

Consent Item

RE: 15401 Clayton Road

Department/Program: Administration/Planning

Explanation: Special Use Exception Transfer

The Petitioner is seeking the transfer of the Special Use Exception as the new owner of Claymont Auto Repair located at 15401 Clayton Road. The ongoing operations would adhere to all regulations outlined in the Special Use Exception within the governing Ordinance, with no proposed changes at this time. The transfer would be based on Ordinance 2317, signed on June 28, 1993, and originally granted to Shell Oil Company.

The business must adhere to all current building and fire code requirements for Commercial Occupancy and will need to undergo the occupancy permit process after receiving approval from the Board of Aldermen for the transfer of the Special Use Exception.

Recommendation:

Staff recommends approval of this Special Use Exception Transfer with the standard Special Use Exception conditions, along with the conditions specified in Ordinance 2317 and the following conditions for a motor vehicle service and/or repair facility:

- 1. no work activities shall be done outside the building, and no motor vehicle shall be stored unless enclosed within a building or parked and stored outdoors only subject to the following restrictions and regulations:
 - a. All motor vehicles shall be parked on a paved parking lot that has been paint striped to show designated parking areas;
 - b. No motor vehicle may be parked outdoors unless it has a current license issued by a state government;
 - c. No motor vehicle may be parked outdoors for more than 45 consecutive days or more than 50 days during any 12-month period;
 - d. The aggregate number of motor vehicles parked outdoors for more than 24 hours shall not exceed the greater of six motor vehicles per enclosed service bay or 12 motor vehicles per acre of the premises of the shop; and
 - e. Such other restrictions and regulations as the board of aldermen may require due to unique physical or cultural characteristics, proximity to uses and facilities that may be negatively impacted by this use, access limitations, traffic impact or other special issues which make the site atypical of the city or neighborhood.

