Reimagining Madison South




City of Portland
Office of Neighborhood Involvement
and
Bureau of Planning and Sustainability
MADISON SOUTH
NEIGHBORHOOD ASSOCIATION
Neighborhood Boundary
Overlapping Boundary
Fire Stations
Schools
City Boundary
N
November 25, 2015
Scale 1:10,100

James Madison (1751–1836)



a Founding Father, and the fourth U.S. President.

Known as the "Father of the Constitution," he helped write the U.S.

Constitution, co-authored The Federalist Papers, and wrote the Bill of Rights

Owned slaves, some accounts say Madison had 100+ slaves at Montpelier, his family's plantation in Virginia.

Madison, Wisconsin: The state capital.

Madison, Georgia, Connecticut, New Jersey, Mississippi, and Maine.

Madisonville, Kentucky and Louisiana.

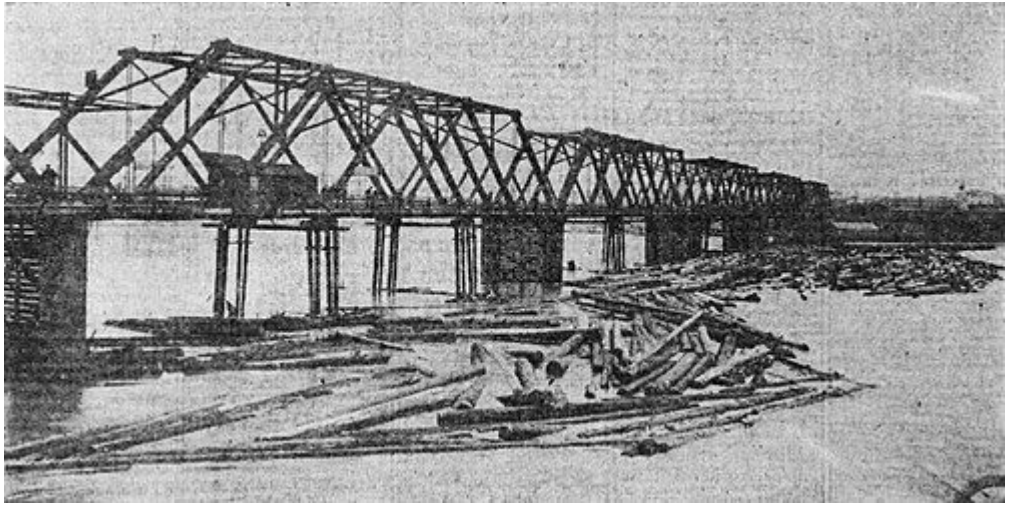
Madison County, Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, New York, and Virginia.

Madison Avenue & Madison Square: Famous New York City locations

1891

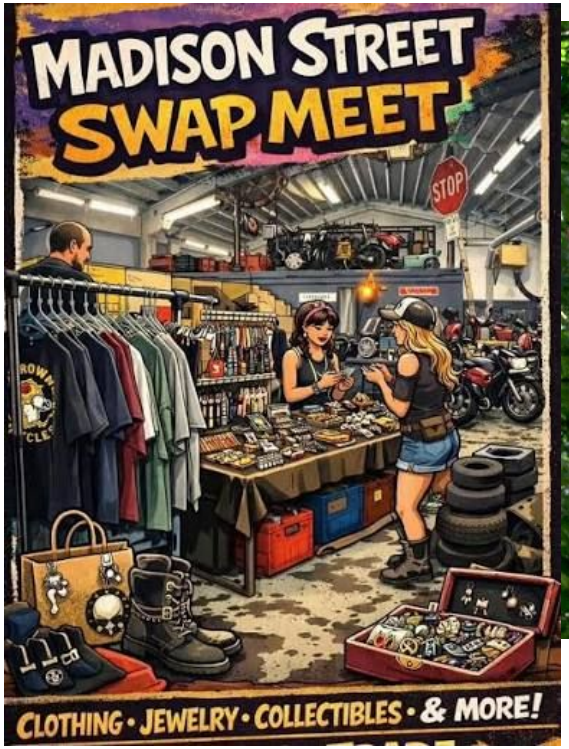
Madison St Bridge

Plans for a new, stronger bridge, eventually to be named the Hawthorne Bridge



The Madison Street Bridge, or Madison Bridge, refers to two different bridges that spanned the Willamette River in Portland, Oregon, from 1891 to 1900 and from 1900 to 1909. The bridges connected Madison Street, on the river's west bank, and Hawthorne Avenue, on the east bank, on approximately the same alignment as the existing Hawthorne Bridge. The Madison Street Bridge disaster occurred on November 1, 1893, when a westbound streetcar drove off the open draw of the bridge, and seven people died. This event remains the worst streetcar accident to occur in Portland, as well as the worst bridge disaster in the city's history.

