



## PLANNING AND DEVELOPMENT DEPARTMENT FLS & FLD APPLICATION

**THIS APPLICATION IS REQUIRED FOR ALL LEVEL ONE FLEXIBLE STANDARD DEVELOPMENT (FLS) AND LEVEL TWO FLEXIBLE DEVELOPMENT (FLD) APPLICATIONS. ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT: [epermit.myclearwater.com](http://epermit.myclearwater.com)**

NOTE THAT THE APPLICANT AND/OR AGENT IS REQUIRED TO SUBMIT COMPLETE AND CORRECT INFORMATION AS INCLUDED IN THIS APPLICATION. THIS APPLICATION IS REQUIRED TO BE SUBMITTED IN PERSON OR ONLINE TO THE PLANNING & DEVELOPMENT DEPARTMENT (INCLUDING PLANS AND DOCUMENTS, UPLOADED, PROCESSED AND FINALIZED) BY NOON ON THE SCHEDULED DEADLINE DATE [SUBMITTAL CALENDAR](#). IF THE PROPERTY OWNER IS NOT A NATURAL PERSON, SUCH AS AN ORGANIZATION (COMPANY OR TRUST), THE NAME OF THE PERSON SIGNING ON BEHALF IS REQUIRED. IF THERE IS MORE THAN ONE AGENT OR REPRESENTATIVE, THE NAME OF EACH PERSON NEEDS TO BE PROVIDED. THE APPLICANT, BY FILING THIS APPLICATION, AGREES TO COMPLY WITH ALL APPLICABLE REQUIREMENTS OF THE COMMUNITY DEVELOPMENT CODE. [ADDITIONAL INFORMATION ON SUBMITTAL REQUIREMENTS INCLUDING WORKSHEETS AND HANDOUTS, ETC.](#)

### FIRE DEPARTMENT PRELIMINARY

**SITE PLAN REVIEW FEE:** **\$200** (NOT APPLICABLE FOR DETACHED DWELLING OR DUPLEXES)

**APPLICATION FEES:** **\$100** (FLS – ACCESSORY STRUCTURES ASSOCIATED WITH A SINGLE-FAMILY OR DUPLEXES)  
**\$200** (FLS – DETACHED DWELLINGS OR DUPLEXES)  
**\$475** (FLS – ATTACHED DWELLINGS, MIXED-USE, AND NONRESIDENTIAL USES)  
**\$300** (FLD – DETACHED DWELLINGS, DUPLEXES, AND THEIR ACCESSORY STRUCTURES)  
**\$1,205** (FLD – ATTACHED DWELLINGS, MIXED-USE, AND NONRESIDENTIAL USES)

**PROPERTY OWNER (PER DEED):** E&T WINNING INVESTMENTS LLC  
**MAILING ADDRESS:** 23 MERIDIAN DR. SAFETY HARBOR FL 34695-3301  
**PHONE NUMBER:**  
**EMAIL:** helopez30@gmail.com

### APPLICANT/PRIMARY CONTACT

**NAME:** Kerri Kasem  
**COMPANY NAME:** Brigo, LLC  
**MAILING ADDRESS:** 16000 Ventura Blvd., Suite 630, Encino, CA 91436  
**PHONE NUMBER:** 818-538-7207  
**EMAIL:** kkemerge@ebmla.com

### ADDRESS OF SUBJECT PROPERTY

DRUHILL PROFESSIONAL CENTER CONDO PHASE III, UNIT 305 & 306

16-29-15-22620-000-3050

2000

ACRES:

Offices

ZONING:

Retail Sales and Services

FUTURE LAND USE:

Update zoning to include Retail Sales and Services

(MUST INCLUDE USE, REQUESTED FLEXIBILITY, PARKING, HEIGHT, ETC)



## PLANNING AND DEVELOPMENT DEPARTMENT FLS & FLD APPLICATION

### GENERAL INFORMATION

PROVIDE THE FOLLOWING GENERAL INFORMATION ON THE PROPOSED PROJECT. IF NOT APPLICABLE MARK N/A. THE MAXIMUM PERMITTED OR REQUIRED AMOUNTS ARE LISTED IN THE ZONING DISTRICT IN THE COMMUNITY DEVELOPMENT CODE WHICH IS AVAILABLE ONLINE AT:

