

**PLANNING AND ZONING BOARD MEETING MINUTES
TOWN OF LADY LAKE, FLORIDA**

October 13, 2025

The Planning and Zoning Board meeting was held in the Town Hall Commission Chambers at 409 Fennell Blvd., Lady Lake, Florida. The meeting convened at 5:30 p.m.

CALL TO ORDER: Chairman Tim Saunders

PLEDGE OF ALLEGIANCE: Led by Chairman Tim Saunders

ROLL CALL:

Member	Present
Brinson	YES
Masso	YES
Galloway	YES
Auger	Excused
Saunders	YES

STAFF PRESENT:

Rebecca Higgins, Senior Planner; Emily Estep, Growth Management; Kathleen Rosado, Town Clerk; and Carol Osborne, Deputy Town Clerk

Attorney Taylor Tremel was also present.

NEW BUSINESS

A. Approval of Minutes - Planning and Zoning meeting minutes – September 13, 2025

Member Galloway made a motion to approve the September 13, 2025, Planning and Zoning Board meeting minutes as presented; Member Masso seconded the motion.

Member	Vote
Brinson	YES
Masso	YES
Galloway	YES
Saunders	YES

Motion carried 4-0

1. Ordinance 2025-15 — An Ordinance Adopting Corrections, Updates and Modifications to the Capital Improvements Schedule of the Town of Lady Lake Comprehensive Plan. (Becky Higgins)

Senior Planner Becky Higgins stated that Ordinance 2025-15 provides the annual update of the Capital Improvements Schedule, which is part of the Town's Comprehensive Plan. The Capital Improvement Plan update process and the corresponding requirements are no longer required to be processed by a Comprehensive Plan Amendment but may be adopted by local Ordinance. The Town must annually update the Five-Year Schedule of Capital Improvements pursuant to Florida Statutes. The purpose of the Capital Improvements Element and the Improvement Schedules is to identify the capital improvements that are needed to implement the Comprehensive Plan and ensure that adopted Level of Service (LOS) standards are achieved and maintained for concurrency-related facilities.

These facilities include water supply, sewer, solid waste, drainage, parks and recreation, public schools, transportation, and mass transit. While the Town does not have financial responsibility or accountability regarding some of these public facilities, there is still the requirement to incorporate the five-year capital improvement schedules from other entities.

Ms. Higgins stated that it is currently unknown where the sidewalk installation will be in town. She advised that it is funded through the Community Development Block Grant (CDBG).

Ms. Higgins reviewed the projected future costs for Water, Wastewater, and Stormwater System Capital Improvements. She stated that the town's newest wastewater treatment facility was completed last year and a new wastewater treatment plant is included in this five-year plan.

Ms. Higgins stated the remaining cost for the library renovation project, which is \$550,000 and comes from the sales surtax, is included in the Town Facilities Capital Improvements. She stated this fiscal year's Parks and Recreation Capital Improvements include a conceptual design for a new recreation center funded through impact fees, and a new fence at the Guava Street ballfields, funded through the General Fund.

The Transportation Improvement Schedule includes widening Rolling Acres Road to four lanes with curb and gutter. Ms. Higgins stated that FDOT is providing the majority of the engineering funding, and Lake County will also fund a percentage of the engineering and right-of-way. Ms. Higgins stated the State Route 500/HWY 27/441, from Lake Ella Road to Avenida Central, is nearing completion.

Ms. Higgins stated Lake Ella Road will be re-aligned with Eagles Nest Road utilizing Lake County Impact Fees.

Ms. Higgins stated the Public Schools Improvement Schedule includes the Villages Elementary School addition, funded by the Lake County School Board.

Ms. Higgins stated the Information Technology Capital Improvements include a town fiberoptic wide area network project that will encompass several years. This project will connect all of utilities plants, water wells, and town facilities, and is funded through the General Fund.

The Town Commission's first reading of Ordinance 2025-15 is scheduled for Monday, November 3, 2025 at 6:00 p.m. The second and final reading is scheduled for Monday, November 17, 2025 at 6:00 p.m.

Chairman Saunders asked the board members for questions or comments.

Member Masso verified with Ms. Higgins that these projects are budgeted.

Member Galloway made a motion to forward Ordinance 2025-15 to the Town Commission with the recommendation of approval; Member Brinson seconded the motion.

Member	Vote
Brinson	YES
Masso	YES
Galloway	YES
Saunders	YES

Motion carried 4-0.

