



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

June 16, 2023

James McMaster  
201 South St. Francis Ave., #503  
Wichita, KS 67202

Kevin McMaster  
PO Box 2684  
Wichita, KS 67201

**RE: BZA2023-00024 – Variance request in the County to increase the height of proposed billboards; generally located on the north side of East US-54/400 and within one-half mile west of South 127<sup>th</sup> Street East.**

Dear Applicant,

At its regular meeting on May 25, 2023, the official action of the Board of Zoning Appeals was to **GRANT** the requested variance. The approval of the request is subject to the following conditions.

1. The west sign shall not exceed 50 feet in height, the middle sign shall not exceed 45 feet in height, and the east sign shall not exceed 50 feet in height as shown on the site drawings submitted by the applicant and shall be developed in accordance with the approved site plan.
2. The off-site signs shall adhere to all applicable setbacks.
3. The applicant shall obtain all permits necessary to construct the signage and the signage shall be erected within one year.
4. The signs shall conform to all other requirements of the Sedgwick County Sign Code.

Please see the enclosed Resolution for your records.

If you have any questions concerning this matter, please call our office at (316)-268-4421.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Philip Zevenbergen'.

Philip Zevenbergen, AICP  
Current Plans, Division Manager

Copies to: MABCD

**BZA RESOLUTION NO. BZA2023-00024**

**WHEREAS**, John and Nancy McMaster (owners); pursuant to Kansas Statutes Annotated 12-759, request a Variance to increase the height of three off-site signs from 35 feet to up to 50 feet on property legally described as follows:

SE1/4, EXC SW1/4 THEREOF, & EXC 3.81A ST HWY & EXC 3.76A CC A-54126 & EXC TH PT DESCRIBED IN DOC 29613020, S22-T27S-R2E, SEDGWICK COUNTY, KS

**WHEREAS**, proper notice as required by ordinance and by the rules of the Board of Zoning Appeals has been given; and

**WHEREAS**, the Board of Zoning Appeals did, at the meeting of May 25, 2023, consider said application; and

**WHEREAS**, the Board of Zoning Appeals has proper jurisdiction to consider said request for a variance under the provisions of Kansas Statutes Annotated 12-759 *et. seq.*; and

**WHEREAS**, the request to permit an increase in height from 35 feet to up to 50 feet is necessitated by the increase in height of the adjacent highway when it was expanded. This is a unique situation that was not created by the property owners.

**WHEREAS**, increasing the height from 35 feet to up to 50 feet will not have an adverse effect on the rights of adjacent property owners or residents.

**WHEREAS**, the strict application of the restriction on sign constitute an unnecessary hardship on the applicant as a sign height of 35 feet does allow for reasonable visibility for motorist.

**WHEREAS**, granting the variance to increase the height of the sign will not adversely affect the public health, safety, morals, order, convenience, prosperity, general welfare, or harmonious development of the community.

**WHEREAS**, granting the variance will not be opposed to the general spirit and intent of the Code.

**WHEREAS**, each of the five conditions required by Kansas Statutes Annotated 12-759, are found to be present for a variance to be granted.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Zoning Appeals, pursuant to Kansas Statutes Annotated 12-759, a Variance to increase the height of three off-site signs from 35 feet to up to 50 feet on property legally described as follows:

SE1/4, EXC SW1/4 THEREOF, & EXC 3.81A ST HWY & EXC 3.76A CC A-54126 & EXC TH PT DESCRIBED IN DOC 29613020, S22-T27S-R2E, SEDGWICK COUNTY, KS

The variance is hereby **GRANTED**, subject to the following conditions:

1. The west sign shall not exceed 50 feet in height, the middle sign shall not exceed 45 feet in height, and the east sign shall not exceed 50 feet in height as shown on the site drawings submitted by the applicant and shall be developed in accordance with the approved site plan.
2. The off-site signs shall adhere to all applicable setbacks.
3. The applicant shall obtain all permits necessary to construct the signage and the signage shall be erected within one year.
4. The signs shall conform to all other requirements of the Sedgwick County Sign Code.

ADOPTED AT SEDGWICK COUNTY, KANSAS, this 16<sup>th</sup> Day of June 2023

  
\_\_\_\_\_  
Ann M. Fox, BZA Board Chair

ATTEST:

  
\_\_\_\_\_  
Scott Wadle,  
BZA Secretary

# Public notice

(Published In The Ark Valley News May 4, 2023.)

## MAPC May 25, 2023 OFFICIAL HEARING NOTICE

NOTICE IS HEREBY GIVEN that on Thursday, May 25, 2023, no earlier than 1:30 p.m., the Wichita Sedgwick County Metropolitan Area Planning Commission/Board Zoning Appeals will consider the following applications. The meeting will be held at the Ronald Reagan Building, 271 West Third Street, 2nd Floor, Wichita, KS 67202. Public participation may also occur through virtual methods (specified at the end of this notice). If you have any questions regarding the meeting or items on this notice, please call the Wichita Sedgwick County Metropolitan Area Planning Department at (316) 268 4421.

