



SPECIAL USE EXCEPTION PETITION

CITY OF BALLWIN	1	FEE:	with site plan review \$ 1,500.00 without site plan review \$ 750.00
COUNTY OF ST. LOUIS	1	PAID:	<u>12/1/25</u>
STATE OF MISSOURI	1	NUMBER:	<u>SUE-26-02</u>

TO THE BOARD OF ALDERMEN
CITY OF BALLWIN

Type of Special Use Exception: SWEET SHOP / BAKERY

Code Section under which petition is being filed: Appendix A, Article IX; and Article XIV, Section 1

Now comes (*print name of Petitioner*) MALIK YAHYA 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: YAFA SWEETS LLC.
 - 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: 15425 MANCHESTER RD. SUITE 38
- V. That the area (acres or square feet) of said property is: 2,141 SQFT
- VI. That the zoning classification of said property is: C-1 COMMERCIAL
- VII. That the present use of said property is: RETAIL
- VIII. That the intended use of said property is: MEDITERRANEAN SWEET SHOP & BAKERY. SELLING DESSERTS, PASTRIES
- 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: MALIK YAHYA

AUTHORIZED SIGNATURE: Malik Yahya

AUTHORIZED SIGNATURE (PRINTED): Malik Yahya

ADDRESS: 935 BROOKDALE CT.

CITY/STATE/ZIP: O'FALLON, IL 62269

TELEPHONE NO. 618-684-0090

I, (print name of Petitioner) MALIK YAHYA, do hereby designate MALIK YAHYA 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: Malik Yahya

AGENT'S NAME (PRINTED): Malik Yahya

ADDRESS: 935 BROOKDALE CT.

CITY/STATE/ZIP: O'FALLON, IL 62269

TELEPHONE NO. 618-684-0090

Subscribed and sworn before me this 1st day of December, 2025.

My Commission Expires

1/17/2027



Imad Z Ramadan



Petition Number: SUE-26-02

Public Hearing Date: January 5, 2026

Petitioner:
Malik Yahya
935 Brookdale Court
O'Fallon, Illinois 62269

Project Name: Yafa Sweets LLC

Requested Action: Approval of a special use exception for a restaurant.
[per Appendix A, Article XIV, Section 1 (20)]

Location: 15425 Manchester Road, Suite 38

Existing Zoning: C-1 Commercial District

Surrounding Zoning:
North - R-2 Single Family Dwelling District
South - C-3 Commercial (City of Ellisville)
East - R-2 and C-1 Commercial District
West - C-1 and R-4 Planned Multiple Dwelling District

CITY OF *Ballwin* Est. 1837



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

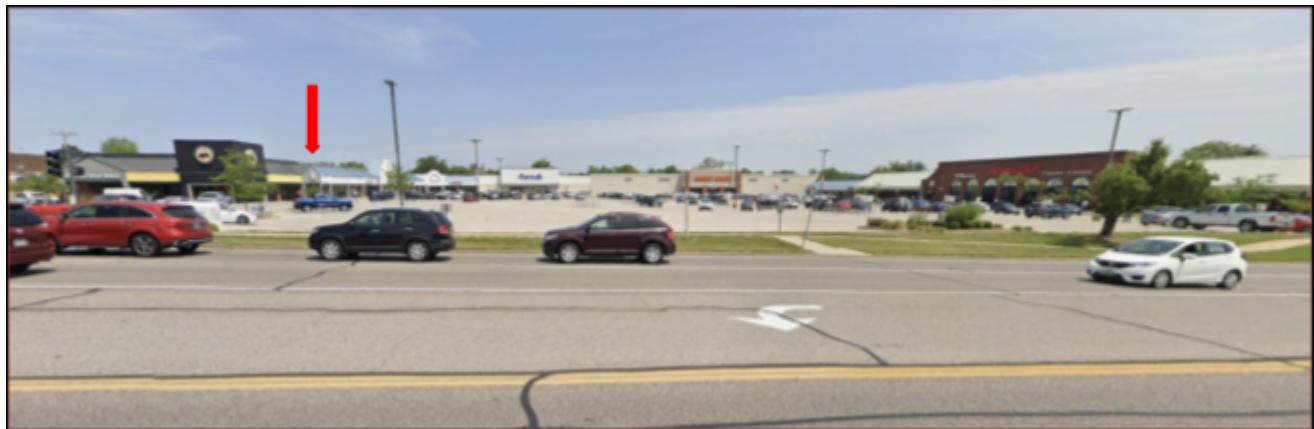


Figure 2 - Street view of the development. The proposed location is indicated by a red arrow.