SE Madison St.



SW Madison St.



Madison South NA









1957

Name Given New School

Portland's school board made high school news Monday night with decision to name the building under construction at N. E. 82d, avenue and Alameda the James Madison high school, and announcement that about 210 freshmen in the Grant district will be routed to Washington next fall.

Dr. Dorothy Johansen, historian for the board, reported several suggested names for the 82d-avenue high school that is due to open in fall of 1957. Policy has been to name comprehensive high schools after U. S. presidents. Franklin is the only exception.



- Aerial photo of NE 82nd ave.
Madison/McDaniel
High School



1971

82nd Ave.
Glenhaven
Park on left



2023

82nd Ave.
Glenhaven
Park on left



Portland Archives, A2009-009.3120

1934

Looking North on 82nd Ave.



2025

Looking North on 82nd Ave.

1934





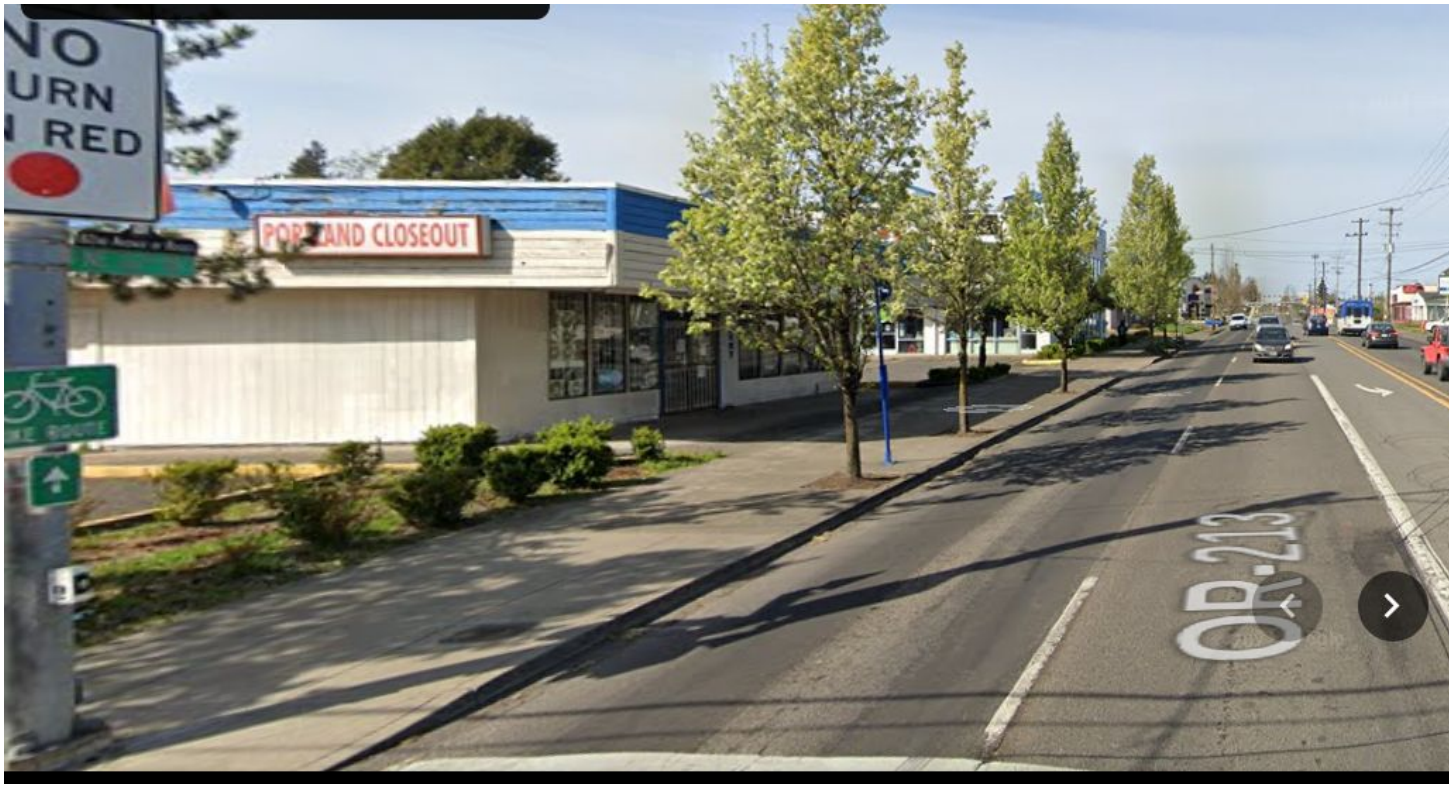
Looking North at the corner of 82nd and Tillamook

1934 - “GLENHAVEN Service Station”



Looking North at the corner of 82nd and NE Tillamook
Notice the bird nest on the pole at left.