**BZA2023-00023:** Variance request in the County to increase the height of an existing billboard; generally located on the north side of East US-54/400 and within one-half mile west of South 127th Street East.

**BZA2023-00024:** Variance request in the County for increase in height of Billboard; generally located 233 feet north of East Kellogg Drive and 723 feet east of intersection of South Zelta Street and East Lewis Street (12222 East Kellogg Drive).

**ZON2023-00020:** Zone change in the County from SF-20 Single-Family Residential District to GC General Commercial District for Vehicle Storage Yard; generally located west of North Ridge Road and approximately 650 feet south of West 45th Street North (4435 N. Ridge Road).

**ZON2023-00022:** Zone change request in the County from SF-20 Single-Family Residential District to LC Limited Commercial District; generally located on the southeast corner of West 45th Street North and North Ridge Road.

Complete legal descriptions are available for public inspection at the Metropolitan Area Planning Department, 271 W. Third St., 2nd Floor. As provided in Section V of the Wichita Sedgwick County Unified Zoning Code, the same will then and there be discussed and considered by the said MAPC, and all persons interested in said matters will be heard at this time concerning their views and wishes in the premises, and any protest against any of the provisions of the proposed changes to the zoning regulations will be considered by the MAPC as by law provided.

**Options to participate (see below):**  
1) Participate virtually  
2) Attend in-person at the Ronald Reagan Building

3) Submit comments ahead of time

**Participate Virtually**  
Join Zoom Meeting  
<https://us06web.zoom.us/j/4089866967?pwd=a0k3bWoySIBNbfJkTDFyV0xPVDBXUT09>

**Meeting ID: 408 986 6967**  
Passcode: 094136  
One tap mobile  
+16699006833,4089866967#,...  
\*094136# US (San Jose)  
+17193594580,,4089866967#,...  
\*094136# US

**Meeting ID: 408 986 6967**  
Passcode: 094136  
Find your local number: <https://us06web.zoom.us/j/4089866967>

**Attend In-Person**  
You may also participate in the hearing in-person at the Ronald Reagan Building, 271 West Third Street, 2nd Floor, Wichita, Kansas 67202. The in-person option is primarily intended for those without other technology options, and who have not previously submitted recorded audio or video comments. If you have any written or visual materials you wish to present, please contact Planning Department Graphics staff (316-268 4464) by 5pm, 3 days prior to the meeting.

**Submit Comments Ahead of Time**

You can submit comments regarding items on the Planning Commission agenda to the Wichita-Sedgwick County Metropolitan Area Planning Department (Planning Department). Comments must be received by the Planning Department no later than 5pm 3 days prior to the meeting. Please be sure to provide ample time for delivery. The comments can be submitted in the following formats: email; letter; video; and audio message (mp3, etc.). The comment should indicate which item they pertain to and be less than three (3) minutes in duration. The comments should be submitted to Planning Department staff using the contact information below. The comments received ahead of the submission deadline will be shared with the MAPC, prior to or during the meeting.

Email [Planning@wichita.gov](mailto:Planning@wichita.gov)  
Mailing Address **Wichita - Sedgwick County Metropolitan Area Planning Department**  
Attn: **Scott Wadle**  
271 W. 3rd Street - Suite 201  
Wichita, KS 67202  
Phone 316.268.4421  
Fax 316.858.7764

WITNESS MY HAND on May 4, 2023  
**Scott Wadle, Secretary**  
**Wichita Sedgwick County**  
**Metropolitan Area Planning Commission**

# Affidavit of Publication

STATE OF KANSAS,  
SEDGWICK COUNTY, ss.

Chris Strunk, being first duly sworn, deposes and says: That he is Publisher of The Ark Valley News, formerly The Valley Center Index, a weekly newspaper printed in the State of Kansas, and published in and of general circulation in Sedgwick County Kansas, with a general paid circulation on a yearly basis in Sedgwick County, Kansas, and that said newspaper is not a trade, religious or fraternal publication.

Said newspaper is a weekly published at least weekly 50 times a year; has been so published continuously and uninterruptedly in said county and state for a period of more than five years prior to the first publication of said notice; and has been admitted at the post office of Valley Center in said County as second class matter.

That the attached notice is a true copy thereof and was published in the regular and entire issue of said newspaper for 1 consecutive weeks, the first publication thereof being made as aforesaid on the 4th day of May, 2023, with subsequent publications being made on the following dates:

\_\_\_\_\_, 2023 \_\_\_\_\_, 2023  
\_\_\_\_\_, 2023 \_\_\_\_\_, 2023  
\_\_\_\_\_, 2023 \_\_\_\_\_, 2023

Subscribed and sworn to before me this 4th day of May, 2023.

