

TERRY SCHMIDTBAUER  
Director

JAMES BEZEK  
Assistant Director

ALLAN CALDER  
Planning Services Manager

DEPARTMENT OF RESOURCE MANAGEMENT



675 Texas Street, Suite 5500  
Fairfield, CA 94533-6342  
(707) 784-6765  
Fax (707) 784-4805

[www.solanocounty.com](http://www.solanocounty.com)

Planning Services Division

**SOLANO COUNTY ZONING ADMINISTRATOR**

**Staff Report  
SGN-22-03**

<b>Application No.</b> SGN-22-03 (Bally Keal) <b>Project Planner:</b> Eric Wilberg, Senior Planner		<b>Meeting:</b> April 6, 2023	
<b>Applicant</b> Joe Cassidy 4286 Suisun Valley Road Fairfield, CA 94534		<b>Property Owner</b> same	
<b>Action Requested</b> Consideration of Sign Permit SGN-22-03 to construct three (3) freestanding monument signs totaling 60 square feet of sign area to identify the Bally Keal Estate consisting of a winery, distillery, and special events facility located along Suisun Valley Road, one (1) mile north of the City of Fairfield, within the Suisun Valley Agriculture "A-SV-20" Zoning District; APN: 0027-030-010.			
<b>Property Information</b>			
<b>Size:</b> 79.29 ac. (total)		<b>Location:</b> 4286 Suisun Valley Road	
<b>APN:</b> 0027-030-010			
<b>Zoning:</b> Suisun Valley Agriculture "A-SV-20"		<b>Land Use:</b> Winery & Special Event Facility	
<b>General Plan:</b> Agriculture		<b>Ag. Contract:</b> 116	
<b>Utilities:</b> Domestic water well and private septic system		<b>Access:</b> Suisun Valley Road	
<b>Adjacent General Plan Designation and Zoning District</b>			
	<b>General Plan</b>	<b>Zoning</b>	<b>Existing Land Use</b>
<b>North</b>	Agriculture	A-SV-20	Vineyard
<b>South</b>	Agriculture	A-SV-20	Field crop
<b>East</b>	Agriculture	A-SV-20	Vineyard
<b>West</b>	Agriculture	A-SV-20	Rockville Cemetery

## **PROJECT DESCRIPTION**

The proposed signage consists of three (3) freestanding monument signs located at the property's frontage along Suisun Valley Road to identify the Bally Keal Estate which consists of a winery, distillery, and special events facility. The property has 1,820 linear feet of roadway frontage with two existing driveway approaches. Two signs are single-sided, directional, and indicate approximate distance to the property's entrance. The main entrance sign is double-sided. All signage totals a combined 60 square feet.

As shown on the development plans prepared by PDF Designs, Inc., revised February 13, 2023, Sign No. 1 is located near the north west corner of the 79.29-acre parcel and consists of 20 square feet of signage mounted between two four-foot-tall stone veneer columns. Sign content identifies "Bally Keal Estate", "BK" logo, and directional distance to the property entrance. The Sherwin Williams color scheme includes "Black of Night" as the primary and "Ellie Gray" and "Marigold" as accents. Ground mount solar powered shielded indirect lights provide illumination.

Sign No. 2 is located north of the driveway at the property's entrance. Sign dimensions, monument height, form, and lighting are identical for all three signs. Sign No. 2 is double-sided, and its content is similar to the other signage. Hours of operation, date established, and contact information is also provided near the bottom of this sign. "Ellie Gray" is the primary color and "Black of Night" and "Marigold" are accents.

Sign No. 3 is located near the south west corner of the property and is similar and consistent with other signage.

## **GENERAL PLAN AND ZONING**

The General Plan designates this area Agriculture and the property is zoned Suisun Valley Agriculture "A-SV-20". The winery and event facility are permitted via Use Permit U-19-08 and proposed signage is supportive and incidental to those permitted uses.

## **SUISUN VALLEY DESIGN GUIDELINES**

The subject property is located within the Suisun Valley Agriculture zoning district and the proposed signage is subject to the design guidelines provided in the Suisun Valley Strategic Plan "SVSP". The SVSP recommends that signage be of appropriate scale relative to development within the vicinity, organized using a consistent style to orient users and clearly identify the associated business, and encourages the use of low stone monuments at entries to wineries.