1934 - “GLENHAVEN Service Station”



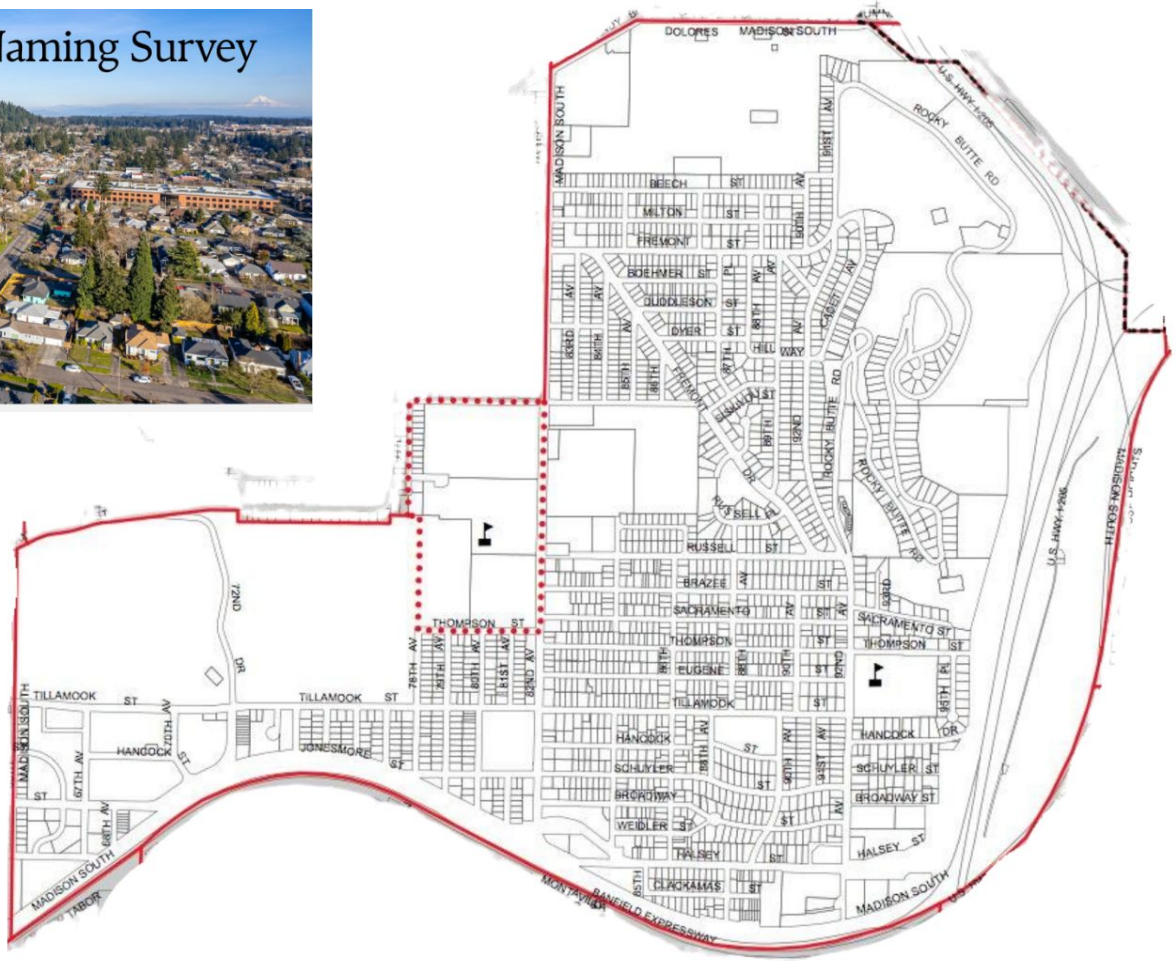

NE HALSEY & 82nd-1947
1947



2023

Neighborhood Naming Survey





Help Us Rename Our Neighborhood

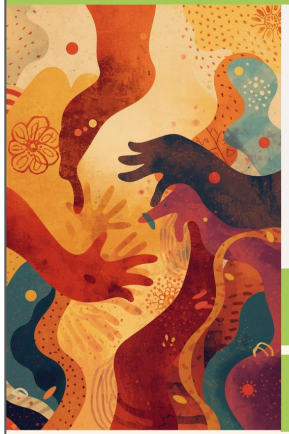
Hãy giúp chúng tôi đổi tên khu phố của chúng tôi

Ayúdanos a cambiar el nombre de nuestro barrio



Name Change Survey

We invite all residents to participate in our survey to help us choose a name that reflects our community's **values and vision** for a more inclusive identity.