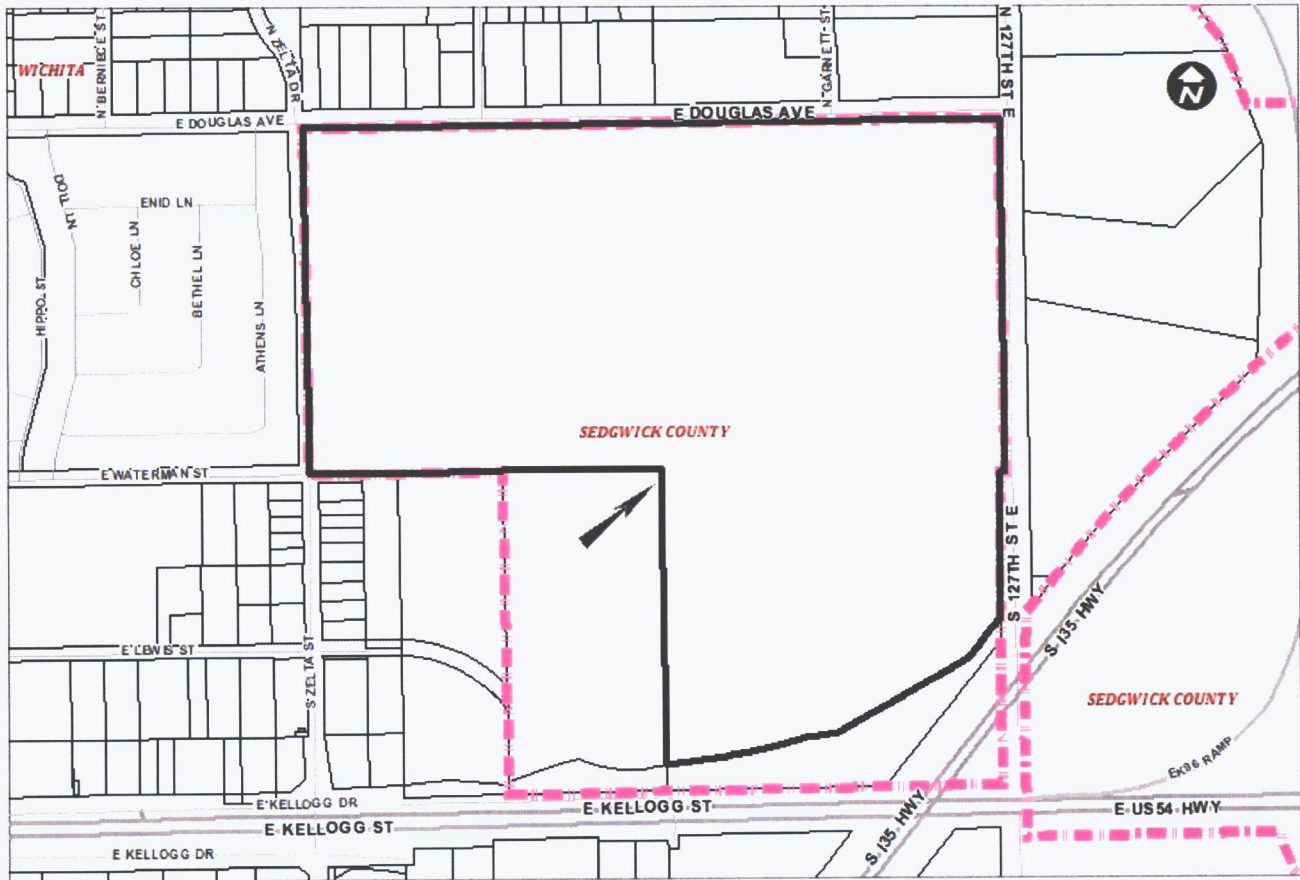
Chris Strunk  
his

My commission expires \_\_\_\_\_  
Additional copies \_\_\_\_\_  
Printer's fee \_\_\_\_\_



**SECRETARY'S REPORT**

CASE NUMBER: BZA2023-00024 (County)  
APPLICANT: James L. McMaster (Applicant) / Kevin M. McMaster (Agent)  
REQUEST: Variance increase the height of three (3) proposed billboards.  
CURRENT ZONING: LC Limited Commercial District.  
SITE SIZE: 107 acres (subject site), 0.014 acres (area around signs)  
LOCATION: Generally located on the north side of US-54/400 and within one-half mile west of South 127<sup>th</sup> Street East.



**JURISDICTION:** The Board has jurisdiction to consider the Variance request under the provisions Section 6-341.g of the Sedgwick County Sign Code, and as outlined in Kansas Statutes Annotated 12-759 *et. seq.* The Board may grant the request when all five conditions, as required by the statutes, are found to exist.

**BACKGROUND:** The applicant is requesting a Variance to increase the height of three (3) **proposed** billboards. The site currently has three (3) off-site signs constructed at the locations indicated on the site plan. The applicant intends to replace these off-site signs with billboards. The Sedgwick County Sign Code differentiates between off-site signs and billboards. Both advertise messages, goods, and/or services that do not take place on-site, but billboards have specific, larger maximum sign face dimensions of 14 feet high by 48 feet wide (not including permitted cut-outs or embellishments).

