



**Wichita-Sedgwick County
Metropolitan Area
Planning Department**

May 27, 2026

Ray Bruebaker
1207 S. Tyler Rd., Ste. B
Wichita, KS 67209

Miracle Signs
Attn: Luke Redfern and Justin Salkil
1016 N. Waco Ave
Wichita, KS 67203

RE: BZA2026-00045: Administrative Adjustment in the City to permit a variable/electronic message sign for a multi-tenant office on property zoned GO General Office District; generally located on the south side of West Central Avenue, within one-quarter mile east of North Maize Road (10209 West Central Avenue).

Legal Description: Lot 1, Cencrest Addition, Wichita, Sedgwick County, Kansas.

Dear Applicant:

We have reviewed your request for an adjustment to the Sign Code to permit a variable/electronic message sign as a new monument sign on the subject site. The existing static sign is located on the northeast side of the site, perpendicular to West Central Avenue. The existing sign is located approximately 40 feet west of the east property line and approximately 5 feet from the north property line. If approved, the proposed new multi-tenant sign would be located just south of the existing sign location, increasing the setback from the north property line. The proposed new sign would feature 4 static tenant panels with a variable/electronic message sign at the top.

The following is a review of the total sign area along West Central Avenue with the inclusion of the proposed variable/electronic message sign.

- Variable/electronic message sign would be 32 square feet;
- Four static tenant panels equal 12.24 square feet each for a total area of 48.96 square feet.

The total sign area along West Central Avenue would be 80.96 square feet, which does not exceed the total permitted multi-tenant sign area of 96 square feet per the Wichita Sign Code for properties zoned GO. The total height of the proposed new sign would be 15 feet, which does not exceed the permitted height of 22 feet per the Wichita Sign Code for properties zoned GO.

Section 24.04.251.i of the Sign Code allows an adjustment to allow variable/electronic message signs in the GO District. We find that allowing the variable/electronic message component on a sign that complies with the standard sign area as permitted by 24.04.190.11 meets the three conditions required by Section 24.04.251.6 of the Sign Code as set out below:

- 1) Impact on existing uses in surrounding areas: The residential property to the north and north east would be the most affected by the placement of a variable/electronic message sign at the proposed

location. These properties are zoned SF-5 Single-Family Residential and developed with single-family dwellings.

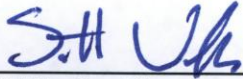
- a. The dwelling on the property addressed as 701 North Crestline Avenue is approximately 125 feet north of the proposed sign, across West Central Avenue. During the winter months, the sign may have possible negative impacts of light trespass between dusk and 11:00 p.m. and between 7:00 a.m. and sunrise. The conditions of approval require the sign to be turned off between 9:00 p.m. and 7:00 a.m.
 - b. The dwelling on the property addressed as 700 North Crestline Avenue is approximately 215 feet northeast of the proposed sign. The distance from the sign will help mitigate possible light trespass. During the winter months, the sign may have possible negative impacts of light trespass between dusk and 11:00 p.m. and between 7:00 a.m. and sunrise. The conditions of approval require the sign to be turned off between 9:00 p.m. and 7:00 a.m.
- 2) Compatibility with existing or permitted uses on abutting sites: Allowing the new electronic display may negatively affect surrounding uses during the winter months when the sky is dark during typical hours when information is desired to be advertised. However, conditions of approval are designed to mitigate said negative impacts. The copy and graphics changes will be restricted to static images with changes not more than every five seconds or slower. Based on the placement and orientation of the sign, and conditions of approval, significant detrimental impacts are not anticipated.
- 3) Effect on public health, safety or welfare: There will be no encroachment into public right-of-way or easements; there should be no impact on the public health, safety or welfare, nor will properties or improvements in the vicinity be materially injured.

Our signatures below indicate that a Sign Code Adjustment to permit a variable/electronic message sign for the aforementioned property is hereby **GRANTED**, subject to the following conditions.

