



SPECIAL USE EXCEPTION PETITION

CITY OF BALLWIN	}	FEE:	with site plan review \$ 1,500.00
	}		without site plan review \$ 750.00
COUNTY OF ST. LOUIS	}	PAID:	<u>04/18</u>
STATE OF MISSOURI	}	NUMBER:	<u>SUE-26-01</u>

TO THE BOARD OF ALDERMEN CITY OF BALLWIN

Type of Special Use Exception: Brewing establishment

Code Section under which petition is being filed: Appendix A Article 14 Section 1 (21)

Now comes (*print name of Petitioner*) Kyle Matthias
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: Lessee (tenant)
 - 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: 14738LL Manchester Rd
- V. That the area (acres or square feet) of said property is: 3000sqft
- VI. That the zoning classification of said property is: C-1
- VII. That the present use of said property is: Vacant
- VIII. That the intended use of said property is: Microbrewery and taproom

- 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: Kyle Matthias

AUTHORIZED SIGNATURE: Kyle

AUTHORIZED SIGNATURE (PRINTED): KYLE MATTHIAS

ADDRESS: 246 Oak Pass Ct

CITY/STATE/ZIP: Ballwin, MO, 63011

TELEPHONE NO. 314-956-9979

I, (print name of Petitioner) KYLE MATTHIAS, do hereby designate SELF 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: Kyle

AGENT'S NAME (PRINTED): KYLE MATTHIAS

ADDRESS: 246 OAK PASS CT

CITY/STATE/ZIP: BALLWIN, MO 63011

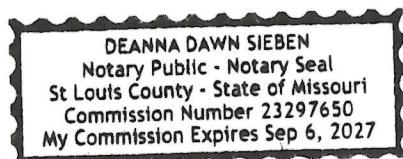
TELEPHONE NO. 314-956-9979

Subscribed and sworn before me this 24th day of NOVEMBER, 2025

Deanna Sieben
Notary Public

My Commission Expires

Sept. 6, 2027





Petition Number: SUE-26-01

Public Hearing Date: January 5, 2026

Petitioner:
Kyle Matthias
246 Oak Pass Court
Ballwin, Missouri 63011

Project Name: Natural History Brewing Collective

Requested Action: Approval of a special use exception for a microbrewery and taproom [per Appendix A, Article XIV, Section 1 (21)]

Location: 14738LL (lower level) Manchester Road

Existing Zoning: C-1 Commercial District

Surrounding Zoning: North - MRD Manchester Road Overlay District
South, east & west - C-1 Commercial District

