



2550 Ventura Avenue
Santa Rosa, CA 95403

p: (707) 565-1900
f: (707) 565-1017

Scott Orr
Director

Michelle Arellano
Administration

Nathan Quarles
Engineering and Construction

Cecily Condon
Planning

Steve Mosiurchak
Fire Marshal

April 21, 2026

To: Interested Agencies

The following application has been filed with the Sonoma County Permit and Resource Management Department.

File Number: ADR26-0008
Applicant Name: Kevin Osvaldo Alvarez Aragon
Owner Name: Michael Sutliff
Site Address: 1468 Industrial Ave., Sebastopol
APN: 063-270-006
Zoning: M1, LG/116 SR

Project Description: Administrative Design to begin automobile sales on a 0.63 acre parcel. Proposal includes utilizing office space in existing commercial building and new signage.

We are submitting the above application for your review and recommendation. Additional information is on file in this office.

Responses to referrals should include a combination of any or all of the following details:

- (1) Statement of any environmental concerns or uncertainties your agency may have with the project.
- (2) Comments you wish to make regarding the merits of the project.
- (3) Identification of any missing information or application submittals that will preclude you from providing conditions and mitigations for this project in the future.
- (4) Your proposed conditions of approval and/or mitigations for this project.

After reviewing this application, please respond to the planner with your *marked* response below:

- Conditions will be provided and no further information is necessary.
- Conditions will be provided and additional information is necessary.
- Comments and/or concerns.
- No comments or conditions.

Responsible agencies under CEQA are requested to indicate whether permits will be required for this project.

Your comments will be appreciated by May 5, 2026, and should be sent to the attention of:

ADR26-0008, Alisa Rossetti (Alisa.Rossetti@sonomacounty.gov). The Project Planner can also be reached at (707) 565-2605. **If no response is received by May 5, 2026, it will be assumed that no comments or conditions will be provided.**

Please send a copy of your comments to the applicant(s) or their representatives as indicated on the attached Planning Application.

- Fire Prevention
- SUSMP
- Well & Septic
- Dist. 5 Director and Commissioners
- Regional Parks Dept
- Trans Authority/RCPA
- Transit/BPAC

- City of Sebastopol Planning Dept
- Local Fire District – Gold Ridge FPD
- Regional Water QCB: North Coast
- Sonoma MOAG
- Scenic Hwy 116 Committee
- Sebastopol City Manager

Planning Application

PJR-001

Application Type(s):

- Admin Cert. Compliance
- Ag. or Timber Preserve/Contract
- Conditional Cert. of Compliance
- Cert. of Modification
- Coastal Permit
- Zoning Permit for: _____

- Design Review Admin.
- Design Review Full
- General Plan Amendment
- Lot Line Adjustment
- Major Subdivision

File # _____

- Minor Subdivision
- Voluntary Merger
- Ordinance Interpretation
- Second Unit Permit
- Specific/Area Plan Amendment

- Use Permit
- Variance
- Zone Change
- Other: _____

By placing my contact information (name, address, phone number, email address, etc.) on this application form and submitting it to Sonoma County PRMD, I understand and authorize PRMD to post this application to the internet for public information purposes, including my contact information.

PRINT CLEARLY										
APPLICANT					OWNER (IF OTHER THAN APPLICANT)					
Name <u>Kevin OSvaldo Alvarez Aragon</u>					Name <u>Michael Surliff</u>					
Mailing Address <u>148 vista Dr</u>					Mailing Address <u>1468 INDUSTRIAL AVE</u>					
City <u>Sonoma</u>		State <u>CA</u>	Zip <u>95476</u>		City <u>SEBASTOPOLE</u>		State <u>CA</u>	Zip <u>95472</u>		
Day Ph (707) <u>9336406</u>		Email <u>Kevinaa2016@gmail.com</u>			Day Ph (707) <u>484-3306</u>		Email <u>office@therentalplace.com</u>			
Signature <u>[Signature]</u>			Date <u>8/15/2025</u>		Signature <u>[Signature]</u>			Date <u>8/15/2025</u>		
Billing Responsible Party (At-Cost Only) <input type="checkbox"/> Applicant <input type="checkbox"/> Owner <input type="checkbox"/> Other:										
OTHER PERSONS TO RECEIVE CORRESPONDENCE										
Name/Title					Name/Title					
Mailing Address					Mailing Address					
City		State	Zip		City		State	Zip		
Day Ph ()		Email			Day Ph ()		Email			
PROJECT INFORMATION										
Address(es) <u>1468 Industrial Ave</u>							City <u>Sebastopol</u>			
Assessor's Parcel Number(s) <u>063270006</u>										
Project Description <u>Auto Shop Sales</u>										
Acreage <u>.63</u>					Number of new lots proposed <u>0</u>					
Site Served by Public Water? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					Site Served by Public Sewer? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
TO BE COMPLETED BY PRMD STAFF										
Planning Area		Supervisorial District			<input type="checkbox"/> Critical Habitat		<input type="checkbox"/> Urban Service		Groundwater	<input type="checkbox"/> 1 / 2
Current Zoning					<input type="checkbox"/> NPDES		<input type="checkbox"/> Williamson Act		Availability	<input type="checkbox"/> 3 / 4
General Plan Land Use					Specific/Area Plan			Subject to		<input type="checkbox"/> EX
					Parcel Specific Policy			CEQA		<input type="checkbox"/> YES
Application resolve planning violation? <input type="checkbox"/> Yes <input type="checkbox"/> No				Violation? <input type="checkbox"/> Yes <input type="checkbox"/> No			File No.			
Previous Files					Penalty application? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Application accepted by					Date					
Approved by					Date					

