



# Streets Division Directive Order No. 6910

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Pursuant to the public hearing held on August 22, 2025, traffic movement and safety may be improved by the changes approved below.

### **1. 39th Avenue between Balboa Street and Cabrillo Street – Changing the Hours of a Passenger Loading Zone**

**1a) RESCIND – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 7:45AM TO 8:15AM AND 2:45PM TO 3:15PM, SCHOOL DAYS**

**1b) ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8AM TO 9AM AND 3PM TO 6PM, SCHOOL DAYS**

715 39th Avenue, west side, from 168 feet (edge of driveway) to 213 feet south of south of Balboa Street (45-foot zone), Richmond, Supervisor District 1, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per the request of the sponsoring school the change in hours would better meet their pickup and drop-off needs.

**Public Comments:** No comment

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

### **2. 34th Avenue between Balboa Street and Anza Street – Shortening and Changing the Hours of a Passenger Loading Zone**

**2a) RESCIND – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 7:30AM TO 9:30AM AND 4:30PM TO 6:30PM, MONDAY THROUGH FRIDAY**

“695” 34th Avenue, west side, from 10 feet to 98 feet north of Balboa Street (88-foot zone)

**2b) ESTABLISH – RED ZONE, NO STOPPING ANYTIME**

“695” 34th Avenue, west side, from Balboa Street to 20 northerly (20-foot zone)

**2c) ESTABLISH - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 7:30AM TO 11AM AND 3PM TO 6PM, MONDAY THROUGH FRIDAY**

“695” 34th Avenue, west side, from 20 feet to 98 feet north of Balboa Street (78-foot zone), Richmond, Supervisor District 1, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per State Assembly Bill 413 an existing passenger loading zone for a daycare would be shortened to accommodate daylighting and the hours changed to better meet the daycare’s pickup and drop off needs.

**Public Comments:** The applicant stated they already have a white zone, and the time is too short as parents come between 10am to 11am and between 3 and 6 pm and they want to extend the hours for the pickups and drop offs. One email in opposition to the extended hours was received.

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



## Streets Division Directive Order No. 6910

### **3. 8<sup>th</sup> Avenue between Anza Street and Balboa Street – Relocating a General Loading Zone for Daylighting**

#### **3a) RESCIND - GENERAL LOADING ZONE, 5-MINUTE LIMIT, 9AM TO 8PM, MONDAY THROUGH SATURDAY**

1701 Anza Street, south side, from 8th Avenue to 27 feet westerly (27-foot zone)

#### **3b) ESTABLISH – RED ZONE, NO STOPPING ANY TIME**

1701 Anza Street, south side, from 8th Avenue to 20 feet westerly (20-foot zone)

#### **3c) ESTABLISH - GENERAL LOADING ZONE, 5-MINUTE LIMIT, 9AM TO 8PM, MONDAY THROUGH SATURDAY**

“501” 8th Avenue, west side, from 6 feet to 31 feet south of Anza Street (25-foot zone), Richmond, Supervisor District 1, Color Curb Program, ccp@sfmta.com.

Per State Assembly Bill 413 an existing general loading zone for a corner store would be relocated to accommodate daylighting.

**Public Comments:** One member of the public said they live directly next to the general loading zone, and they support its relocation. They asked for confirmation that the proposed daylighting was the maximum 20 feet from the crosswalk and also asked what the length of the remaining curb between the red zone and the driveway is.

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

### **4. Clay Street between Divisadero Street and Steiner Scott Street – Changing the Hours and Days of a Passenger Loading Zone**

#### **4a) RESCIND – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 6AM TO 1:30PM, SUNDAYS; AND 5:30AM TO 8:30AM AND 6:30PM TO 8:30PM, THURSDAYS**

#### **4b) ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 5AM TO 7AM AND 6:30PM TO 8PM, THURSDAYS, 4:30PM TO 7PM, SATURDAYS, AND 7AM TO 11AM, SUNDAYS**

2899 Clay Street, south side, from 22 feet to 66 feet east of Divisadero Street (44-foot zone), Pacific Heights, Supervisor District 2, Color Curb Program, ccp@sfmta.com.