Join the conversation and let your voice be heard by completing the survey today!

Encuesta en Español

Khảo sát bằng tiếng Việt

Madison South Neighborhood Association

Information

theohathawaysaner@gmail.com
RockyButteHistory@gmail.com

Call if you have questions
971-801-8292

January 2026

UNITED STATES POSTAL SERVICE®



WHERE IS MADISON SOUTH?

WHY IS IT CALLED THAT?

IS THERE A MADISON NORTH?

CAN WE RENAME IT?

April 9th, 7pm

Mekong Bistro
8200 NE Siskiyou St

COME SHARE YOUR IDEAS AND LEARN ABOUT THE HISTORY

MADISONSOUTHNA@GMAIL.COM

April
2026

MEKONG BISTRO
CAMBODIAN & LAOTIAN



Our Neighborhod Namesake



Join this virtual meeting to explore the history of Madison South.
We'll look at vintage photos! We'll talk about survey results!
We'll analyze neighborhood identify and values.

September/October 2026 ?

zoom

Next Steps?

- Another designated community meeting about the name change
- Top 10 list
- Voting, mail in ballots ($$$)
- Voting, pop up stations (Rocky Butte Farmers Market, local cafes, library)
- Online voting?
- Voting Considerations: how to reach all residents, physical vs digital voting, voter fraud, multiple languages, Ranked Choice Voting, QR code,
- Other Ideas?

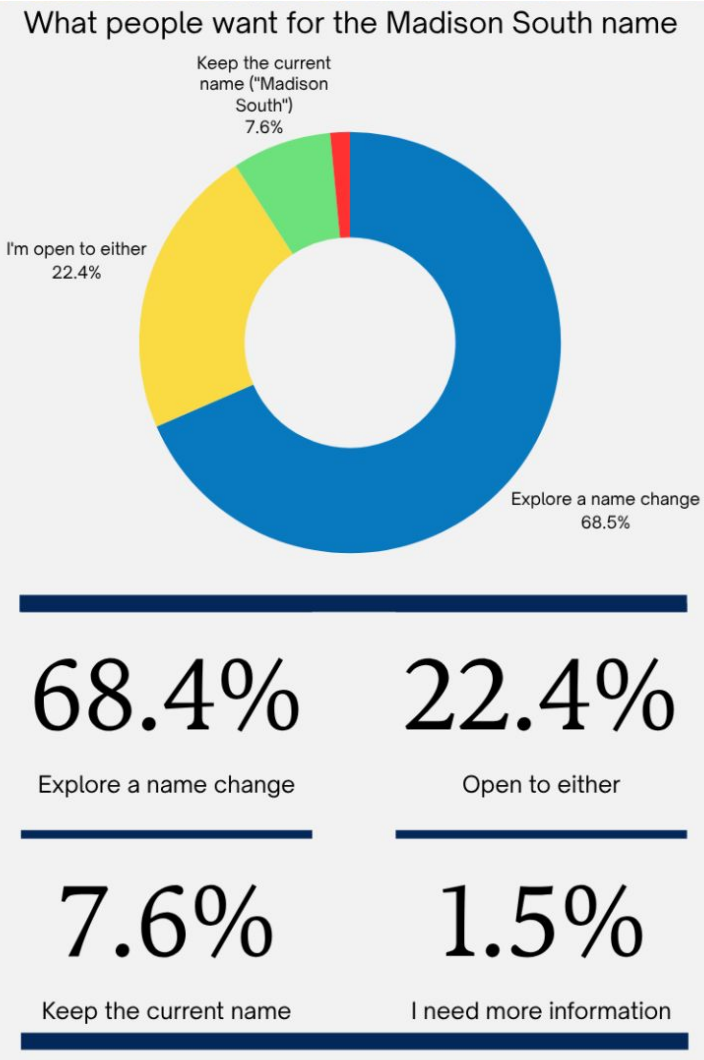
Imagine Madison South: Neighborhood Identity & Naming Conversation

We're starting a community conversation about our neighborhood's identity—what we value here, how we describe this place, and whether the name "Madison South" still fits. This is not a top-down decision. Your perspectives will guide what (if anything) we do next.

