

# Streets Division

## Directive Order No. 6851



Pursuant to the public hearing held on February 28, 2025, traffic movement and safety may be improved by the changes approved below.

**1. California Street between 5<sup>th</sup> Avenue and 4<sup>th</sup> Avenue – Establishing a Commercial Loading Zone**

**ESTABLISH – YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 4PM, MONDAY THROUGH FRIDAY**

4224 California Street, north side, from 50 feet to 77 feet east of 5<sup>th</sup> Avenue (27-foot zone), Inner Richmond, Supervisor District 1, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request for flower shop for loading space during business hours.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

**2. Broadway between Webster Street and Buchanan Street – Establishing a Passenger Loading Zone**

**ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 9AM TO 4PM, MONDAY THROUGH FRIDAY**

"2151" Broadway, south side, from 20 feet to 40 feet east of Webster Street (20-foot zone), Pacific Heights, Supervisor District 2, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request of the Italian Consulate, this passenger loading zone would allow people to be picked up and dropped off safely.

**Public Comments:** The applicant spoke in support of the zone. A member of the public stated that a survey of the site should be shown to the public and that the zone is too short and should be in effect at all times.

**Decision:** Approved by the City Traffic Engineer for implementation.

**3. Hyde Street between Pacific Avenue and Broadway – Establishing Short-Term Parking**

**3a) ESTABLISH – RED ZONE, NO STOPPING ANYTIME**

1600 Hyde Street, east side, from Pacific Avenue to 6 feet northerly (6-foot zone)

**3b) ESTABLISH – GREEN ZONE, SHORT-TERM PARKING, 10-MINUTE LIMIT, 8AM to 8PM, DAILY**

1600 Hyde Street, east side, from 6 feet to 24 feet north of Pacific Avenue (18-foot zone), Nob Hill, Supervisor District 3, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per a request from a corner store, this would provide space for their customers. This would also restore red curb that was removed due to sidewalk construction.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.



4. **Taylor Street between Pine Street and California Street – Establishing a Passenger Loading Zone**  
**ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 9AM TO 10PM, DAILY**  
901 Taylor Street, west side, from 0 feet to 16 feet north of Pine Street (16-foot zone), Nob Hill, Supervisor District 3, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per hotel request, this passenger loading zone would allow people to be picked up and dropped off safely.

**Public Comments:** The applicant spoke in support of the zone and noted that they deferred to staff to establish hours that also meet the needs of residents. A member of the public stated that a survey of the site should be shown to the public and that the zone should be in effect at all times.

**Decision:** Approved by the City Traffic Engineer for implementation.

5. **Filbert Street between Columbus Avenue and Mason Street – Establishing a Passenger Loading Zone**  
**ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8AM TO 5PM, MONDAY THROUGH FRIDAY**  
729 Filbert Street, south side, from 118 feet to 148 feet (3-feet short of the driveway curb cut), west of Columbus Avenue (30-foot zone), North Beach, Supervisor District 3, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

This zone would serve clients being dropped off and picked up at a San Francisco Department of Public Health clinic.

**Public Comments:** The applicant spoke in support of the zone as it will serve clinic patients. A member of the public stated that the zone should be 44 feet and that the space must be upgraded to include an accessible curb ramp. Staff clarified that an accessible curb ramp is not required at this location.

**Decision:** Approved by the City Traffic Engineer for implementation

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### **6. California Street between Leidesdorff Street and Sansome Street - Establishing Daylighting and Shifting Passenger Loading**

#### **6a) RESCIND- WHITE ZONE, PASSENGER LOADING, 7AM TO 3PM, MONDAY THROUGH SATURDAY**

400 California Street, north side, from 3 feet to 42 feet east of Leidesdorff Street (39-foot zone)

#### **6b) RESCIND- METERED YELLOW ZONE, COMMERCIAL LOADING, 1-HOUR LIMIT, 7AM TO 3PM, MONDAY THROUGH FRIDAY**

430 California Street, north side, from 43 feet to 67 feet east of Leidesdorff Street at meters stall number 416 (24-foot zone)

#### **6c) ESTABLISH- RED ZONE, NO STOPPING ANYTIME**

400 California Street, north side, from Leidesdorff Street to 20 feet easterly (20-foot zone)

#### **6d) ESTABLISH- WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 7AM TO 3PM, MONDAY THROUGH SATURDAY**

430 California Street, north side, from 20 feet to 67 feet east of Leidesdorff Street at meter stall number 416 (47-foot zone), Financial District, Supervisor District 3, Laura Stonehill, [laura.stonehill@sfmta.com](mailto:laura.stonehill@sfmta.com)

Proposal to shift a white zone and extend the daylighting red zone at the northeast corner for improved intersection visibility as part of the Quick Build Toolkit project at intersections on the High Injury Network.

