



PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE: January 20, 2026
AGENDA ITEM: ID#25-1330
CASE: FLD2025-09023
REQUEST: Flexible Development approval for the conversion to retail sales and services (wellness clinic) in the Office (O) District as a Comprehensive Infill Redevelopment Project for the property at 611 Druid Road E., Suites 305 and 306. The existing building does not exceed 30 feet in height and includes 301 off-street parking spaces. Requested is flexibility for the use. (Community Development Code Section 2-1004.A.)

GENERAL DATA:

Agent..... Kerri Kasem, Brigo, LLC
Owners..... E & T Winning Investments, LLC
Location..... South side of Druid Road and north side of Magnolia Drive, approximately 425 feet east of S. Ft. Harrison Avenue.
Property Size..... 5.38 acres
Future Land Use..... Residential/Office General (CG)
Zoning..... Office (O)
Special Area Plan..... N/A
Adjacent Zoning... *North:* Downtown (D)
South: Institutional (I)
East: Office (O) and Industrial Research Technology (IRT)
West: Office (O)
Existing Land Use..... Offices
Proposed Land Use..... Offices and Retail Sales & Services (Wellness Clinic)

Location and Existing Conditions:**BACKGROUND:**

The 5.38-acre site is located on the south side of Druid Road and the north side of Magnolia Drive. The property is developed with seven buildings with a total of 70,000 square feet, constructed in 1983. The main entrance is along Druid Road with approximately 463 feet of frontage and 275 feet of frontage along Magnolia Drive. There are 301 existing off-street parking spaces onsite.

The site is within the Office (O) District with a Residential/Office General (R/OG) future land use designation. The immediate vicinity includes offices, medical clinics, warehouses and attached dwellings.

Site History:

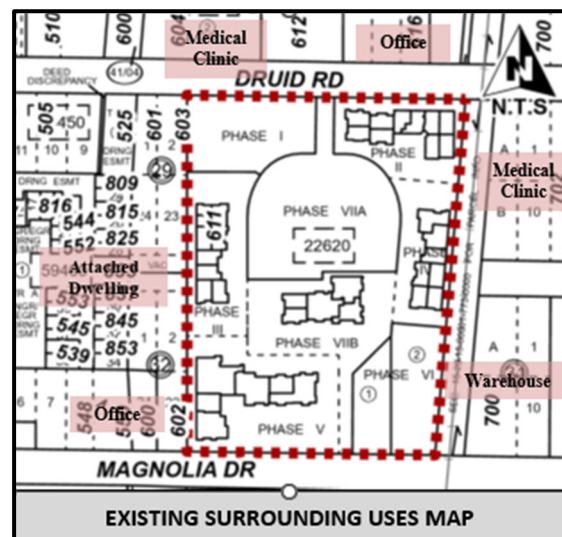
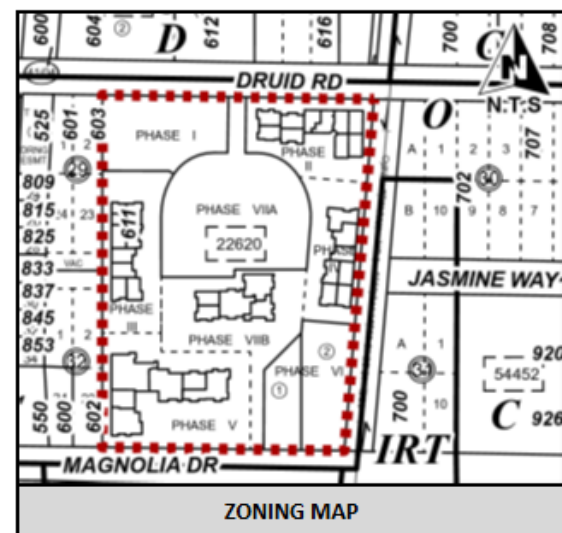
- A certified site plan, PSP81-40, was approved on November 5, 1981, and revised on April 19, 1982, for the Druhill Professional Center consisting of six medical suites at 10,000 square feet each and thirty professional suites of 2,000 square feet each and a total of 301 off-street parking spaces. The approval also included a 14,520 square foot racquetball club which was never developed.

Code Compliance Analysis:

There are no active Code Compliance cases for the subject property.