2. Resolution 2025-110 — A Resolution of the Town Commission of the Town of Lady Lake, Florida, Granting a Variance to Allow Additional Wall Signs Per Building Frontage on a Public Street in Accordance with the provision of T-2058, being approximately 10.1 acres of land, located near the Southwest Coner of the Intersection of North Highway 27/441 and Rolling Acres Road, within the Town Limits of Lady Lake, Florida. (Becky Higgins)

Senior Planner Becky Higgins stated on Tuesday, August 26, 2025, a variance application was filed with the Town of Lady Lake, by Katie Fitzjarrald of Kimley-Horn and Associates, Inc on behalf of Target Corporation. The Future Land Use Designation is Commercial General – Retail Sales and Services (RET). The zoning designation is Planned Commercial (CP), and the present use of the property is a retail store.

Growth Managment staff recommends approval of Resolution 2025-110.

The variance request is pursuant to Chapter 17, Section 17-4. b). 2)., of the Land Development Regulations (LDRs) which allows one wall sign per building frontage on a public street. The variance request is to allow additional wall signs to be installed on the north façade of the existing 119,703 square foot retail store. She stated that Target is remodeling its façade as a whole.

The applicant's justification statement expresses that adding additional signage will provide articulation to the building façade, assist in identifying the business to both vehicular and pedestrian traffic, and increase the overall visibility of the site. It is further stated that there is a lack of exposure to the existing building signage due to the site's location and constraints. Traffic traveling along US 27/441 and Rolling Acres Road are unable to view the existing Target wall sign, thereby limiting Target's ability to effectively reach its intended customer base. Ms. Higgins presented a sketch map and an aerial map of the subject property, along with renderings of the proposed façade.

Notices to inform the surrounding 27 property owners within 150' of the subject property were mailed on Monday, September 29, 2025. Notification signs were posted on the property Monday, September 29, 2025.

Staff has not received any correspondence regarding this application.

The Commission's first and final reading of Resolution 2025-110 is scheduled for Monday, November 3, 2025 at 6:00 p.m.

Chairman Saunders asked the board members for questions or comments.

Member Masso inquired as to the direction of the front of the building faced, and if there are houses on the north side of the shopping center.

Ms. Higgins stated the building faces Hwy 27/441, and that there are no houses on the north side. She stated that there are houses on the west and to the south of Target.

Member Galloway inquired as to why Target is changing their façade after 23 years.

Ms. Higgins clarified that there are no changes to the building and that Target is seeking to add a "drive up" sign.

Marsha Wikle, 749 Cortez Ave.

Ms. Wikle stated that she lives on the west side of Target and can see Target from her back window and inquired as to what the additional signage is from what is shown on the rendering.

Ms. Higgins clarified that the additional sign will be a "drive up" sign and indicated it on the rendering.

Natalie Schwoeble, 745 Cortez Ave.

Ms. Schwoeble concurred that there are no house across from the Target sign. She stated that her house is on the opposite side of the wall at the end of the property and the Target sign shines in several of the homes' backyards. She stated that they knew this when they bought the property yet any future signage will impact their quality of life and will affect their ability to sell their home. Ms. Schwoeble stated that there are more residents affected by this issue that are not present.

Ms. Schwoeble presented a picture of her backyard at night that showed how the Target sign illuminates her backyard.

Town Attorney Taylor Tremel stated for the record that the picture being shown cannot be a basis for their decision because it is not being entered into evidence, it is not part of the record, and not to take it into consideration.

Victor Chittum, 736 Cortez Ave.

Mr. Chittum stated that the he can see the Target façade and the parking lot from his front yard. He stated that the Target light is bright and additional signage will add to the light pollution. He suggested placing the sign by Hwy 27/441.

Chairman Saunders asked the board members for questions or comments.

Member Galloway inquired as to what prompted Target's request for additional signage.

Norbourn Noel, 497 SE 38th Street, Ocala, FL

Mr. Noel stated that the additional sign will provide clear direction on where to pull up to pick up prescriptions and to go where CVS is located. He clarified that it is pedestrian and vehicular directional signage.

Member Masso inquired to new lighting that could redirect the light pollution from the residential properties.

Mr. Noel stated that the new signage is smaller and should not be throwing the amount of light the Target bullseye sign does.

Chairman Saunders asked the board members for further questions or comments. Hearing none, he asked for a motion.

Member Galloway made a motion to forward Resolution 2025-110 to the Town Commission with the recommendation of denial; Member Masso seconded the motion.

Member	Vote
Brinson	NO
Masso	YES
Galloway	YES
Saunders	YES

Motion carried 3-1.

Ms. Higgins clarified that the Planning and Zoning Board is an advisory board and that the Town Commission will make the final decision regarding this item at the town commission meeting.

CHAIRPERSON AND MEMBERS REPORT

There were no reports.


PUBLIC COMMENT

There were no public comments.

Deputy Town Clerk Carol Osborne stated for the record that member Auger was not included in the member Roll Call, and is excused from tonight's meeting.

ADJOURN

The meeting was adjourned at 5:56 p.m.


Kathleen Rosado, Town Clerk


Tim Saunders, Chairman