

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

PETITIONER: Jason Kesler

AUTHORIZED SIGNATURE: 

AUTHORIZED SIGNATURE (PRINTED): JASON KESLER

ADDRESS: 405 Charlotte Avenue

CITY/STATE/ZIP: Carolina Beach, NC 28428

TELEPHONE NO. (618) 520-6995

I, (*print name of Petitioner*) Jason Kesler, do hereby designate Benjamin Kocarnik 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:  Benjamin Kocarnik
Digitally signed by Benjamin Kocarnik
DN: cn=C-LEI, e=benjamin@cocales.com, o=Cocales Inc.,
c=US, ou=Benjamin Kocarnik
Date: 2024.06.21 14:52:29 -0700


AGENT'S NAME (PRINTED): Benjamin Kocarnik

ADDRESS: 1 S. Memorial Drive

CITY/STATE/ZIP: St. Louis, MO 63102

TELEPHONE NO. (618) 520-6995

Subscribed and sworn before me this 13th day of June, 2024.


Notary Public

My Commission Expires
10/18/2025



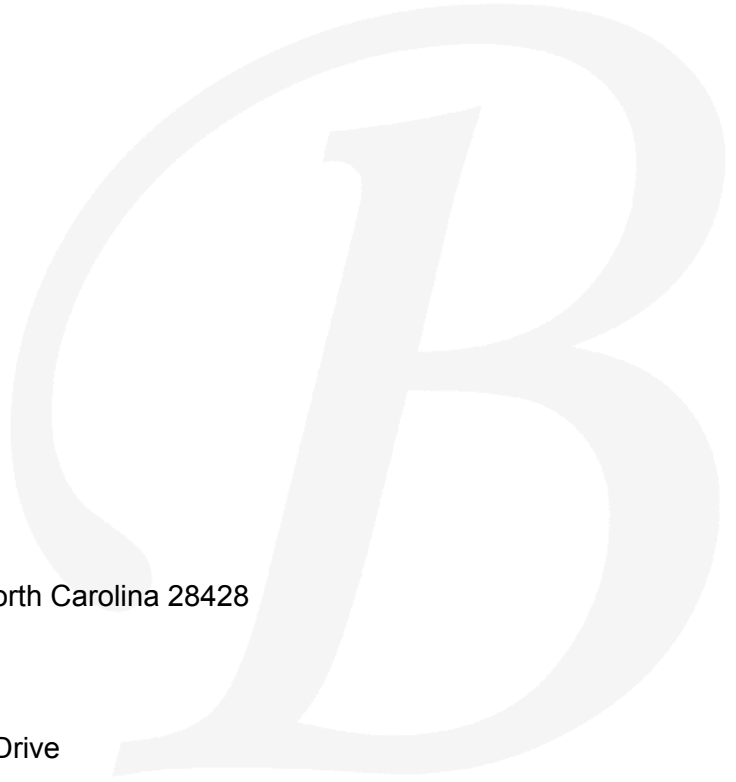
LANDLORD'S SIGNATURE: W.M. CA

LANDLORD'S NAME (PRINTED): Fidelity Associates, LLLP by William Brown

ADDRESS: 1795 Clarkson Road Suite 190

CITY/STATE/ZIP: Chesterfield, MO 63017

TELEPHONE NO.: 314-517-4348



Petition Number: SUE-24-05

Public Hearing Date: July 1, 2024

Petitioner: Jason Kesler
405 Charlotte Ave
Carolina Beach, North Carolina 28428

Agent: Benjamin Kocarnik
1 South Memorial Drive
St Louis, Missouri 63102

Project Name: Jersey Mike's Subs

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

Location: 15005 Manchester Road

Existing Zoning: C-1 Commercial District

Surrounding Zoning: C-1 Commercial District

Project Description: Restaurant with front yard parking



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 15005 Manchester Road. The property is located on the northwest corner of Manchester Road and Holloway Road. The property is currently zoned C-1 Commercial District. All surrounding properties are also zoned C-1. The Petitioner plans to open a Jersey Mike's Subs restaurant, specializing in sandwiches. The proposed floor plan includes a total of fourteen (14) seats inside the 1,066 square foot space. 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 15005 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 Ballwin Village East. The space occupied most recently by Nationwide. 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 mixed-use 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 15005 Manchester Road. The restaurant would occupy a space in an existing development. Staff has no concerns about the approval of this Petition.