[HTTPS://LIBRARY.MUNICODE.COM/FL/CLEARWATER/CODES/COMMUNITY DEVELOPMENT CODE](https://library.municode.com/FL/CLEARWATER/CODES/COMMUNITY_DEVELOPMENT_CODE)

#### DWELLING UNITS:

A DWELLING UNIT IS A BUILDING OR PORTION OF A BUILDING PROVIDING INDEPENDENT LIVING FACILITIES FOR ONE FAMILY INCLUDING THE PROVISION FOR LIVING, SLEEPING, AND COMPLETE KITCHEN FACILITIES.

MAX. PERMITTED: n/a

PROPOSED: n/a

#### HOTEL ROOMS:

A HOTEL ROOM IS AN INDIVIDUAL ROOM, ROOMS OR SUITE WITHIN AN OVERNIGHT ACCOMMODATIONS USE DESIGNED TO BE OCCUPIED, OR HELD OUT TO BE OCCUPIED AS A SINGLE UNIT FOR TEMPORARY OCCUPANCY.

MAX. PERMITTED: n/a

PROPOSED: n/a

#### PARKING:

LIST PARKING SPACES. PARKING SPACES MUST MEET THE REQUIREMENTS OF THE COMMUNITY DEVELOPMENT CODE (CDC) INCLUDING LOCATION, MATERIALS AND DIMENSIONS. BACK OUT PARKING IS PROHIBITED FOR MOST USES.

REQUIRED: n/a

PROPOSED: n/a

#### FLOOR AREA RATIO (FAR):

DO NOT INCLUDE PARKING GARAGES, CARPORTS, STAIRWELLS AND ELEVATOR SHAFTS. AREA IS FOUND BY MULTIPLYING THE LENGTH TIMES THE WIDTH DIMENSION FOR EACH FLOOR AND SHOULD BE EXPRESSED IN SQUARE FEET. DO NOT INCLUDE PARKING GARAGES, CARPORTS, STAIRWELLS AND ELEVATOR SHAFTS. FAR IS NOT REQUIRED FOR RESIDENTIAL ONLY PROJECTS UNLESS IN US 19 ZONING DISTRICT.

MAX. PERMITTED: n/a

PROPOSED: 2000

#### IMPERVIOUS SURFACE RATIO (ISR):

ISR MEANS A MEASUREMENT OF INTENSITY OF HARD SURFACED DEVELOPMENT ON A SITE, BASICALLY ANY SURFACE THAT IS NOT GRASS OR LANDSCAPED AREAS ON PRIVATE PROPERTY. AN IMPERVIOUS SURFACE RATIO IS THE RELATIONSHIP BETWEEN THE TOTAL IMPERVIOUS VERSUS THE PVIOUS AREAS OF THE TOTAL LOT AREA. [LINK TO ADDITIONAL INFORMATION INCLUDING ISR WORKSHEET](#).

MAX. PERMITTED: n/a

PROPOSED: n/a

*PLEASE LIST PERCENTAGE % AND SQUARE FEET.*



## PLANNING AND DEVELOPMENT DEPARTMENT FLS & FLD APPLICATION

### GENERAL APPLICABILITY CRITERIA

PROVIDE COMPLETE RESPONSES TO EACH OF THE SIX (6) GENERAL APPLICABILITY CRITERIA OF COMMUNITY DEVELOPMENT CODE SECTION 3-914.A.1 THROUGH 6, EXPLAINING HOW, IN DETAIL, THE CRITERIA IS MET. USE ADDITIONAL SHEETS AS NECESSARY:

1. THE PROPOSED DEVELOPMENT OF THE LAND WILL BE IN HARMONY WITH THE SCALE, BULK, COVERAGE, DENSITY AND CHARACTER OF ADJACENT PROPERTIES IN WHICH IT IS LOCATED.

