

CITY OF SANTA ROSA  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
STAFF REPORT FOR DESIGN REVIEW AND PRESERVATION BOARD  
**AUGUST 7, 2025**

**PROJECT TITLE**

Hansel Ford Service Building

**ADDRESS/LOCATION**

0 Wiljan Court

**ASSESSOR'S PARCEL NUMBER**

043-134-017

**APPLICATION DATES**

March 14, 2025

**REQUESTED ENTITLEMENTS**

Design Review

**PROJECT SITE ZONING**

IL – Light Industrial

**PROJECT PLANNER**

Sachnoor Bisla

**APPLICANT**

Shawn Montoya

**PROPERTY OWNER**

Miller Hansel LLC

**FILE NUMBERS**

PLN25-0042

**APPLICATION COMPLETION DATES**

March 14, 2025

**FURTHER ACTIONS REQUIRED**

Minor Conditional Use Permit

**GENERAL PLAN DESIGNATION**

Light Industry

**RECOMMENDATION**

Approval

For Design Review and Preservation Board Meeting of: August 7, 2025

CITY OF SANTA ROSA  
DESIGN REVIEW AND PRESERVATION BOARD

TO: CHAIR AND MEMBERS OF THE DESIGN REVIEW AND  
PRESERVATION BOARD  
FROM: SACHNOOR BISLA, CITY PLANNER  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
SUBJECT: HANSEL FORD SERVICE BUILDING  
AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Design Review and Preservation Board, by resolution, approve Major Design Review for the Hansel Ford Service Building, a new 13,925 square-foot metal building with 14 commercial vehicle service bays.

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BACKGROUND

1. Project Description

The applicant proposes to construct a new 13,925 square-foot metal building with 14 service bays for major engine and transmission repair/rebuilding and general servicing of large commercial vehicles. The approximately 23-foot-tall building will also include a break room, restrooms, a small office, and a fluids room. The 1.45-acre parcel is one of three parcels that form the Hansel Ford dealership site, and currently consists of a paved parking lot which serves the dealership building to the east.

2. Surrounding Land Uses

North: Light Industrial; parking lot for Hansel Ford Dealership  
South: Light Industrial; vacant undeveloped lot and warehousing yard  
East: Retail and Business Services; Hansel Ford Dealership

West: Light Industrial; developed with light manufacturing and warehousing uses

3. Existing Land Use – Project Site

The project will be a new addition to the Hansel Ford dealership, which is located directly east of the project site at the southern end of Corby Avenue. The parcel currently serves as a parking lot to the existing dealership and vehicle service center on the adjacent parcel, with landscaping along the southern property line.

4. Project History

October 14, 2024	Development Review Pre-Application Meeting
December 19, 2024	Concept Design Review
March 14, 2025	Application Submitted
April 25, 2025	Notice of Application Distributed
July 25, 2025	Notice of Public Hearing Distributed
August 7, 2025	Zoning Administrator Public Meeting (Minor Use Permit)
August 7, 2025	Design Review and Preservation Board Public Hearing

## ANALYSIS

1. General Plan

The Santa Rosa General Plan addresses issues related to the physical development and growth of Santa Rosa and guides the City's planning and zoning functions. The General Plan land use designation for the site is Light Industry which is intended to accommodate light industrial, warehousing, and heavy commercial uses. The project is consistent with this land use designation, as uses appropriate for this designation include auto repair, manufacturing/assembly with minor nuisances, accessory offices, and services with large space needs.

The most relevant applicable General Plan 2035 goals and policies with Staff's analysis are included in the table below.

<b>Land Use and Livability</b>	
<b>LUL-I-1:</b> Provide a range of commercial services that are easily accessible and attractive, that satisfies the needs of people who live and work in Santa Rosa and that also attracts a regional clientele.	The new building will expand Hansel Ford's services to include safe and efficient repairs for large commercial vehicles, and will be easily accessed from Highway 101 and Corby Avenue.
<b>LUL-K:</b> Protect industrial land supply and ensure compatibility between	The proposed building design is compatible with the other surrounding

industrial development and surrounding neighborhoods.	industrial/commercial uses in the area in terms of size, design, and materials. The site is over 300 feet away from residential uses, separated by parcels to the south and Bellevue Avenue.
<b>Urban Design</b>	
<b>UD-A-10:</b> Relate Landscape design to the natural setting. Require that graded areas within new development be revegetated.	The project includes additional landscaping around the new building, consisting of low water use shrubs and groundcover.
<b>UD-A-5:</b> Require superior site and architectural design of new development projects to improve visual quality in the city.	The proposed building enhances visual interest within the industrial area while maintaining compatibility with the design of the existing Hansel Ford dealership site.
<b>Economic Vitality</b>	
<b>EV-D:</b> Maintain the economic vitality of the downtown, business parks, offices and industrial areas.	The proposed project would assist in maintaining the economic vitality of the industrial area, and would broaden the services provided by auto dealerships in Santa Rosa.