Development Proposal:

The proposal is to establish a 1,890 square foot biomagnetic wellness clinic, into suites 305 and 306 of the existing 8,000 square foot office building on the west side of the subject office complex. The business is considered retail sales and service (wellness clinic), and includes, as asserted by the applicant, non-invasive, frequency-based wellness services by appointment only and limited supplements may be available for clients. Retail sales and services in the Office District are limited to 10 percent (800 square feet) of the floor area of the building; therefore, a Level-Two application is required to allow the change of use as a Comprehensive Infill Redevelopment Project, consistent with Community Development Code (CDC) Section 2-1004.A. No changes to the interior or exterior of the building or site are proposed. The number of available parking spaces onsite and the vehicular and pedestrian access to the site from Druid Road and Magnolia Drive will remain as existing.



EXISTING EAST SIDE BUILDING**SITE AERIAL****ANALYSIS:****Comprehensive Plan:**

The proposal is supported by applicable Goals, Objectives and/or Policies of the City's Comprehensive Plan as follows:

Future Land Use Plan Element:

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|------------------------|---|
| <i>Policy QP 5.3.1</i> | Support the adoption and utilization of future land use categories that promote infill development and desired redevelopment along corridors. |
| <i>Policy QP 5.3.3</i> | Encourage context-sensitive redevelopment and promote infill development of economically underutilized sites, corridors, and districts through land assembly opportunities, incentives, and public investments. |
| <i>Policy QP 5.3</i> | Continue to promote redevelopment and infill development that is consistent and compatible with the surrounding properties. |

Community Development Code (CDC) Section 1-103. Purpose, Intent, Objectives:

The proposal is supported by the general purpose, intent and basic planning objectives of this Code as follows:

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|---------------------------|---|
| <i>Section 1-103.B.1.</i> | Allowing property owners to enhance the value of their property through innovative and creative redevelopment. |
| <i>Section 1-103.B.2.</i> | Ensuring that development and redevelopment will not have a negative impact on the value of surrounding properties and wherever practicable promoting development and redevelopment which will enhance the value of surrounding properties. |
| <i>Section 1-103.B.3.</i> | Strengthening the city's economy and increasing its tax base as a whole. |

Section 1-103.C. It is the further purpose of this Development Code to promote economic development, neighborhood revitalization, and regional cooperation to sustain efforts through which development will protect regionally significant water and other environmental resources.

Section 1-103.D. It is the further purpose of this Development Code to make the beautification of the city a matter of the highest priority and to require that existing and future uses and structures in the city are attractive and well-maintained to the maximum extent permitted by law.

Community Development Code Sections 2-1001.1 - Maximum Development Potential

The property has a future land use designation of Residential/Office General (R/OG). This designation allows 15 dwelling units per acre, a Floor Area Ratio (FAR) of 0.5 and an Impervious Surface Ratio (ISR) of 0.75. The existing site was approved with a FAR of 0.31 and an ISR of 0.83. One of the originally approved buildings was never constructed and the existing FAR is 0.27 and an ISR of 0.74. No change in FAR or ISR is proposed, as no interior or exterior modifications are being made.

Community Development Code Section 2-1003.L and 2-1004.A - Flexible Development Standards

As previously noted, a Comprehensive Infill Redevelopment Project in the Office District is required for this request because the retail sales and services use occupies more than 10 percent of the floor area of the building. The Comprehensive Infill Redevelopment Project use does not provide specific development standards e.g. lot area, width, setbacks, and height, and specifies the minimum off-street parking is determined by Community Development Coordinator based on the specific use and/or the ITE manual. The previously approved certified site plan, PSP81-46, approved a total of 301 off-street parking spaces for the 70,000 square feet of office space, which is a ratio of 4.3 spaces per 1,000 square feet of building area. The CDC requires a minimum of three spaces per 1,000 square feet of building area or 210 off-street parking spaces for offices. However, for comparison five spaces per 1,000 square feet are required for retail sales and services in the Commercial District consistent with CDC Table 2-702. Using that parking ratio, a total of nine off-street parking spaces are required for the existing 1,890 square foot tenant space. Four additional off-street parking spaces are required for retail sales and services. The site currently has an excess of 91 spaces and after subtracting the additional four spaces for the proposed project the site will remain with an excess of 87 spaces. As a point of reference, the existing site details are as follows.

DEVELOPMENT STANDARDS	SITE CONDITIONS
<i>Minimum Lot Area and Width</i>	The site is 263,097 square feet in area and approximately 275 feet in lot width along Magnolia Drive. For a point of comparison, an Office use is required to have a minimum lot area of 10,000 square feet and a width of 100 feet.
<i>Maximum Height</i>	The existing building is approximately 20 feet in height and no external changes are proposed to the building. For context, these uses may extend between 30 and 50 feet in height through a Minimum Standard and Flexible Standard Development.