Correct, we are looking to update the zoning to include Retail Sales and Services

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2. THE PROPOSED DEVELOPMENT WILL NOT HINDER OR DISCOURAGE THE APPROPRIATE DEVELOPMENT AND USE OF ADJACENT LAND AND BUILDINGS OR SIGNIFICANTLY IMPAIR THE VALUE THEREOF.

Correct, we are looking to update the zoning to include Retail Sales and Services

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3. THE PROPOSED DEVELOPMENT WILL NOT ADVERSELY AFFECT THE HEALTH OR SAFETY OR PERSONS RESIDING OR WORKING IN THE NEIGHBORHOOD OF THE PROPOSED USE.

Correct, we are looking to update the zoning to include Retail Sales and Services

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4. THE PROPOSED DEVELOPMENT IS DESIGNED TO MINIMIZE TRAFFIC CONGESTION.

Correct, we are looking to update the zoning to include Retail Sales and Services

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5. THE PROPOSED DEVELOPMENT IS CONSISTENT WITH THE COMMUNITY CHARACTER OF THE IMMEDIATE VICINITY OF THE PARCEL PROPOSED FOR DEVELOPMENT.

Correct, we are looking to update the zoning to include Retail Sales and Services

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6. THE DESIGN OF THE PROPOSED DEVELOPMENT MINIMIZES ADVERSE EFFECTS, INCLUDING VISUAL, ACOUSTIC, AND OLFACTORY AND HOURS OF OPERATION IMPACTS, ON ADJACENT PROPERTIES.

Correct, we are looking to update the zoning to include Retail Sales and Services

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# PLANNING AND DEVELOPMENT DEPARTMENT

## FLS & FLD APPLICATION

## **FLEXIBILITY CRITERIA OR USE SPECIFIC CRITERIA**

PROVIDE COMPLETE RESPONSES TO THE APPLICABLE FLEXIBILITY CRITERIA (OR USE SPECIFIC CRITERIA IN US 19 AND DOWNTOWN ZONING DISTRICTS). THESE CRITERIA ARE SPECIFIC TO THE USE AND THE ZONING DISTRICT OF THE SUBJECT PROPERTY AND ARE PART OF THE COMMUNITY DEVELOPMENT CODE AVAILABLE ONLINE AT MUNICODE.COM :

[HTTPS://LIBRARY.MUNICODE.COM/FL/CLEARWATER/CODES/COMMUNITY DEVELOPMENT CODE](https://library.municode.com/FL/CLEARWATER/CODES/COMMUNITY DEVELOPMENT CODE)

**IF YOU NEED HELP FINDING THE CRITERIA OR STANDARDS PLEASE CONTACT A DEVELOPMENT REVIEW PLANNER AT THE ZONING LINE 727-562-4604. USE ADDITIONAL SHEETS AS NECESSARY:**



**PLANNING AND DEVELOPMENT DEPARTMENT**  
**AFFIDAVIT TO AUTHORIZE**  
**AGENT/REPRESENTATIVE**

1. Provide names of all property owners on deed – PRINT full names:

Esteban Lopez Trustee of E&T Winning Investments LLC  
E&T winning Investments LLC

2. That (I am/we are) the owner(s) and record title holder(s) of the following described property:

DRUHILL PROFESSIONAL CENTER CONDO PHASE III, UNIT 305 & 306

3. That this property constitutes the property for which a request for (describe request):

Update zoning to include Retail Sales and Services

4. That the undersigned (has/have) appointed and (does/do) appoint:

Keri Kasem, Calvin Barber and Martha Lownes

as (his/their) agent(s) to execute any petitions or other documents necessary to affect such petition;

5. That this affidavit has been executed to induce the City of Clearwater, Florida to consider and act on the above described property;

6. That site visits to the property are necessary by City representatives in order to process this application and the owner authorizes City representatives to visit and photograph the property described in this application;

7. That (I/we), the undersigned authority, hereby certify that the foregoing is true and correct.

Esteban Lopez Trustee

Property Owner/ Registered Agent of Organization

Property Owner/ Registered Agent of Organization

Signature  
Property Owner/ Registered Agent of Organization

Property Owner/ Registered Agent of Organization

STATE OF FLORIDA.  
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me by means \* physical presence or \* online notarization, this 10 day of December, 2025 by JENNIFER FERNANDEZ as Notary of Esteban Lopez, who is/are personally known to me or who has/have produced a driver's license as identification. DL-L204-228-42-100-0