As seen on the site plan the proposed billboards will be along the US-54/400 and I-35 (Kansas Turnpike) frontages. The two-sided signs will advertise to both westbound and eastbound US-54/400 traffic and westbound traffic exiting I-35 to westbound US-54/400. Section 6-346.f of the Sedgwick County Sign Code permits the placement of billboards within the LC Limited Commercial District. Section 6-346.j permits up to five (5) billboards facing the same direction of travel to be placed within one-mile (or the distance measured between two section line roads, which is approximately one-mile). The same Section of the Sign Code requires a minimum separation of 500 feet between billboards. The site plan indicates that all proposed signs on the subject property are at least 500 feet apart including a minimum of 500-foot separation from the billboard on the abutting property to the west. The total number of billboard signs on property located in Sedgwick County within one-mile (South 127<sup>th</sup> Street East to South Greenwich Road) is four (4). There is a fifth billboard located on property within the City of Wichita at 11716 East Kellogg Drive.

The site plan indicates the following proposed heights:

- West sign: 50 feet
- Middle sign: 45 feet
- East sign: 50 feet

The applicant states that the need for the increase in height is necessitated by the recent highway expansion of US-54/400, which elevated portions of the highway. The elevation of the highway at this location was increased during expansion to accommodate a bridge over South Zelta Street and the new bridge over I-35 (Kansas Turnpike).

Section 6-346.j of the Sedgwick County Sign Code allows billboard signs to be up to 35 feet in height in all permitted zoning districts. The request for 45-50 feet would be a 28.5 – 42.9 percent increase. The Sedgwick County Sign Code does not permit an Administrative Adjustment to increase the height of sign to 20 feet over an adjacent, elevated highway.

The applicant indicates that the west and east signs will have static faces, but the middle sign will have digital faces. The existing sign on the property to the west has a digital display for westbound traffic. The Kansas Department of Transportation provided guidance from K.S.A. 68-2234 (e)(D) which states: *“Automatic changeable facing signs. The sign is not placed within 1,000 feet of another automatic changeable facing sign on the same side of the highway, with the distance being measured along the nearest edge of the pavement and between points directly opposite the signs along each side of the highway.”* The Sedgwick County Sign Code permits digital displays to be 500 feet apart. The applicant’s proposal meets both of these standards.

#### ***Sign’s Purpose***

The purpose of the signs is to advertise messages, goods, and services along the US-54/400 and I-35 (Kansas Turnpike).

#### ***Surrounding Context***

The subject site is 107 acres in size. The proposed signs are located in the LC Limited Commercial District portion of the site. Directly north of the signs is the SF-20 Single-Family Residential portion of the site and is undeveloped. The nearest property under other ownership, north of East Douglas Avenue is approximately 2,400 feet to the north. Property to the east of the LC portion of the subject site is the I-35

(Kansas Turnpike) right-of-way. Property to the south is the US-54/400 right-of-way. Property to the west of the LC portion of the site is zoned SF-5 Single-Family Residential District, is under common ownership, and is undeveloped.

**ADJACENT ZONING AND LAND USE:**

NORTH:	SF-20	Undeveloped
SOUTH:	N/A	Right-of-way
EAST:	N/a	Right-of-way
WEST:	SF-5	Undeveloped

**CASE HISTORY:** The property is unplatted. The construction of billboard signs does not trigger the platting requirement.

**THE FIVE CRITERIA FOR GRANTING A VARIANCE:**

1. Criteria: The request is unique to this property and was not created by the applicant: The applicant states that the Variance is necessary because of the elevation of East Kellogg (US-54/400) including the dividing barrier between directional lanes. The elevating of the highway at this location was not created by an action of the property owner.

Staff analysis:

Staff agrees that the circumstances were not created by the applicant. US-54/400 was recently elevated at this location. The Sedgwick County Sign Code does not allow the increase in height of a sign adjacent to an elevated highway to be done by Administrative Adjustment.

2. Criteria: The granting of the Variance will not adversely affect the rights of the adjacent property owners or residents: The applicant states that the subject property is primarily used for agricultural purposes and the adjacent property owners are the Kansas Turnpike Authority and businesses. The sign is approximately 1,600 feet from the nearest residential property. No billboard is either currently visible nor will be visible to any existing or intended residential property. No resident will be adversely affected if the Variance is granted.

Staff analysis:

Staff does not anticipate significant negative impacts to abutting residential properties.

3. Criteria: The strict application of the provisions of the sign code would constitute an unnecessary hardship on the applicant: The applicant states that the strict application of the Code (maximum of 35 feet) will constitute an unnecessary hardship on the property owner and applicant by making the past and existing billboards not reasonably viewable by motorists and therefore not economically viable.

Staff analysis: The applicant did not submit an exhibit documenting how the current elevation of the proposed billboard signs are not visible to motorists on either direction of US-54/400 or I-35 (Kansas Turnpike). The current off-site signs are not visible for portions of eastbound US-54/400 but they are not constructed to the maximum height of 35 feet tall. The applicant did not provide evidence proving that visibility of a 35-foot-tall billboard sign at each location is obstructed, causing the need for increased height for each proposed sign.

4. Criteria: The Variance will not adversely affect the public health, safety, morals, order, convenience, prosperity, general welfare, or harmonious development of the community: The applicant states that billboards inform the motoring public and afford local, regional, and national businesses to provide information to the public. Marketing and advertising will not adversely affect the public in the manner stated in this criterion.