Per the request of the sponsoring church, the proposed change in days and hours would better meet match their needs given service times.

**Public Comments:** One member of the public requested that the item be continued because the title of the item should read “between Divisadero and Scott Street” and the item as written says “meet match” and they don’t know what “meet match” means. Another member of the public said the item should not be approved as written and to show mailboxes in the graphic. They also said a loading zone should not have mailboxes next to it as that is an obstruction and they need to be relocated.

**Decision:** Staff confirmed the address and legislation is correct and the notice was posted in the correct location. Title corrected to read “Scott Street” instead of “Stiener” and the extra word “meet” was struck. Approved by the City Traffic Engineer for implementation.



## Streets Division Directive Order No. 6910

5. **Polk Street between Broadway and Vallejo Street – Changing the Type of Loading and Hours of a Dual-Use Zone and Extending the Hours of a General Loading Zone**
- 5a) **RESCIND - DUAL USE ZONE: METERED YELLOW ZONE, 6-WHEEL COMMERCIAL LOADING, 30-MINUTE LIMIT, 7AM TO 6PM, MONDAY THROUGH SATURDAY; AND GENERAL LOADING ZONE, 5-MINUTE LIMIT, 6PM TO 10PM, DAILY**
- 5b) **ESTABLISH - DUAL USE ZONE: METERED YELLOW ZONE, 6-WHEEL COMMERCIAL LOADING, 30-MINUTE LIMIT, 7AM TO 4PM, MONDAY THROUGH FRIDAY; AND WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 4PM TO 10PM, MONDAY THROUGH FRIDAY, AND 11AM TO 10PM SATURDAYS AND SUNDAYS**  
“2101” Polk Street, west side, from 38 to 80 feet north of Broadway at metered stall numbers 2105 and 2107 (42-foot zone)
- 5c) **RESCIND - GENERAL LOADING ZONE, 5-MINUTE LIMIT, 7AM TO 6PM, MONDAY THROUGH SATURDAY**
- 5d) **ESTABLISH - GENERAL LOADING ZONE, 5-MINUTE LIMIT, 7AM TO 10PM, DAILY**  
“2139” Polk Street, west side, from 56 feet to 96 feet south of Vallejo Street (40-foot zone), Russian Hill, Supervisor District 3, Color Curb Program, ccp@sfmta.com.

Per restaurant request the hours of an existing dual use zone would be changed to better meet their loading needs and desire to provide valet parking. The hours of an existing general loading zone would be extended to provide additional pickup space for restaurants and businesses along the block.

**Public Comments:** No comment.

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

6. **Broadway between Stockton Street and Powell Street – Establishing a Passenger Loading Zone**

- 6a) **ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 7:30AM TO 9:30AM AND 4PM TO 6PM, MONDAY THROUGH FRIDAY**  
728 Broadway, north side, from 104 feet to 144 feet west of Stockton Street at meter stall numbers 712 and 714 (40-foot zone), Chinatown, Supervisor District 3, Color Curb Program, ccp@sfmta.com.

Per the request of a daycare, this would provide space for picking up and dropping off children.

**Public Comments:** The applicant said they requested a white zone for safe pickup and drop-off of children. The applicant said that Broadway is extremely busy and that a lot of the families are coming by car. A member of the public stated their support of the item and said the bike racks are an obstruction, and staff should have them removed. The applicant responded that the bike racks were required as part of the entitlement process through the Planning Department.

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



## Streets Division Directive Order No. 6910

### 7. 7<sup>th</sup> Street between Howard Street and Folsom Street – Establishing Short-Term Parking

#### **ESTABLISH – METERED GREEN ZONE, SHORT-TERM PARKING, 30-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH FRIDAY**

222 7<sup>th</sup> Street, west side, from 88 feet to 130 feet south of Howard Street at meter stall numbers 212 and 210 (42-foot zone), SOMA, Supervisor District 6, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per the request of a chiropractic office, this would provide short-term parking for their customers.

