



SPECIAL USE EXCEPTION PETITION

CITY OF BALLWIN }
COUNTY OF ST. LOUIS }
STATE OF MISSOURI }

FEE: with site plan review \$ 1,500.00
without site plan review \$ 750.00
PAID: [checked]
NUMBER: SUE-25-03

TO THE BOARD OF ALDERMEN
CITY OF BALLWIN

Type of Special Use Exception: NIA

Code Section under which petition is being filed:

Now comes (print name of Petitioner)
and states to the Board of Aldermen:

- I. That he, she, it, they, has (have) the following legal interest in the tract of land and/or premises located within the corporate limits of Ballwin, Missouri, described in Section II of this petition.
A. State Legal Interest: Opening Pizza Restaurant
B. Documentation of Legal Interest must accompany this petition.
II. That the legal description of the property/premises, for which a Special Use Exception is desired, is enclosed.
III. That a survey or drawing of the property/premises, for which a Special Use Exception is requested, is enclosed, and said drawing is to a scale of 100 feet or less to the inch.
IV. That the street address of said property is: 15523 Manchester RD Ballwin MO 63011
V. That the area (acres or square feet) of said property is: 1280 sqft
VI. That the zoning classification of said property is: Commercial
VII. That the present use of said property is: Pizza Restaurant
VIII. That the intended use of said property is: Pizza Restaurant
IX. That the proposed Special Use Exception does not violate any private deed restrictions on said property.
X. That all information provided herein is true and a statement of fact.

I, the Petitioner, do hereby request an Ordinance of the Board of Aldermen approving and granting the herein described Special Use Exception.

PETITIONER: FUAD KHALIL

AUTHORIZED SIGNATURE: Fuad Khalil

AUTHORIZED SIGNATURE (PRINTED): FUAD KHALIL

ADDRESS: 1210 Rivoli Dr

CITY/STATE/ZIP: Ballwin Mo, 63011

TELEPHONE NO. 618-250-0472

I, (*print name of Petitioner*) _____, do hereby designate _____ as my agent for purposes of presenting this petition, negotiating with the City of Ballwin on all issues relative to this petition, and corresponding and communicating with representatives of the City of Ballwin relative to this petition.

AGENT'S SIGNATURE: _____

AGENT'S NAME (PRINTED): _____

ADDRESS: _____

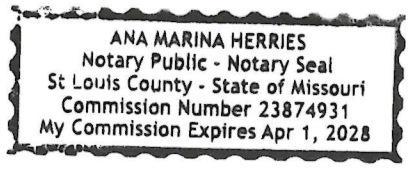
CITY/STATE/ZIP: _____

TELEPHONE NO. _____

Subscribed and sworn before me this 26th day of February, 2025.

Ana Marina HERRIES
Notary Public

My Commission Expires
April 1, 2028.





Petition Number: SUE-25-03

Public Hearing Date: April 7, 2025

Petitioner: Fuad Khalil
1210 Rivoli Drive
Ballwin, Missouri 63011

Project Name: Mizaan Pizza

Requested Action: Special use exception for a restaurant with front yard parking
[per Appendix A, Article XIV, Section 1 (14) & (20)]

Location: 15523 Manchester Road

Existing Zoning: C-1 Commercial District with a MRD Manchester Road
Revitalization District Overlay

Surrounding Zoning: North - C-1 Commercial District & R-1 Single Family Dwelling
District
South - City of Ellisville, C-3 Commercial District
East & west - C-1 Commercial District



Figure 1 - Aerial view of the site and surrounding properties. Source: St Louis County



Figure 2 - Street view of the development. The proposed restaurant location is indicated by a red arrow.



Project description:

This Petition is for a special use exception for the establishment of a restaurant with front yard parking at 15523 Manchester Road. The property is located on the north side of Manchester Road, between Hillsdale Drive and Highview Drive in a development known as Gordon Plaza. The property is currently zoned C-1 Commercial District. The properties to the north are zoned C-1 and R-1 Single Family Dwelling District. The properties to the south are inside the City Limits of Ellisville and zoned C-3 Commercial District.

The Petitioner plans to open a restaurant called Mizaan Pizza, specializing in Halal-certified pizza. The restaurant would be mostly carry-out and delivery, with space for 15-20 customers inside. No outdoor seating is proposed at this time.

