



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: pd
STATE OF MISSOURI } NUMBER: SUE-24-06

TO THE BOARD OF ALDERMEN
CITY OF BALLWIN

Type of Special Use Exception: Restaurant

Code Section under which petition is being filed: Article XIV

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: 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: 15575, 15577 Manchester rd.

V. That the area (acres or square feet) of said property is: 3,150 sqft

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: Dessert Shop

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: Mohammad Ayyash, omar Ayyash.

AUTHORIZED SIGNATURE: [Signature]

AUTHORIZED SIGNATURE (PRINTED): Mohammad Ayyash, omar Ayyash

ADDRESS: 3213 Forest Lane Ct.

CITY/STATE/ZIP: Saint Louis, MO, 63129

TELEPHONE NO. 314-680-4762

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 14 day of June, 2024.

[Signature]
Notary Public

Megan Laura Freeman

My Commission Expires
11/15/2026





Petition Number: SUE-24-06

Public Hearing Date: August 5, 2024

Petitioner: Mohammad & Omar Ayyash
3213 Forest Lane Court
St Louis, Missouri 63129

Project Name: Melt n Dip

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

Location: 15575 & 15577 Manchester Road

Existing Zoning: C-1 Commercial District

Surrounding Zoning: North - C-1 Commercial District
East - C-1 Commercial District (MRD Overlay)
South & West - Ellisville City Limits, C-3 Commercial

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 15575 & 15577 Manchester Road. The property is located on the northwest corner of Manchester Road and Highview Drive in a commercial development known as Farber Center. The property is currently zoned C-1 Commercial District. The properties to the north and east are also zoned C-1 (in addition, the property to the east has a MRD overlay), the properties to the south and west are zoned C-3 and are inside of Ellisville's City Limits. The Petitioner plans to open a restaurant franchise known as Melt n Dip, specializing in desserts. The proposed floor plan includes a total of forty (40) seats inside the 2,976 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 15575 & 15577 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 Farber Center. The spaces were occupied most recently by a barber shop and an AT&T store. 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 the spaces are 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 15575 & 15577 Manchester Road. The restaurant would occupy two (2) spaces in an existing development. Staff has no concerns about the approval of this Petition.



Melt n Dip Business Plan

1. Executive Summary

- **Business Name:** Melt N Dip
- **Location:** 15575,15577 Manchester Rd. Ballwin, MO 63011
- **Mission Statement:** To delight customers with premium-quality desserts made with Belgian chocolate and beverages in a cozy and inviting atmosphere.

2. Business Description

- **Products and Services:**
 - Desserts: Cakes, Crepes, Waffles, etc.
 - Gelato: Various flavors.
 - Coffee: Specialty coffee drinks using premium beans.
 - Smoothies: Fresh fruit and yogurt blends.

- Milkshakes: Classic and gourmet flavors.
- Crepes and Waffles: Sweet and savory options, made-to-order.
- **Unique Selling Proposition (USP):**
 - Exclusive use of premium Belgian chocolate in all chocolate-based products.
 - Emphasis on quality, freshness, and variety.

3. Market Analysis

- **Target Market:**
 - Demographics: Families, young adults, tourists, chocolate enthusiasts.
 - Psychographics: Customers who value quality ingredients and unique dessert experiences.
- **Competitive Analysis:**
 - Identify local dessert shops, cafes, and ice cream parlors.
 - Assess their offerings, pricing, and customer reviews.
- **Marketing Strategy:**
 - Social media campaigns highlighting the use of Belgian chocolate.
 - Local partnerships (e.g., hotels, event planners) for catering and events.
 - Loyalty programs and referral discounts.

4. Operations Plan

- **Location:** Nestled in the heart of Ballwin, Missouri, lies the perfect spot for a delightful dessert shop. Surrounded by lush green parks and a vibrant community, The shop's inviting storefront, adorned with whimsical signage and warm lighting, promises a haven of indulgence and sweetness. Inside, the aroma of freshly baked treats fills the air, drawing customers in to explore our delightful treats. With its cozy seating and cheerful ambiance, this location in Ballwin captures the essence of a welcoming neighborhood spot where friends gather to savor delectable desserts and create sweet memories together.
- **Production:** At Melt N Dip we offer the best variety of our freshly baked crepes/waffles made with heart and freshly picked fruits for our amazing smoothies.



- **Suppliers:** Partnerships with suppliers of Belgian chocolate and other ingredients.
- **Staffing:** Staffing roles in a dessert shop typically encompass a diverse range of responsibilities to ensure smooth operations and exceptional customer experiences. The team typically includes a head pastry chef or baker who oversees recipe development, production, and quality control of desserts. Pastry cooks and bakers work alongside, preparing and baking various sweet treats like cakes,

waffles, Crepes using our traditional belgian Chocolate according to the chef's recipes. Front-of-house staff such as servers and cashiers greet customers, take orders, and handle transactions with efficiency and warmth. Additionally, a manager oversees daily operations, including scheduling, inventory management, and ensuring adherence to health and safety regulations. Each role contributes uniquely to creating a welcoming environment where customers can indulge in delicious desserts while enjoying excellent service.