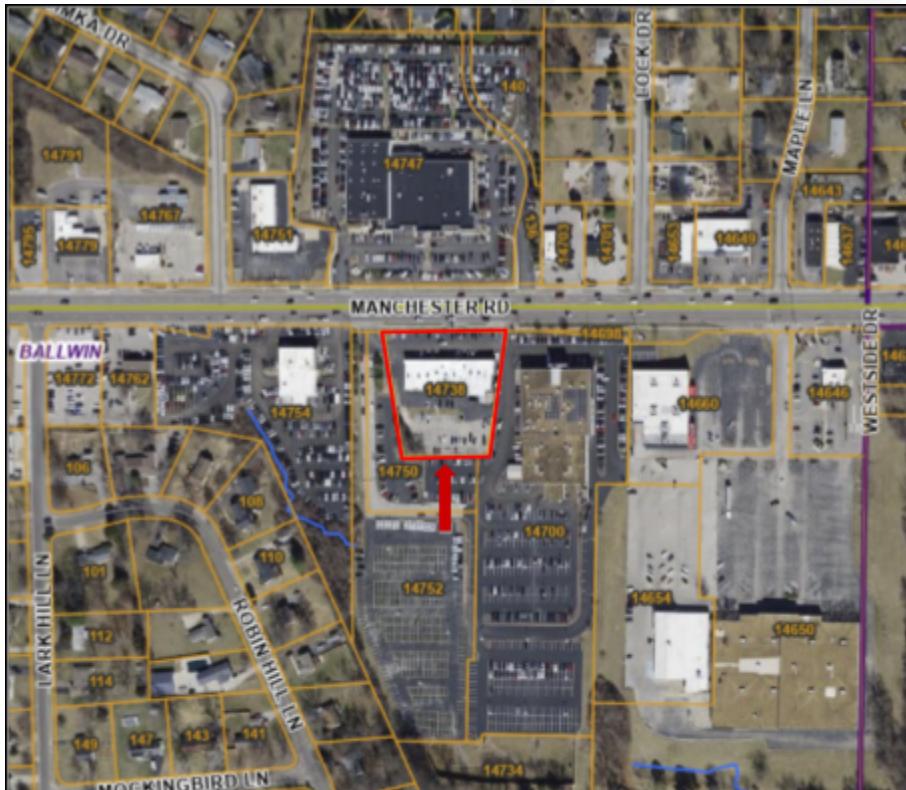


Figure 1 - Aerial view of the site and surrounding properties. The proposed location is indicated by a red arrow. Source: St Louis County



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



Project description:

This Petition is for a special use exception for the establishment of a microbrewery and taproom, as defined in Appendix A, Article XIV, Section 1 (21) at 14738LL Manchester Road. The property is located on the south side of Manchester Road, approximately 1000 feet east of Lark Hill Lane. The property is currently zoned C-1 Commercial District. The property to the north is currently zoned MRD Manchester Road Overlay District. All other surrounding properties are currently zoned C-1.

Staff analysis:

This Petition is for a special use exception for the establishment of a microbrewery and taproom at 14738LL Manchester Road. The basis for this request is outlined in Appendix A, Article XIV, Section 1(21) which permits establishments for the distilling, brewing, preparation and sale of beverages containing alcohol of any kind by the drink for consumption on the premises with approval of a special use exception. The proposed microbrewery would be located in the lower level of an existing development known as Triple H Plaza, which in the past was occupied by a plumbing supply store and a butcher shop. The petitioner is requesting approval for the brewing of beer and a public taproom, with the taproom to be added at a later date.

As we have discussed with other special use exception petitions, the overall site conditions may not fully comply with current zoning requirements. When reviewing this type of petition, we take parking capacity and safety considerations into account. If this Plaza were fully occupied by retail or restaurant uses, it would require 74 parking spaces. Currently, there are 69 parking spaces and a paved area that was previously striped for 27 spaces, totalling 96 parking spaces for the entire development.

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 and was previously occupied.



- 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.

- 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 microbrewery and taproom at 14738LL Manchester Road. The business would occupy a space in a portion of the lower level of an existing commercial development. Staff has no concerns about the approval of this Petition and recommends approval with the standard conditions.

NATURAL HISTORY BREWING COLLECTIVE BUSINESS PLAN

EXECUTIVE SUMMARY:

Natural History Brewing Collective is a beverage manufacturing company focused on producing low alcohol (namely beer) and non-alcoholic drinks utilizing sustainable, botanical ingredients often acquired from local farms and foraged from nearby land. We aim to serve drinkers across generations (Gen Z, Millennials, Gen X) interested in moderation and concerned with the quality of beverages they consume. The beverages we make will be distributed to local bars, restaurants, and retailers and sold at farmers markets, festivals, and other pop-up events. There will be no consumption of beverages on-site to begin but there will be plans to establish an onsite tasting room in the future. We are currently contract brewing at other local breweries with a growing distribution footprint and are looking for our own production space.