Proposal Statement
Administrative Design Review
1468 Industrial Avenue, Sebastopol
APN 063-270-006

This is a request for Administrative Design Review to utilize an office space within an existing commercial building located at 1468 Industrial Avenue in Sebastopol for automobile sales, to be known as Sebastopol Auto Sales LLC. The overall size of the parcel is approximately 0.63 acres. The existing building is currently utilized as an equipment rental company, also known as The Rental Place. The proposed use will only utilize a currently unoccupied office and parking area near the office entrance door which is on the southeast side of the existing building. The existing parking area for the auto sales is currently gravel. There are no proposed or planned modifications to the existing building, grading, landscape or tree removal, lighting, materials and/or colors.

The project is located in an M1 Limited Urban Industrial Zoning District, and a portion of the parcel is located in the Highway 116 Scenic Corridor (LG/116 SR). The project complies with the Scenic Corridor requirements as it is not visible from Highway 116 and is situated facing East on Industrial Avenue, approximately 220 feet from Highway 116. Auto sales is an allowed and permitted use in this zoning district under Sec. 26-26-150 of the Sonoma County Municipal Code.

Hours of operation for the proposed dealership will be Monday-Thursday, 7:00AM-3:00PM and Friday-Sunday, 9:00AM-5:00PM with one (1) employee as owner/operator. Display vehicle(s) will be stationed in existing parking area near the entrance door of the office and customer traffic is anticipated to be 1-2 appointments per week on average. The office space will be utilized for conducting sales transactions, maintaining records, and meeting potential clients.

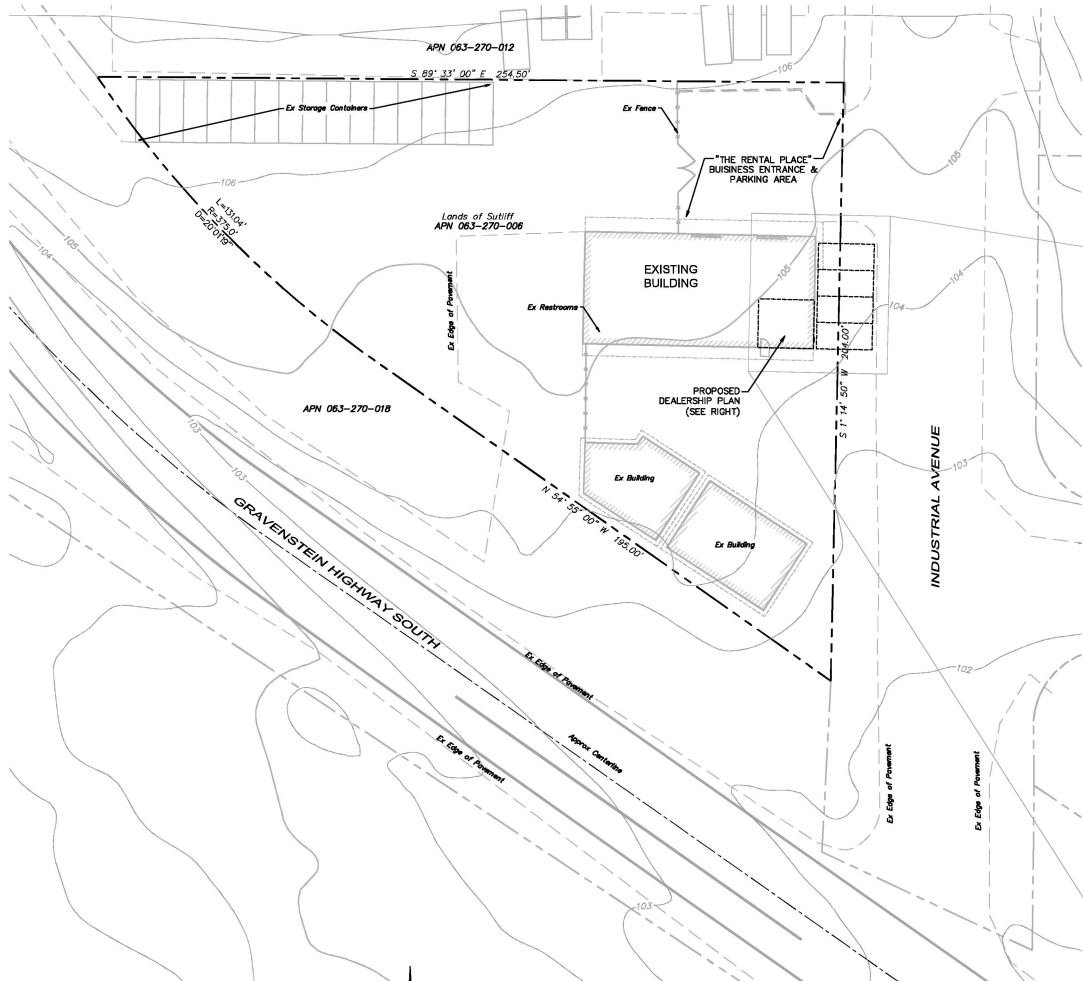
Signage will be proposed and designed according to the sign regulations outlined in Sec. 26C-302 of the Sonoma County Municipal Code. Proposed sign placement is currently on the western side of the existing building and near the office entrance door.