Jersey Mike's Restaurant Business Plan

1. Executive Summary:

Jersey Mike's is a fast-casual sandwich chain with a commitment to serving high-quality, freshly prepared subs in a friendly and inviting atmosphere. Our mission is to provide customers with the ultimate sub experience, offering a wide variety of delicious sandwiches made with the finest ingredients. With a focus on community involvement and giving back, we strive to become a beloved local dining destination in every neighborhood we serve.

Key highlights:

- Established brand with a proven track record of success.
- Strong emphasis on quality, freshness, and customer service.
- Franchise opportunities available for aspiring entrepreneurs.
- Projected revenue and growth potential.

2. Company Description:

Jersey Mike's was founded in 1956 in Point Pleasant, New Jersey, by Mike "Jersey Mike" and established as a franchise in 1987. The company has since grown to over 2,000 locations nationwide, serving millions of customers each year. Each Jersey Mike's location operates under a franchise agreement, allowing entrepreneurs to own and operate their own business while benefiting from the brand's established reputation and support systems.

3. Market Analysis:

Jersey Mike's target market includes a broad range of consumers, from busy professionals looking for a quick and satisfying meal to families seeking a convenient dining option. Demographically, our primary customers are typically between the ages of 18 and 55, with a focus on urban and suburban areas with high foot traffic.

Competitive analysis:

- Major competitors include Subway, Jimmy John's, and Firehouse Subs.
- Jersey Mike's differentiates itself through its commitment to freshly sliced meats and cheeses, freshly baked bread, and made-to-order sandwiches.
- Market trends show an increasing demand for healthier, higher-quality fast-casual dining options.

4. Organization and Management:



Jersey Mike's franchisees are responsible for the day-to-day operations of their individual locations, including staffing, inventory management, and customer service. Each franchisee receives comprehensive training and ongoing support from the corporate office, including assistance with site selection, store design, and marketing.

Key management personnel:

- Franchise owner/operator: Responsible for overall business management and decision-making.
- Store manager: Oversees daily operations, including staffing, scheduling, and customer service.
- Kitchen staff: Prepares food according to Jersey Mike's standards of quality and freshness.

5. Products and Services:

Jersey Mike's offers a wide variety of sandwiches, including cold subs, hot subs, wraps, and salads. Signature menu items include the Famous Philly, the Jersey Shore's Favorite, and the Original Italian. Customers can customize their sandwiches with a selection of meats, cheeses, toppings, and condiments. In addition to in-store dining, Jersey Mike's offers catering services for events of all sizes.

6. Marketing and Sales Strategy:

Jersey Mike's employs a multi-channel marketing approach to attract and retain customers, including:

- Local advertising: Targeted campaigns in print, radio, and digital media to reach potential customers in the surrounding area.
- Social media marketing: Engaging with customers on platforms such as Facebook, Instagram, and Twitter to promote menu items, specials, and community events.
- Loyalty program: Rewards program offering discounts, promotions, and special offers to frequent customers.
- Community involvement: Sponsorship of local events, sports teams, and charitable organizations to build brand loyalty and goodwill.

7. Funding:

Jersey Mike's franchisees typically require funding for:

- Initial franchise fee: The initial investment required to secure a franchise agreement with Jersey Mike's.
- Startup costs: Expenses related to site selection, lease negotiations, store build-out, equipment purchases, and initial inventory.



- Working capital: Funds needed to cover operating expenses, including payroll, utilities, marketing, and inventory replenishment, during the initial months of operation.