PRODUCTS + SERVICES:

- **Low Alcohol Beer**
 - Provides a low alcohol, full-flavored beer for beer drinkers interested in moderation
 - Can be sold wholesale and retail locally
- **Non-alcoholic Sparkling Honey Sodas**
 - Provides an intentional, uniquely flavored non-alcoholic beverage for those that do not drink alcohol.
 - Can be sold retail, wholesale, and shipped direct-to-consumer locally and nationally.
- **Low Alcohol Mead**
 - A low alcohol “honey wine” for wine drinkers utilizing honeys already being sourced for other products.
 - Can be sold retail, wholesale, and shipped direct-to-consumer locally and nationally
- **Non-alcoholic Beer**
 - Provides a non-alcoholic option for beer drinkers seeking to limit alcohol.
 - Can be sold retail, wholesale, and shipped direct-to-consumer locally and nationally
- **Botanical Drink Syrups**
 - For use in cocktails, other beverages, and sauces.
 - Can be sold retail, wholesale, and shipped direct-to-consumer locally and nationally
- **Private event drink catering**
 - Provides an option for groups (i.e. non-profits, private parties, environmental clubs) to explore our unique array of beverages with access to gain more in-depth knowledge about the product.

TEAM DESCRIPTION:

- **Kyle Matthias – CEO, Head Brewer**
 - 11 years of brewing experience including startups, production brewing, new product development, and operations director. Experience working at the following breweries:
 - St Louis: Modern Brewery, Charleville, Morgan Street
 - Oregon: Deschutes Brewery
 - North Carolina: Tru Colors
 - Degree in Nutritional Biochemistry and graduate of the Master Brewers Program at UC-Davis
 - People manager/leader – led a team of brewers as the head of research & development at one of the top 10 largest breweries in the United States, Deschutes Brewery in Bend, OR. Managed active gang members as part of brewery operations for a social mission led brewery startup in North Carolina.
- **Jake Zurheide – Events/Sales Manager, Forager/Farmer**
 - 2 years' experience with brewery specific events and sales management
 - Level 1 + Level 2 Foraging Certification through Eating the Ozarks led by 2 of the regions most renowned wild food educators (Bo Brown, Rachael West, Mike Snyder)
 - Wild Mushroom Certification through the Missouri Mycological Society
 - Currently renting 1 acre of land to grow ingredients for beverages under the guidance of a well-known organic farmer in the area (Paul Krautmann)
- **Haylie Hutchison – Graphic Designer, Finance Manager, Assistant Brewer**
 - 10 years of professional art production
 - 5 years of freelance graphic design experience
 - 1 year of financial management experience at local tax office and local winery/brewery
 - 3 years of brewing experience

BUSINESS OPERATION:

The business will begin as a beverage production facility with all products being produced at 14738LL Manchester Ave. Production will be at the scale of 2-3.5bbl batch sizes (62-108 gallons). This location was selected as it has large square footage for possible expansion, an ideal floorplan for a beverage facility, and it already has many of the necessary utilities for beverage production (i.e. floor drains, walk-in cooler, etc.).

There will be no public operating hours or consumption of beverages on site in the immediate future as we will focus on getting production started. Customers may pick up beverages to go at agreed-upon, prescheduled times during normal business hours (between 9-6pm). Production hours may occur any day of the week from 6am – 10pm. There will be no employees to begin outside of the 3 founders of the company.

To begin, products will be sold to wholesale accounts (i.e. bars, restaurants, bottle shops) via self-distribution, at offsite events (i.e. farmers markets, festivals), and via our e-

commerce site where applicable (i.e. non-beer products). We will also have a membership club for consumers to order products online and pick them up to-go from our production facility or off-site events. We will package in kegs and bottles. All proper permits will be obtained for the sale of alcohol in these manners.

As the business grows, in addition to distribution and off-site retail, we plan to operate as an on-site retail establishment by hosting reserved, guided tastings for small parties and eventually operating with wider operating hours for the public (i.e. M-F 4pm-10pm, S-Su 12pm-10pm). This would likely require the hiring of 1-3 part-time bartenders. There will be no kitchen on site, but guests will be allowed to bring their own food, and we may offer light, pre-prepared snacks for purchase.