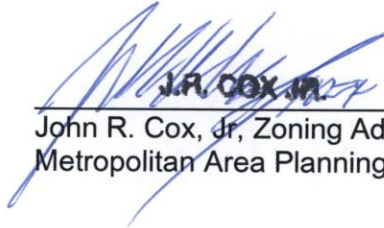
- 1) The Administrative Adjustment is for adding a new variable/electronic message sign as proposed. The total sign area of ground or pole signs along West Central Avenue shall not exceed 96 square feet for a multi-tenant sign. All other signage on the site shall otherwise conform to the Sign Code unless a separate Adjustment or Variance is approved.
- 2) Only one (1) variable/electronic message sign is allowed on this property.
- 3) Only one (1) freestanding sign shall be allowed on this property. The existing sign shall be removed.
- 4) From dusk until 9:00 p.m., the sign brightness shall be reduced to no more than 3000 nits (per the Wichita Sign Code). The sign shall not be illuminated between the hours of 9:00 p.m. and 7:00 a.m. The sign shall conform to all other requirements of the City of Wichita Sign Code.
- 5) Copy or graphics shall be limited to static images only and shall not flashing or have moving images, nor shall they change more than once every five seconds.
- 6) The sign shall be in general conformance with the approved site plan. The sign shall be permitted and installed within one year from the date of approval.
- 7) Portable signage shall not be permitted on the subject property.
- 8) If the Zoning Administrator finds that there is a violation of any of the conditions of the Sign Code Adjustment, the Zoning Administrator, in addition to enforcing the other remedies set forth in the Sign Code, may, with the concurrence of the Planning Director, declare that the Sign Adjustment is null

and void.

The development application sign should now be removed from the property.



Scott Wadle, Director
Metropolitan Area Planning Department



John R. Cox, Jr, Zoning Administrator
Metropolitan Area Planning Department

cc: MABCD
J.V. Johnston, CM District V
Teresa Veazey, CSR District V



Title: Requesting a Sign Code Adjustment to allow a Multi-Tenant Ground Sign with an EMC Display.

Address:
10209 W Central Ave, Ste 2,
Wichita, KS 67212

Applicant:
Ray Bruebaker
Health Insurance Specialists LLC

Agent:
Luke Redfern
Miracle Signs, Inc.

SITE PLAN

APPROVED 5/27/26 BY *[Signature]*
BEA 26-45
1 of 2

Existing sign will be removed if adjustment is approved.



(316) 832-1177
MiracleSigns.biz
Wichita, Kansas 67208

260312 LED Tenant Sign
10209 W. Central Ave. - Wichita, Kansas - 67212

LED
Tenant
Sign

Date: 4-21-08	Drawing by: JH	Salesperson: Justin Sabel	Project Manager: Jeremy Haigler
File Name: 260312 LED Tenant Sign.cdr			
Disk Name: Z:\John Haigler\Insurance Specialist\local\10209 W Central\production			