The proposed signage is scaled appropriately for the agrarian setting and is of sufficient size to orient motorists along Suisun Valley Road towards the winery and event facility. The form, design, content, and color scheme are consistent throughout each of the three freestanding signs. The proposal includes the use of stone veneer columns, encourage by the SVSP.

## **SIGN STANDARDS ANALYSIS**

Section 28.96 of the County Zoning Regulations (Signs) specifies general and specific standards for the placement, type, size, and number of signs allowed within each unincorporated Zoning District.

Section 28.96.60 provides general sign standards, with an excerpt applicable to the A-SV-20 district provided below:

Zoning District	Allowed Sign Types (1)	Maximum Number (2)	Maximum Sign Area (3)	Maximum Sign Height	Type of Lighting Allowed
A A-SM A-SV-20	Awning	3	60 sf		Indirect
	Freestanding			6 ft for freestanding.	
	Projecting			As provided by Section <a href="#">28.96.70(C)</a> for projecting.	
	Wall			Eave height for wall-mounted.	

The proposal is consistent with these general standards in that all signage is freestanding, there are a maximum of three (3) proposed signs, maximum sign area does not exceed 60 square feet, freestanding signage does not exceed six (6) feet in height, and all lighting is indirect, ground mount, solar powered.

In addition to the general standards above, Section 28.96.70 (B) provides standards specific to freestanding signage:

- a. Sign height shall not exceed six feet.
- b. A freestanding sign may be placed only on a site frontage adjoining a public street.
- c. Multiple signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs.
- d. The sign shall not project over public property, vehicular easements, or rights-of-way
- e. To assist emergency response personnel in locating the site, a freestanding sign should contain an illuminated street address plate. Numbers should be a minimum of six inches in height. Address plates shall not be calculated as part of the allowed sign area.

The proposed signage is consistent with standards a through d, and the sign permit is conditioned to ensure compliance with “e” regarding addressing and street numbering.

**ENVIRONMENTAL ANALYSIS**

Pursuant to Section 15311(a) (Class 11 – Accessory Structures) of the California Environmental Quality Act (CEQA) Guidelines, the proposed project is exempt from the requirements of CEQA and would not have a significant impact on the environment. Class 11 consists of the construction, or placement of minor structures accessory to existing commercial, industrial, or institutional facilities, including an on-premises signage.

**RECOMMENDATION**

Staff recommends that the Zoning Administrator ADOPT a resolution to APPROVE Sign Permit SGN-22-03 subject to the findings and conditions of approval.

**ATTACHMENTS:**

- A – Draft Resolution
- B – Development Plans

## **SOLANO COUNTY ZONING ADMINISTRATOR RESOLUTION NO. XX**

**WHEREAS**, the Solano County Zoning Administrator has considered Sign Permit Application No. SGN-22-03 by **Joe Cassidy** to construct three (3) freestanding monument signs totaling 60 square feet of sign area to identify the Bally Keal Estate consisting of a winery, distillery, and special events facility located at 4286 Suisun Valley Road, one (1) mile north of the City of Fairfield, within the Suisun Valley Agriculture "A-SV-20" Zoning District; APN: 0027-030-010; and

**WHEREAS**, said Zoning Administrator has reviewed the report of the Department of Resource Management and heard testimony relative to the subject application at the duly noticed public hearing held on April 6, 2023; and

**WHEREAS**, after due consideration, the Zoning Administrator has made the following findings in regard to said proposal:

- 1. The proposed signage does not exceed the standards of Sections 28.96.60 (Zoning District Sign Standards) and 28.96.70 (Standards for Specific Types of Signs) and is of the minimum size and height necessary to enable motorists and pedestrian to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site.**

The proposal is consistent with the general and specific standards in that freestanding signage is an allowed type, there are a maximum of three (3) proposed signs, maximum sign area does not exceed 60 square feet, freestanding signage does not exceed six (6) feet in height, and all lighting is indirect, ground mount, solar powered. In addition, signage is sited on frontage adjoining a public street (Suisun Valley Road, County Road No. 83). Each sign is separated by a minimum of 75 feet to ensure adequate visibility and are situated outside of vehicular easements, rights-of-way, and do not project over public property. The sign permit is conditioned to ensure compliance with addressing standards.

- 2. The size, location, and design of the sign are visually complementary and compatible with the size and architectural style of the primary structures on the site, any prominent natural features of the site, and structures and prominent natural features on adjacent properties on the same street in the immediate vicinity.**

The proposed signage including the size, location, and design are visually complementary and compatible with the winery and event facility on-site and with neighboring uses within the vicinity.