SEBASTOPOL AUTO SALES LLC

SITE PLAN

1468 INDUSTRIAL AVENUE Santa Rosa, California

APN 063-270-006

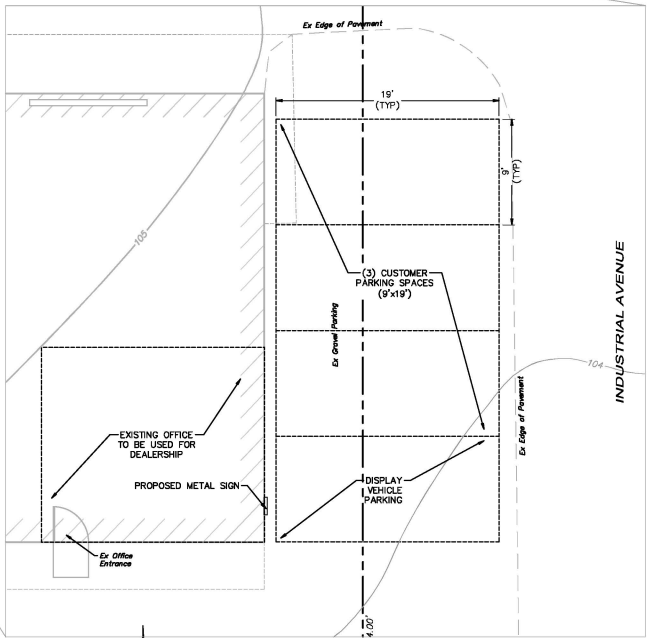
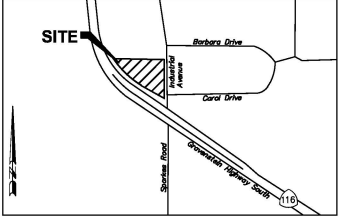


OVERALL SITE PLAN
Graphic Scale: 1" = 20'

OWNER :
KEVIN ALVAREZ
148 VISTA DRIVE
SONOMA, CA 95476
707-933-6406
KEVINAA2016@GMAIL.COM

CIVIL ENGINEER :
ADOBE ASSOCIATES, INC.
C/O: TIM L. SCHRAM
1200 N. DUTTON AVE.
SANTA ROSA, CA 95401
TEL: (707) 541-2300

PROJECT DESCRIPTION:
THIS PROJECT PROPOSES USING EXISTING OFFICE AND PARKING LOT FOR CAR DEALERSHIP AND SALES OFFICE UNDER A SONOMA COUNTY MINOR USE PERMIT.



DEALERSHIP PLAN
Graphic Scale: 1" = 5'

T:\2025 PROJECTS\2025\1468 Industrial Highway South\1468 Industrial Highway South.dwg, Eric Brown, 2/26/2025 9:53:28 AM

NOTE:
CONTOURS FOR REFERENCE ONLY.
OBTAINED FROM: 2013 LIDAR: SONOMA COUNTY, CA
SONOMA COUNTY VEGETATION MAPPING AND LIDAR PROGRAM

PROPERTY LINES FOR REFERENCE ONLY. OBTAINED FROM BOOK 130 OF
MAPS PAGE 24 AND SONOMA COUNTY GIS PUBLIC PARCELS LAYER.