Staff analysis: Staff concurs that the granting of an increase in height to 45-50 feet will not adversely affect the public or harmonious development as the maximum height of 50 feet is in character with other signs in the near vicinity along US-54/400

5. Criteria: The granting of the Variance will not be opposed to the general spirit and intent of the sign code: The applicant states that the general spirit and intent of the applicable Code is to balance the effect of the sign on surrounding property owners and residents with the existing or planned development in the area. Increasing the maximum height of the sign by five feet is not opposed to the general spirit and intent of the applicable Code.

Staff analysis: Staff concurs that an increase in height to 45-50 feet meets the general spirit and intent of the Code. The Sedgwick County Sign Code does not provide opportunity to have the height of signs increased to 20 feet above an elevated highway by Administrative Adjustment. The requested height is in character with nearby signs along the US-54/400 corridor.

**RECOMMENDATION:** Should the Board determine that all five conditions necessary to the granting of the Variance can be found to exist, then it is the recommendation of the Secretary that the Variance to increase the permitted height of the billboard signs to 45-50 feet be GRANTED, subject to the following conditions:

1. The west sign shall not exceed 50 feet in height, the middle sign shall not exceed 45 feet in height, and the east sign shall not exceed 50 feet in height as shown on the site drawings submitted by the applicant and shall be developed in accordance with the approved site plan.
2. The off-site signs shall adhere to all applicable setbacks.
3. The applicant shall obtain all permits necessary to construct the signage and the signage shall be erected within one year.
4. The signs shall conform to all other requirements of the Sedgwick County Sign Code.

**Attachments:**

1. Applicant's Variance Justification
2. Site Plan
3. Areal Map
4. Zoning Map
5. Land Use Map
6. Site Photos

**STATEMENT OF  
FIVE CONDITIONS FOR VARIANCE**

**Summary**

The applicant is requesting a variance to increase the height of 4 billboards along the North side of Kellogg between the Zelta flyover and the K-96 interchange. While it is one property (approximately 123 acres), there are two separate applications because there are two separate parcels/property descriptions. The first application is for sign 1. The second application is for signs 2, 3, and 4.

**a. The variance requested arises from a condition which is unique to the property in question and which is not ordinarily found in the same zone or district; and is not created by an action of the property owner or the applicant.**

The requested variance as the maximum height of billboards is necessary because of the elevation of both the Kellogg flyover and traffic dividing barrier. The height of the Kellogg flyover is not found in the same zone or district and was not created by any action of the property owner or applicant.

**b. The granting of the permit for the variance will not adversely affect the rights of the adjacent property owners or residents.**

The property is used primarily for agricultural purposes and the adjacent property owners are the Kansas Turnpike Authority and businesses. It is approximately 1600 feet from the nearest billboard to the closest adjacent residential property. No billboard is either currently or will be visible to any existing or intended residential property. No resident will be adversely affected if the variance is granted.

**c. The strict application of the provision of the applicable Code from which a variance is requested will constitute an unnecessary hardship upon the property owner represented in the application.**

The strict application of the code [maximum height 35 feet, Sec. 6-245(j)] will constitute an unnecessary hardship on the property owner and applicant by making the past and existing billboards not reasonably viewable by the motorists and therefore not economically viable.