MARKET:

Natural History Brewing Collective

Strengths

- Industry experience and knowledge
- Unique, trending, and quality products with different paths to market
- Diverse skill set of founders
- Brewing and local agriculture industry connections
- Distinct brand identity

Weaknesses

- No physical retail location
- Startup company with lack of public awareness
- Agricultural aspect of ingredient sourcing can lead to lack of ingredients in down years (i.e. droughts, excessive rain)

Market Competitors:

Crafty Chameleon

Strengths

- Location
- Multifaceted business with taproom, brewery, restaurant, and event space
- Community gathering space

Weaknesses

- Brand identity – restaurant first, brewery second
- Professional brewing and new product development experience

No Name Brewing Company

Strengths

- Physical location with taproom and associated restaurant
- Small batch production allows for experimentation

Weaknesses

- Brand identity – “Decent. Local. Beer” from website
- Professional brewing and new product development experience
- Very small batch capacity limits distribution and offsite event potential

4 Hands Brewing Company

Strengths

- Very well-recognized
- Efficiencies of scale
- Physical location with associated restaurant, taproom, and outdoor space
- Professional brewing and new product development experience
- Product quality
- Diverse product portfolio

Weaknesses

- Bordering on corporate versus craft
- Lack of innovation
- Supporting a large footprint (i.e. multiple locations, high overhead)

AUDIENCE:

- Men and women aged 24-45 in St. Louis County/City with an annual income of 75,000+
- Preferred methods of communication include social media, face-to-face, and texting
- Gain information via word of mouth, physical books, online articles, lived experiences, social media, experimentation/troubleshooting
- Shopping and spending behaviors include shopping at small, local businesses and preferring quality over quantity. They may not shop often, but when they do, they are willing to spend higher dollar amounts to ensure they are getting exactly what they want and that what they purchase aligns with their values. They are more minimalist in their shopping and spending behaviors so would rather have a few nice things than many lesser quality items.
- Leisure activities may include hiking, gardening, going to the library, visiting museums, reading, listening to music, volunteering, activism, camping, cooking, foraging, travel, small gatherings with friends
- Values include sustainability, ethical consumption, quality time with friends and family, exploration, learning, and developing a sense of community

SALES + MARKETING:

- Social Media
 - Our target audience largely utilizes Instagram and TikTok so these will be the platforms we utilize most frequently. For longer form digital media, we will rely on YouTube.
- Email Marketing

- Consumers will be able to subscribe to our email list detailing where to find us, what new products we are working on, and other educational content.
- SMS (Text) Marketing
 - Consumers will be able to opt in to receiving text messages regarding location/time of upcoming events, special product offers/releases, etc.
- Website
 - Our website will host basic information about the brand, our products, upcoming events, and accounts where you can find our products. There will also be an e-commerce section with products such as merchandise, NA beverages, and mead available for purchase.
- Strategic Partnerships with Local Organizations
 - We will partner with local non-profits whose values are similar to our own (i.e. environmental) and who already have a built-in follower base that is more likely to be drawn to the products we create.

CONTINGENCY PLANS:

Contingency #1: Ingredient Shortages

- Local sourcing helps mitigate risks associated with ingredient shortages through reducing length of supply chain
- Strong relationships with multiple ingredient suppliers built through 11+ years in the industry allows for multiple supplier options
- Deep brewing knowledge includes information on acceptable ingredient substitutes without affecting quality

Contingency #2: Equipment Failure

- Develop a preventative maintenance schedule to avoid equipment failure
- Build a library of essential spare parts for equipment most likely to require maintenance/replacement
- Obtain insurance to mitigate losses/downtime due to equipment failure
- Rely upon relationships with other local breweries for assistance in production if necessary