Project description:

This Petition is for a special use exception for the establishment of a restaurant at 15425 Manchester Road, Suite 38. The property is located on the northwest corner of Manchester Road and Vlasis Drive. The property is currently zoned C-1 Commercial District. The properties to the north are zoned R-2 Single Family Dwelling District. The properties to the south are in the City Limits of Ellisville and zoned C-3 Commercial. The properties to the east are zoned R-2 and C-1 and the properties to the west are zoned C-1 and R-4 Planned Multiple Dwelling District.

Staff analysis:

This Petition is for a special use exception for a restaurant with front yard parking at 15425 Manchester Road, Suite 38 in a development known as Ballwin Plaza which was at one point, occupied by a Chinese restaurant. 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. No exterior or site changes are proposed at this time, except for signage. Outdoor seating is not requested as part of this application. Any future outdoor seating will require approval of an amended special use exception.

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 the plaza were fully occupied by retail or restaurant uses, it would require 797 parking spaces; however, only 696 spaces are currently provided. This is a legally non-conforming condition and not one that raises concern to staff 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 and was previously occupied. 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.

- 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.

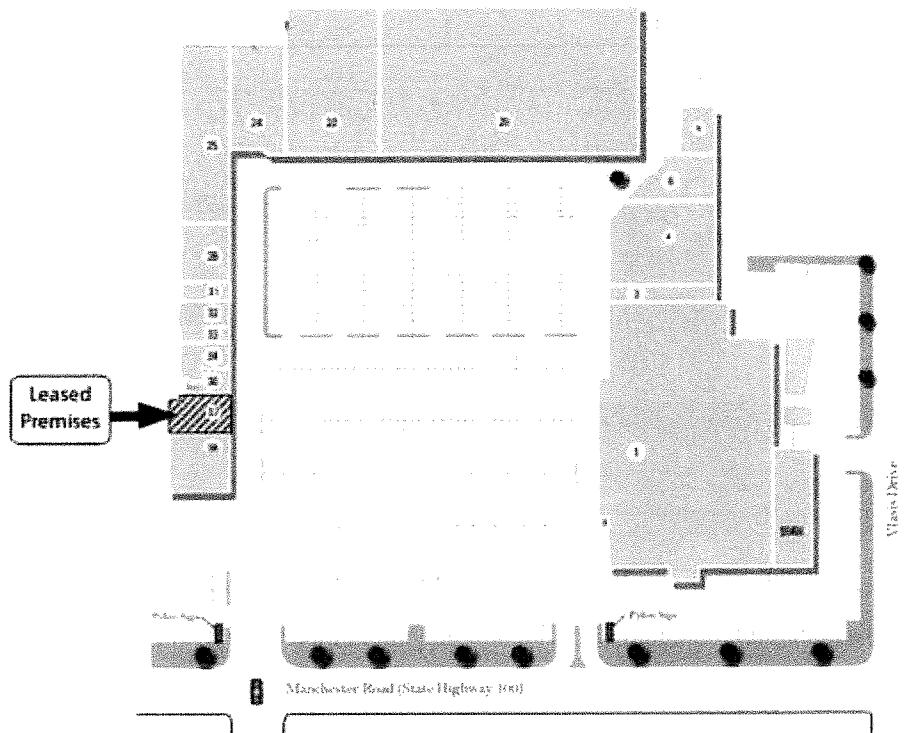
Staff recommendation:

This Petition is for a special use exception for the establishment of a restaurant at 15425 Manchester Road, Suite 38. The restaurant would occupy a space in an existing commercial development, known as Ballwin Plaza. Staff has no concerns about the approval of this Petition and recommends approval with the standard conditions.