8. Financial Projections:

Financial projections for a Jersey Mike's franchise are based on factors such as location, market demand, and operating expenses. Key metrics include:

- Revenue forecast: Projected sales based on historical performance of similar locations and local market conditions.
- Profit and loss statement: Estimated expenses such as food costs, labor costs, rent, utilities, and marketing expenses.
- Cash flow analysis: Projected inflows and outflows of cash to ensure sufficient liquidity for ongoing operations and growth initiatives.

9. Appendices:

Appendices may include:

- Resumes of key personnel, including the franchise owner/operator and store manager.
- Market research data, including demographics, psychographics, and consumer trends.
- Legal documents, including the franchise agreement, lease agreement, and business licenses.
- Site plans, store layouts, and architectural drawings for the proposed location.

10. Operating Procedures:

- **Preparation of Ingredients:** At Jersey Mike's, freshness is key. Each day, staff members meticulously prepare the ingredients for the sandwiches. This includes slicing meats and cheeses, chopping vegetables, and baking bread.
- **Customer Service:** Jersey Mike's prides itself on providing excellent customer service. Staff members are trained to greet customers warmly, take orders accurately, and assist with any questions or special requests.
- **Made-to-Order Sandwiches:** One of the highlights of Jersey Mike's is their made-to-order sandwiches. Customers can customize their subs with a variety of meats, cheeses, toppings, and condiments. Sandwiches are prepared right in front of the customer to ensure freshness and satisfaction.
- **Bread Baking:** Fresh-baked bread is a signature feature of Jersey Mike's sandwiches. The bread is baked in-store throughout the day, filling the restaurant with a delicious aroma.



- **Quality Control:** Jersey Mike's maintains strict quality control standards to ensure that every sandwich meets their high standards. This includes regular inspections of ingredients, adherence to food safety guidelines, and training for staff members.
- **Cleanliness and Hygiene:** Like any reputable restaurant, cleanliness and hygiene are top priorities at Jersey Mike's. Staff members follow rigorous cleaning protocols to maintain a safe and sanitary environment for both customers and employees.
- **Community Involvement:** Many Jersey Mike's locations are actively involved in their local communities. They often participate in fundraisers and charitable events, demonstrating a commitment to giving back.
- This specific Jersey Mike's location:
 1. Will not serve alcohol
 2. Will not have live music
 3. Is open 7 days a week, from 10 AM to 9 PM
 4. Will not have outdoor seating
 5. Will not have a drive thru



Jersey Mike's SUBS

SYMBOLS LEGEND:

	Project Limit Line		Key Note No.		Key Note
	Aligned Surfaces		Centerline		Graphic North
	Area Name		Area Tag		Reference Label
	Room Name		Room Tag		North Arrow
	Door/Room No.		Door Tag		Grid No.
	Window Type		Window Type Tag		Level/Datum Name
	Partition Configuration		Partition Tag		Level/Datum Elevation AFF
	Building Section		Detail No.		Spot Elevation
	Wall Section		Starting Point @ Center		Elevation
	Detail Section/Callout		Highpoint @ Tail		Slope Indicator
			Change @ Head		Material Change Indicator