The project is also consistent with the Santa Rosa General Plan 2050. The following General Plan 2050 goals, policies, and actions are applicable to the proposed project:

- Goal 2-5:** Create a business-friendly, diverse, and sustainable economy through the attraction of new business, and the expansion, retention, and support of existing businesses.
- Action 2-8.5:** Preserve current industrial and business park employment centers by supporting the integrity of industrial zoning and/or allowing consideration of new manufacturing among other uses.

The proposed building will allow the existing business to expand and offer more services, reaching more clientele. Furthermore, the new metal building and the proposed use are in keeping with other industrial uses in the vicinity.

## 2. Roseland Area/Sebastopol Road Specific Plan

The project site is located within the Roseland Area/Sebastopol Road Specific Plan, which includes land use goals and policies pertaining to economic development in this region. The following policies are applicable to the proposed project:

- ED-1.5:** Support the expansion of existing businesses and the creation of new

business opportunities in the light industrial area, which is important to the region's economic vitality.

**ED-1.6:** Support the existing businesses and the creation of new businesses and job opportunities in the Auto Row area in the southeast portion of the plan area.

Staff analysis has found the proposed project to be consistent with the above policies; the new service building allows for the existing Hansel Ford business to expand its range of offered services while creating additional job opportunities in the region.

### 3. Zoning

The [Zoning Code](#) implements the goals and policies of the General Plan by classifying and regulating the use of land and structure development within the City.

The project site is located within the Light Industrial (IL) zoning district, which is consistent with the Light Industry General Plan land use designation. The IL zoning district is applied to areas appropriate for light industrial uses, as well as commercial service uses and activities that may be incompatible with residential, retail, and/or office uses. The project's proposed land use, Vehicle Services—Major Repair/Body Work, is permitted in the IL zoning district with an approved Minor Conditional Use Permit.

The proposed project complies with each of the land use and development standards set forth in the Zoning Code:

#### Building Height

The maximum allowable building height in the IL zoning district is 55 feet. The proposed building has an approximate height of 23 feet.

#### Setbacks

Per [Section 20-24.040](#), the required front setback and side setback for IL zoning district is 7.5 and 5 feet when adjacent to a residential zone or residential use, and set by Conditional Use Permit approval elsewhere. The Design Review process may require larger setbacks. The project site is not adjacent to any residential uses; the new building is proposed to be set back 10 feet from the rear property line, 15 feet from the side property line, and approximately 33 feet from the front property line.

#### Parking

The parcel currently serves as a parking lot for the existing Hansel Ford dealership and service center located on the adjacent parcel to the east. Pursuant to Zoning Code [Section 20-36.040](#), Table 3-4, auto and vehicle sales requires 1 parking space for every 450 feet of display area; vehicle services repair/body work requires 1 parking space for each service bay, plus 1 space per employee. Currently, the dealership and existing vehicle service center require 146 spaces. The new service building would require an additional 29 spaces, for a total of 175 spaces. While the proposed project will remove a portion of the available parking, there will be a total of 719 spaces remaining across the three parcels to serve both the existing dealership and the new building, 47 of which are located on the subject parcel. The project parcel exceeds the parking requirement for the proposed use, and the three parcels together exceed the parking requirement for the dealership and vehicle services uses.

#### Outdoor Lighting

New exterior lighting will be in the form of downward-facing and inverted wall mounted lights.

#### Standards for Vehicle Services

Section 20-42.150 identifies development standards specifically for proposed vehicle services uses, including a minimum site area of 15,000 square feet, a minimum width and depth of 150 and 100 feet, respectively. The parcel is approximately 1.45 acres or 63,162 square feet, with dimensions of 330 feet by 190 feet.

Additionally, sites for proposed vehicle services uses are required to have a minimum of 100 feet of frontage on an arterial street. The proposed service center is part of, and ancillary to, the Hansel Dealership site directly to the east of the project parcel; the site fronts on Corby Avenue, an arterial street, with approximately 400 feet of frontage.

Proposed vehicle service uses are prohibited on sites that adjoin R-1, R-2, or R-3 zoning districts or single-family or two-family residential uses; the project site complies as all adjoining lots are within the IL zoning district and are either vacant or developed with industrial uses.

#### Findings for Design Review

Pursuant to Zoning Code [Section 20-52.030](#) the Design Review and Preservation Board must make the findings shown below before granting Design Review. As demonstrated on the attached draft resolution, staff's analysis has determined that these findings can be met:

- 1) The design and layout of the proposed development is of superior quality, and is consistent with the General Plan, any applicable specific plan, applicable Zoning Code standards and requirements, the City's Design Guidelines, architectural criteria for special areas, and other applicable City requirements (e.g., City policy statements and development plans).
- 2) The design is appropriate for the use and location of the proposed development and achieves the goals, review criteria and findings for approval as set forth in the framework of Design Review (Design Guidelines, Introduction, subsection C).
- 3) The design and layout of the proposed development will not interfere with the use and enjoyment of neighboring existing or future developments.
- 4) The architectural design of the proposed development is compatible with the character of the surrounding neighborhood.
- 5) The design of the proposed development will provide a desirable environment for its occupants, visiting public, and its neighbors through the appropriate use of materials, texture, and color, and would remain aesthetically appealing and appropriately maintained.
- 6) The proposed development will not be detrimental to the public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity.
- 7) The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA). Please, see the Environmental Review Section of this staff report.