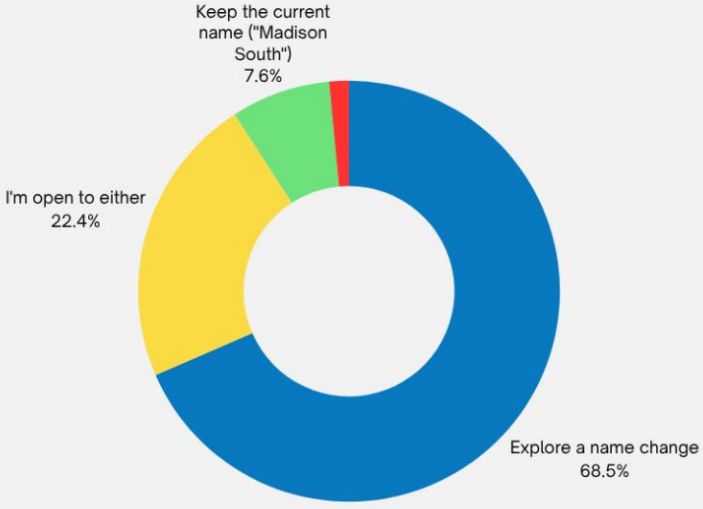
The survey takes ~5–7 minutes. Responses are anonymous unless you choose to share contact info at the end. We'll share a summary of results with the neighborhood. Thank you for helping us shape a sense of place that reflects the people who live, work, learn, and play here.

* Indicates required question

280+ responses



What people want for the Madison South name



68.4%

Explore a name change

22.4%

Open to either

7.6%

Keep the current name

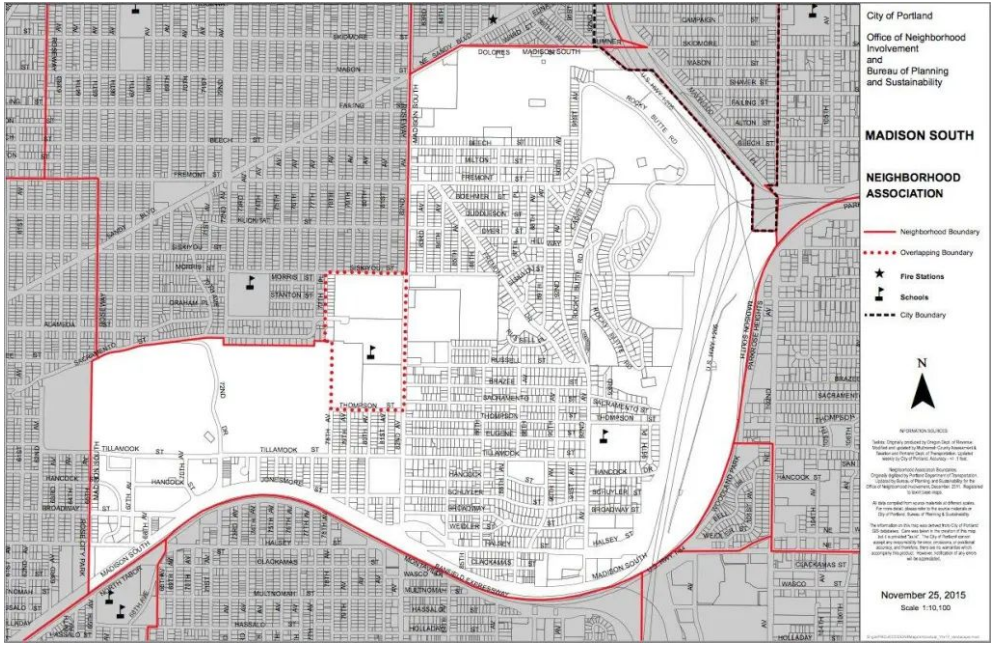
1.5%

I need more information

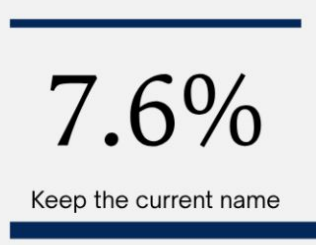
Possible List of 7 Names to Vote

- Madison South **Neighborhood**
- Rocky Butte **Neighborhood**
- Rocky Butte Valley **Neighborhood**
- Butteland **Neighborhood**
- Glenhaven **Neighborhood**
- Coyote Flats **Neighborhood**
- East Pocket **Neighborhood**






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Keep the current name

Opposed changing the neighborhood name from Madison South, renaming is not a priority. Several comments said time and resources should be spent addressing more pressing neighborhood issues.

- **Concerns about priorities:**
  - Several respondents said renaming is a waste of time and money.
  - Comments referenced larger neighborhood concerns such as:
    - homelessness,
    - traffic and street changes,
    - overall neighborhood livability.
  - One respondent felt the survey appeared biased toward Rocky Butte and argued that the g course is equally important to the neighborhood's identity.
  - Another emphasized preserving neighborhood history and the stories behind existing Portla neighborhood names.