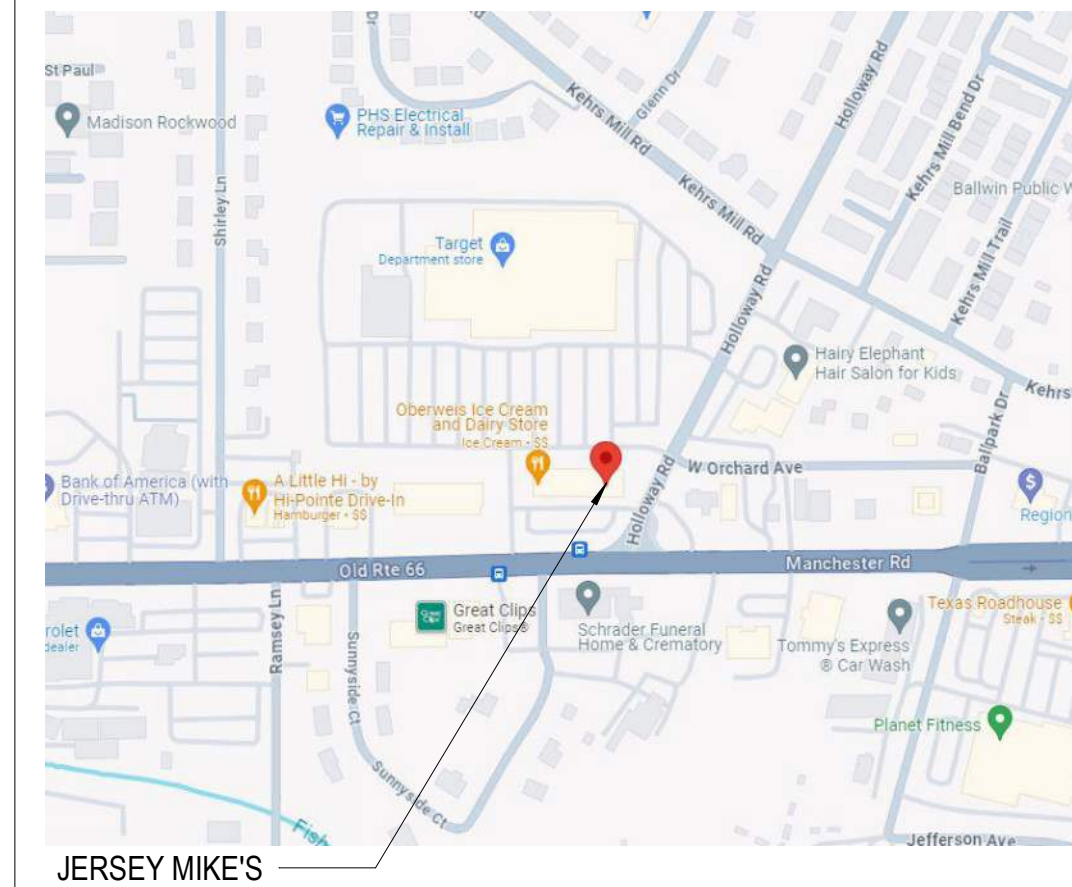
SHEET INDEX:

Sheet	Sheet Name	Current Revision Date
ARCHITECTURAL		
A0.1	PROJECT INFORMATION	
A0.2	OUTLINE SPECIFICATION	
A0.3	OCCUPANCY AND EGRESS PLAN	
A0.4	ACCESSIBILITY STANDARDS	
A0.5	ACCESSIBILITY STANDARDS	
A0.6	ACCESSIBILITY STANDARDS	
A2.1	ARCHITECTURAL FLOOR PLAN	
A2.2	FINISH PLAN AND SCHEDULE	
A3.1	REFLECTED CEILING PLAN	
A5.0	INTERIOR ELEVATIONS	
A5.1	INTERIOR ELEVATIONS	
A6.0	PARTITION TYPES & DETAILS	
A6.1	MILWORK DETAILS	
A6.2	MILWORK DETAILS	
ELECTRICAL		
E1.1	ELECTRICAL SPECIFICATIONS	
E1.2	ELECTRICAL SPECIFICATIONS	
E2.1	ELECTRICAL POWER PLAN	
E3.1	ELECTRICAL LIGHTING PLAN	
E4.1	RISER DIAGRAM AND HVAC PLAN	
E5.1	PANEL SCHEDULE	
MECHANICAL		
M1.1	MECHANICAL PLAN	
M1.2	MECHANICAL SPECIFICATIONS	
M2.1	MECHANICAL DETAILS	
M2.2	MECHANICAL DETAILS	
M3.1	HOOD DRAWING	
M3.2	HOOD DRAWING	
M3.3	HOOD DRAWING	
M3.4	HOOD DRAWING	
M3.5	HOOD DRAWING	
M3.6	HOOD DRAWING	
PLUMBING		
P1.0	PLUMBING PLAN AND SCHEDULES	
P2.0	PLUMBING RISERS	
P3.0	PLUMBING DETAILS	
P4.0	PLUMBING SPECIFICATIONS	
REFERENCE		
R1.1	REFERENCE FURNITURE PLAN	
Grand total: 35		

