



## 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>750-</u>	
STATE OF MISSOURI	}	NUMBER:	<u>SUE-24-02</u>	

### TO THE BOARD OF ALDERMEN CITY OF BALLWIN

Type of Special Use Exception: Commercial / Restarant

Code Section under which petition is being filed: \_\_\_\_\_

Now comes (*print name of Petitioner*) Ahmed Alwahib  
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: Missouri
  - 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: 15581 Manchester rd
- V. That the area (acres or square feet) of said property is: 1400
- VI. That the zoning classification of said property is: C-1 Commercial
- VII. That the present use of said property is: Restaurant
- VIII. That the intended use of said property is: Restaurant
- 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: Ahmed Alwahib

AUTHORIZED SIGNATURE: 

AUTHORIZED SIGNATURE (PRINTED): Ahmed Alwahib

ADDRESS: 509 Red Bridge Ct.

CITY/STATE/ZIP: Ballwin, MO 63021

TELEPHONE NO. 636-368-5057

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: \_\_\_\_\_

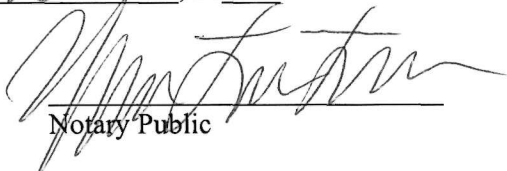
AGENT'S NAME (*PRINTED*): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

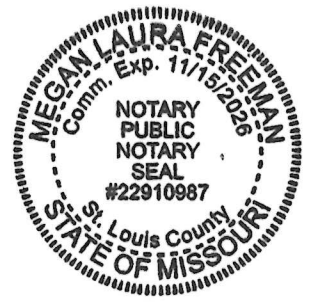
TELEPHONE NO. \_\_\_\_\_

Subscribed and sworn before me this 21 day of December, 2023.

  
Notary Public

My Commission Expires

11/15/2020



## Special Use Exception Petition Staff Report – SUE-24-02

**Public Hearing Date:** February 5, 2024

**Petition Number:** SUE-24-02

**Petitioner:** Ahmed Alwahib  
509 Red Bridge Court  
Ballwin, Missouri 63011

**Project Name:** Dinar Restaurant

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

**Location:** 15581 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





Figure 1 – Aerial view of the site and surrounding properties  
Source: St Louis County



Figure 2 – Street view of the development. The restaurant would be located in the center of the development, as indicated by the arrow.

**Project description:**

This Petition is for a Special Use Exception for the establishment of a restaurant with front yard parking at 15581 Manchester Road. The property is located on the northwest corner of Manchester Road and Highview Drive. 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.

**Staff analysis:**

This Petition is for a Special Use Exception for a restaurant with front yard parking at 15581 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 space occupied most recently by Siline’s Restaurant & prior to that, Bar and Bab-Al-Hara Gyros. The proposed restaurant would offer indoor and possibly outdoor seating. No exterior or site changes 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 should not substantially increase traffic hazards or congestion.



b. Will adversely affect the character of the neighborhood.

The proposed development should not adversely affect the character of the neighborhood. The space has been occupied by a restaurant for many years.

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.

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 indoor and outdoor seating, as well as front yard parking at 15581 Manchester Road. The restaurant would occupy a space in an existing development that has long been occupied by restaurants. Staff has no concerns about the approval of this Petition.

## **Business Statement**

Our proposed business, Dinar Restaurant, is set to become a prominent dining establishment specializing in authentic Mediterranean (Iraqi) cuisine. At Dinar Restaurant, we are committed to offering a diverse menu inspired by the rich culinary traditions of the Middle East. Our mission is to provide a unique and memorable dining experience to the residents and visitors of Ballwin specifically and Saint Louis in General, delivering exceptional food and outstanding customer service.

Key Highlights of Our Business Plan:

**Authenticity:** We are dedicated to preparing dishes that capture the essence of Mediterranean cuisine. Our experienced chef, Ahmed Al Medee, will ensure that each dish reflects the genuine flavors and aromas of Iraq and the broader Middle East.