Staff analysis:

This Petition is for a special use exception for a restaurant with front yard parking at 15523 Manchester Road. The basis for this request is outlined in Appendix A, Article XIV, Section 1(20), which permits restaurants as a special use exception. This Petition meets the specified zoning requirements for a special use exception. In addition, a special use exception is necessary for the implementation of front yard parking along public right of way. This requirement is specified in Appendix A, Article XIV, Section 1(14), which dictates that parking within any front yard is subject to special use exception approval. This regulation applies to all allowed uses in the C-1, C-3, PA and S-1 districts, as well as for all nonresidential uses in the R-1A, R-1, R-2, R-3, R-4, R-5 and PSD Districts. The proposed restaurant would be located in an existing development, known as Gordon Plaza. The space was occupied most recently by Imo's Pizza. No exterior or site changes, with the exception of signage, are proposed at this time.

When reviewing a special use exception, the Planning & Zoning Commission and Board of Aldermen shall determine whether such exception:

- a. Will substantially increase traffic hazards or congestion.

A new tenant in this existing development will naturally result in an increase in traffic. However, it's important to note that this space is currently vacant within an already approved development. The development originally satisfied parking requirements during its construction phase and is now recognized as an existing, legally non-conforming aspect of the site.



b. Will adversely affect the character of the neighborhood.

The proposed development should not adversely affect the character of the neighborhood. It is situated within an established commercial area designated as commercial in the City's Comprehensive Plan.

c. Will adversely affect the general welfare of the community.

The proposed development should not adversely affect the welfare of the community.

d. Will overtax public utilities.

The proposed development should not overtax public utilities.

e. Will adversely affect public safety and health.

The proposed development should not adversely affect public safety and health.

f. Is consistent with good planning practice.

The proposed development would meet all current special use exception requirements and is consistent with good planning practice.

g. Can be operated in a manner that is not detrimental to the permitted developments and uses in the district.

The proposed development should not be detrimental to the permitted developments and uses in the district.

h. Can be developed and operated in a manner that is visually compatible with the permitted uses in the surrounding area.

The proposed development should be operated in a manner that is visually compatible with the permitted uses in the surrounding area.

Staff recommendation:

This Petition is for a special use exception for the establishment of a restaurant with front yard parking at 15523 Manchester Road. The restaurant would occupy a space in an existing development that was previously occupied by an Imo's Pizza. Staff has no concerns about the approval of this Petition.

Business Plan for Mizaan Pizza

Executive Summary

Business Name: Mizaan Pizza

Location: Preferred location in the plaza at Manchester Road, Ballwin, MO

Mission: To serve high-quality, Halal-certified pizza to the local community, creating an inclusive dining environment that caters to both the Muslim population and the broader St. Louis area.

Vision: To become the go-to pizza destination for families and individuals seeking delicious, Halal-friendly options in a welcoming and accessible setting.

Objectives:

- To fill a gap in the market by providing a Halal-certified pizza option.
 - To establish a strong community presence and build a loyal customer base.
 - To achieve profitability within the first 12 months and grow by 20% annually.
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Business Description

Concept: Mizaan Pizza is a unique pizza restaurant that offers Halal-certified ingredients, catering to the dietary needs of the Muslim community in Ballwin, MO, and surrounding areas. The restaurant will feature a menu of classic and innovative pizzas, all prepared using fresh, Halal-certified ingredients.

Legal Structure: LLC (Limited Liability Company)

Location Rationale:

- High traffic area with proximity to established businesses like Andy's Frozen Custard.
- Strong potential to attract families, students, and local

- workers in the area.
 - **Limited Halal options for casual dining in the vicinity, providing a niche advantage.**
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Market Analysis

Industry Overview: The demand for Halal food in the U.S. is growing as the Muslim population increases and more consumers become interested in ethical food options. The pizza industry remains highly popular, and introducing a Halal-certified option will cater to a unique, growing market.

Target Market:

1. **Muslim Community:** The primary target group, seeking Halal-certified dining options.
2. **Families and Young Adults:** A diverse customer base looking for high-quality, flavorful pizza.
3. **Health-Conscious Consumers:** Non-Muslim customers who view Halal-certified food as a mark of cleanliness and ethical standards.

Competitive Analysis:

- **Direct Competitors:** Existing pizza places in the area, none of which offer Halal-certified products.
- **Indirect Competitors:** Other Halal restaurants in St. Louis, though few offer pizza.