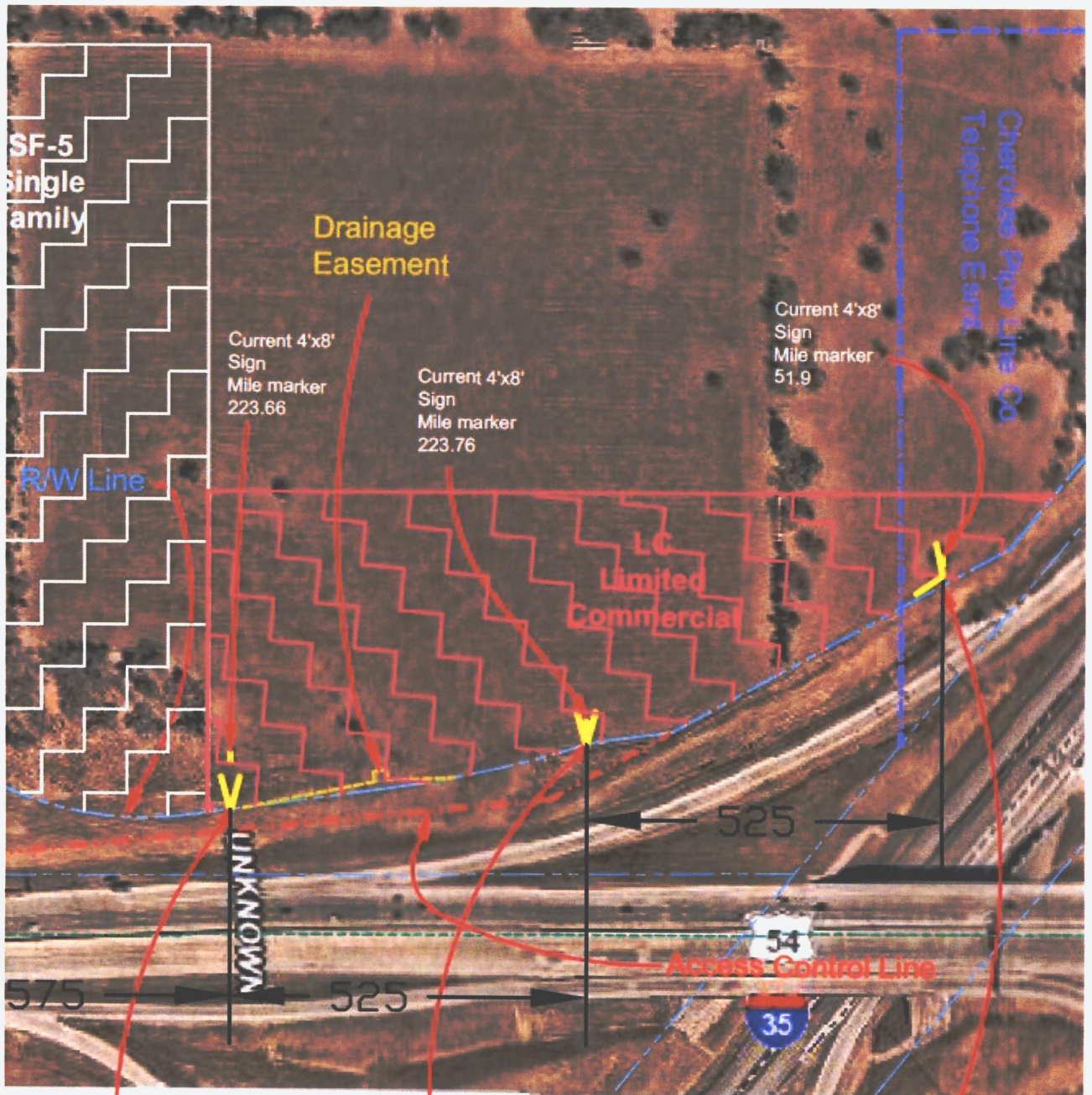
**d. The variance desired will not adversely affect the public health, safety morals, order, convenience, prosperity, general welfare, or the harmonious development of the community.**

Billboards inform the motoring public and afford local, regional, and national businesses to provide information to the public. Marketing and advertising will not adversely affect the public health, safety morals, order, convenience, prosperity, general welfare, and will promote the harmonious development of the community.

**e. Granting the variance desired will not be opposed to the general spirit and intent of the applicable Code.**

The general spirit and intent of the applicable Code is to balance the effect of the sign on surrounding property owners and residents with the existing or planned development in the area. Increasing the maximum height of the signs by 5 to 15 feet will not be opposed to the general spirit and intent of the applicable Code.