Staff analysis along with the required findings are included in the Resolution attached to this Staff Report.

4. Design Guidelines

The [Design Guidelines](#) are the primary design criteria under which discretionary review is conducted. The most relevant applicable Design Guidelines goals and policies include:

**Section 3.4 - Business & Light Industrial Parks and Buildings**

I.A To encourage "superior design" in business and light industrial parks.

III.A.6 Design buildings within business or light industrial parks to exhibit a consisted design theme or character. Freestanding buildings should be architecturally compatible with other buildings in the park.

III.B.1 Select building colors to establish continuity and compatibility within the park. Colors should enhance the visual character of the environment of the proposed buildings. Building colors should not compete for attention. Building colors should not become “signing” of the building or site.

#### **Section 4.3 - Infill Development**

I.A To provide for continuity of design between existing and new development.

Staff response: The proposed building uses colors and materials complement the existing Hansel Ford building and is architecturally compatible with other industrial buildings in the area in terms of architectural style, scale and massing. The new building and landscaping would improve the visual quality of the industrial area.

#### **5. Summary of Public Comments**

There have been no neighborhood comments received at the time of writing this staff report. Any new comments received will be shared with the Design Review and Preservation Board at the Design Review and Preservation Board meeting.

#### **5. Public Improvements**

For a comprehensive list of on- and off-site improvements, refer to the attached Exhibit A, provided by Engineering Development Services, dated July 31, 2025.

#### **FISCAL IMPACT**

Approval of the Project will not have an effect on the General Fund.

#### **ENVIRONMENTAL IMPACT**

The project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15183 (Projects Consistent with a Community Plan, General Plan, or Zoning).

The project is located within City limits, in an urbanized area, and is consistent with the General Plan 2050 land use designation and zoning regulations. The site is less than five acres, surrounded by existing industrial and commercial development, and has no known biological habitat value. All required utilities and services are available to serve the site, and the project will not result in significant environmental effects.



CEQA Guidelines Section 15183 provides an exemption for projects consistent with the development density and use described in a general plan, community plan, or zoning, for which an Environmental Impact Report (EIR) was certified. The project is consistent with the City of Santa Rosa General Plan 2050 and the Roseland Area/Sebastopol Road Specific Plan. The General Plan 2050 EIR was certified on June 5, 2025 (SCH# 2023020166) and the Roseland Area/Sebastopol Road Specific Plan EIR was certified on October 18, 2016 (SCH# 2016012030).

There are no environmental effects specific to the project or parcel; no new significant on- or off-site or cumulative impacts that were not already evaluated; and there is no substantial new information that would cause new or more severe environmental impacts beyond what was previously disclosed in the prior Environmental Impact Reports. Based on the above, the project qualifies for an exemption under Section 15183, and no further environmental review is required.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

During the December 19, 2024 Concept Design Review meeting, the Design Review Board (DRB) provided the following comments, recommendations, and considerations:

- Consider an alternative color. It does not need to be the same as surrounding structures but should be compatible.
- Consider an overhang on all sides for long term durability.
- Using plants that have some type of environmental benefit such as natives and pollinators.
- Provide male and female locker room spaces.
- Add windows to the office space.
- Provide an accessible route to the mezzanine.

The current proposal includes a softer shade of blue, which complements the existing Ford dealership building. The mezzanine has been removed, and a private changing room has been added alongside the locker area. The office has been moved to the south wall where there is a window. The proposed plant palette includes native pollinators.

#### PUBLIC NOTIFICATION

The project was noticed as a public hearing per the requirements of Chapter 20-66 of the City Code. Notification of this public hearing was provided by posting an on-site sign, publishing notice in a newspaper of general circulation, mailed notice to surrounding property owners and occupants, electronic notice to parties that had expressed interest in projects taking place in this geographic area of Santa Rosa, and bulletin board postings at City Hall and on the City website. Pursuant to Government Code Section 65091, where necessary, the City has incorporated notice procedures to the blind, aged, and disabled communities. These procedures include audio

amplifier/assistive listening device support at public meetings, closed captioning, and optical character recognition conversion of electronic notices.

### ISSUES

There are no unresolved issues.

### ATTACHMENTS

Attachment 1 - Disclosure Form  
Attachment 2 – Neighborhood Context Map  
Attachment 3 – Project Narrative  
Attachment 4 – Project Plans  
Attachment 5 – Landscape & Irrigation Plan  
Attachment 6 – Photo Renderings  
Attachment 7 – Consistency with GP EIR Analysis

Resolution

Exhibit A by Engineering Development Services, dated July 31, 2025

### CONTACT

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