Submitted By: Lynn Sprick

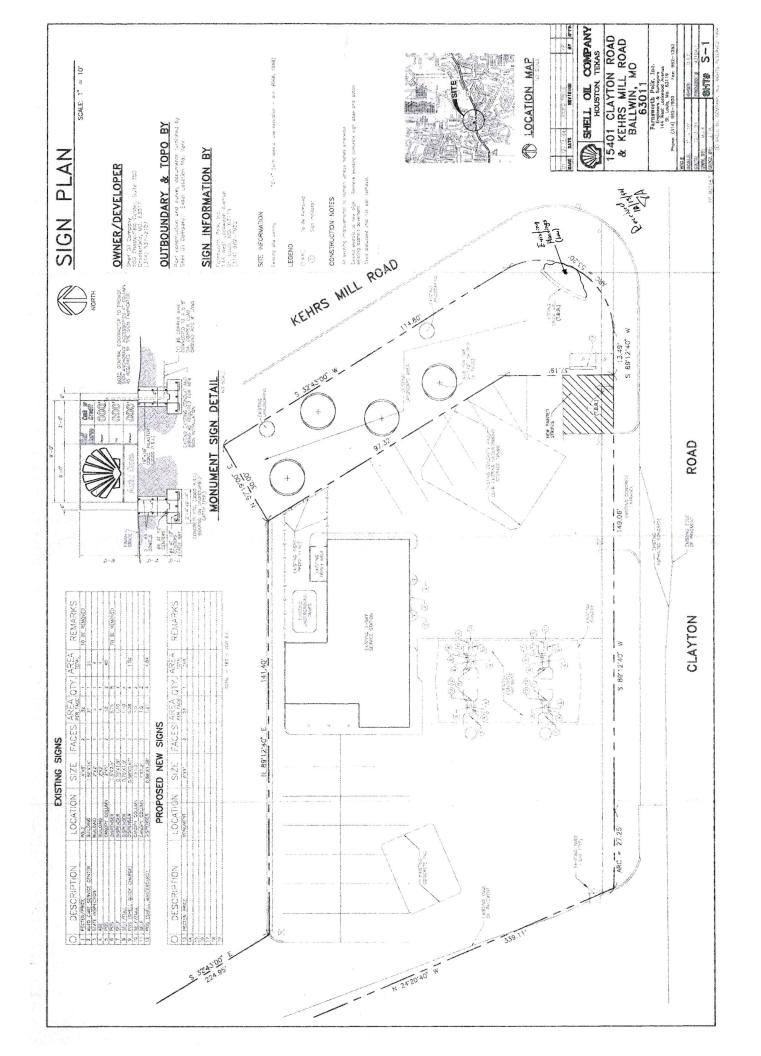
Date: July 8, 2024



SPECIAL USE EXCEPTION TRANSFER PETITION

CITY	OF BALLWIN } FEE: \$250.00
COUN	TY OF ST. LOUIS } PAID:
STAT	TY OF ST. LOUIS } E OF MISSOURI } PAID: NUMBER: <u>SUF(I,) 24</u> -06
Туре о	TO THE BOARD OF ALDERMEN CITY OF BALLWIN Automobile and motor vehicle service and/or repair facility
Origina	al Special Use Exception Ordinance Number: 668
Date o	Foriginal Ordinance: September 9, 1968
	omes (print name of Petitioner) tes to the Board of Aldermen: Alan Kondracki
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: Purchaser
	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 the street address of said property is: 15401 Clayton Rd
IV.	That the area (acres or square feet) of said property is: 28,320 square feet (approx.)
V.	That the zoning classification of said property is: C-1 Commercial District
VI.	That the present use of said property is: Automobile and motor vehicle service and/or repair facility
VII.	That the intended use of said property is: Same
VIII.	That he, she, it, they has (have) obtained permission from the holder of the Special Use Exception to request its transfer into the name of the petitioner, and that the holder of the Special Use Exception waives all claim or rights upon transfer.
WHER	EFORE, the holder(s) of a special Use Exception, granted according to Ordinance(s), do hereby relinquish all rights and claim to said Special Use Exception(s).

HOLDER: Alan Kondowcki, Kondrycki Enterprises LLC				
AUTHORIZED SIGNATURE:				
AUTHORIZED SIGNATURE (PRINTED): Alan Kord Galk:				
ADDRESS: C421 Klandike Rd Hillsboro MO 63050				
CITY/STATE/ZIP:				
TELEPHONE NO. <u>636-745-3476</u>				
Subscribed and sworn before me this				
My Commission Expires				
A vg 15, 2025				
WHEREFORE, Petitioner(s) pray(s) that a Special Use Exception, granted according to the provisions of Ordinance(s) be transferred to the Petitioner.				
PETITIONER: Alan Kondrack: AUTHORIZED SIGNATURE: 12 2				
AUTHORIZED SIGNATURE (PRINTED): Alan Kondouck'				
ADDRESS: 6421 Klondire Rd				
CITY/STATE/ZIP: Hillsbord MU 63050				
TELEPHONE NO. 636-795-3476				
Subscribed and sworn before me this $29 + \frac{1}{200}$ day of $\frac{1}{200}$ one $\frac{1}{200}$, $\frac{1}{200}$.				
JULIA M. BONO Notary Public - Notary Seal STATE OF MISSOURI Jefferson County My Commission Expires: Aug. 15, 2025 Commission # 11176706				
My Commission Expires 15, 2025				



Business Plan Claymont Auto Repair

Prepared by Alan Kondracki

alan@claymontautorepair.com 636-527-7012 Claymontautorepair.com 15401 Clayton Rd, Ballwin, MO 63011



Executive Summary

Claymont Auto Repair: Where Integrity Drives Excellence and Community Trust is Our Fuel

At Claymont Auto Repair, we are dedicated to providing high-quality automotive repair services with a focus on honesty, integrity, and exceptional customer care. Our team is committed to building strong relationships within the community by delivering trustworthy and reliable service. Located in Ballwin, MO, we strive to be the go-to destination for all automotive needs in the area.

Business Overview

Our mission at Claymont Auto Repair is to provide honest and friendly automotive repair services to our customers, ensuring that they feel confident in the work we do. We prioritize building strong relationships within the community and delivering high-quality repairs with integrity and excellence.

Mission

Our goal is to provide trustworthy and reliable automotive repair services to our customers, building strong relationships within the community and becoming the go-to destination for all automotive needs in the area.

Problem

Customers often face challenges in finding a reliable and trustworthy automotive repair service provider that offers highquality repairs and exceptional customer care.

Solution

Claymont Auto Repair aims to solve this problem by delivering honest and friendly automotive repair services, prioritizing integrity and excellence in all our work. Our team is dedicated to providing high-quality repairs and building strong relationships within the community.

Primary Products & Services

- Automotive repair services
- Maintenance services
- Fuel Sales
- Convivence store sales

Primary Business Model

Our primary business model focuses on delivering high-quality automotive repair services with a focus on honesty, integrity, and exceptional customer care. We aim to build strong relationships within the community and become the go-to destination for all automotive needs in the area.