**Cultural Diversity:** Our menu will be designed to cater to a wide range of tastes, offering a variety of options, including vegetarian and vegan dishes, to accommodate the diverse preferences of our customers.

**Community Involvement:** We value our role in the local community and are committed to actively participating in neighborhood events, sponsoring local initiatives, and engaging with residents and businesses to foster a sense of belonging.

**Innovation:** We will leverage the expertise of Ahmed Alwahib, a software engineer with over two decades of experience, to incorporate cutting-edge technology into our restaurant operations, including online ordering, delivery services, and customer feedback mechanisms.

**Sustainability:** We are dedicated to operating an environmentally responsible business by implementing eco-friendly practices and sourcing local, fresh ingredients whenever possible.

**Exceptional Customer Experience:** At Dinar Restaurant, we strongly emphasize providing a warm and welcoming environment for our customers. Our team is committed to delivering the highest level of customer service, ensuring every visit is a delightful experience.

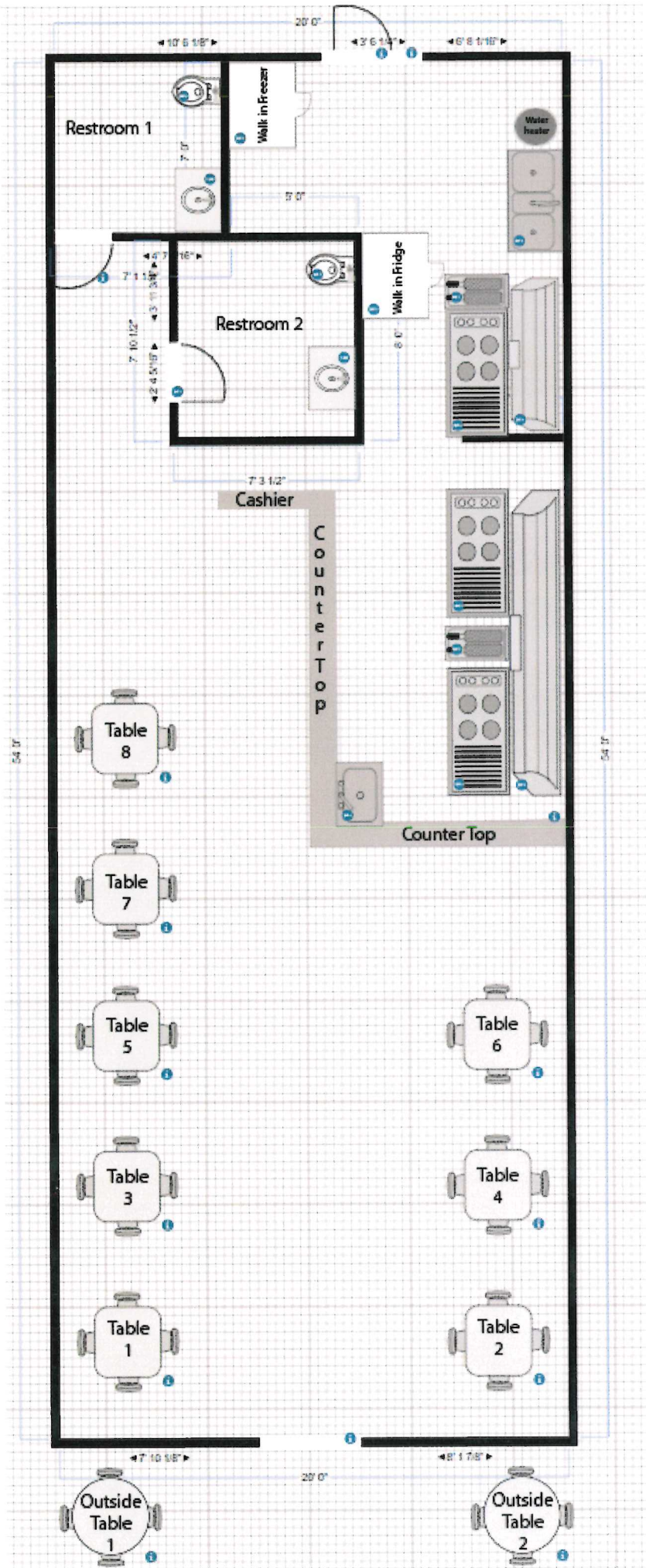
**Financial Responsibility:** As responsible tenants, we are fully prepared to meet our financial obligations, including rent, utilities, and property maintenance. Our references can attest to our financial stability and reliability.