Missing Information / Follow-up Needed

- **Reasons for considering a name change.** Several comments questioned why a change is bein proposed, suggesting the purpose has not been clearly communicated.
- **Alternative names beyond Rocky Butte.** Aside from retaining Madison South and mentioning Rocky Butte, few other naming ideas were suggested.

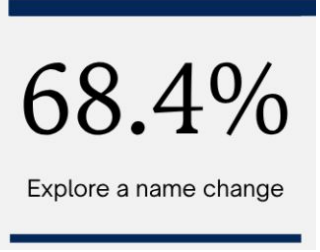


Open to either

Overall, these comments reinforce a strong preference for **Rocky Butte** as the leading naming concept, while also highlighting interest in names that reflect the neighborhood's natural landscape, cultural diversity, and local history, along with some concern about ensuring the name represents the entire neighborhood geographically.

Rocky Butte remains the clear favorite, with many simply responding "Rocky Butte" or "Rocky Butte Neighborhood."
Some residents suggested variations or complementary names:

- East Rose City
- McDaniel
- Glenhaven
- North Montavilla



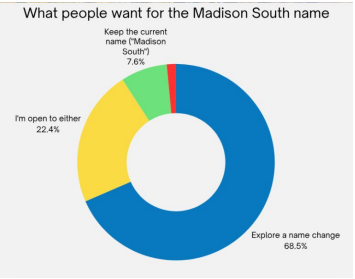
Explore name change

The dominant theme by a wide margin is support for naming the neighborhood after **Rocky Butte**. Respondents consistently described it as:

- the neighborhood's defining landmark,
- a well-known geographic reference across Portland,
- a simple way to explain where they live,
- comparable to neighborhoods like Mt. Tabor and Mt. Scott.

Many respondents explicitly suggested:

- Rocky Butte Neighborhood
- Rocky Butte Heights
- Rocky Butte Valley
- Rocky Butte West
- South Rocky Butte
- Rocky Butte Crest

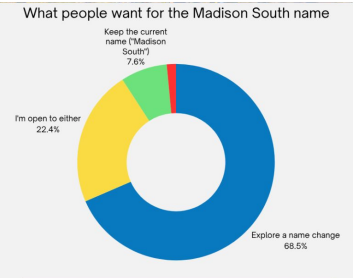


Why Rocky Butte resonates

Residents repeatedly said Rocky Butte:

- is the neighborhood's most recognizable landmark,
- improves wayfinding,
- is already how many people describe where they live,
- feels timeless,
- creates consistency with other Portland neighborhoods named after geographic features.

Many noted that **Madison South no longer has a clear reference**, particularly following the renaming of Madison H School to McDaniel.



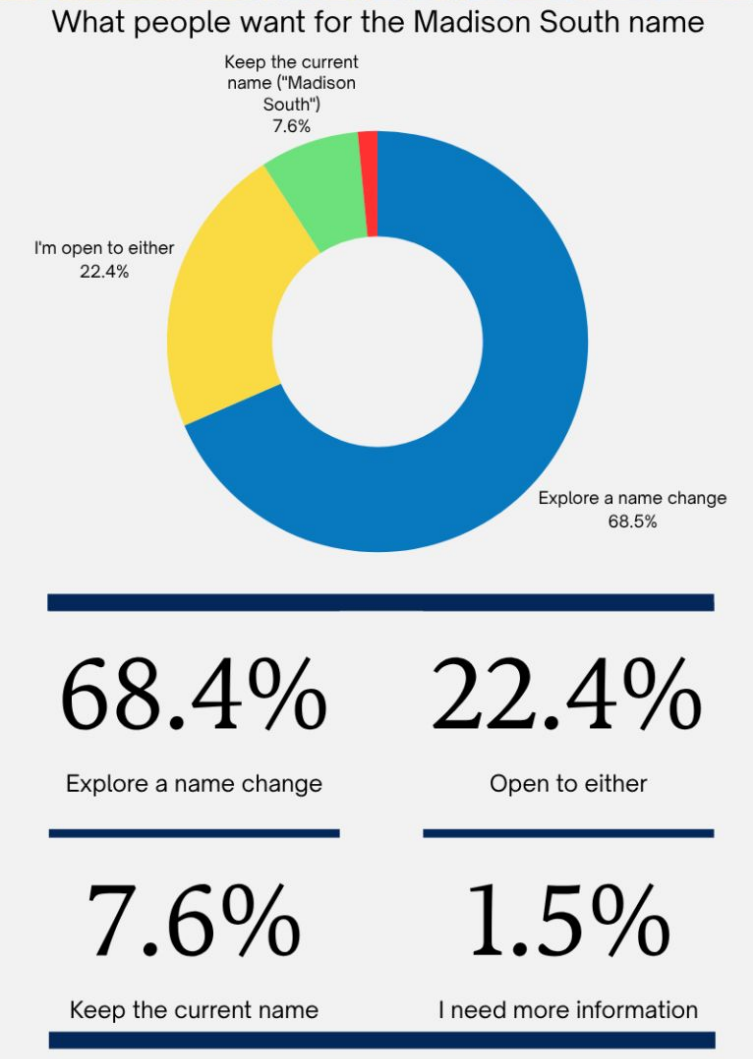
A recurring concern was whether **Rocky Butte accurately represents the entire neighborhood**, especially:

- residents south of the golf course,
- residents east of 82nd Avenue,
- people west of Rocky Butte itself.

