



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>40</u>	
STATE OF MISSOURI	}	NUMBER:	<u>SUE-25-06</u>	

TO THE BOARD OF ALDERMEN CITY OF BALLWIN

Type of Special Use Exception: Coffee House

Code Section under which petition is being filed: _____

Now comes (*print name of Petitioner*) Sarem-Alden Othman
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: Leaseholder (Commercial Lease Agreement Signed for Op
 - 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: 15299 Manchester Rd, Ballwin, MO 63011,
- V. That the area (acres or square feet) of said property is: Approximately 4,663 square feet
- VI. That the zoning classification of said property is: Commercial/Retail (C-1)
- VII. That the present use of said property is: Retail space (formerly vacant)
- VIII. That the intended use of said property is: Operation of Mocha Point Coffee Co. — a sp
- 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: Sarem-Alden Othman

AUTHORIZED SIGNATURE: _____

AUTHORIZED SIGNATURE (PRINTED): Sarem-Alden Othman

ADDRESS: 416 Johanna place dr

CITY/STATE/ZIP: Ballwin, MO, 63081

TELEPHONE NO. 314 236 7228

I, (print name of Petitioner) Sarem-Alden Othman, do hereby designate Sarem-Alden Othman 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): Sarem-Alden Othman

ADDRESS: 416 Johanna place dr

CITY/STATE/ZIP: Ballwin, MO, 63081

TELEPHONE NO. 314 236 7228

Subscribed and sworn before me this

11th

day of

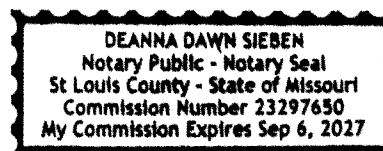
May

2025

Deanna Sieben
Notary Public

My Commission Expires

Sept. 6th 2027





Petition Number: SUE-25-06

Public Hearing Date: June 2, 2025

Petitioner: Sarem-Alden Othman
416 Johanna Place Dr
Ballwin, Missouri 63021

Project Name: Mocha Point Coffee

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

Location: 15299 Manchester Road

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

Surrounding Zoning: North - R-1 & R-2 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. The proposed restaurant location is indicated by a red arrow. 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 15299 Manchester Road. The property is located on the northwest corner of Manchester Road and New Ballwin Road in a commercial development known as Central Plaza. The property is currently zoned C-1 Commercial District. The properties to the east and west are also zoned C-1. The properties to the north are zoned R-1 and R-2 Single Family Dwelling District. The properties to the south are inside the City Limits of Ellisville and zoned C-3 Commercial District .

Staff analysis:

This Petition is for a special use exception for a restaurant with front yard parking at 15299 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 Central Plaza. The space was occupied most recently by Avenue clothing 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 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.

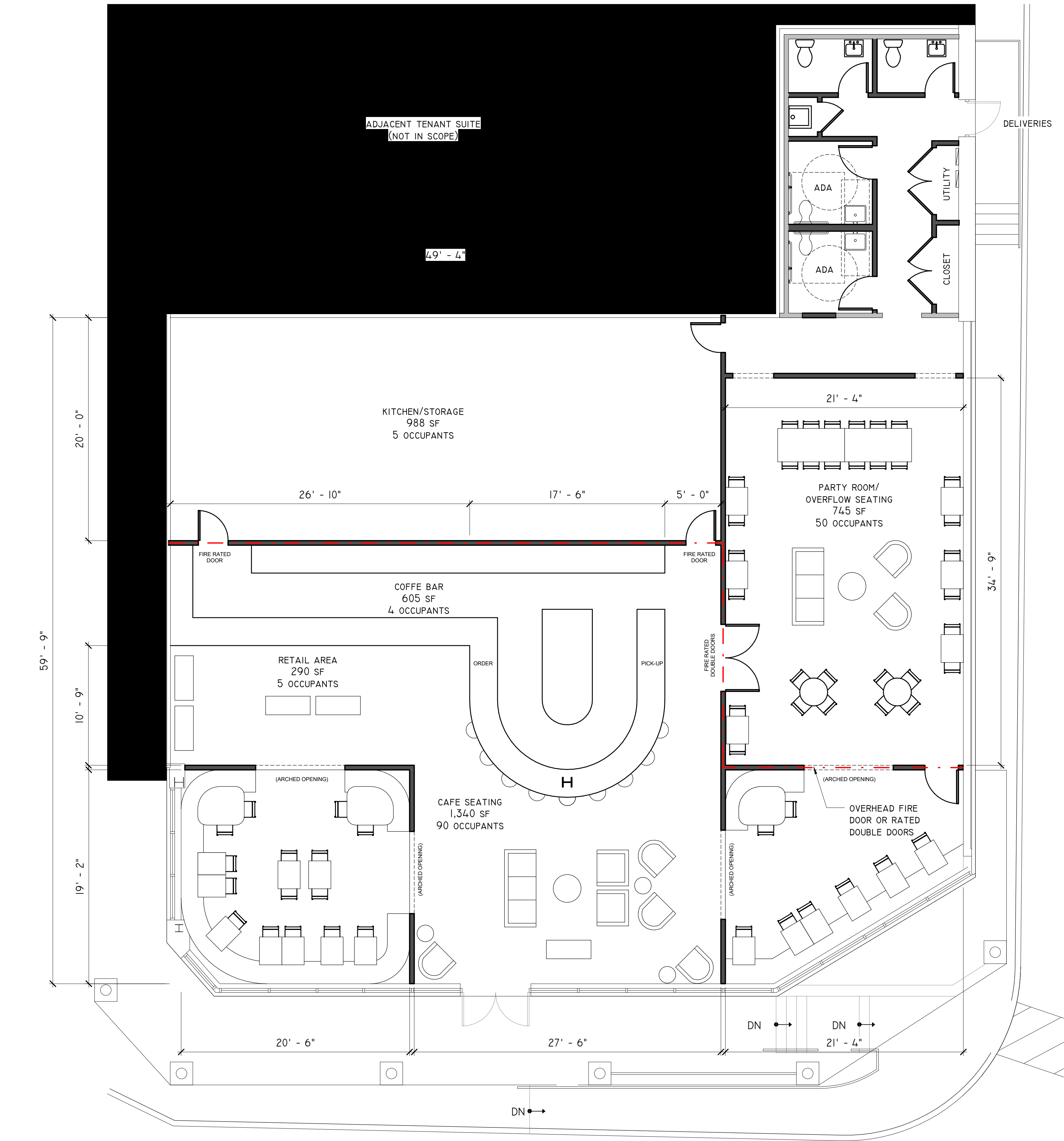
The proposed development should not be detrimental to the permitted developments and uses in the district.