We are confident that our passion for culinary excellence, commitment to our community, and dedication to creating a thriving, innovative, and sustainable business make us an ideal choice for leasing your property at 15581 Manchester Rd. | Ballwin, Mo 63011. We look forward to working closely with you to bring our vision to life and to contribute to the success and vibrancy of the property.

Sincerely,

Partner - Ahmed Alwahib

Partner - Ahmed Al Medee





# Dinar Restaurant Business Plan

## Executive Summary

Dinar Restaurant, a visionary enterprise led by a dynamic partnership between Ahmed Alwahib and Ahmed Al Medee, is poised to bring the rich flavors of authentic Mediterranean (Iraqi) cuisine to the heart of Ballwin. With a blend of culinary expertise, technological innovation, and a commitment to community engagement, Dinar Restaurant aims to become a thriving culinary destination and a pillar of the local community.

## Business Description

- **Mission Statement:** At Dinar Restaurant, we are on a mission to transport our customers to the sun-kissed shores of the Mediterranean, where they can savor the authentic flavors of Iraqi and Middle Eastern cuisine. We are committed to creating an inclusive and welcoming dining experience that celebrates culinary diversity and brings people together over shared meals.
- **Detailed Business Description:** Dinar Restaurant is a labor of passion and dedication, born out of a shared love for Middle Eastern cuisine and the desire to bring a piece of our rich culinary heritage to the vibrant community of Ballwin. Our journey began when we, a dynamic partnership between Ahmed Alwahib, an experienced software engineer, and Ahmed Al Medee, a seasoned restaurateur, recognized the opportunity to share the unique and diverse flavors of our culture with a broader audience.
- **Business History:** Ahmed Al Medee, with over five years of successful experience in the restaurant industry and the reputation as the owner of Cesar Supermarket and Restaurant, has been a trusted and respected figure in the local culinary scene. His background and knowledge of the restaurant business have been instrumental in shaping our vision.

On the other hand, Ahmed Alwahib, with a professional career spanning more than two decades as a software engineer, brings a strong technological backbone to the business. This expertise is invaluable as we integrate cutting-edge technology into our operations, ensuring a seamless dining experience for our customers.

- **Location Rationale:** The choice of 15581 Manchester Rd. as the location for Dinar Restaurant is a result of careful consideration and market analysis. This location holds several advantages that make it an ideal setting for our Mediterranean restaurant:
  - o **Accessibility:** 15581 Manchester Rd. is easily accessible for both residents and visitors, offering ample parking and proximity to major thoroughfares. This accessibility ensures that customers from the local community and beyond can conveniently dine with us.
  - o **Visibility:** The location enjoys high visibility, which is crucial for attracting foot traffic and potential diners. Being in a well-trafficked area increases our visibility and brand recognition.

- **Demographics:** The neighborhood surrounding 15581 Manchester Rd. aligns with our target market. It has a diverse population with a discerning palate for international cuisine, making it an excellent fit for our Mediterranean offerings.
- **Community Engagement:** 15581 Manchester Rd. is a community-focused area with numerous events and activities throughout the year. We look forward to actively participating in these events and becoming an integral part of the local culture.
- **Economic Viability:** The area also offers economic stability and growth potential, which is essential for the success and sustainability of our business.