5. Marketing Plan

- **Brand Identity:** Logo, cozy colors that resembles chocolate colors



- **Promotion:** Launch event, seasonal promotions.
- **Online Presence:** Website, social media platforms (Instagram, Facebook, etc.).
- **Community Engagement:** Sponsorships, local events, charity partnerships.



Location: 10151 Macomber Rd
Baltimore, MD 21231



SCALE VARIES
ARCH Floor Plan

A103

Wall and Countertop Finish Notes

Label Number	Notes
1	GW6 Light Paint Color - Sherwin Williams - Fusion 7101
2	Smooth Veneer wall surface
3	Stainless Steel Backsplash, SKU #100779719, Floor & Decor

Lighting Fixture Schedule

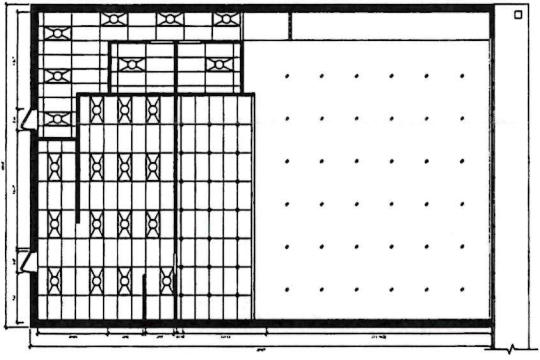
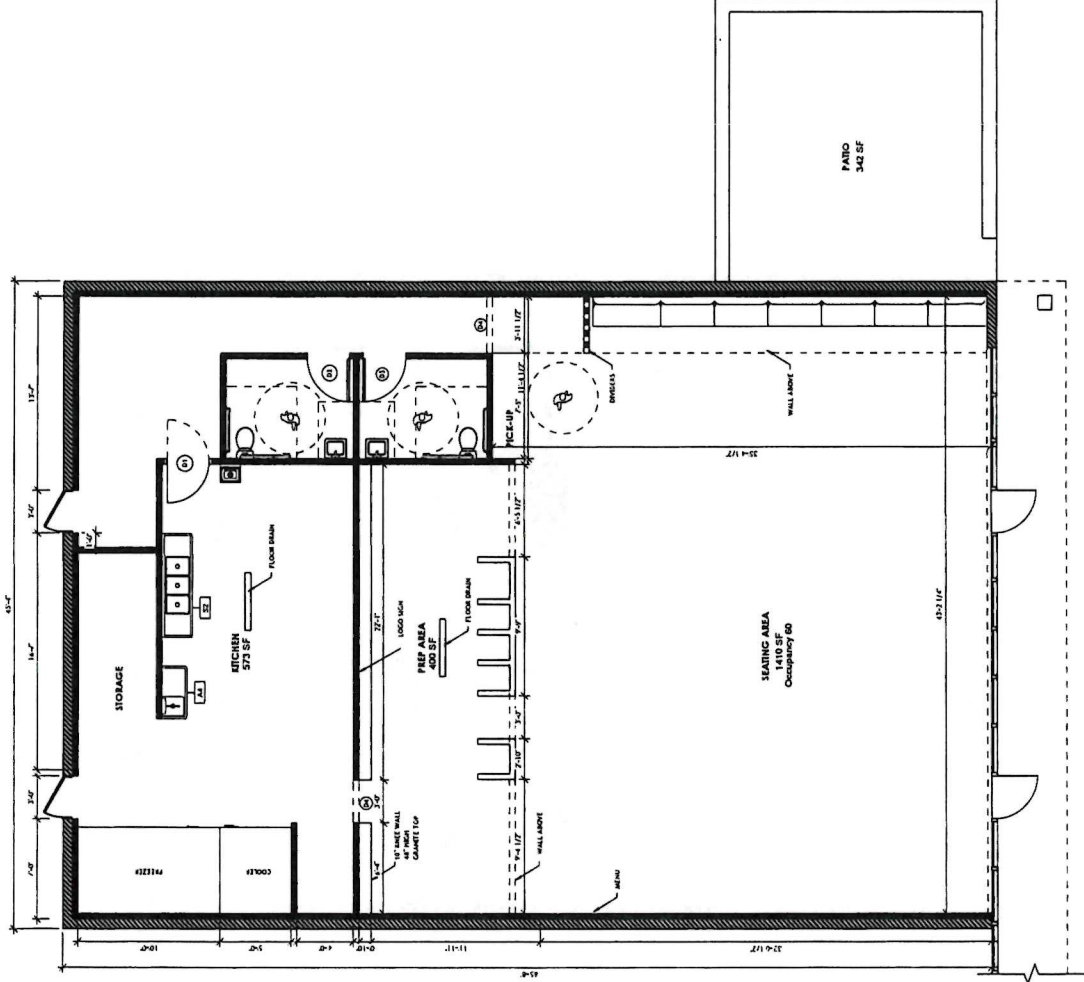
Mark	TYPE	Lamp	Count
LJ1	Troffer Light - 2x2 Parabolic - 2'x2'(2 Lamp) - 120V	T-12	2
LJ2	Troffer Light - 2'x4 Parabolic - 2'x4'(2 Lamp) - 120V	T-12	12
LJ3	Recessed Lamp - Round - LED, 4" Trimmed Downlight	LED	26
LJ4	Lighting-Exit Sign-Chloride-44R, Series-SM, Wall Mount, 44L1R	LED	2
LJ5	Lighting-Track-Cooper-Halo, 809, LED, 809, 1600Tm, 14,03W	LED	65