Revisions	No.	Date	Description	Approved

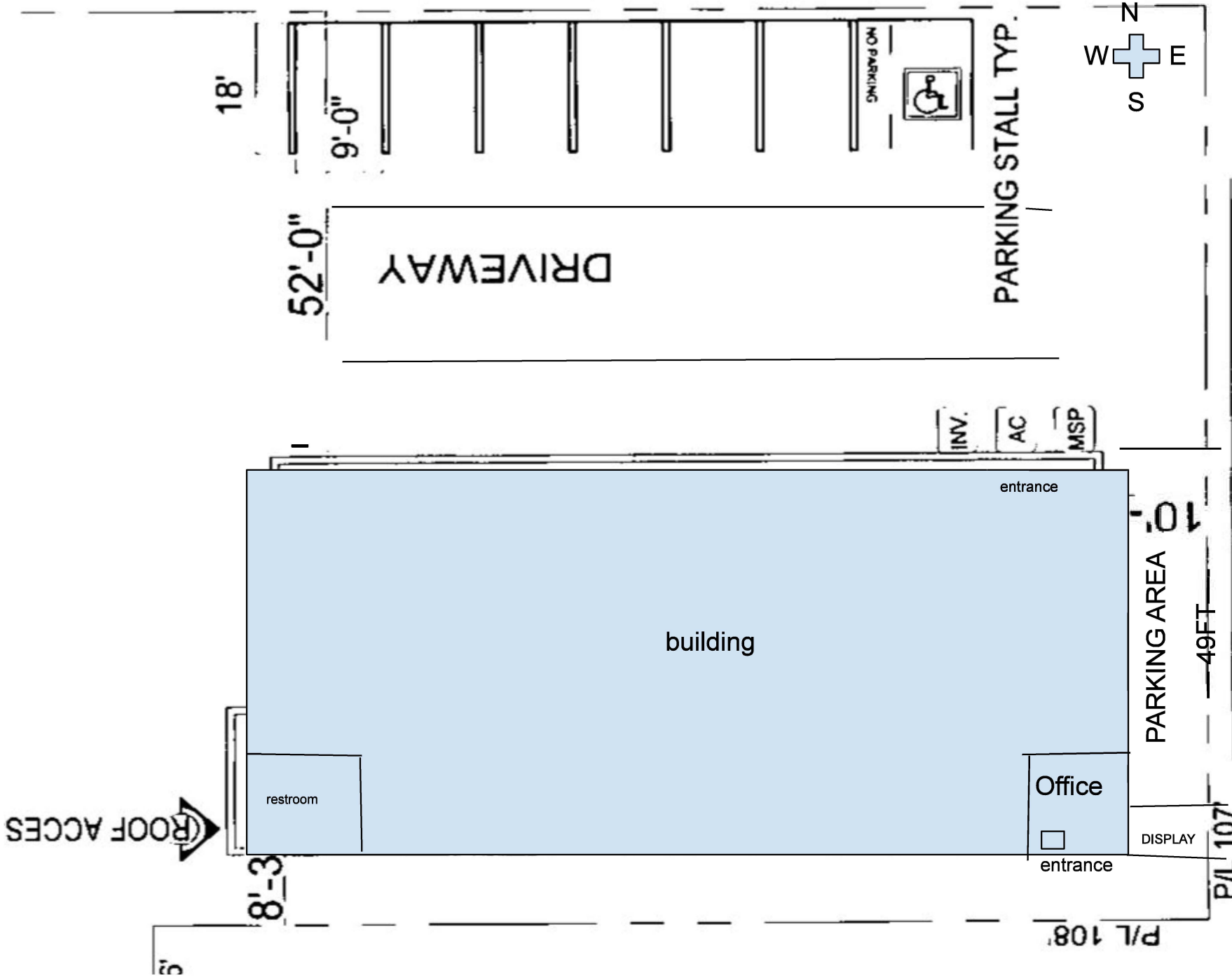
adobe associates, inc.
civil engineering (land surveying) (landscaping)
1220 N. Dutton Ave., Santa Rosa, CA 95401
P: (707) 541-2300 F: (707) 541-2300
Website: www.adobeinc.com

David E. Brown, RSE #1533
My license expires 3/31/2028

SEBASTOPOL AUTO SALES LLC
SITE PLAN
1468 Industrial Avenue
Sebastopol, California
APN 063-270-006

SCALE: AS SHOWN
Date: February 24, 2025
Design by: EB
Drawn by: EB
Checked by: DRB

Sheet
SP1.0
1 of 1 Sheets
Job 25262



1468 INDUSTRIAL AVE.

Google Maps

1468 Industrial Ave

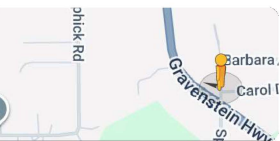


Image capture: Apr 2024 © 2026 Google