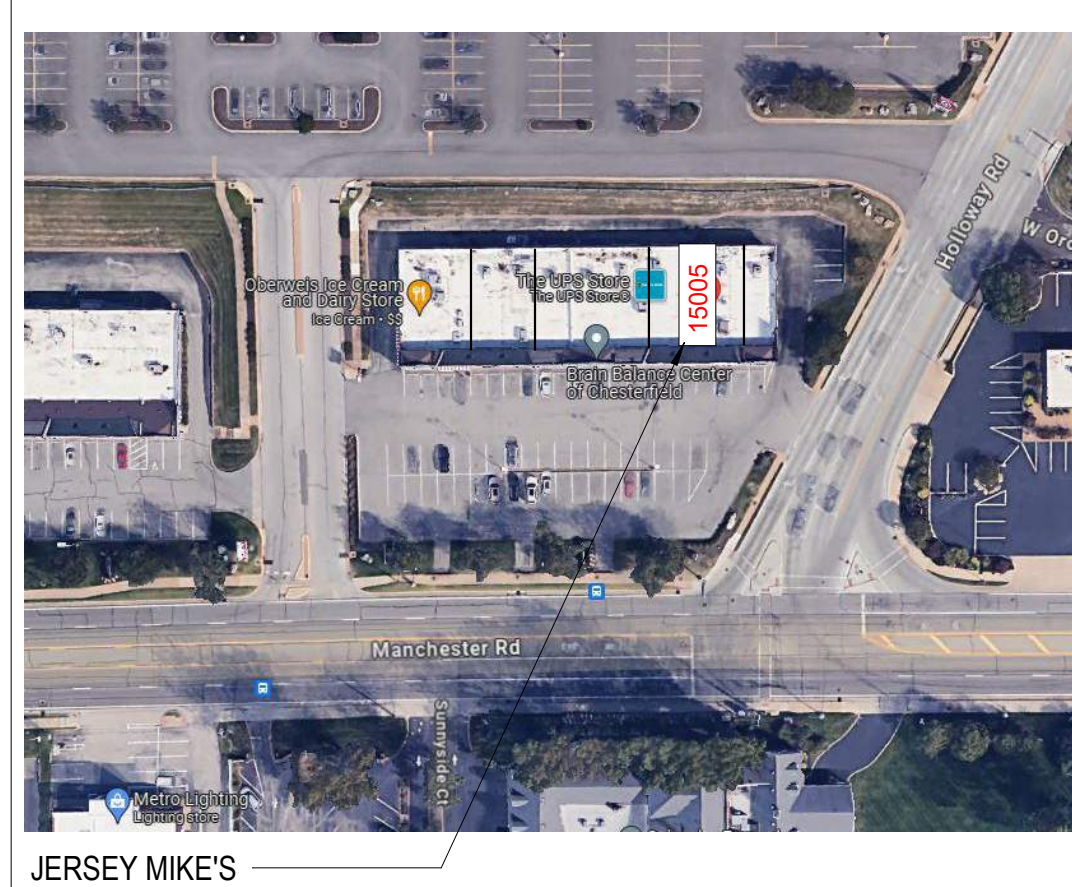
ABBREVIATIONS

ABV Above	EXT Exterior	OA Overall
ACT Acoustical Ceiling Tile	EXTG Existing	O.C. On Center (s)
ACP Acoustical Ceiling Panel	FA Fire Alarm	OD Outside Diameter
ACR Acrylic Panel	FBO Furnished by Others	OHD Overhead
AD Access Door	FDN Foundation	OPNG Opening
ADD Addendum	F/CONC Face of Concrete	OPP Opposite
ADJ Adjacent	FD Floor Drain	OPPF Prefabricated (d)
AF Above Finished Floor	FF Finished Floor/Face	PFN Pre-finished
AHU Air Handling Unit	F/FIN Face of Finish	P Paint
ALT Alternate	FE Fire Extinguisher	PLY Plywood
AL/ALUM Aluminum	FEC Fire Extinguisher Cabinet	PTD Painted
ANOD Anodized	F/MAS Face of Masonry	PTR Partition
APPROX Approximate	FT Feet	RD Roof Drain
ARCH Architect (url)	FTG Footing	REF Reference
B.D. Bottom of Deck	FURR Furred (ing)	REFL Reflect (ed), (live), (or)
BEL Below	FoB Face of Brick	REINF Reinforcement
BLDG Building	GA Gage, Gauge	REQD Required
BLK/IG Block (ing)	GALV Galvanized	REV Revision (s), Revised
BRK Brick	GB Grab Bar	RFG Roofing
BS Both Sides	GC General Contractor (or)	RM Room
CJ Corner Guard	GL Glass, Glazing	RO Rough Opening
CG Construction Joint	GWB Gypsum Wall Board	S Sink
CLG Ceiling	GYP/BD Gypsum (Board)	SC Sealed Concrete
CLR Clear (ance)	HB Hose Bibb	SCH Schedule
CMU Concrete Masonry Unit	HC Hollow Core	SQ Square
CO Clean Out	HM Hollow Metal	SS Stainless Steel
CPT Carpet (ing)	HORIZ Horizontal	STL Steel
COL Column	HT Height	STRUCT Structural
COMP Compress (ed), (lon), (ible)	HTG Heating	SUSP Suspended