Some felt Rocky Butte unifies the area, while others questioned whether everyone identifies with it equally.

Explore historic neighborhood names

- Dolores Heights
- Fern Park
- Glenhaven
- Cinder Flats



Creative suggestions

- Oakfield
- Meadowlark
- Firhaven
- Fernhaven
- Montarosa
- Rocky Green
- Stone Ridge
- Sunrise Butte
- Beacon
- Scoria
- Cinder Ridge
- Coyote Flats
- Coyote Gulch
- Butteland
- Cool Butte Hood
- Lumpy Butte
- MADSO
- Shrek / Shrek's Swamp

Madison South Reimagined

What three words would you use to describe this neighborhood?



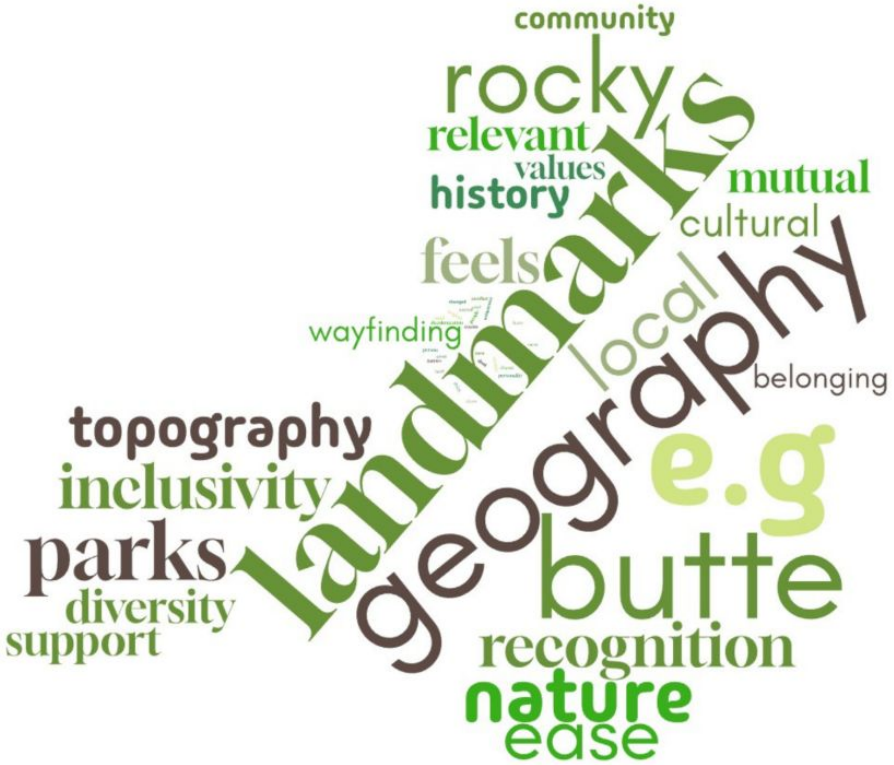
Madison South Reimagined

What do you value most about this area?