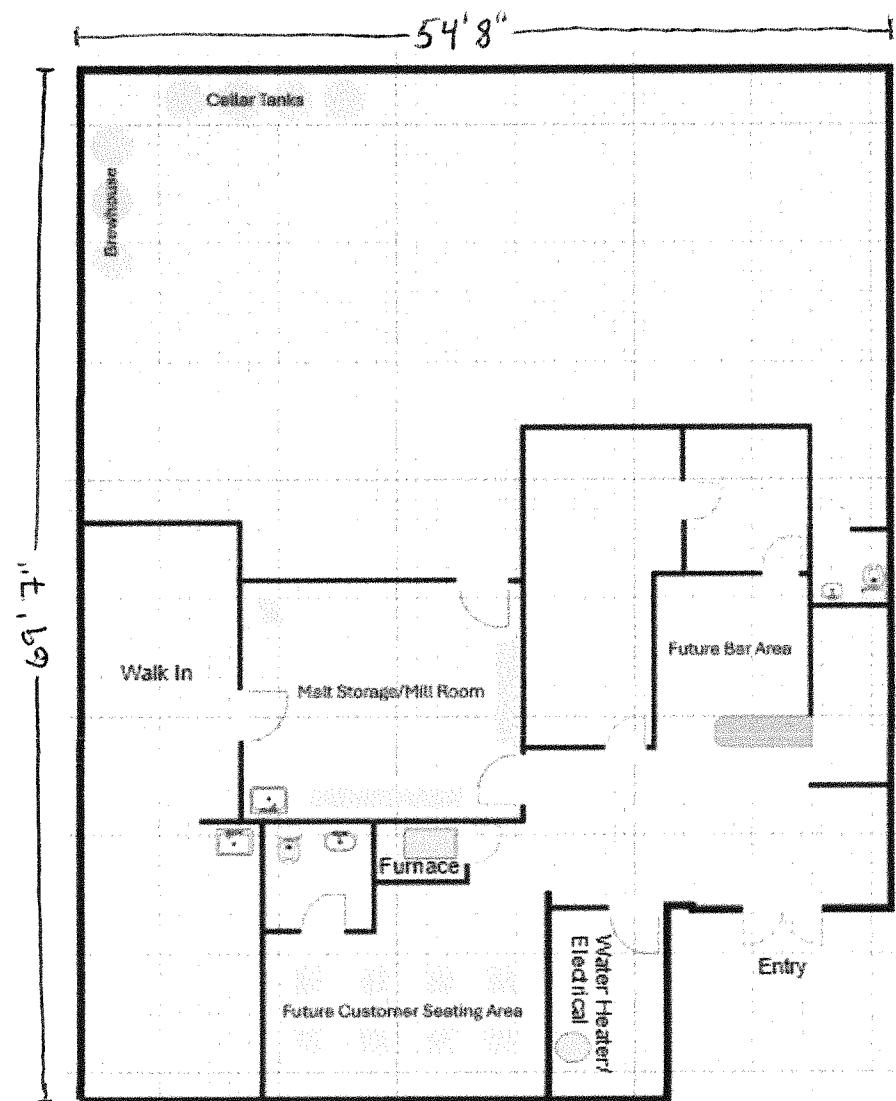
Contingency #3: Contamination/Recall

- Put proper SOPs in place for cleaning/sanitation of all production equipment and all other production processes to prevent contamination/recall
- Implement Hazard Analysis and Critical Control Point (HACCP) plan to prevent contamination/recall including product tracking system to quickly identify affected products
- Obtain insurance coverage that covers recall costs

Contingency #4: Economic Downturn

- A diverse portfolio of products/services offered (i.e. beer, mead, NA sparkling honey beverages, NA beer, merchandise, private drink catering, hosting offsite events) provides options should a category of product exhibit poor sales
- A diverse product line allows for multiple price points to give consumers options that fit their individual budgets
- A combination of options for local and national sales increases opportunities for sales should a downturn be geographically localized
- Create financial forecasts for different sales forecasts and volume allocations
- Identify fixed and variable costs and develop a plan to manage cash flow for slow periods
- Maintain low overhead with purchase of quality, used equipment and lean staffing measures

14738LL MANCHESTER RD FLOORPLAN





PUBLIC HEARING

Notice is hereby given that on Monday, January 5, 2026 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-26-01 Special Use Exception, submitted by Kyle Matthias, for a brewery and taproom at 14738 (LL) Manchester Road.

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