CONN Connection	INSUL Insulate (d), (ion)	T.O. Top of
CONST Construction	INT Interior	TOL Tolerance
CONT Continuous or Continue	KP Kick plate	T.O.S. Top of Steel
CORR Corridor	LAV Lavatory	TRAN Transition
DEMO Demolish, Demolition	LVT Luxury Vinyl Tile	TIS Top of Slab
DET Detail	MAS Masonry	T.W. Top of Wall
DIA Diameter	MAT Material (s)	TYP Typical
DIM Dimension	MAX Maximum	UNF Unfinished
DR Door	MECH Mechanic (al)	UON Unless Otherwise Noted
DS Downspout	MED Medium	UR Urinal
DWG Drawing	MTL Metal	VCT Vinyl Composition Tile
EA Each	MFR Manufacture (er)	VERT Vertical
EJ Expansion Joint	MIN Minimum	VIF Verify In Field
EL Elevation	MIR Mirror	VIN Vinyl
ELEC Electric (al)	MISC Miscellaneous	VT Vinyl Tile
EMERG Emergency	MO Masonry Opening	W With
EQ Equal	N/A Not Applicable	WB Wall Base
EQUIP Equipment	NIC Not In Contract	WC Wall Covering
EST Estimate	NOM Nominal	WD Wood
	NTS Not To Scale	

PROJECT LOCATION:



KEY PLAN:



BUILDING CODE SUMMARY:

PROJECT SUMMARY
TENANT FITOUT OF AN EXISTING MULTI-TENANT BUILDING
 SEE SHEET A0.3 FOR EGRESS PLAN

BUILDING DATA:

BUILDING CODE AGENCY/JURISDICTION: St. Louis County

BUILDING CODE:

- 2015 International Building Code
- 2015 International Existing Building Code
- 2014 National Electrical Code
- 2015 International Property Maintenance Code
- 2015 International Energy Conservation Code
- 2015 International Fire Code
- 2015 International Fuel and Gas Code
- 2015 International Mechanical Code
- 2015 International Plumbing Code
- 2015 Accessibility Code