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 with front yard parking at 15299 Manchester Road. The restaurant would occupy a space in an existing development that was previously occupied by a retail clothing store. Staff has no concerns about the approval of this Petition.



I
A.30 PRELIMINARY SPACE PLAN
3/16" = 1'-0"

GENERAL NOTES: ARCHITECTURAL	
"	CONTRACTOR SHALL KEEP BUILDING SECURE AND WEATHER-TIGHT DURING THE CONSTRUCTION PERIOD
"	ALERT ARCHITECT TO ANY DISCREPANCIES IN EXISTING CONDITIONS
"	VERIFY THAT ALL BUILDING CORE PARTITIONS AND COLUMNS SHOWN AS EXISTING CONSTRUCTION ARE READY TO RECEIVE NEW FINISHES AS SPECIFIED. IF NOT, PROVIDE DRYWALL FINISH AS REQUIRED. DRYWALL THICKNESS TO MATCH BUILDING STANDARD NOTED ON PARTITION TYPES. AT ALL EXISTING GYPSUM BOARD CORNERS, VERIFY THAT ALL CORNER BEADS ARE STRAIGHT, UNBROKEN AND NOT DAMAGED. PROVIDE NEW CORNER BEADS AS REQUIRED.
"	ALL DIMENSIONS ARE SHOWN TO FACE OF GYP UNLESS NOTED OTHERWISE.
"	CASE ALL DOOR, WINDOW, AND THRESHOLD OPENINGS IN AREA OF RENOVATION WITH HOLLOW METAL FRAMES, TYP.
"	FURR OUT AROUND EXISTING STRUCTURAL COLUMNS AND/OR PIPING, MINIMIZE SIZE UNLESS OTHERWISE NOTED ON PLAN.
"	ADD/VERIFY EMERGENCY EGRESS SIGNAGE EXISTS THROUGHOUT ENTIRE BUILDING, PER IBC 1008.
"	DRYWALL FINISH FOR WALLS IS LEVEL 4, SUITABLE FOR FLAT PAINT.
"	ALL PARTITIONS SHALL BE "PI" UNLESS OTHERWISE NOTED ON PLAN.
"	ALL OPENINGS TO BE 3'-0" WIDE CLEAR UNLESS OTHERWISE DIMENSIONED ON PLAN.
"	ALL EQUIPMENT AND APPLIANCES ARE SUPPLIED BY GENERAL CONTRACTOR UNLESS
"	NOTED OTHERWISE ON PLAN. VERIFY ALL APPLIANCE DIMENSIONS ALL FINISHES SHALL BE SELECTED BY GC/OWNER AND SHALL MEET THE IBC
"	BUILDING CODE, CHAPTER 8 FINISH REQUIREMENTS. REFER TO THE COVER SHEET FOR
"	CODE DATA BLOCK AND FINISH REQUIREMENTS.
"	SEE A.90 FOR DOOR SCHEDULE AND PARTITION TYPES
CONSTRUCTION NOTES: ARCHITECTURAL	
#	KEYED NOTES: ARCHITECTURAL
1.	XXXX
2.	XXXX
SYMBOL LEGEND	
#	WINDOW TAG (SEE A.60)
P#	PARTITION TYPE (SEE A.90)
#	DOOR TAG (SEE A.90)