Unique Selling Proposition (USP):

- The only pizza place in Ballwin offering Halal-certified products, designed to be inclusive for Muslim families and individuals.
 - Quality-focused, using fresh, ethically sourced ingredients.
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Products and Services

Menu:

1. **Signature Pizzas:** Classic and specialty pizzas (Margherita, Pepperoni, Mediterranean, and BBQ Chicken).
2. **Build-Your-Own Pizza:** Customizable options with Halal-certified toppings.

3. **Sides:** Garlic bread, salads, wings, and dips.
4. **Desserts:** Desserts that are also Halal-compliant, such as cookies and brownies.
5. **Beverages:** A variety of drinks, including specialty sodas and teas.

Halal Certification:

- All meats and ingredients will be sourced from Halal-certified suppliers, and the restaurant will adhere to strict Halal preparation guidelines to maintain authenticity and appeal to Muslim customers.

Additional Services:

- **Takeout and Delivery:** An option for customers who prefer dining at home.
 - **Family Meal Deals:** Value packages to attract families and larger groups.
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Marketing Strategy

Branding:

- Logo and branding will reflect an inclusive, family-friendly atmosphere.
- Emphasis on Halal certification and quality.

Promotion:

1. **Social Media:** Leverage Instagram, Facebook, and TikTok to showcase menu items, customer reviews, and behind-the-scenes preparation.
2. **Community Engagement:** Sponsoring local events (fairs, school functions, religious events) to build awareness and goodwill.
3. **Collaborations:** Partnering with local mosques, Muslim student organizations, and community centers to spread the word about a new Halal dining option.
4. **Loyalty Program:** Implement a loyalty program with rewards for repeat customers.
5. **Grand Opening Event:** A community event with samples and discounts to attract initial traffic and create buzz.

Pricing Strategy:

- **Competitive Pricing:** Slightly above standard pizza prices to reflect the quality of Halal ingredients, with value meal deals for families.
 - **Special Promotions:** Discounts on large orders, holiday specials, and referral discounts.
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Operations Plan

Facility Requirements:

- Kitchen build-out to accommodate pizza ovens, storage for fresh ingredients, and a preparation area that adheres to Halal standards.
- Dining area designed to be comfortable and family-friendly, accommodating approximately 15-20 patrons.

Suppliers:

- Partnerships with Halal-certified suppliers for meat and other key ingredients.
- Local suppliers for fresh produce and dairy.

Staffing:

- Hire and train kitchen and waitstaff on Halal guidelines and customer service.
- Staff to include a manager, cooks, servers, and delivery drivers.

Operating Hours:

- Monday–Saturday: 10:00 AM–12:00 AM
 - Sunday: 10:00 PM–8:00 PM
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Management and Organization

Ownership: Mahmoud Abualizz

Roles and Responsibilities:

- **Owner(s):** Oversee business operations, marketing, and vendor relationships.
- **General Manager:** Manage day-to-day operations, staffing, and customer satisfaction.
- **Kitchen Staff:** Responsible for food preparation,

cleanliness, and adherence to Halal standards.

- **Delivery Staff:** Ensure timely delivery service and customer satisfaction for off-premises orders.
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Financial Plan

Startup Costs:

1. **Lease and Renovation:** Estimated \$120,000 for build-out and kitchen equipment.
2. **Licenses and Permits:** Estimated \$5,000 for business and Halal certification.
3. **Inventory:** Initial stock of ingredients and supplies, estimated at \$10,000.
4. **Marketing Budget:** Approximately \$5,000 for grand opening and social media advertising.

Revenue Projections:

- **Year 1:** \$450,000, based on \$1,500 daily transactions with an average ticket size of \$50.
- **Year 2 and beyond:** Targeting 20% revenue growth per year.