**Public Comments:** The applicant stated that with the removal of parking on Langdon Street it has made it difficult for patients to find parking and there are multiple cars that park in front of their office all day long and said the green zones would help their customers. Another two representatives for the applicant said that many customers have difficulty finding parking and that patients have left their practice because they could not park close enough. They also stated that they requested a blue zone. Staff confirmed that they have been in touch with the applicant regarding the blue zone request and that it is being incorporated into a nearby project for installation. A member of the public said they support the establishment of short-term parking, there is an abandoned parking lot next door, that it is the responsibility of staff to look for code violations, and if the meter shop will be there anyway so they can install a blue zone. Two emails from patients in favor of the item were received and one email from a nearby business in opposition due to the loss of longer term parking was received as well.

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

### 8. Gough Street between Hayes Street and Ivy Street – Updating the Hours of a Dual Use Zone and Converting 6-Wheel Commercial Loading to Commercial Loading

8a) **RESCIND - DUAL USE ZONE: METERED YELLOW ZONE, 6-WHEEL COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 6PM, MONDAY THROUGH SATURDAY; AND GENERAL LOADING, 6PM TO 10PM, MONDAY THROUGH SATURDAY**

8b) **ESTABLISH - DUAL USE ZONE: METERED YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 8AM TO 4PM, MONDAY THROUGH SATURDAY; AND GENERAL LOADING, 4PM TO 10PM, MONDAY THROUGH SATURDAY**

429 Gough Street, west side, from 80 feet to 120 feet north of Hayes Street at metered stall numbers 409 and 411 (40-foot zone), Hayes Valley, Supervisor District 5, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com)

The sponsoring business has requested the removal of the 6-wheel regulation for commercial loading and has requested a shift in the hours to start general loading earlier in the day to better meet their business needs.



## Streets Division Directive Order No. 6910

**Public Comments:** No comment.

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

### **9. Haight Street and Cole Street – Removing 6-Wheel Commercial Loading and Establishing a General Loading Zone**

#### **9a) RESCIND – METERED YELLOW ZONE, 6-WHEEL COMMERCIAL LOADING, 30-MINUTE LIMIT, 9AM TO 6PM, MONDAY THROUGH SATURDAY**

575 Cole Street, west side, from 38 feet to 96 feet north of Haight St at metered stall numbers 521, 523, and 525 (58-foot zone)

#### **9b) RESCIND – METERED YELLOW ZONE, 6-WHEEL COMMERCIAL LOADING, 30-MINUTE LIMIT, 7AM TO 4PM, MONDAY THROUGH FRIDAY**

#### **9c) ESTABLISH – GENERAL LOADING ZONE, 5-MINUTE LIMIT, 8AM TO 10PM, DAILY**

1700 Haight Street, north side, from 25 feet to 52 feet west of Cole Street at meter stall number 1696 (27-foot zone), Haight Ashbury, Supervisor District 5, Andy Thornley, [andy.thornley@sfmta.com](mailto:andy.thornley@sfmta.com).

This proposal adjusts the loading access for Goodwill and other nearby businesses to better meet their needs and restores three underutilized commercial zones to general metered parking, at the request of the merchant association.

**Public Comments:** Goodwill sent an email in support of the proposal as they believe it will better serve their customers and meet their loading needs. One email in opposition was received from a person living in the neighborhood as they did not believe staff spoke with Goodwill.

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

### **10. 17<sup>th</sup> Street between Shotwell Street and South Van Ness Avenue – Establishing a Commercial Loading Zone**

#### **10a) ESTABLISH – RED ZONE, NO STOPPING ANYTIME**

3153 17<sup>th</sup> Street, south side, from Shotwell Street to 20 feet westerly

#### **10b) ESTABLISH – YELLOW ZONE, COMMERCIAL LOADING, 30-MINUTE LIMIT, 7AM TO 2PM, MONDAY THROUGH SATURDAY**

3153 17<sup>th</sup> Street, south side, from 20 feet to 40 feet west of Shotwell Street (20-foot zone), Mission, Supervisor District 9, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per the request of a bakery to provide space for commercial loading. Daylighting has also been included per State Assembly Bill 413.