In summary, Dinar Restaurant is a culmination of culinary passion, expertise, and a commitment to creating a memorable dining experience. The choice of 15581 Manchester Rd. as our location is not only strategic but also symbolic of our aspiration to share the flavors of the Mediterranean with the community of Ballwin and beyond.

## Market Analysis

### Industry Overview:

The restaurant industry has evolved into a dynamic and ever-expanding sector. Consumers today increasingly seek unique dining experiences, diverse culinary options, and a heightened focus on authentic, international flavors. One segment within this industry that has shown consistent growth and garnered significant attention is Mediterranean cuisine, particularly Iraqi and Middle Eastern flavors.

### Target Market and Customer Demographics:

At Dinar Restaurant, we aim to appeal to a diverse target market, as the appeal of Mediterranean cuisine spans a wide spectrum of tastes and preferences. Our primary target demographics include:

- **Local Residents:** Residents of Ballwin, including families, young professionals, and retirees, who seek diverse dining options in their community.
- **Tourists and Visitors:** Given the potential appeal of our authentic cuisine, we aim to attract tourists and visitors looking for unique culinary experiences.
- **Cultural Enthusiasts:** Individuals with an appreciation for Middle Eastern and Iraqi culture, as well as those looking to explore the rich history and flavors of the Mediterranean.
- **Health-Conscious Diners:** The Mediterranean diet is well-known for its health benefits. We anticipate attracting health-conscious diners looking for flavorful yet nutritious options.
- **Vegan and Vegetarian Audiences:** With an inclusive menu that offers a variety of vegan and vegetarian dishes, we aim to appeal to these growing segments of the population.

## Competitive Analysis:

While there are several dining establishments in the Ballwin area, the competition in the specific Mediterranean restaurant niche is relatively limited. However, we anticipate competing with several types of dining options:

- *Ethnic Restaurants*: There are a few established Middle Eastern and Mediterranean restaurants in the vicinity, but they often offer a limited menu and may not fully capture the diversity of Iraqi and Middle Eastern cuisine.
- *International Cuisine Restaurants*: Restaurants offering a variety of international cuisines, including Mediterranean, are also in competition. Our specialization in authentic Iraqi flavors will set us apart.
- *Fast-Casual and Chain Restaurants*: Fast-casual and chain restaurants are appealing to a broad audience. Our competitive advantage lies in offering a unique, sit-down dining experience with a focus on authenticity.

## - Market Trends and Growth Projections:

Several key market trends support the potential success of [Your Business Name]:

- *Culinary Exploration*: Consumers are increasingly seeking new and authentic culinary experiences, making the diverse and flavorful offerings of Mediterranean cuisine a sought-after choice.
- *Health and Nutrition*: The Mediterranean diet's reputation for health benefits, such as heart-healthy ingredients and a focus on fresh produce, aligns with the growing interest in healthier eating.
- *Inclusivity*: Diners are looking for restaurants that accommodate various dietary preferences, including vegan and vegetarian options. We meet this demand with our inclusive menu.
- *Community Engagement*: Engaging with the local community through events, sponsorships, and partnerships is a trend that resonates with patrons looking for a personal and community-oriented dining experience.

The overall growth projections for the Mediterranean restaurant segment are positive, with an increasing appreciation for the rich flavors, cultural significance, and health benefits of the cuisine.

In conclusion, the market analysis indicates a promising landscape for [Your Business Name]. The demand for authentic Mediterranean cuisine, particularly Iraqi and Middle Eastern flavors, aligns well with current culinary trends. Our diverse and inclusive menu caters to a wide range of customer preferences, positioning us to thrive in Ballwin's dining scene.