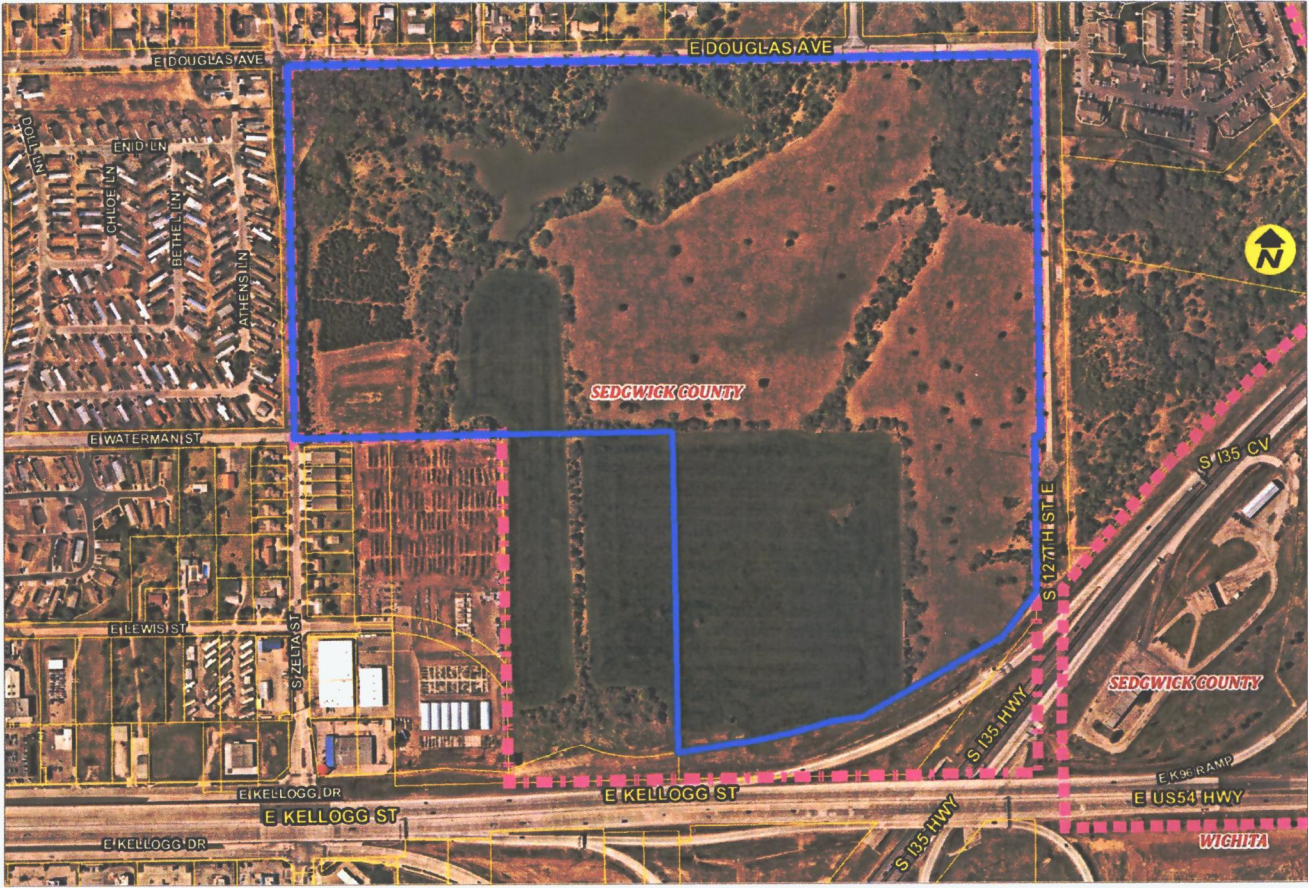
Site Plan



Proposed 14'x48'  
50' High Sign  
EB Static, WB Static  
Mile marker 223.66

Proposed 14'x48'  
45' High Sign  
EB Digital, WB Digital  
Mile marker 223.76

Proposed 14'x48'  
50' High Sign  
SB I-35 Static, WB  
US54 Static  
Mile marker 51.9

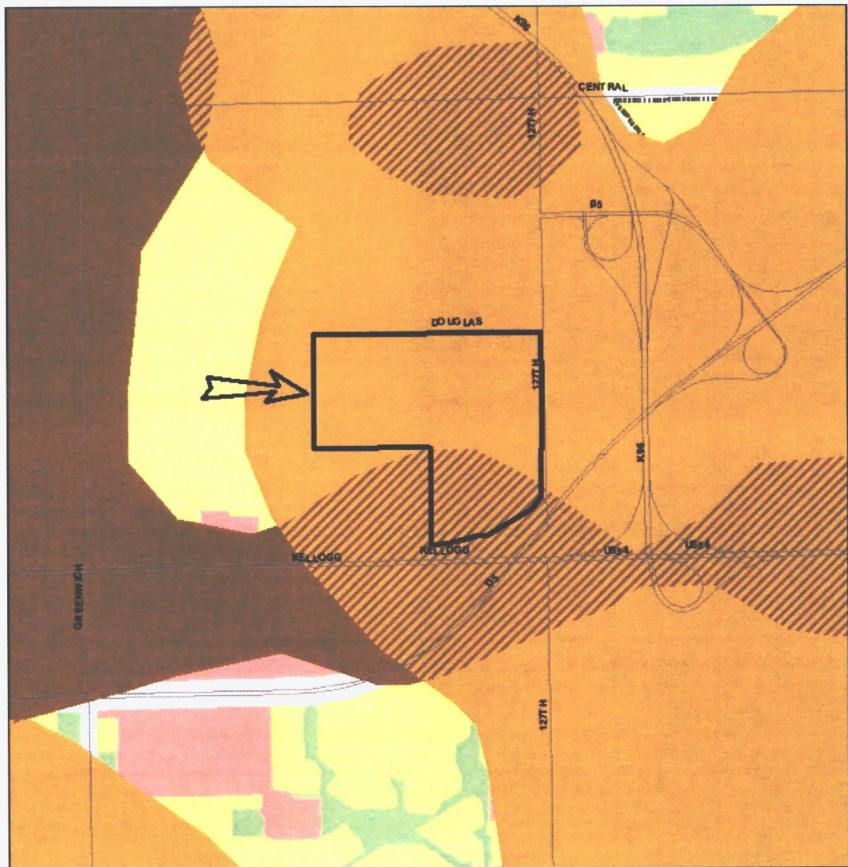




### 2035 Wichita Future Growth Concept Map

#### Legend

-  Established Central Area
-  Residential and Employment Mix
-  New Employment
-  New Residential
-  Wichita City Limits
-  Other Cities
-  Northwest Bypass Right-of-Way
- Statistical Development Areas**
-  Other Urban Growth Areas 2014
-  Other Urban Growth Areas 2014
-  Rural Growth Areas 2014
- LAND USE**
-  Residential
-  Commercial
-  Industrial
-  Major Air Transportation & Military
-  Parks and Open Space
-  Agricultural or Vacant
-  Major Institutional
-  Nghbd\_Plan\_Areas