**Public Comments:** No comment.

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



## Streets Division Directive Order No. 6910

### **11. Bartlett Street between 23rd Street and 24th Street – Establishing a Passenger Loading Zone**

**ESTABLISH - WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 8AM TO 5PM, MONDAY THROUGH FRIDAY**

"209" Bartlett Street, east side, from 0 feet to 30 feet south of the north property line (30-foot zone), Mission, Supervisor District 9, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per the request of the San Francisco Department of Public Health this would provide pickup and drop-off space for clients accessing services.

**Public Comments:** A Department of Public Health representative for a clinic inside the building gave background on the location, this is the rear entry where clients are dropped off and escorted from the back door for access for people with mobility issues to get upstairs to doctor's offices and the pharmacy.

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

### **12. Church Street between 27th Street and Comerford Street – Establishing a General Loading Zone**

**ESTABLISH – GENERAL LOADING ZONE, 5-MINUTE LIMIT, 11AM 12PM TO 408PM, DAILY**

1504 Church Street, west side, from 41 feet to 61 feet south of 27<sup>th</sup> street (starting after driveway) (20-foot zone), Noe Valley, Supervisor District 8, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per business request for curbside access for customers during business hours at gelato shop.

**Public Comments:** The gelato shop stated they requested the zone because they have customers who are making quick purchases, and that the feedback they've received from customers is that they would come more often if they had a white zone. A member of the public stated that the zone should not be approved because there is a dead driveway, and if a survey was done it is the responsibility of staff to catch this, and the curb has to be raised and only then would the space qualify for the requested zone. One email in opposition was received from a neighbor speaking on behalf of themselves and their neighbors due to the loss of parking and the long hours.

**Decision:** Item has been amended to reduce operating hours. Approved by the City Traffic Engineer for implementation.



## Streets Division Directive Order No. 6910

### **13. Yosemite Avenue between Lane Street and Mendell Street – Establishing a Commercial Loading Zone**

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

1721 Yosemite Avenue, south side, from 154 feet to 166 feet west of Lane Street (12-foot zone), Bayview, Supervisor District 10, Color Curb Program, [ccp@sfmta.com](mailto:ccp@sfmta.com).

Per request from an industrial business for commercial loading.

**Public Comments:** No comment.

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

### **14. Ocean Avenue between Woodacre Drive and Lagunitas Drive – Establishing a Passenger Loading Zone**

**ESTABLISH – WHITE ZONE, PASSENGER LOADING, 5-MINUTE LIMIT, 9AM TO 3PM, MONDAY THROUGH FRIDAY**

2600 Ocean Avenue, north side, from 24 feet to 35 feet west of Woodacre Drive at meter stall number 2604 (11-foot zone), Lakeshore, Supervisor District 7, Color Curb Program, [cco@sfmta.com](mailto:cco@sfmta.com).

A senior center requested curb access for clients to be picked up and dropped off during program hours.

**Public Comments:** The applicant stated that they applied for the zone because they operate a senior center Mondays through Fridays and the passenger loading would be very important to make sure that seniors are able to get picked up and dropped off safely. A member of the public asked why the zone was so short in length. Staff confirmed that it is angled, which requires less length than a parallel space. Another member of the public said the zone is too small, it should be two spaces, and that staff is supposed to know that it will be used by vans.

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

#### **General Public Comment**

No general public comments were received.



## Streets Division Directive Order No. 6910

*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.

☎ 311 (Outside SF 415.701.2311; TTY 415.701.2323) Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Filipino / การช่วยเหลือทางด้านภาษาโดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم

Approved:

A handwritten signature in cursive script that reads 'ROlea'.

Ricardo Olea

Date: August 27, 2025

cc: Directive File  
RO:ET:et