<i>Minimum Off-Street Parking Retail Sales and Services</i>	As previously noted, the site has more parking spaces than required and can accommodate the additional four spaces required to convert the 1,890 square foot tenant space from office to retail sales and services.
<i>Setbacks (in feet)</i>	The building is existing and has previously approved setbacks of 10 feet for the front north yard setback, 24 feet for the front south yard setback and a minimum of 10 feet for the remaining side yard setbacks. No changes are proposed to the existing setbacks.

Community Development Code Section 2-1004.A - Comprehensive Infill Redevelopment Project
Flexibility Criteria:

DEVELOPMENT STANDARD	COMPLIANCE WITH STANDARD
<i>Section 2-1004.A.1. The development or redevelopment is otherwise impractical without deviations from the use and/or development standards set forth in this zoning district.</i>	The requested conversion is impractical without the approval of the Comprehensive Infill Redevelopment Project since the proposed use exceeds 10% of the existing building square footage even though the area of retail sales and services within the entire site is far less. No changes to the interior or exterior of the building and/or site are proposed.
<i>Section 2-1004.A.2. The development or redevelopment will be consistent with the goals and policies of the Comprehensive Plan, as well as with the general purpose, intent and basic planning objectives of this Code, and with the intent and purpose of this zoning district.</i>	The proposal will occupy currently vacant interior office space with a retail use which operates very similarly to office uses. As such, it is consistent with the goals and policies of the Comprehensive Plan and is consistent with the general purpose and objectives of the Code, and with the intent and purpose of the Office District.
<i>Section 2-1004.A.3. The development or redevelopment will not impede the normal and orderly development and improvement of surrounding properties.</i>	The conversion of the subject interior building area to retail sales and services will have no impact on the normal and orderly development of surrounding properties, as no new building area or site changes are proposed. The property has existed with 301 parking spaces since 1983 and the anticipated parking demands will be satisfied as assessed by City Staff.
<i>Section 2-1004.A.4. Adjoining properties will not suffer substantial detriment as a result of the proposed development.</i>	Adjacent properties include businesses such as offices, medical clinics, warehousing and attached dwellings. The tenant space is located within an existing office complex and no changes are proposed. The conversion to retail sales and services is not anticipated to impact the surrounding uses as the business operates like an

	office with clients required to make appointments and the limit of appointments will be based on the number of biomagnetic treatment space.
<p><i>Section 2-1004.A.5.a.-f. The proposed use shall otherwise be permitted by the underlying future land use category, be compatible with adjacent land uses, will not substantially alter the essential use characteristics of the neighborhood; and shall demonstrate compliance with one or more of the following objectives:</i></p> <p><i>a. The proposed use is permitted in this zoning district as a minimum standard, flexible standard or flexible development use;</i></p> <p><i>b. The proposed use would be a significant economic contributor to the city's economic base by diversifying the local economy or by creating jobs;</i></p> <p><i>c. The development proposal accommodates the expansion or redevelopment of an existing economic contributor;</i></p> <p><i>d. The proposed use provides for the provision of affordable housing;</i></p> <p><i>e. The proposed use provides for development or redevelopment in an area that is characterized by other similar development and where a land use plan amendment and rezoning would result in a spot land use or zoning designation; or</i></p> <p><i>f. The proposed use provides for the development of a new, and/or preservation of a working waterfront use.</i></p>	<p>a. Retail sales and services are permitted up to a maximum of 10% of the floor area. The 8,000 square foot building would permit up to an 800 square foot retail sales and services where the tenant space is 1,890 square feet. If this was based on the entire office complex the 10% would equal 7,000 square feet and the proposed request would be consistent with the CDC.</p> <p>b./c. While not an economic contributor, the project will create jobs and is an economic contributor.</p> <p>d. The project does not include affordable housing.</p> <p>e. The project does not require a land use plan amendment or a rezoning.</p> <p>f. The property is not a waterfront parcel.</p>
<p><i>Section 2-1004.A.6.a.-e. Flexibility with regard to use, lot width, required setbacks, height and off-street parking are justified based on demonstrated compliance with all of the following design objectives:</i></p> <p><i>a. The proposed development will not impede the normal and orderly development and</i></p>	<p>No flexibility is being requested beyond exceeding the 10% maximum floor area.</p> <p>a. The proposed redevelopment will not impede the orderly development of the properties in the surrounding area.</p>