**Public Comments:** A member of the public asked for clarification on why the daylighting was needed. Staff stated that it was to improve visibility for pedestrians.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **7. Folsom Street between Essex Street and 1st Street – Reducing the size of a Blue Zone**

#### **7a) RESCIND – BLUE ZONE, DISABLED PARKING, AT ALL TIMES**

555 Folsom Street, south side, from Essex Street to 31 feet easterly (31-foot zone)

#### **7b) ESTABLISH – BLUE ZONE, DISABLED PARKING, AT ALL TIMES**

555 Folsom Street, south side, from 9 feet to 31 feet east of Essex Street (22-foot zone), South of Market, Supervisor District 6, Jennifer Molina, [jennifer.molina@sfmta.com](mailto:jennifer.molina@sfmta.com)

This proposal would reduce an existing blue zone from 31 feet to 22 feet on the southeast corner of Folsom at Essex Street to improve visibility for Muni operators turning left onto Essex Street.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

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### **8. Stockton Street between Bush Street and Pine Street – Establishing Disabled Parking and Daylighting**

#### **8a) ESTABLISH – RED ZONE, NO STOPPING ANY TIME**

“501” Stockton Street, west side, from Bush Street to 20 feet northerly

#### **8b) ESTABLISH – BLUE ZONE, DISABLED PARKING, AT ALL TIMES**

“503” Stockton Street, west side, from 20 feet to 40 feet north of Bush Street (20-foot zone), Union Square, Supervisor District 3, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per application for increased access for placard holders in a dense neighborhood.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **9. Mason Street between Eddy Street and Ellis Street – Extending a Passenger Loading Zone**

#### **9a) RESCIND - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, AT ALL TIMES**

111 Mason Street, west side, from 21 feet to 43 feet north of Eddy Street (22-foot zone)

#### **9b) ESTABLISH - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, AT ALL TIMES**

111 Mason Street, west side, from 21 feet to 63 feet north of Eddy Street at meter stall number 105 (42-foot zone), Union Square, Supervisor District 5, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per the request of the sponsoring hotel, this would extend their existing passenger loading zone to better meet their needs.

**Public Comments:** The sponsor spoke in support of this zone extension as it would enable more than one guest to load and unload at a time.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **10. Natoma Street between 8<sup>th</sup> Street and 7<sup>th</sup> Street – Establishing a Passenger Loading Zone**

#### **ESTABLISH – WHITE ZONE, PASSENGER LOADING ZONE, 5-MINUTE LIMIT, 8:30AM TO 10:30AM AND 3:30PM TO 5:30PM, MONDAY THROUGH FRIDAY**

685 Natoma Street, south side, from 46 feet to 106 feet east of 8<sup>th</sup> Street (60-foot zone) [after the existing yellow zone], South of Market, Supervisor District 6, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request from a daycare to provide space for children to be picked up and dropped off.

**Public Comments:** No comments.

**Decision:** Sponsor has reached out and requested to extend the hours so this item will be amended and brought back to a future hearing. Not approved by the City Traffic Engineer for implementation.

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### **11. Folsom Street between 11<sup>th</sup> Street and 12<sup>th</sup> Street – Establishing a Commercial Loading Zone**

**ESTABLISH – METERED YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH SATURDAY**

1547 Folsom Street, south side, from 19 feet to 60 feet west of Norfolk Street at meter stall numbers 1521 and 1523 (41-foot zone), South of Market, Supervisor District 6, Shayda Rager, [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com)

Proposal to install commercial loading per merchant feedback.

**Public Comments:** The requesting business spoke in support of the item as they are a design firm that receives large deliveries. A member of the public asked why there was no daylighting and that this location should be looked at by the City Traffic Engineer. Staff confirmed that there is already daylighting.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **12. Fell Street between Octavia Street and Gough Street – Establishing an Accessible Passenger Loading Zone and a Commercial Loading Zone**