Door Schedule

Mark	TYPE	W	H
D1	SWINGING TRAFFIC DOOR	3'-0"	7'-0"
D2	3/4" SOLID CORE - 36" X 84"	3'-0"	7'-0"
D3	3/4" SOLID CORE - 36" X 84"	3'-0"	7'-0"
D4	FRAMELESS OPENING 36" X 84"	0'-0"	0'-0"

Room Schedule

Room Name	Area	Floor Finish	Ceiling Finish
SEATING AREA	1410 sq ft	Brown Stain color	Exposed decking dark painting
KITCHEN	537 sq ft	Grey Quarry Tile 6" x 6"	Acoustic Ceiling 2x4
PREP AREA	400 sq ft	Grey Quarry Tile 6" x 6"	Acoustic Ceiling 2x4



Acoustic Ceiling Plan
Scale: 1/8" = 1'-0"

Arch Floor Plan
Scale: 1/8" = 1'-0"



MELT 'N' DIP

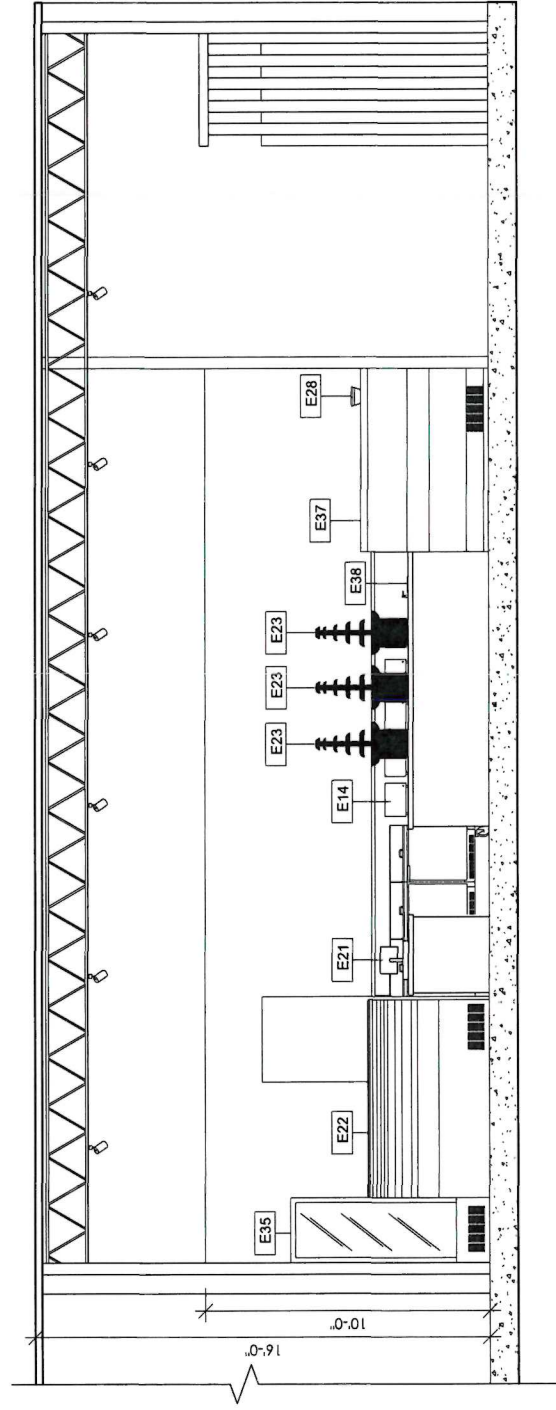


NORTH

SCALE VARIES

NOTES

A105



SECTION
Scale: 1/2" = 1'-0"



PUBLIC HEARING

Notice is hereby given that on Monday, August 5, 2024 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-24-06 - Petition for a Special Use Exception for a restaurant with front yard parking at 15575 & 15577 Manchester Road

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