<p><i>improvement of the surrounding properties for uses permitted in this zoning district;</i></p> <p><i>b. The proposed development complies with applicable design guidelines adopted by the city;</i></p> <p><i>c. The design, scale and intensity of the proposed development supports the established or emerging character of an area;</i></p> <p><i>d. In order to form a cohesive, visually interesting and attractive appearance, the proposed development incorporates a substantial number of the following design elements:</i></p> <ul style="list-style-type: none"> <i>• Changes in horizontal building planes;</i> <i>• Use of architectural details such as columns, cornices, stringcourses, pilasters, porticos, balconies, railings, awnings, etc.;</i> <i>• Variety in materials, colors and textures;</i> <i>• Distinctive fenestration patterns;</i> <i>• Building stepbacks; and</i> <i>• Distinctive roof forms.</i> <p><i>e. The proposed development provides for appropriate buffers, enhanced landscape design and appropriate distances between buildings.</i></p>	<p>b. N/A.</p> <p>c./d. No changes are proposed to the interior or exterior of the existing building.</p> <p>e. No changes are proposed to the existing site which features prolific landscaping.</p>
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Community Development Code Section 3-914. General Applicability Standards

The proposal supports the General Applicability standards of this Code as follows.

GENERAL APPLICABILITY STANDARDS	FINDINGS
<i>Section 3-914.A.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.</i>	The scale and bulk of the existing development is not changing since no additional building area or site improvements are proposed. The business will operate during regular business hours.
<i>Section 3-914.A.2. The proposed development will not hinder or discourage development and use of adjacent land and buildings or significantly impair the value thereof.</i>	The surrounding properties are developed with a mix of uses including offices, medical clinics and industrial uses. The proposed business will not impair the use or value of adjacent properties.
<i>Section 3-914.A.3. The proposed development will not adversely affect the health or safety of persons residing or working in the neighborhood.</i>	Establishing a wellness clinic (retail sales and service use) in an area characterized by medical and other commercial uses will not materially affect the health or safety of persons in the area.
<i>Section 3-914.A.4. The proposed development is designed to minimize traffic congestion.</i>	The proposal will utilize the existing vehicular access drives from Druid Road and Magnolia Drive. It was determined by city staff that no negative impact to the existing complex is anticipated as the site can absorb

	any parking needs for retail sales and services, four spaces, since property will remain with an excess of 87 off-street parking spaces.
<i>Section 3-914.A.5. The proposed development is consistent with the community character of the immediate vicinity.</i>	The proposal is consistent with the community character of surrounding medical/ general offices and older retail plazas along Fort Harrison Avenue and Myrtle Avenue. Further, no changes are proposed and existing landscaping, and site improvements will be maintained.
<i>Section 3-914.A.6. The design of the proposed development minimizes adverse effects, including visual, acoustic and olfactory and hours of operation impacts on adjacent properties.</i>	The project does not include any internal or external building/site changes, hours of operations will be Monday through Friday from 9am to 6pm, and as such will not impact noise levels and hours of operation will comply with the limits set forth in the CDC.

RECOMMENDATION

The Development Review Committee (DRC) reviewed the application and supporting materials at the DRC meeting of December 4, 2025. The Planning and Development Department, having reviewed all materials submitted by the applicant and the requirements of the Community Development Code, recommends the following findings of facts and conclusions of law.

Recommended Findings of Fact

1. The 5.38-acre site is located on the south side of Druid Road and the north side of Magnolia Drive, approximately 425 feet east of S. Fort Harrison Avenue.
2. The property is in the Office (O) District with Residential/Office General (R/OG) future land use designation.
3. The project site is comprised of one parcel of 263,097 square feet in an area with a frontage of 463 feet along Druid Road and 275 feet along Magnolia Drive.
4. The property includes an existing seven building 70,000 square-foot office complex with front setbacks of 10 feet (north) and 24 feet (south) and side setbacks of 10 feet (east and west).
5. The proposal includes 301 existing parking spaces which is in compliance with the approved certified site plan.
6. The proposal includes retail sales and services with an existing ISR of 0.74.
7. There are no active Code Compliance cases for the subject property.

Recommended Conclusions of Law

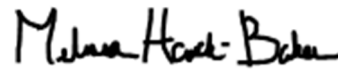
1. The proposal is consistent with the applicable components of the City's Comprehensive Plan.
2. The development proposal is consistent with the maximum development potential set forth in CDC Section 2-1001.1.
3. The development proposal is consistent with the Flexible Development standards pursuant to CDC Table 2-1004.
4. The development proposal is consistent with the Flexibility Criteria pursuant to CDC Section 2-1004.A.
5. The development proposal is consistent with the General Standards for Level One and Two Approvals pursuant to CDC Section 3-914.A.