#### **12a) ESTABLISH – WHITE ZONE, ACCESSIBLE PASSENGER LOADING, 5-MINUTE LIMIT, 9AM TO 6PM, DAILY**

340 Fell Street, north side, from 93 feet to 113 feet (edge of the curb ramp) east of Octavia Street (20-foot zone)

#### **12b) ESTABLISH – METERED YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 6PM, MONDAY THROUGH SATURDAY**

340 Fell Street, north side, from 126 feet (edge of the curb ramp) to 146 feet east of Octavia Street (20-foot zone), Western Addition, Supervisor District 5, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request from Rivian dealership during business hours for commercial deliveries and passenger loading.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **13. Scott Street between Haight Street and Waller Street – Establishing a Commercial Loading Zone**

**ESTABLISH – YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 7AM TO 3PM, MONDAY THROUGH SATURDAY**

"190" Scott Street, east side, from 20 feet to 32 feet south of Haight Street (12-foot zone), Haight Ashbury, Supervisor District 5, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request of a juice shop and cafe this would provide commercial loading for their businesses and other businesses along the block.

**Public Comments:** The applicant who operates two business stated their support as they currently do not have any commercial loading and that some of their vendors are stating

they will refuse delivery as they don't want to double park and get tickets. A resident stated concern that the proposed location would remove a bike corral and take away residential parking. Another resident stated that they are worried about commercial vehicles sticking out into the street and the loss of residential parking. A member of the public stated that a survey needs to be shown, and they have concerns about the safety of unloading from a perpendicular parking spot. One email in opposition was received. Staff confirmed that the proposed location would be next to the bike corral and would not remove the corral.

**Decision:** This item will be amended and brought back to a future hearing. Not approved by the City Traffic Engineer for implementation.

**14. Hayes Street between Clayton Street and Cole Street – Establishing a General Loading Zone**

**ESTABLISH – GENERAL LOADING ZONE, 5-MINUTE LIMIT, 11AM TO 10PM, DAILY**  
2077 Hayes Street, south side, from 81 to 111 feet east of Cole Street (3 feet short of the driveway curb cut), (30-foot zone), North of the Panhandle, Supervisor District 5, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per applicant's request, this zone would provide a pick-up zone for a restaurant.

**Public Comments:** No comments. One email in opposition was received due to the loss of residential parking.

**Decision:** Approved by the City Traffic Engineer for implementation.

**15. 16<sup>th</sup> Street between Dolores Street and Guerrero Street – Extending the Hours and Days of a Passenger Loading Zone**

**15a) RESCIND - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8:30AM TO 11AM AND 2PM TO 3PM, MONDAY THROUGH FRIDAY**

**15b) ESTABLISH - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8:30AM TO 11AM AND 1PM TO 3PM, MONDAY THROUGH FRIDAY, AND 11:30AM TO 3:30PM, SATURDAYS**

3245 16th Street, south side, from 3 feet to 37 feet east of west property line (34-foot zone), Mission, Supervisor District 9, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

The sponsor, who provides art programs would like to extend their hours and days for passenger loading to better serve pickup and drop-off needs.

**Public Comments:** The sponsor spoke in support of the proposed changes as they would be better aligned with their current program hours. One email in opposition was received due to the loss of residential parking. A member of the public spoke in support of the zone but stated that the length of the zone should be extended. The sponsor clarified that the length is to accommodate vans and paratransit vehicles.

**Decision:** Approved by the City Traffic Engineer for implementation.

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### **16. 23rd Street between Potrero Avenue and Utah Street – Converting Short-Term Parking to a General Loading Zone**

**16a) RESCIND - GREEN ZONE, SHORT-TERM PARKING, 10-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH SATURDAY**

**16b) ESTABLISH – GENERAL LOADING ZONE, 5-MINUTE LIMIT, 9AM TO 7PM, MONDAY THROUGH SATURDAY**

2631 23rd Street, south side, from the building driveway to 22 feet westerly (22-foot zone), Potrero Hill, Supervisor District 10, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per sponsor request, a general loading zone will better meet their business needs as they offer quick food pickups for customers.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **17. Cortland Avenue between Wool Street and Andover Street – Relocating Commercial Loading and Establishing Daylighting**

**17a) RESCIND – YELLOW ZONE, METERED COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 6PM, MONDAY THROUGH SATURDAY**

439 Cortland Avenue, north side, from Wool Street to 22 feet easterly at meter stall number 425 (22-foot zone)

**17b) ESTABLISH – RED ZONE, NO STOPPING ANYTIME**

439 Cortland Avenue, north side, from Wool Street to 20 feet easterly at meter stall number 425 (20-foot zone)

**17c) ESTABLISH – YELLOW ZONE, METERED COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 6PM, MONDAY THROUGH SATURDAY**