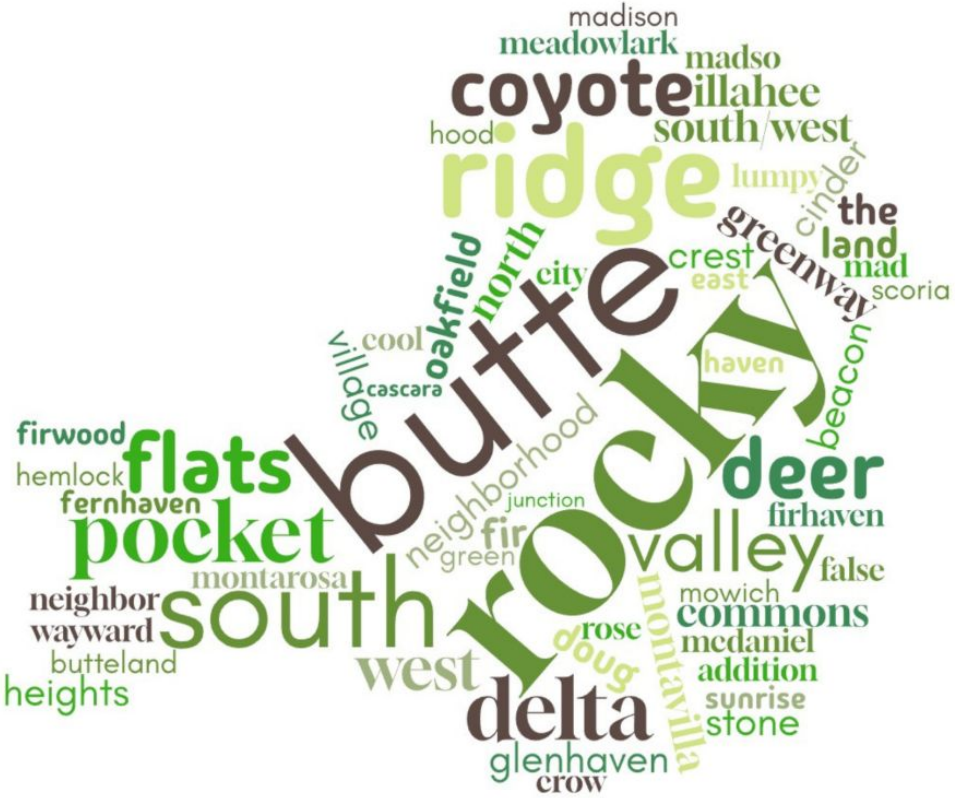
Madison South Reimagined

If we explore a new or refined name, which qualities should it reflect?



Madison South Reimagined

Ideas for a name or themes to consider



Next Steps? 2026-2027

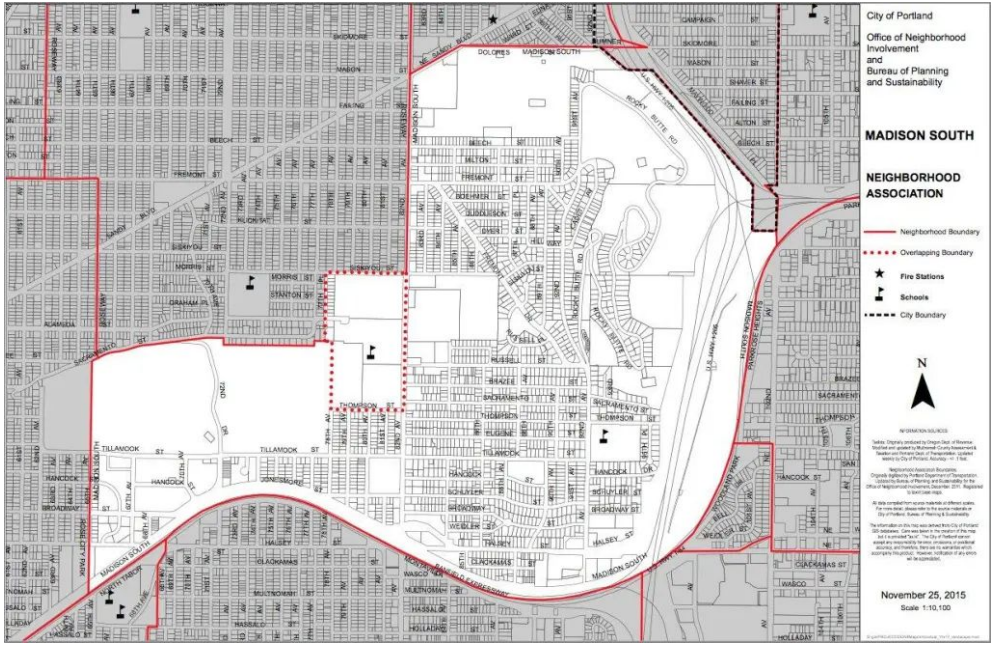
- Another community meeting about the name change
- Top 5 list of most popular name changes
- Voting, mail in ballots,
- Voting, polling station
- Celebration
- Other Ideas?

Notes:

Possible List of 7 Names to Vote

- Madison South **Neighborhood**
- Rocky Butte **Neighborhood**
- Rocky Butte Valley **Neighborhood**
- Butteland **Neighborhood**
- Glenhaven **Neighborhood**
- Coyote Flats **Neighborhood**
- East Pocket **Neighborhood**





Possible List of 10 Names to Vote



- Madison South **Neighborhood**
- Rocky Butte **Neighborhood**
- South Rocky Butte **Neighborhood**
- Rocky Butte Valley **Neighborhood**
- Butteland **Neighborhood**
- Rose Butte **Neighborhood**
- Cinder Flats **Neighborhood**
- Coyote Flats **Neighborhood**
- Glenhaven **Neighborhood**
- East Pocket **Neighborhood**