- 3. The proposed signs are in substantial conformance with the sign design criteria provided in Section 28.96.50 (D) and (E) of the Sign Regulations.**

The proposed signs are consistent with the applicable design criteria including color, materials, and illumination.

**4. The proposal is consistent with the Suisun Valley Design Guidelines.**

The proposed signage is scaled appropriately for the agrarian setting and is of sufficient size to orient motorists along Suisun Valley Road towards the winery and event facility. The form, design, content, and color scheme are consistent throughout each of the three freestanding signs. The proposal includes the use of stone veneer columns, encouraged by the SVSP.

**5. Pursuant to Section 15311(a) (Class 11 – Accessory Structures) of the California Environmental Quality Act (CEQA) Guidelines, the proposed project is exempt from the requirements of CEQA and would not have a significant impact on the environment. Class 11 consists of the construction, or placement of minor structures accessory to existing commercial, industrial, or institutional facilities, including an on-premises signage.**

**BE IT THEREFORE RESOLVED** that the Zoning Administrator has approved Sign Permit Application No. SGN-22-03 subject to the following conditions of approval:

1. All signage shall be established in accord with the application materials submitted with Sign Permit application SGN-22-03 filed May 25, 2022 except as modified by the revised development plans prepared by PDF Designs, Inc. dated February 13, 2023, and as approved by the Solano County Zoning Administrator.
2. Any expansion or change in the project; including size, type, or location of signage may require application for a new or revised sign permit.
3. The permittee shall remain in compliance with the Sign Regulations as set forth in Section 28.96 of the Solano County Zoning Ordinance.
4. No sign shall be located within, or so that it overhangs a public right-of-way.
5. To assist emergency response personnel in locating the site, the freestanding monument sign at the main entrance shall contain an illuminated street address plate. Numbers should be a minimum of six inches in height. Address plates shall not be calculated as part of the allowed sign area.

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I hereby certify that the foregoing resolution was adopted at the regular meeting of the Solano County Zoning Administrator on April 6, 2023.

TERRY SCHMIDTBAUER, DIRECTOR  
RESOURCE MANAGEMENT

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Allan Calder  
Planning Program Manager

SHERWIN WILLIAMS - COLORS

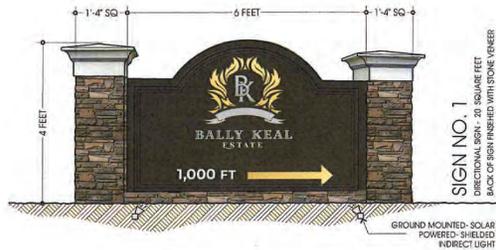
SW 7003	Ellie Gray	ACCENT
SW 6933	Black of Night	PRIMARY
SW 6844	Marigold	ACCENT