NOTARY PUBLIC

Signature: JENNIFER FERNANDEZ

My Commission expires: JULY 6, 2027





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## Re: FLD2025-09023 – Brigo Magnetics Biomagnetic Wellness Clinic Application

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**From** Hauck-Baker, Melissa <Melissa.HauckBaker@MyClearwater.com>

**Date** Fri 10/24/2025 1:53 PM

**To** Kerri Kasem <kasempoint@gmail.com>; Horanlli, Alba <Alba.Horanlli@MyClearwater.com>

**Cc** Martha Lownes <martha@ebmla.com>; Misha FLAG <M.Khodortsov@gmail.com>; Calvin Barber <greatworks@hushmail.com>

Alba,

Please upload the below email into Plan Room for case **FLD2025-09023**.

**Thank you,**

**Melissa Hauck-Baker, AICP**

**Planner III**

**Planning & Development Department**

**2741 State Road 580**

**Clearwater, FL 33761**

**T: (727)444-8769**

**E: [melissa.hauckbaker@myclearwater.com](mailto:melissa.hauckbaker@myclearwater.com)**

**Please Note:** The Planning and Development Department will continue working out of the location at the Old Countryside Library site at 2741 State Road 580, now through Friday, Nov. 7th. Leading up to the department's move back into the Municipal Services Building (MSB), department hours will temporarily change:

- **Friday, Nov. 7:** The Planning and Development Department will close at noon to begin moving back.
- **Monday, Nov. 10:** The department will re-open to the public at 9 a.m. at the MSB.
- **Tuesday, Nov. 11:** The city will be closed in observance of Veterans Day.

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**From:** Kerri Kasem <kasempoint@gmail.com>

**Sent:** Friday, October 24, 2025 1:34 PM

**To:** Hauck-Baker, Melissa <Melissa.HauckBaker@MyClearwater.com>

**Cc:** Martha Lownes <martha@ebmla.com>; Misha FLAG <M.Khodortsov@gmail.com>; Calvin Barber <greatworks@hushmail.com>

**Subject:** FLD2025-09023 – Brigo Magnetics Biomagnetic Wellness Clinic Application

CAUTION: This email originated from outside of the City of Clearwater. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Ms. Hauck-Baker,

Please see below the complete narrative and supporting information for our Level Two Flexible Development application (FLD2025-09023) for the Brigo Magnetics Biomagnetic Wellness Clinic, located at 611 E. Druid Street, Suite 307, Clearwater, FL 33756.

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October 24, 2025

Melissa Hauck-Baker, AICP  
Planner III, Planning & Development Department  
City of Clearwater  
2741 State Road 580  
Clearwater, FL 33761

RE: Level Two Flexible Development – Comprehensive Infill Redevelopment Project (Retail Sales & Service)

Project: Brigo Magnetics – Biomagnetic Wellness Clinic — Use of Existing Office Suite

Location: 611 E. Druid Street, Suite 307, Clearwater, FL 33756

Application No.: FLD2025-09023

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#### Project Summary and Intent

The clinic provides non-invasive, frequency-based wellness services by appointment only, operating similarly to other professional office tenants.

While limited supplements may be available for existing clients, the use is not a public retail storefront; the primary activity is therapeutic service.

No exterior modifications, structural work, or site changes are proposed.

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#### Basis for Flexible Development

As detailed in the narrative, the use is compatible with the established office environment yet does not fit neatly within conventional "medical office" or "retail" categories.

The flexible development pathway allows a practical, low-impact reuse of existing space in a built-out area, consistent with the City's Comprehensive Development Code.

The request relies solely on Objective 5(a) — eligibility as a flexible development/service use — without claiming economic redevelopment incentives.

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#### Consistency and Compatibility

The proposal maintains the existing character and intensity of the site, with traffic and parking comparable to typical office operations.