451 Cortland Avenue, north side, from 20 feet to 44 feet east of Wool Street in meter stall 427 (24-foot zone), Bernal Heights, Supervisor District 9, Jeffrey Tom, [Jeffrey.tom@sfmta.com](mailto:Jeffrey.tom@sfmta.com)

Proposal to relocate a yellow zone at the northeast corner to add a daylighting red zone for improved intersection visibility.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **18. Mission Street between Park Street and Richland Street – Relocating Short-Term Metered Parking and Establishing Daylighting**

**18a) RESCIND – METERED GREEN ZONE, SHORT-TERM PARKING, 30-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH SATURDAY**

3743 Mission Street, east side, from 12 feet to 34 feet south of Park Street (22-foot zone)

**18b) ESTABLISH – RED ZONE, NO STOPPING ANYTIME**

3743 Mission Street, east side, from 0 feet to 34 feet south of Park Street (34-foot zone)

**18c) ESTABLISH – METERED GREEN ZONE, SHORT-TERM PARKING, 30-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH SATURDAY**

3743 Mission Street, east side, from 53 feet to 75 feet south of Park Street (22-foot zone) Bernal Heights, Supervisor District 9, Jeffrey Tom, [Jeffrey.tom@sfmta.com](mailto:Jeffrey.tom@sfmta.com)

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Proposal to relocate a green zone at the southeast corner to extend a daylighting red zone for improved intersection visibility.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **19. 20<sup>th</sup> Avenue between Lincoln Way and Irving Street – Establishing a Passenger Loading Zone**

#### **19a) RESCIND – YELLOW ZONE, COMMERCIAL LOADING, 5-MINUTE LIMIT, 8AM TO 6PM, MONDAY THROUGH SATURDAY**

1224 20<sup>th</sup> Avenue, east side, from 82 feet to 151 feet south of Lincoln Way (69-foot zone)

#### **19b) ESTABLISH – WHITE ZONE, PASSENGER LOADING ZONE, 5-MINUTE LIMIT, 8AM TO 9:30AM AND 4:30PM TO 5:30PM, MONDAY THROUGH FRIDAY**

1224 20<sup>th</sup> Avenue, east side from 126 feet to 148 feet (3 feet from the edge of the driveway) south of Lincoln Way (22-foot zone), Sunset, Supervisor District 4, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request from a preschool to provide space for children to be picked up and dropped off.

**Public Comments:** The applicant spoke in support of the item as it would provide a safe space for parents to pick up and drop off their children.

**Decision:** Approved by the City Traffic Engineer for implementation.

### **20. Taraval Street between 24<sup>th</sup> Avenue and 23<sup>rd</sup> Avenue – Establishing a Passenger Loading Zone**

#### **ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8AM TO 10AM and 3:30PM TO 6PM, MONDAY THROUGH FRIDAY**

1349 Taraval, south side, from 39 to 82 feet east of 24<sup>th</sup> Avenue at meter stall numbers 1321 and 1319 (43-foot zone), Parkside, Supervisor District 4, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request from daycare provide space for children to be picked up and dropped off.

**Public Comments:** No comments.

**Decision:** Approved by the City Traffic Engineer for implementation.

#### **General Public Comment**

A member of the public asked for clarification on their driveway red zone and if they would need to apply again to get it repainted. Staff clarified that this was correct.



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*Whether or not the City Traffic Engineer's decision is considered a Final SFMTA Decision is determined by Division II, Section 203 of the Transportation Code. If the City Traffic Engineer approves a parking or traffic modification, it is considered a Final SFMTA Decision. If the City Traffic Engineer disapproves or declines a parking or traffic modification, a member of the public must request additional review by the SFMTA of that decision, which shall be conducted pursuant to Division II, Section 203 of the Transportation Code before the decision becomes a Final SFMTA Decision. Final SFMTA Decisions, whether made by the City Traffic Engineer or the SFMTA Board, can be reviewed by the Board of Supervisors pursuant to [Ordinance 127-18](#). Decisions reviewable by the Board of Supervisors are denoted with a pound (#).*

*Information about the review process can be found at:*

[https://sfbos.org/sites/default/files/SFMTA\\_Action\\_Review\\_Info\\_Sheet.pdf](https://sfbos.org/sites/default/files/SFMTA_Action_Review_Info_Sheet.pdf).

For questions about any of these items, please contact: [sustainable.streets@sfmta.com](mailto:sustainable.streets@sfmta.com) and reference this order number.

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Approved:

A handwritten signature in black ink that reads 'ROlea'.

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Ricardo Olea  
City Traffic Engineer

Date: March 5, 2025

cc: Directive File  
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