## Marketing and Sales Strategy

### - Marketing Strategy:

At Dinar Restaurant, we recognize that a robust marketing strategy is vital to reach and engage our target audience. Our marketing approach will combine traditional and digital methods to effectively promote our Mediterranean restaurant. Key components of our marketing strategy include:

- **Branding:** Develop a strong brand identity that reflects our commitment to authenticity, inclusivity, and the diverse flavors of Iraqi and Middle Eastern cuisine. This will include an eye-catching logo and consistent branding across all materials.
- **Online Presence:** Establish a user-friendly and informative website that showcases our menu, provides online reservations, and integrates online ordering for takeout and delivery. We will also maintain active social media profiles to engage with our customers and promote specials and events.
- **Local SEO:** Optimize our online presence for local search engine optimization (SEO) to ensure that potential customers can easily find us when searching for Mediterranean restaurants in Ballwin.
- **Community Engagement:** Actively participate in local events, sponsorships, and partnerships with neighboring businesses to foster a sense of community engagement and to create a strong local presence.
- **Content Marketing:** Create and share valuable and relevant content, such as blog posts, videos, and social media content, to showcase our culinary expertise, share recipes, and promote our restaurant's unique offerings.
- **Online Advertising:** Utilize online advertising channels, such as pay-per-click (PPC) advertising and social media ads, to reach a wider audience and attract potential customers.

### - Sales Strategy:

Our sales strategy will focus on providing an exceptional dining experience that encourages repeat business and word-of-mouth recommendations. Key components of our sales strategy include:

- **Quality and Authenticity:** Deliver high-quality, authentic Mediterranean cuisine that consistently exceeds customer expectations. Our dedication to authenticity will be a major selling point.
- **Customer Service:** Train our staff to provide exceptional customer service, ensuring that every guest feels welcomed and valued.
- **Menu Diversity:** Offer a diverse menu with options for different tastes, including vegetarian and vegan choices, to cater to a broad range of customers.
- **Online Ordering and Delivery:** Provide convenient online ordering and delivery services to meet the needs of customers who prefer to enjoy our dishes at home.
- **Loyalty Program:** Introduce a loyalty program to reward returning customers and incentivize repeat business.

- **Special Events and Promotions:** Host special events, themed nights, and promotions to keep customers engaged and encourage them to visit on a regular basis.

## Management and Organization

- **Ownership:**

Partner - Ahmed Alwahib: Manager and CEO

Partner - Ahmed Al Medee: VP and Chief Cook

- **Management Team:**

Dinar Restaurant benefits from a management team with diverse expertise and experience:

Ahmed Alwahib: [Partner's Role] - With over 20 years of experience in software engineering and technology, Ahmed Alwahib brings technical proficiency and innovation to our operations.

Ahmed Al Medee: [Partner's Role] - As an owner of Cesar Supermarket and Restaurant, Ahmed Al Medee has a successful track record in the restaurant industry, specializing in Middle Eastern cuisine.

- **Organizational Structure:**

We have adopted a collaborative and team-oriented organizational structure, with a clear division of responsibilities and open lines of communication. This structure ensures that each team member can focus on their area of expertise while contributing to the overall success of the business.

- **Advisory Board:**

While we do not currently have external advisors, we remain open to the possibility of seeking expert guidance as our business grows and evolves.

In summary, our marketing and sales strategies emphasize our commitment to delivering quality, authenticity, and an outstanding customer experience. Our management team brings a blend of technical and culinary expertise to Dinar Restaurant, ensuring that we are well-equipped to succeed in the competitive restaurant industry. Our organizational structure is designed to foster collaboration and innovation as we work toward our shared vision.

## Product/Service Line

At Dinar Restaurant, our offerings represent the heart and soul of authentic Mediterranean (Iraqi) cuisine. We take pride in our diverse and flavorful menu, which showcases traditional and contemporary dishes inspired by the rich culinary heritage of the Middle East. Our offerings are crafted with precision, using the finest ingredients and traditional recipes that capture the essence of our culture.

- **Key Features of Our Offerings:**

- **Authenticity:** Our menu is a testament to the authenticity of our culinary approach. We use traditional methods and ingredients to create dishes that resonate with the genuine flavors of Iraq and the Middle East. From the aromatic spices to the time-honored cooking techniques, our offerings stay true to their origins.

