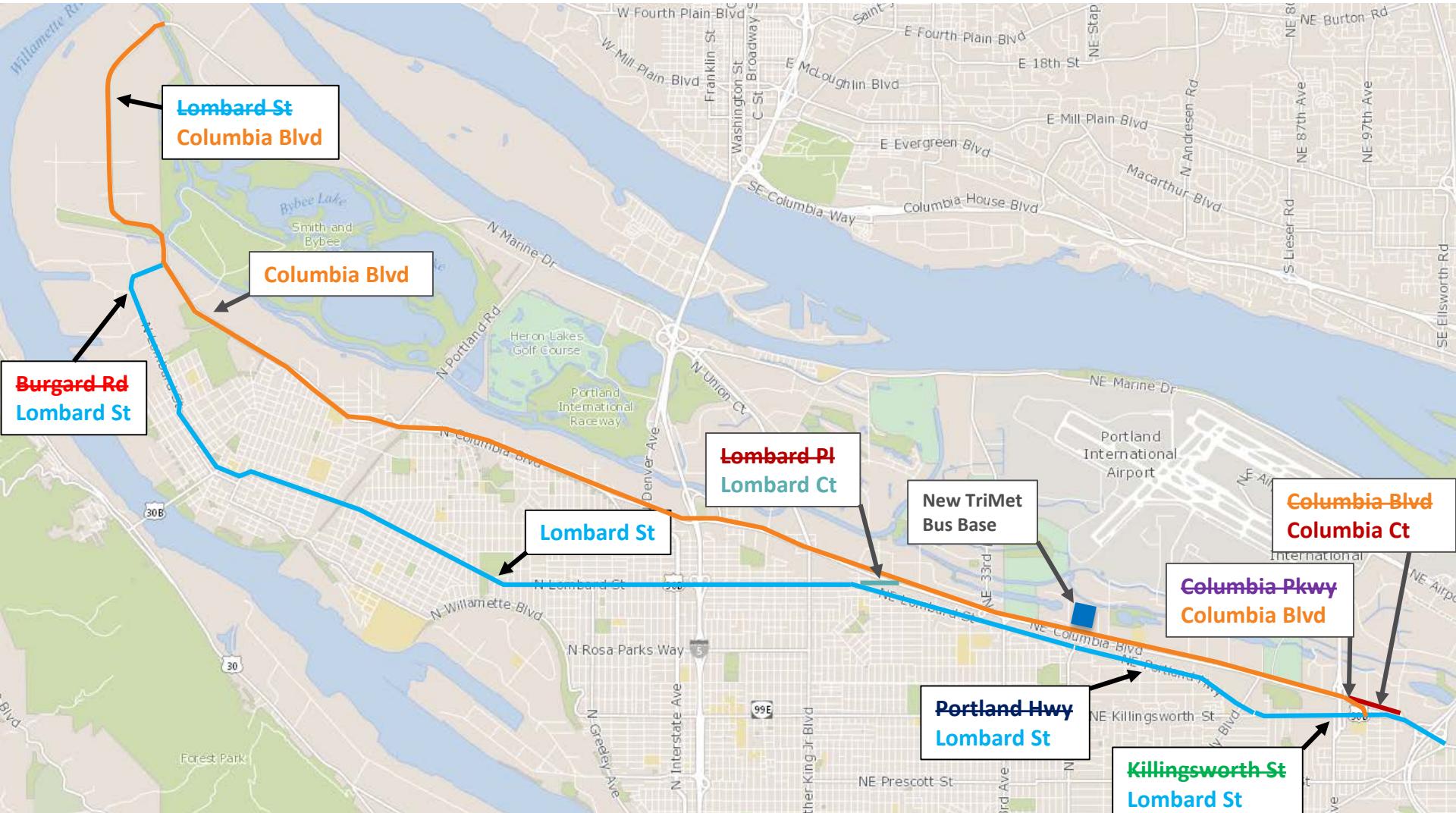
Project was meant to give freight traffic a grade-separated arterial roadway on Columbia Parkway...