EXHIBIT "A"

NOTE: THIS SITE PLAN DEPICTS THE "SHOPPING CENTER" AND SHOWS THE APPROXIMATE LOCATION OF THE PREMISES AND ADJACENT AREAS. THIS PLAN IS ONLY ILLUSTRATIVE OF THE SIZE AND RELATIONSHIP OF THE STORES AND COMMON AREAS GENERALLY, ALL OF WHICH ARE SUBJECT TO CHANGE. THE SHOWING OF ANY NAMES OF TENANTS OR CURB CUTS OR TRAFFIC CONTROLS SHALL NOT BE DEEMED TO BE A REPRESENTATION OR WARRANTY BY LANDLORD THAT ANY TENANTS WILL BE AT THE SHOPPING CENTER OR THAT ANY CURB CUTS OR TRAFFIC CONTROLS WILL CONTINUE TO EXIST.

THE PREMISES SHALL BE THE STOREROOM IDENTIFIED BELOW:



Summary

Yafa Sweets LLC is a family-owned Middle Eastern dessert shop founded in 2000 by Malik Yahya's Family and brought to Missouri, USA in 2023.

After strong success at its first location at 7238 N Lindbergh Blvd in Hazelwood, Missouri, the company is preparing to open its second location. Yafa Sweets specializes in authentic Middle Eastern pastries such as Kunafa, Baklava, Ma'amoul, Basbousa, and other classic desserts rooted in centuries of cultural tradition.

This expansion builds upon more than 20 years of combined family experience in Mediterranean bakery craftsmanship. Co-Founder Malik Yahya also brings the unique advantage of his U.S. Navy veteran background, having traveled globally and experienced diverse culinary traditions. These influences have shaped his commitment to quality, authenticity, discipline, and world-class hospitality.

The second location will aim to increase brand reach, serve new communities across the St. Louis region, and further strengthen Yafa Sweets' reputation as the premier destination for authentic Middle Eastern desserts in Missouri.

Company Description

Mission Statement:

To bring the authentic flavors of Middle Eastern sweets to the community through traditional family recipes, premium ingredients, and warm hospitality that reflects our cultural heritage.

Vision:

To become the region's most trusted, recognized, and beloved destination for Middle Eastern desserts—where authenticity, quality, and family values meet exceptional flavor.

History & Ownership:

Yafa Sweets is a Limited Liability Company owned and run by Malik F. Yahya. The business was founded in 2000 overseas in (Palestine) and brought it to the US in 2023 and quickly earned a loyal customer base. Every product is handmade daily by family members trained through years of traditional dessert-making.

Family Experience:

The Yahya family has more than 2 decades of combined experience in Mediterranean bakery and sweets production, with recipes passed down through generations. This deep-rooted knowledge ensures every product reflects true cultural authenticity.

Veteran Influence:

As a U.S. Navy veteran, Malik incorporates the discipline, leadership, and multicultural understanding gained during his service. His global travel experiences enhanced his appreciation for diverse culinary traditions and strengthened his vision to bring world-class Middle Eastern desserts to the USA.

Market Analysis

Industry Overview:

The U.S. bakery and confectionery industry continue to grow, driven by increasing consumer demand for artisanal, fresh-made desserts. Middle Eastern sweets—known for unique textures, rich flavors, and craftsmanship—are gaining rapid popularity, particularly among younger consumers seeking authentic, globally inspired foods.

Target Market:

- Primary: Middle Eastern and Mediterranean communities in greater St. Louis area.
- Secondary: Local families, food enthusiasts, professionals aged 20–55, and customers seeking premium dessert experiences.
- Tertiary: Corporate clients, event planners, and catering customers.