- *Diverse Selection*: One of our standout features is the diverse selection of dishes we offer. Our menu caters to a wide range of tastes and dietary preferences, making it a versatile choice for various customers. From succulent kebabs to delectable vegetarian options, there is something for everyone.
  - *Signature Flavors*: Our menu is carefully curated to highlight signature flavors and dishes from Iraq and the Mediterranean region. These signature flavors are what set us apart from other dining establishments. Our chefs use a blend of herbs and spices, such as sumac, za'atar, and tahini, to create the distinctive tastes of our cuisine.
  - *Inclusivity*: Recognizing the growing demand for inclusive dining, we offer a variety of vegan and vegetarian dishes that not only cater to dietary preferences but also enhance the overall culinary experience. This inclusivity extends our reach to a broader customer base.
- **Popular Offerings:**
- *Beef Shawarma*: Our succulent beef shawarma, prepared with marinated and slow-cooked meats, is a customer favorite. Served in an Iraqi Bread or wrap or on a plate, it's a true taste of the Middle East.
  - *Chicken Shawarma*: Our succulent chicken shawarma, prepared with marinated and slow-cooked chicken breasts, is a customer favorite. Served in an Iraqi bread or a wrap or on a plate, it's a true taste of the Middle East.
  - *Falafel*: Our crispy falafel, made with a blend of chickpeas and aromatic spices, offers a delightful vegetarian option.
  - *Kebabs*: Whether it's lamb, chicken, or vegetable kebabs, our skewered and flame-grilled offerings are a testament to Middle Eastern grilling traditions.
  - *Baklava*: Our sweet, flaky baklava, soaked in honey and filled with nuts, is a perfect conclusion to any meal.
  - *Saj*: Saj is a traditional Middle Eastern flatbread that is prepared on a convex griddle. It's known for its thin and soft texture. We offer a variety of Saj fillings, including options like grilled chicken, seasoned beef, and fresh vegetables.
  - *Zubaidi Fish with White Rice*: Our Zubaidi Fish is a delightful Mediterranean seafood option. It features a tender and flaky fillet of zubaidi fish, seasoned to perfection, served with crisp lettuce, tomatoes, with white rice.
  - *Burger with French Fries*: Our Burger offers a classic and comforting option. It features a juicy patty served inside a fresh, toasted bun, accompanied by crisp lettuce, tomatoes, and a special sauce and an optional side of French fries.
  - *Rustier chicken*: Our Rostire Chicken is a flavorful and tender dish that is marinated with a blend of aromatic spices and slow-cooked to perfection. It's a taste of Middle Eastern comfort and a customer favorite.
- **Market Needs Fulfilled:**
- *Diverse and Authentic Flavors*: Dinar Restaurant fulfills the market's need for diverse, authentic, and high-quality Middle Eastern cuisine. Our dishes satisfy the cravings of diners looking for a true taste of Iraq and the Mediterranean.
  - *Inclusivity*: With a range of vegan and vegetarian options, we address the needs of customers with varying dietary preferences, ensuring that everyone can enjoy our food.



- *Cultural Exploration*: We fulfill the market's desire for culinary exploration by offering a unique opportunity to experience the flavors, aromas, and traditions of Iraq and the Middle East.

In summary, Dinar Restaurant's offerings are deeply rooted in authenticity, diversity, and inclusivity. We cater to the market's need for a genuine and diverse Middle Eastern dining experience, making us a distinctive and highly sought-after establishment in the [Location] culinary scene.



**PLANNING AND ZONING COMMISSION**  
**1 GOVERNMENT CTR, BALLWIN, MO 63011**  
**MONDAY, JANUARY 4, 2024 at 7:00 PM**

## **PUBLIC HEARING**

Notice is hereby given that on Monday, February 5, 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 the following petition:

**SUE 24-02 – Petition for a Special Use Exception (SUE) for a restaurant with front yard parking at 15581 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