TYPE OF WORK: INTERIOR FITOUT

FIRE SUPPRESSION: NOT SPRINKLERED

EXISTING CONSTRUCTION TYPE: II-B

TOTAL NUMBER OF FLOORS: ONE (1)

NUMBER OF FLOORS ABOVE GRADE: ONE (1)

USE/OCCUPANCY GROUP: B (Business) (PER Section 303.1.2.1)

PROJECT GENERAL NOTES:

- WORK INCLUDES APPLYING AND PAYING FOR APPLICABLE PERMITS, LICENSES AND FEES.
- NOTIFY ARCHITECT OF DISCREPANCIES ENCOUNTERED BETWEEN DOCUMENTS AND APPLICABLE CODES OR INTERPRETATIONS BY THE GOVERNING AGENCIES.
- PERFORM WORK USING ONLY SKILLED WORKERS TRAINED AND EXPERIENCED IN THEIR RESPECTIVE TRADE.
- VERIFY SITE CONDITIONS AND DIMENSIONS PRIOR TO COMMENCING THE WORK AND NOTIFY THE ARCHITECT IN WRITING OF ANY DISCREPANCIES.
- VERIFY DIMENSIONS AND LOCATIONS OF OPENINGS, BASES, AND SPECIAL PROVISIONS REQUIRED FOR EQUIPMENT, DUCTS, PIPING, CONDUITS, FINISH HARDWARE, ETC.
- SCALING DRAWINGS IS DISCOURAGED AND PERFORMED AS THE SOLE RISK OF THE CONTRACTOR.
- COORDINATE WORK INDICATED IN ARCHITECTURAL DRAWINGS WITH WORK REQUIRED FOR MECHANICAL AND ELECTRICAL AND PLUMBING WORK.
- EXTERIOR SIGNAGE IS NIC.

PROJECT DIRECTORY:

<p>Tenant Contact: 405 Charlotte Avenue Carolina Beach, NC 28428</p>	<p>Jason Kesler jkesler@gmail.com (910) 520-4969</p>	<p>Architect Contact: Oculus Incorporated One South Memorial Dr, Suite 1500 St. Louis, MO 63102</p>	<p>Matt Bradley mattb@oculusinc.com (314) 450-5395 phone (314) 367-1489 fax</p>
<p>Landlord Contact: Sansone Group 120 South Central Avenue, Suite 500 St. Louis, MO 63105</p>	<p>Grant Mechlin gmechlin@sansonegroup.com (314) 727-6664</p>	<p>Engineer Contact: Case Engineering 796 Merus Ct Fenton, MO 63026</p>	<p>Nick Basler nbasler@caseengineeringinc.com (636) 349-1600 x263</p>



JERSEY MIKES - BALLWIN
 15005 MANCHESTER ROAD
 BALLWIN, MO 63011

#	Description	Date

These drawings/specifications are the property of Oculus Inc. They are furnished as contract documents only. The architect and engineer's liability is limited to the extent of their professional services. The architect and engineer do not assume any responsibility for the performance of products and materials beyond those provided by their respective manufacturers. © 2024 Oculus Inc.



ISSUE FOR PERMIT

Client Approval

PROJECT INFORMATION

Project #	43424-M007
Issue Date	06/07/2024
Scale	As indicated
Drawn by	BJK
Checked by	MB

A0.1



**PLANNING AND ZONING COMMISSION
1 GOVERNMENT CTR, BALLWIN, MO 63011
MONDAY, MAY 6, 2024 AT 7:00 PM**

PUBLIC HEARING

Notice is hereby given that on Monday, July 1, 2024 at 7:00 P.M. – A Public Hearing will be held by the Planning & Zoning Commission in the City Government Center Board Room at 1 Government Center, Ballwin, Missouri. The Commission will consider:

SUE-24-05 Petition for a Special Use Exception for a restaurant with front yard parking at 15005 Manchester Road.

Additional information on this petition is at the City Government Center, or by calling 636- 227-2243.

Planning & Zoning Commission
Eric Sterman, City Administrator