Industry Overview

The automotive repair industry is a competitive market, with an increasing demand for trustworthy and reliable service providers. By prioritizing honesty, integrity, and exceptional customer care, Claymont Auto Repair aims to stand out in the industry.

Core Marketing Activities

- Social media marketing
- Local advertising
- Referral programs
- Convenient maintenance packages

High-Level Financial Targets

- Achieve a 20% increase in revenue within the first year
- Maintain a high customer satisfaction rate
- Expand service offerings to increase market share.

SWOT Analysis

Strengths 3

- Strong reputation for trustworthy and reliable service
- 2. Dedicated team committed to high-quality repairs
- Exceptional customer care and strong community relationships
- 4. Focus on integrity and excellence in all services
- Prime location at Clayton and Kehrs Mill Rd intersection

Weaknesses

- 1. Limited brand recognition compared to larger chains
- 2. Reliance on local customer base
- 3. Potential for seasonal fluctuations in business
- 4. Limited marketing and advertising resources
- Dependency on skilled technicians for service quality

4 Opportunities

- 1. Expansion of services to include specialized automotive repairs
- 2. Growth potential in the automotive repair market
- Partnerships with local businesses for mutual referral opportunities
- 4. Increase online presence through social media and digital marketing
- Offer maintenance packages to increase customer retention

O Threats

- Competition from larger national automotive repair chains
- 2. Economic downturn impacting consumer spending on vehicle maintenance
- Changes in regulations affecting the automotive industry
- 4. Rising costs of automotive parts and equipment
- Potential for negative online reviews impacting reputation

Business Models

In the business plan for Claymont Auto Repair, we will explore four different business models to consider for the growth and success of the company.

Traditional Brick-and-Mortar

Operating a physical auto repair shop where customers bring their vehicles for service and repairs.

Advantages

- Established presence in the community
- Face-to-face interactions with customers
- Ability to showcase expertise in-person

Challenges

- High overhead costs
- Limited reach compared to online businesses
- Potential for local competition

Maintenance Plans with

Offering customers a subscription service for routine maintenance and inspections on their vehicles at regular intervals.

Advantages

- Predictable revenue stream
- Increased customer loyalty and retention
- Proactive vehicle care management

Challenges

- Setting competitive pricing for subscriptions
- Ensuring consistent service quality
- Marketing and promoting the value of subscriptions

Fleet Maintenance Services

Specializing in providing maintenance and repair services for commercial vehicle fleets, such as delivery trucks and company cars.

Advantages

- Long-term contracts for recurring business
- Higher volume of service requests
- Opportunity for specialized expertise in fleet management

- Reliance on corporate clients
- Equipment and training requirements for fleet services
- Managing service schedules for multiple vehicles

EV/Hybrid Repair Services

Investing in training and equipment to properly service EV/Hybrid vehicles, both are a growing market with fewer repair shops offering proper and complete service to them.

Advantages

- Allows for more targeted customer base
- Higher requirement for skilled maintenance and repair
- - Initial investment in EV/Hybrid service equipment
 - Limited availability of repair parts

Potential for partnership opportunities with industry leading training and equipment suppliers

Higher cost of service information and labor

Viability Analysis



Viability Analysis

Claymont Auto Repair is positioned for success in the automotive repair industry in Ballwin, MO. The business benefits from a strategic location in a high-traffic area, a strong reputation for quality service, and a dedicated team of professionals. These factors contribute to the viability of the business in the following ways:

- Market Demand: The demand for automotive repair services in Ballwin is driven by a large population of vehicle owners who require regular maintenance and repairs. According to a report by IBISWorld, the automotive repair industry in the United States generates over \$70 billion in revenue annually, indicating a robust market for our services.
- Competitive Advantage: Claymont Auto Repair differentiates itself from competitors by emphasizing honesty, integrity, and exceptional customer service. Our focus on building trust with clients and delivering high-quality repairs sets us apart in the market, attracting repeat business and referrals.
- Financial Stability: The business is well-positioned financially, with a steady stream of revenue from service fees and parts sales. By accurately monitoring expenses, managing inventory effectively, and setting competitive pricing, Claymont Auto Repair can maintain a healthy profit margin and sustain long-term growth.
- Industry Trends: The automotive repair industry is evolving with technological advancements, including diagnostic tools, equipment, and software. Claymont Auto Repair stays current with industry trends by investing in training for employees, upgrading equipment, and adapting to changes in vehicle technology to provide cutting-edge service to customers.

As we continue to prioritize customer satisfaction, uphold strong business ethics, and adapt to market trends, Claymont Auto Repair is poised for long-term success and growth in the Ballwin community.