It advances Comprehensive Plan objectives for adaptive reuse, sustainable infill, and community health services without infrastructure demand.

No detriments to adjoining properties are anticipated; activities are quiet, contained within the suite, and limited to standard business hours.

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## Operations Summary

The Brigo Magnetics Biomagnetic Wellness Clinic operates as a low-intensity, appointment-only wellness service within an existing office suite.

The clinic provides non-invasive, frequency-based therapy intended to support physiological balance and overall well-being.

No walk-in retail activity occurs; supplements are available only to established clients as part of ongoing care.

### Operational Details:

- Hours: Monday–Friday, 9:00 a.m.–5:00 p.m. with two days out of the week being 10 AM - 6 PM (closed weekends and holidays)
  - Staffing: Two practitioners and one administrative assistant on-site at any time
  - Client Visits: By appointment only; an average of 2–4 clients per hour
  - Traffic and Parking: Comparable to a small professional office, with minimal visitor turnover
  - Noise / Emissions: None; treatments are non-invasive and fully contained within the suite
  - Safety / Cleanliness: All procedures are non-chemical and equipment is disinfected between sessions

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We appreciate your time and guidance and will promptly provide any additional information needed to complete the review.

Please feel free to contact us directly at 818-605-9090 or [BrigoMagnetics@gmail.com](mailto:BrigoMagnetics@gmail.com).

Warm regards,  
Kerri Kasem and Calvin Barber  
Brigo Magnetics  
611 E. Druid Street, Suite 307  
Clearwater, FL 33756

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## SECTION 1 — Project Description

Our clinic represents an innovative and health-oriented use of existing office space, consistent with the intent of a Comprehensive Infill Redevelopment Project.

The biomagnetic wellness clinic provides a non-invasive, frequency-based approach to health that benefits residents and supports Clearwater's focus on wellness and quality of life.

The project efficiently reuses existing infrastructure with minimal alteration, aligning with the City's goals to encourage creative, sustainable uses for built-out sites.

It introduces a beneficial service to the community, attracting residents seeking non-pharmaceutical wellness options without increasing traffic, noise, or environmental impact.

This project enhances the vitality and diversity of services within the Office zoning district by contributing to Clearwater's identity as a destination for innovation, health, and sustainable redevelopment.

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## SECTION 2 — General Applicability Criteria

1. **Impractical without deviations** – The clinic's low-intensity, appointment-only operations require flexibility since they do not neatly fit medical or retail categories, yet are fully compatible with the surrounding office use.
2. **Consistency with Comprehensive Plan** – Promotes adaptive reuse, supports health and wellness, and sustains a professional office environment without new infrastructure.
3. **Orderly development** – Operates wholly within the existing suite, preserving adjacent properties' use and development potential.
4. **No detriment to neighbors** – Quiet, clean, no chemicals or noise; operates during standard office hours.
5. **Compatibility and community benefit** – Complements professional and wellness uses nearby, enhancing local health resources.
  - (a) Complies with flexible development standards for service-oriented uses.
  - (b) Contributes to economic diversity through innovative wellness services.
  - (c) Reuses existing office space, maintaining economic activity in a built-out corridor.
6. **Design objectives (flexibility justification)** – No interference with surrounding uses; existing building meets design guidelines; scale and intensity consistent with office character; no exterior changes required.

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## SECTION A — Comprehensive Infill Redevelopment Project Criteria

1. **Impractical without deviations.** The clinic provides a non-invasive, appointment-based service that does not fit strictly into medical or retail categories, requiring a flexible designation to permit a compatible reuse of the suite.
2. **Consistency with Comprehensive Plan.** Promotes adaptive reuse and community wellness services within the existing office framework.
3. **No impediment to surrounding development.** No exterior changes; traffic and parking consistent with office uses.
4. **No detriment to adjoining properties.** Quiet, clean, non-intrusive operation.
5. **Compatibility with adjacent uses.** Functions as a professional service office; limited supplement sales to clients only; eligible under Objective 5(a) as a flexible development service use.
6. **Flexibility justification.** Operation consistent with office character; existing building meets design guidelines; no external modifications; adequate buffers and parking already in place.