Competitive Advantage:

Authentic Mediterranean sweets are hard to find and limited in availability across the St. Louis area. Yafa Sweets occupies a niche with minimal direct competitors. The authenticity of its recipes, family production methods, and high-quality ingredients strongly differentiate it from generic bakeries and cafés.

Organization and Management

Owner / CEO: Malik F. Yahya

Responsibilities: Strategic direction, quality control, hiring, customer experience, and partnerships.

Store Manager:

Oversees daily operations, staff scheduling, training, and customer service management.

Head Pastry Chef:

Leads dessert production using traditional techniques to ensure consistency and authenticity.

Team Members:

Participate in daily production, customer service, packaging, and quality inspection.

Products and Services

Yafa Sweets offers a full line of authentic Middle Eastern desserts, each handmade using fresh ingredients, traditional methods, and family recipes. Core Product List with Descriptions:

• Kunafa (Cheese or Cream):

A signature Middle Eastern dessert made with shredded phyllo dough, filled with cheese or cream, baked to perfection, and topped with aromatic syrup and pistachios.

• Baklava (Assorted Types):

Flaky, layered phyllo dough filled with pistachios, walnuts, or mixed nuts, baked until golden, and sweetened with honey or rosewater syrup

• Ma'amoul:

Semolina-based cookies stuffed with dates, pistachios, or walnuts, traditionally served during holidays and celebrations

• Basbousa:

A soft semolina cake soaked in sweet syrup and topped with almonds, coconut, or cream

• Halawet El Jibn:

Cheese-based dough rolled around cream filling and topped with pistachios

• Qatayef (Seasonal):

Popular during Ramadan—stuffed pancakes filled with nuts or sweet cheese

• Gift Boxes & Catering Trays:

Elegant dessert assortments for holidays, weddings, corporate events, and special occasions

- **Beverages** (Optional Menu):

Fresh Arabic coffee, Turkish coffee, black tea, and mint tea to complement desserts

All items are prepared fresh daily to preserve flavor, texture, and authenticity.

Business Operations

Hours of Operation:

Open daily from 10:00 AM to 11:00

Service Model:

- Dine-in service with a comfortable, family-friendly atmosphere.
- Carry-out options for customers seeking quick, high-quality desserts.
- Delivery service to expand reach across the St. Louis region.
- Catering for weddings, events, and large gatherings

Operational Priorities:

- Fresh daily production
- Exceptional cleanliness and organization
- Friendly and respectful service
- Speed, consistency, and quality
- Strong community presence and customer relationships

Hiring & Community Impact:

Yafa Sweets is committed to hiring locally, providing training in customer service, food safety, and cultural hospitality. In addition to sponsoring community events and contributing to the well-being of our community as part of our ongoing promise to give back.

Marketing Strategy

Yafa Sweets will implement a multi-channel marketing approach, including:

- Social media engagement (Instagram, TikTok, Facebook)
- Community partnerships and event sponsorships
- Special holiday promotions (Ramadan, Eid, Christmas, weddings)
- Digital advertising targeting local families and food lovers
- In-store sampling to attract new customers Branding emphasizes authenticity, family tradition, and premium handcrafted quality.

Financial Overview

The second location will be funded entirely with family savings, demonstrating financial discipline and commitment to long-term growth. The business aims to achieve profitability within the first 12 months.

Revenue Drivers:

- Daily dessert sales
- Catering
- Holiday gift box sales
- Delivery and online orders

Cost Control:

- Efficient ingredient sourcing
- Family-based labor support
- Lean operational structure

Conclusion

Yafa Sweets' second location represents a major step forward in expanding its presence throughout the St. Louis metropolitan area. Built on decades of family baking experience, the leadership of a U.S. Navy veteran, and a commitment to authentic cultural flavors, Yafa Sweets is positioned to become the region's leading destination for Middle Eastern desserts. With exceptional products, strong community support, and a proven operational model, the business is well-prepared for successful expansion and long-term growth.



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-26-02 Special Use Exception, submitted by Malik Yahya, for a restaurant at 15425 Manchester Road, Suite 38.

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