STONE VENEER



CULTURAL STONE - COUNTRY  
LEDGESTONE COLOR: UMBER CREEK

**SIGNAGE : MATERIALS & COLORS**

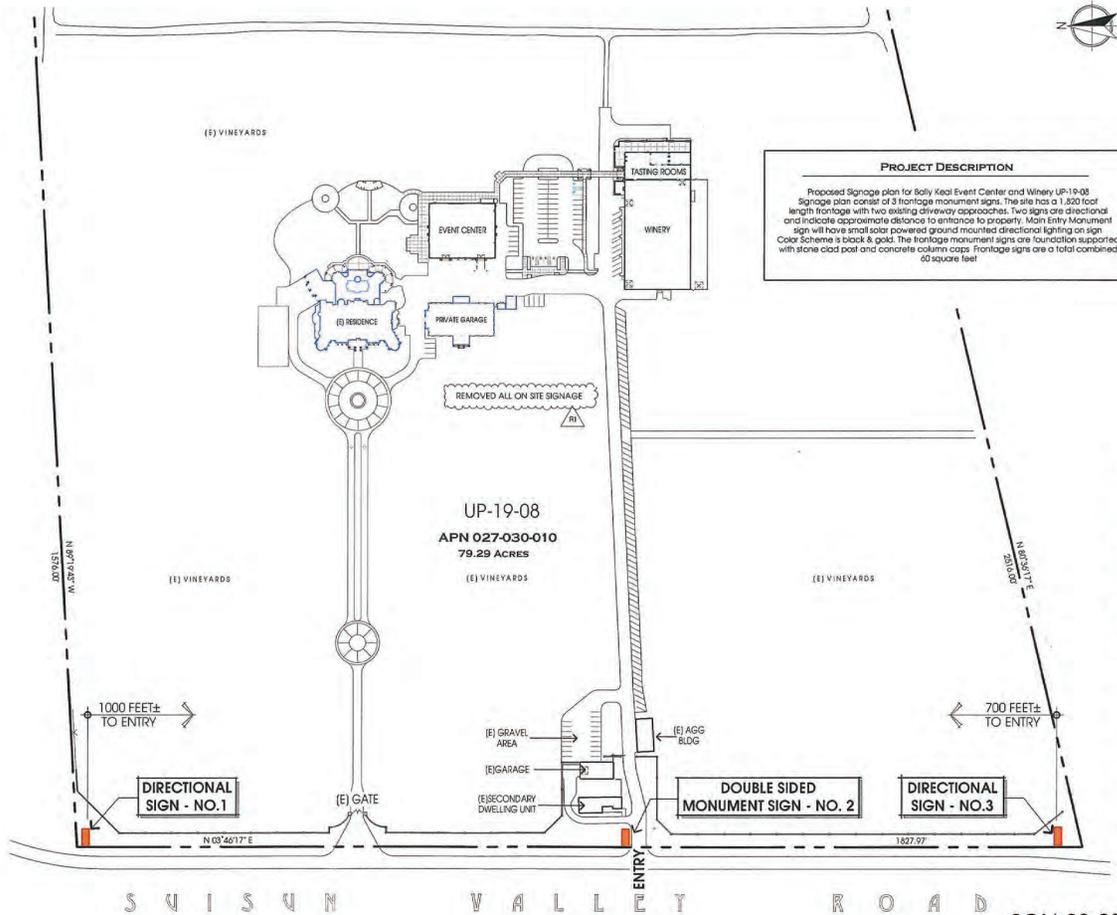


3 PROPOSED FRONTAGE SIGNS  
TOTAL 60 SQUARE FEET  
**FRONTAGE SIGNS**

PROPOSED  
SIGNAGE PLAN FOR  
**SPECIAL EVENTS FACILITY  
WINERY & DISTILLERY**  
**BALLY KEAL VINEYARDS**

4286 SUISUN VALLEY ROAD

APN 027-030-010



**PROJECT DESCRIPTION**

Proposed Signage plan for Bally Keal Event Center and Winery UP-19-08. Signage plan consist of 3 frontage monument signs. The site has a 1,800 foot length frontage with two existing driveway approaches. Two signs are directional and indicate approximate distance to entrance to property. Main Entry Monument sign will have small solar powered ground mounted directional lighting on sign. Color Scheme is black & gold. The frontage monument signs are foundation supported with stone clad post and concrete column caps. Frontage signs are a total combined 60 square feet.



Paul D. Friend  
Architect

4171 Suisun Valley Road  
Fairfield, CA 94534  
707.984.0282 FAX 707.984.0282  
www.PDFDesign.com

**REVISIONS**

NO.	REVISION	DATE
1	ISSUE FOR PERMITS	11/25/22
2	UPDATE PERMITS	1/13/23

**BALLY KEAL WINERY & EVENT CENTER**  
FOR: MR. JOE CASSIDY  
4286 SUISUN VALLEY ROAD, SUISUN VALLEY, CALIFORNIA



Frontage Sign Plan  
Scale: As Noted  
November 2022

Sheet Number  
**1 OF 2**  
Per Date: 2/24/23

FRONTAGE SIGNAGE SITE PLAN  
Scale: 1" = 100'

SGN-22-03



**SIGN NO. 1**  
SINGLE SIDED

**FRONTAGE SIGN 1 - PHOTO**  
NORTH PROPERTY LINE



**SIGN NO. 2**  
DOUBLE SIDED

**FRONTAGE SIGN 2 - PHOTO**  
MAIN ENTRY

**ANTI-VANDALISM PROTECTION:**

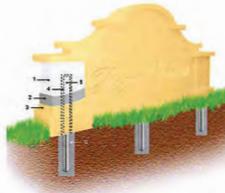
Once all the forms are created, they are assembled in your monument shape, which is galling treated with a thick layer of fibrous resin. This stage is critical as it creates a protective shell that covers the architectural form. Once this stage is properly finished, the monument sign is finally top-coated with several coats of textured finish (lacquer) or Dymal authorized carrier.