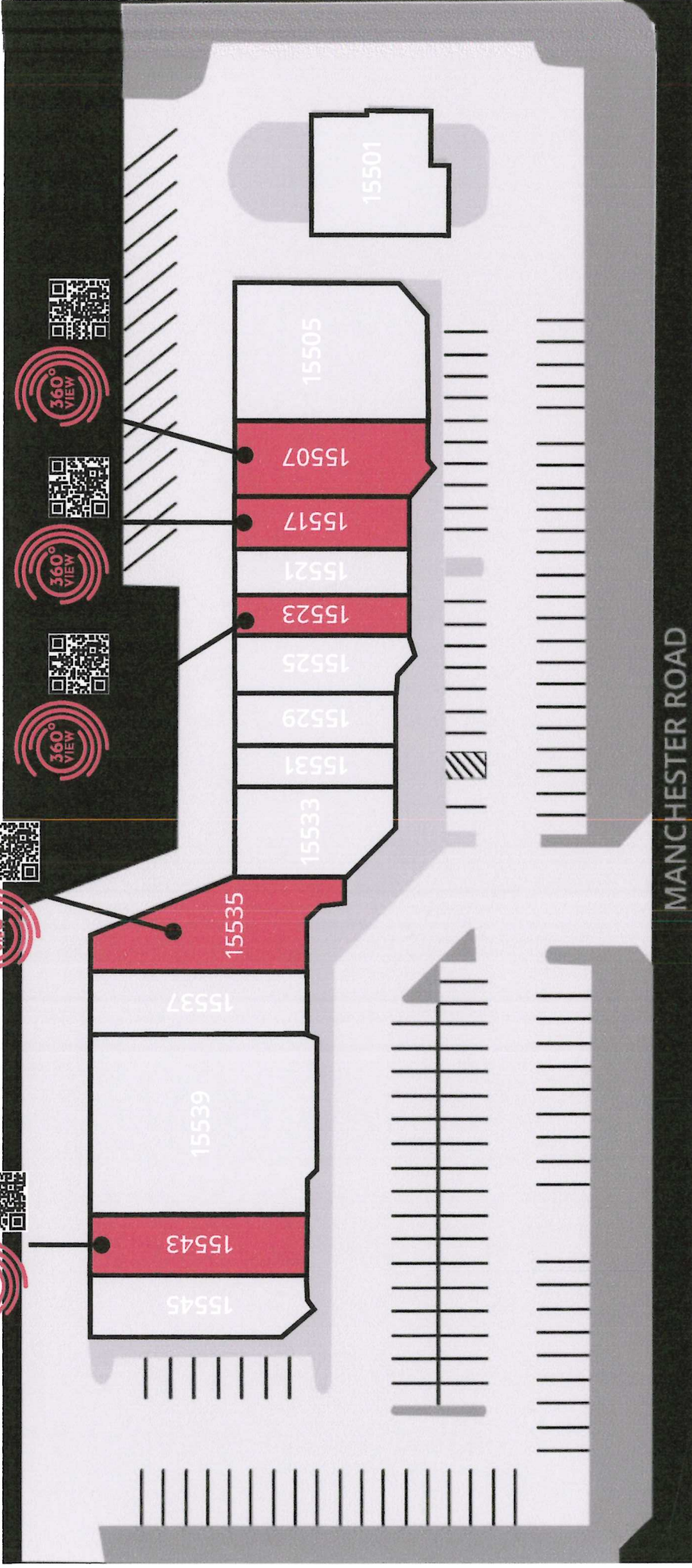
Break-even Analysis:

- Expected to break even by the end of Year 1 through consistent revenue and customer acquisition.

Funding Requirements:

- Seeking \$150,000 in investment or loan funding to cover initial build-out and operational costs.
- Projections include debt repayment within 1 year based on profit margins.

Site Plan - Gordon Plaza



Space	Status	SF	Space	Status	SF
15545	Leslie's Pool	3,156	15525	Kumon Math	1,150
15543	AVAILABLE	2,075	15523	AVAILABLE 8/1/24	1,281
15539	Sherwin Williams	6,824	15521	Advance America	1,970
15537	Venetian Nail and Spa	1,150	15517	AVAILABLE	1,916
15535	AVAILABLE	2,253	15507	AVAILABLE	2,509
15533	West County License Office	1,889	15505	Smoker Central	3,176
15531	West County License Office	1,163	15501	Andy's Frozen Custard	1,400
15529	The Stylist Salon	1,177			



PUBLIC HEARING

Notice is hereby given that on Monday, April 7, 2025 at 7:00 pm, a Public Hearing will be held by the Planning & Zoning Commission in the City Government Center Board Room at 1 Government Center, Ballwin, Missouri 63011. The Commission will consider the following Petition:

SUE-25-03 Special Use Exception, submitted by Fuad Khalil, for a restaurant at 15523 Manchester Road.

Additional information on this Petition is available at the City Government Center or by calling 636-227-2243