Looking southwest at eastern sign



Looking west at and away from western sign



Looking northeast at middle sign



Looking north at site



Looking east at and away from site



Looking southeast away from middle portion of site

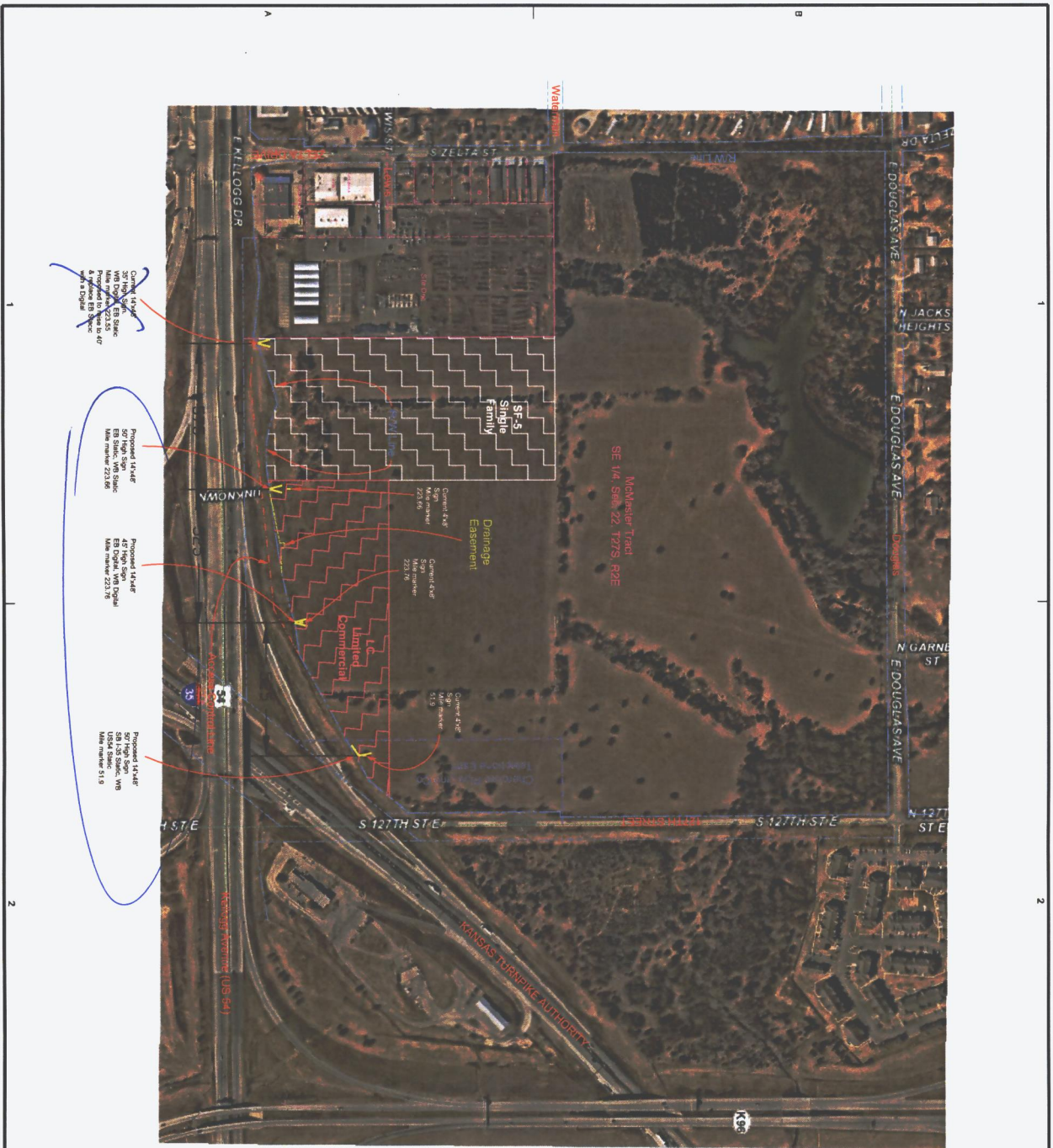


Looking south from east portion of site



Looking southwest away from western portion of site

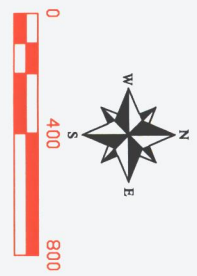




- Proposed 14'x4' 50' High Sign  
 EB Side, WB Side  
 Max number 223.96
- Proposed 14'x4' 47' High Sign  
 EB Side, WB Side  
 Max number 223.19
- Proposed 14'x4' 50' High Sign  
 EB Side, WB Side  
 Max number 223.96
- Proposed 14'x4' 50' High Sign  
 EB Side, WB Side  
 Max number 223.96

# SITE PLAN

APPROVED 6/16/23 BY *[Signature]*  
 BEA 2023-24



<p><b>BUGGA OUTDOOR</b>          201 S. ST. FRANCIS          UNIT 503          WICHITA, KS 67202          (643) 801-0907</p>	
<p>Note:          - Dimensions are in feet</p>	
<p>SHEET TITLE  <b>McMASTER TRACT</b>          Showing current sign status &amp; proposed variance request to current signs.</p>	
<p>SHEET 1 OF 1</p>	