**SAFEGUARD-COATING™** is a polyurethane coating that encases and protects our products from freeze-thaw, mechanical impact and abrasion. This polymer protection exceeds the requirements of any city and state authorities. Our products handle thermal cycling and they will not crack, rot or deteriorate due to extreme weather conditions. Our structure will maintain high impact resistance properties from the day they are put into service to the day they are removed.

Our stone monument signs are fabricated in vinyls is commonly referred to in the construction industry as an EPS stucco system. Here are the technical details and materials used in architectural sign fabrication.

1. CORE OF STRUCTURE IS MOLDED EXPANDED POLYSTYRENE (EPS).
2. FAST CURE URETHANE, 100% RESISTANT SAFEGUARD-COATING™.
3. TEXTURED FINISHED SURFACE IS 200% AGGREGATE ADHESIVE.
4. 1/2" OR 3/4" PVC SCHEDULE 40 PIPE IS BOLDED INTO CENTER OF STRUCTURE.
5. STEEL PIPE IS INSERTED DURING INSTALLATION AND SECURED WITH EXPANDING POLYURETHANE FOAM.
6. CONCRETE FOOTING IS REQUIRED BY LOCAL LAW.

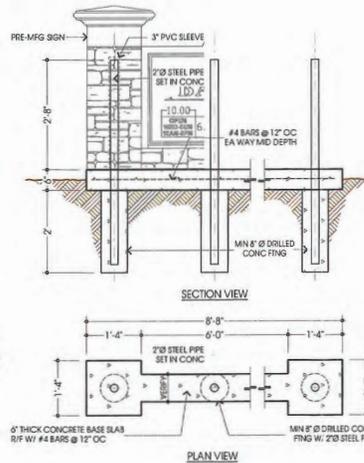


Monuments are independently tested and approved to withstand 180 MPH Winds!

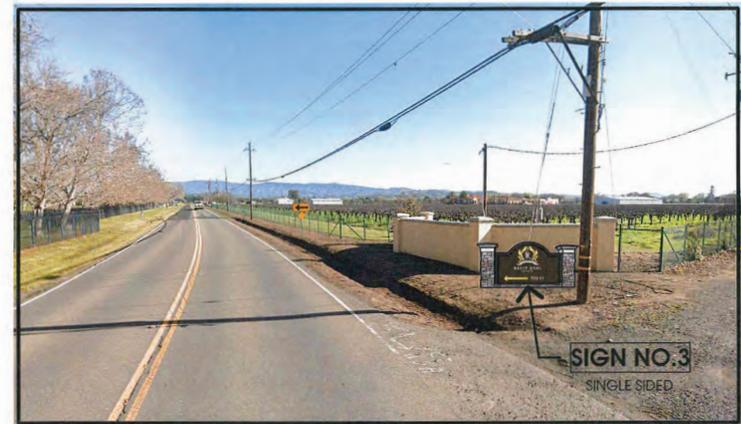


Manufactured monuments are ones that are made at the factory instead of being constructed on site. They are much more affordable and can be shipped to any desired location. Custom monument signs are manufactured using an original master of polymer based materials. The result is a sign, which is incredibly strong yet light. Backlit monument signs are installed on one-piece mounting poles. The poles are positioned in post holes and the post holes are then filled with concrete for stability. Royal Foam Monuments are a great way to stand out of the crowd of your competitors, to show your individuality to make your logo more recognizable and attract more and more new customers to your company!

Monument Signs Manufactured  
By: Royal Foam Products  
Ilana Robenson 904-345-5400



**MONUMENT SIGN DETAIL**



**SIGN NO. 3**  
SINGLE SIDED

**FRONTAGE SIGN 3 - PHOTO**  
SOUTH PROPERTY LINE



**PDF**  
Designs, Inc.

Paul D. Friend  
Architect

4171 Suisun Valley Road  
S u i s u n V a l l e y , C A 9 4 5 2 4  
707.464.0000 Fax 707.464.0003  
www.PDFDesigns.com

NO.	REVISIONS	DATE
1	REVISED TO ADD SIGN NO. 3	11/15/22
2	REVISED TO ADD SIGN NO. 3	11/15/22

**BALLY KEAL WINERY & EVENT CENTER**  
FOR: MR. JOE CASSIDY  
4286 SUISUN VALLEY ROAD, SUISUN VALLEY, CALIFORNIA



Frontage  
Photos  
Scale: As Noted  
November 2022

Sheet Number  
**2 OF 2**  
Per Date: 2/24/23

SGN-22-03