APPROVAL SIGNATURES

3/8" = 1' Scale
Production

SITE PLAN

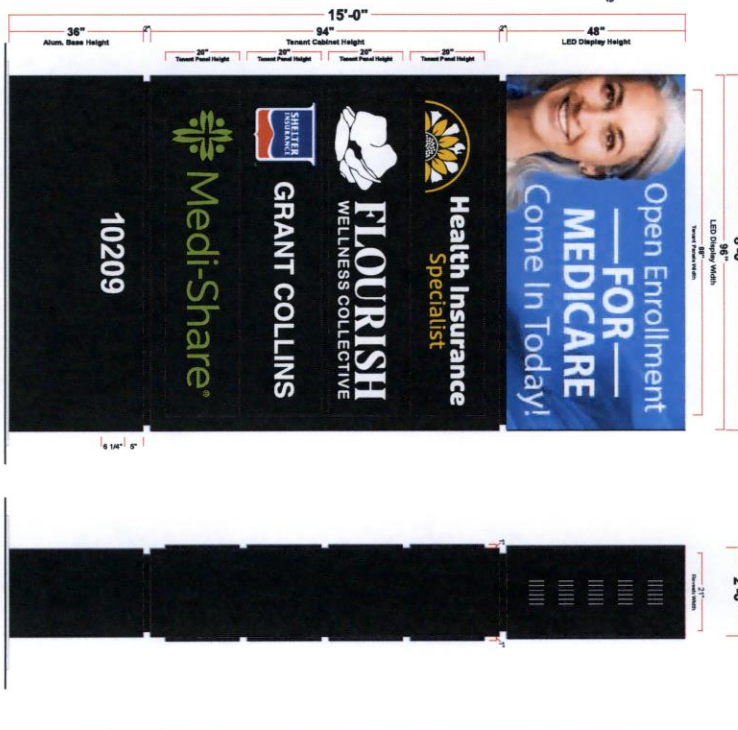
5/27/06

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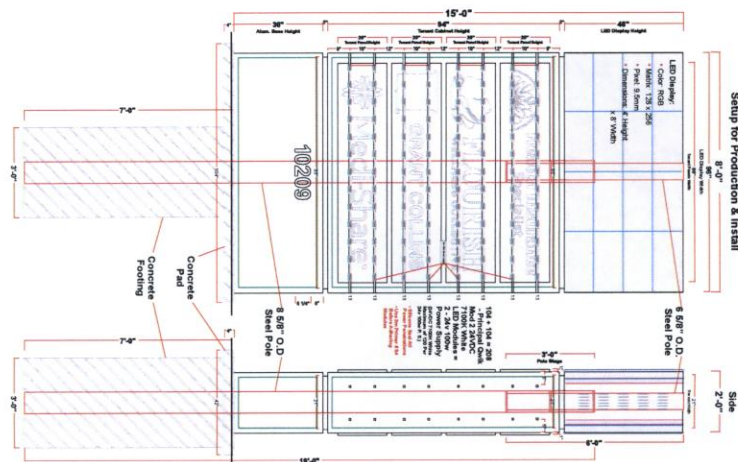
B2A26-45

2 of 2

Sign Layout



Setup for Production & Install



Side

2'-0"

8'-0"

LED Display Width

48"

LED Display Height

15'-0"

Alum. Base Height

36"

Tenant Cabinet Height

94"

Tenant Panel Height

24"

Tenant Panel Height

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Contact:
Name: Steve Elliott
Phone: 316-304-3777
Email: steve@miraclesigns.biz

Lighting:
Principal GwK Med 2 2AVDC
7100K White LED Modules: 208

Power Supplies Needed:
24V 100W Power Supplies: 2
Photo Cell
Time Clock

Power Demands:
24V 100W Power Supplies: 2
x 1.6 amps = 3.2 amps
LED Displays: 28 amps
Total: 31.2 Amps
Volts: 120V

Install Details:
CMC Concrete: _____
Auger Size: _____
Reminder: Special Setup
Read Notes Carefully

Dig Safe: _____
Ordered: _____
Complete: _____
Ticket #: _____

1 D/F Lighted LED Tenant Sign:

- All Alum Fabrication with Steel Pole & Pole Guides
- Top LED Display Cabinet
- Lower Tenant Sign Cabinet
- Tenant Panels with Acrylic Backers
- Upper & Lower Reveals
- Alum. Base
- White Vinyl Address Numbers
- Install as Shown

Top LED Display Cabinet:

- LED Displays as Shown
- 2' x 2' x 3/16" Alum. Angle Mounting Frame (Cabinet 24" Deep)
- Routed 125" Alum. Vent Returns Panels - Painted Black (Returns Painted Black)

LED Display:

- Color RGB
- Matrix 128 x 256
- Pixel: 9.5mm
- Dimensions: 4' Height x 8' Width

Lower Tenant Sign Cabinet:

- Routed 125" Alum. Faces with 125" Alum. Returns 24" Deep - Painted Black
- 2' x 2' x 3/16" Alum. Angle Internal Framing
- Internally Lighted with White LEDs
- As Shown

Tenant Panels with Acrylic Backers:

- Routed 080" Alum. Faces with 1" Deep Break Returns - Painted Black
- Routed 3/16" 7328 White Acrylic Backers with Approved Translucent Vinyls on Faces as Shown
- Panels are Mounted to 1' x 1' Alum. Angle Frames Around Openings in Sign Cabinet

• Colors may appear different on screen or copy printed
See PMS book or Paint samples for True Colors

• Refer to Shop Manager Andrew Smith
Need: 2 - 20 amp circuits
Existing: _____ amp circuits

1/4" = 1' Scale