Columbia/Lombard Wayfinding Issues

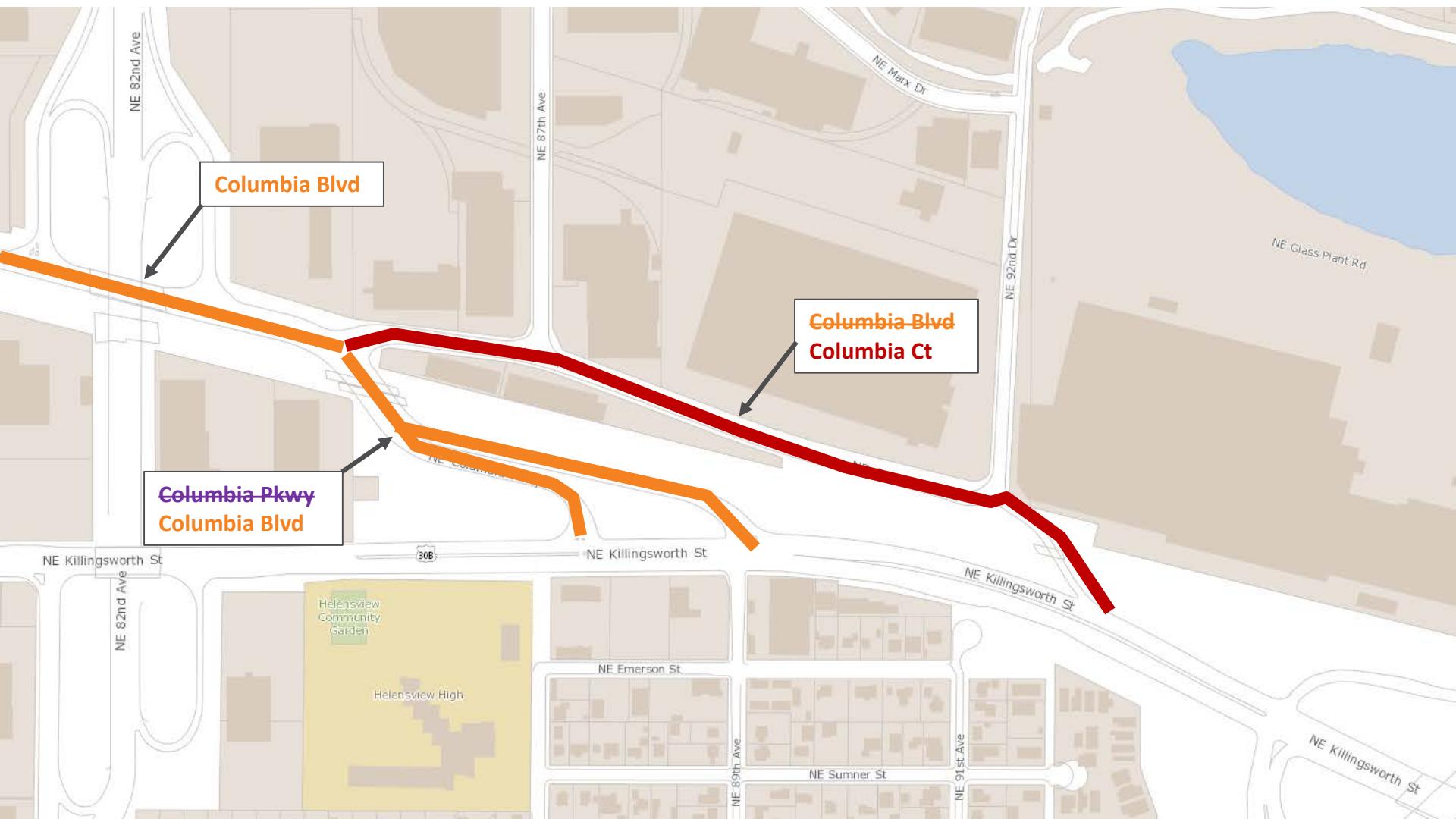


...but confusion can lead trucks to an at-grade railroad crossing on minor street segment of **Columbia Blvd**

Columbia/Lombard Wayfinding: Proposed Solution



Columbia/Lombard Wayfinding: Proposed Solution



Benefits of Proposed Changes

- Reduces potential for 9-1-1 callers to report incorrect locations
- Less driver confusion leads to improved traffic circulation
- Improved freight delivery travel time and reliability
- Less potential for mail and parcels to be delivered incorrectly
- More straightforward wayfinding signage system for all modes (ped, bike, traffic, freight)
- Simplifies driving directions for TriMet bus drivers accessing new bus base on Columbia Blvd
- Creates a more clear sense of place and differentiates neighborhood/collector streets from arterial streets
- Street name changes only occur when making a turn, rather than switching names while continuing along a roadway