MADEMAN
STL USA

DESIGN WORKSHOP
MADEMANDSIGN.COM 314.200.2638
616 LAKE AVE. ST. LOUIS MO 63108

NOT FOR
CONSTRUCTION

PATRICK KNOBLOCH
A-200500310

REVISIONS

MOCHA POINT COFFEE
15299 MANCHESTER RD
BALLWIN MO 63011

05.01.25
A.30
NEW PLANS

MOCHA POINT COFFEE CO. BUSINESS PLAN SUMMARY

Executive Summary

Mocha Point Coffee Co., founded by Sarem-Alden Othman, is a modern Yemeni coffee concept rooted in tradition and reimagined for today's American coffee consumer. Located in Ballwin, Missouri, Mocha Point blends centuries-old coffee heritage with a fresh, elevated café experience. Our mission is to revive late-night coffee culture in the U.S. while introducing the distinct flavors and rituals of Yemen—recognized as the birthplace of the global coffee trade. With an emphasis on craft, culture, and community, we are building a brand that honors its roots while scaling for the future.

Business History

Our family has long-standing ties to Ballwin, Missouri, where we've lived, grown, and actively contributed to the local community for decades. This personal history adds depth and purpose to our expansion efforts.

Mocha Point was launched in 2023 as a family-run café, offering traditional Yemeni drinks like Adeni Chai and Mofowar alongside contemporary espresso creations. In its first year, the shop gained widespread local acclaim, drawing in a loyal customer base and sparking opportunities in catering, eCommerce, and retail product development.

We serve a focused, curated menu of specialty beverages and pastries sourced from premium Middle Eastern bakeries. Our operational model is designed for scalability, supported by standardized SOPs, a strong brand identity, and backend systems built for growth.

Why Yemen? Why Mocha Point?

Yemen's port city of **Mocha** gave coffee its name and served as the world's earliest hub of coffee export during the 15th and 16th centuries. Mocha Point pays tribute to that history—not just in name, but in purpose. Through every drink, we aim to reconnect

consumers to coffee's origins while presenting a refined and accessible version of Yemeni tradition.

Locational Rationale

Our new flagship location at **15299 Manchester Rd, Ballwin, MO 63011**, offers 4,663 sq. ft. of high-visibility, high-foot-traffic space. The expanded layout will include:

- A spacious dine-in seating area
- Outdoor patio and dessert bar
- Banquet-style room for events and workshops
- Elevated design combining modern minimalism with Middle Eastern aesthetics

This site sets the operational and visual standard for all future Mocha Point stores.

Operations & Hours

Store Hours:

- Mon–Thurs: 7:00am – 10:00pm
- Fri–Sun: 8:00am – 12:00am

Private Events:

Available upon request during off-hours in the dedicated event space.

Staffing Overview

We currently employ 12 team members and expect to grow to 25–35 staff by the launch of our second location near Saint Louis University (SLU). The team includes:

- General Manager
- Assistant Manager
- Lead Baristas
- Line Cooks (tea & food prep)
- Cashiers
- Cleaning Crew

We've built an in-house training program to uphold service standards and support career development.

Signature Offerings

- **Traditional Yemeni Beverages:** Adeni Chai, Mofowar, Sanaani
- **Specialty Espresso Bar:** Mocha Point Latte, Rose Latte, Pistachio Latte
- **Fresh Baked Goods:** Sabaya, Honeycomb Bread, Baklava Cheesecake
- **Cold Refreshers & Smoothies**
- **In-House Retail Line:** Adeni Chai Mix, Pistachio Sauce, Yemeni Coffee Beans

Expansion Strategy

Our growth plan is centered around scalability, product innovation, and market reach:

- Launch additional corporate and franchise locations
- Sell branded products via **Amazon** and **Shopify**
- Establish a proprietary roasting operation
- Target expansion into Kansas City, Nashville, Miami
- Form strategic partnerships to ensure quality and margin control

Community & Cultural Engagement

We are more than just a coffee shop. Mocha Point is a cultural hub—hosting open mics, workshops, student nights, and heritage-based events. Our locations are designed to be safe, inclusive, and inspiring for families, creatives, and professionals alike.

Financial Overview

- **Year 1 Revenue Target:** \$960,000
- **Year 2 Revenue Target:** \$1.2M
- **Breakeven Point:** 4,329 cups/month (\$892/day)
- **Startup Capital Required:** \$136,900

- **Gross Margin:** ~73%
- **Projected Net Income (Year 1):** ~\$19,309/month
- **Operating Expenses:** ~\$9,089/month

Future Vision

Mocha Point aims to become a nationally recognized brand representing the modern Middle Eastern coffee experience in America. Through live events, limited-edition product launches, and strong community roots, we're telling the story of Yemen's coffee legacy—one cup at a time.

Slogan:

"Savor the Essence of Yemen at Mocha Point."



PUBLIC HEARING

Notice is hereby given that on Monday, June 2, 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-25-06 Special Use Exception, submitted by Sarem Alden Othman for a restaurant with front yard parking and outdoor seating at 15299 Manchester Road.

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