Based on the above recommended findings of fact and conclusions of law, the Planning and Development Department recommends **APPROVAL** of application FLD2025-09023, subject to the following conditions:

Conditions of Approval

1. A business tax receipt must be obtained and maintained in order for the business to operate.
2. The project shall remain generally consistent with the plans approved by the Community Development Board.
3. All applicable state or federal permits shall be obtained for the subject project prior to the commencement of development as defined under Fla. Stat. § 380.04.
4. Landscaping, including any future modifications, shall comply with CDC Article 3, Division 12.
5. Acknowledge that each condition of approval will be met with any applicable permit submittal subject to any applicable timing requirement to the satisfaction of City Staff.
6. The building setbacks shall be the distances from the original construction in 1983 and the current lot configuration consistent with the certified site plan, PSP81-46.

Prepared by Planning and Development Department Staff:



Melissa Hauck-Baker, AICP, Planner III

ATTACHMENTS: Resume, Photographs

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Clearwater, Florida 33756
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melissa.hauck-baker@myclearwater.com

PROFESSIONAL EXPERIENCE

- **Senior Planner, Development Review Division**

City of Clearwater, FL

July 2013 – Present

Provide professional urban planning services to citizens, City Officials and businesses regarding Land Development Review procedures and legal requirements of the Community Development Code for the City. Assist in the day to day planning and zoning operations as well as long range planning initiatives, interdepartmental cooperation and assistance. Conduct plan reviews, site investigations, report preparation, meeting attendance and presentation of findings as relating to proposed development projects and required regulatory review procedures.

- **Professional Planner Consultant**

City of Clearwater, FL

March 2010 to June 2013

Provide consulting services to clients as requested for various residential and commercial scale projects as relating to the necessary zoning and planning review processes required by the specific governing entity. Supervise the preparation of reports and plans, conduct site visits, attend and present findings at municipal and all related public meetings, coordinate with applicant, various municipal staff and related professional consultants.

- **Senior Associate**

January 2005 to March 2010

- **Project Manager**

KEPG, LLC, Atlantic City, NJ

April 2001 to January 2005

Oversee consulting services provided to municipal clients in the area of zoning, planning, master planning and redevelopment planning. Review all proposed projects before any required municipal board, authority and commission as well as any additional jurisdictional requirement of other local, state and federal entities. Provide professional guidance regarding planning and zoning concepts, zoning ordinance development, urban design issues, master plans, and redevelopment plans as outlined within the New Jersey Municipal Land Use Law. Supervise the preparation of reports and plans, conduct site visits, attend and present findings at municipal and all related public meetings, coordinate with firm staff, various municipal staff and related consultants to effectuate an efficient and thorough review process.

- **Zoning Administrator**

June 1998 to April 2001

- **City Planner**

November 1994 to May 1998

- **Historic Preservation Specialist**

City of Reading, PA

September 1993 to October 1994

Staff liaison and administrator to the Zoning Hearing Board, Planning Commission, Historic Architectural Review Board, Reading Redevelopment Authority and Fine Arts Board. Enforcement, interpretation and regulatory cooperation of the following ordinances; subdivision, land development, historic preservation, redevelopment and zoning. Provide assistance with downtown, neighborhood, comprehensive master plan, parks, recreation, and public property planning. Conduct site inspections, process violations, and pursue cases through the court system. Assist with review of proposed development projects in conjunction with planning, engineering, and building code staff as well as with the preparation of the Comprehensive Master Plan. Generate graphics for various presentations as required by the department.

EDUCATION

Bachelor of Landscape Architecture, Magna Cum Laude, State University of New York, Syracuse, 1993

LICENSES AND ASSOCIATION MEMBERSHIPS

American Institute of Certified Planners #023351 (2009 to Present) American Planning Association (2001 to Present)

Florida Chapter (2013 to Present) New Jersey Chapter (2001 to 2012)

Licensed New Jersey Professional Planner #33LD0609500 (2009 to Present)



Facing west along the interior complex driveway at the existing building



Facing northwest along the interior complex driveway at the existing building



Facing south along Druid Road at the main entrance



Facing northeast along Magnolia Avenue at the secondary entrance



Facing west along Druid Road



Facing east along Druid Road