Sources:

IBISWorld. "Auto Mechanics in the US." IBISWorld, April 2021. www.ibisworld.com

Industry Overview

\$75K

Average Annual Revenue of Auto Repair Shops

85%

Customer Satisfaction Rate in Auto Repair Industry

4%

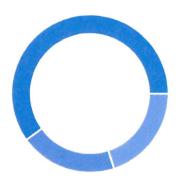
Market Growth Rate for Auto Repair Services

At Claymont Auto Repair, we recognize the importance of understanding the industry in which we operate. By staying informed about trends, competition, and opportunities within the automotive repair sector, we can better position ourselves for success.

Industry Overview

- Growing Demand: The automotive repair industry is experiencing steady growth, driven by an increasing number of vehicles on the road and the need for maintenance and repairs.
- Competitive Landscape: There are many automotive repair shops in the Ballwin area, offering a range of services to customers. It is essential for us to differentiate ourselves through exceptional service and a commitment to quality.
- Technological Advancements: Advancements in technology, such as diagnostic tools and equipment, are shaping the way automotive repairs are conducted. Staying current with these tools and techniques will be crucial for our success.
- Regulatory Environment: The automotive repair industry is subject to various regulations and standards to ensure the safety and quality of repairs. Compliance with these regulations will be a key focus for Claymont Auto Repair.
- Customer Preferences: Customers today value convenience, transparency, and reliability in their service providers. We will prioritize these factors in our operations to meet and exceed customer expectations.

Target Audience



60% - Individual Vehicle Owners

Individuals who own personal vehicles and require regular maintenance and repair services.

20% - Fleet Managers

Companies or organizations with a fleet of vehicles that need routine maintenance and repairs.

20% - Car Enthusiasts

Passionate individuals who enjoy customizing and upgrading their vehicles, seeking specialized services.

In order to effectively market Claymont Auto Repair, it is essential to identify and understand the diverse target audiences that could benefit from our services. Here are five key target audiences along with their profiles, frustrations, goals, preferences, behavioural considerations, and where to find them:

Busy Working Professionals

Busy professionals who rely heavily on their vehicles for daily commuting and work-related travel.

Profile

- Ages 25-45
- Employed full-time in demanding jobs
- Value convenience and efficiency

Goals

- Quick and reliable automotive repairs
- Seamless service experience
- Minimize downtime and disruptions

* Behavioural Considerations

- Time-sensitive
- Willing to pay for quality and convenience
- Trust recommendations from peers

- Lack of time for vehicle maintenance
- Difficulty finding reliable car repair services
- Disruption to work schedule due to car issues

Preferences

- Convenient appointment scheduling
- Clear communication on repair process
- Efficient service without multiple visits

Where to Find

- Local business networking events
- Professional conferences
- Online automotive forums

Family-Oriented Parents

Parents and caregivers who prioritize the safety and functionality of their family vehicles for daily transportation needs.

Profile

- Ages 30-50
- Parents with young children
- Concerned about vehicle safety

@ Goals

- Safe and reliable transportation for the family
- Family-friendly repair services
- Long-term vehicle maintenance planning

* Behavioural Considerations

- Safety-conscious
- Value trust and reliability
- Seek referrals from other parents

- Balancing family responsibilities with car maintenance
- Finding child-friendly waiting areas at repair shops
- Dealing with unexpected car breakdowns

Preferences

- Child-friendly waiting area
- Transparent pricing and billing
- Regular maintenance reminders

Where to Find

- Parenting forums and groups
- Family-focused events
- Local schools and community centers

Seniors and Retirees

Seniors and retirees who rely on their vehicles for independence and leisure activities.

Profile

- Ages 60+
- Retired or semi-retired
- Value personal connections and trustworthiness

Frustrations

- Limited mobility for transportation alternatives
- Concerns about being taken advantage of at repair shops
- Lack of understanding about modern vehicle technology

Goals

- Reliable and honest automotive services
- Peace of mind regarding vehicle safety
- Education on car maintenance and technology

Behavioural Considerations

- Value relationships with service providers
- Prioritize safety and reliability
- Reliant on word-of-mouth recommendations

Preferences

- Personalized service for individual needs
- Patient and clear communication
- Assistance with understanding vehicle repairs

Where to Find

- Senior community centers
- Retirement communities
- Local senior events and seminars

Students and Young Drivers

Students and young drivers who are learning about vehicle maintenance and seeking budget-friendly repair options.

Profile

- Ages 18-25
- High school or college students
- Limited budget for car expenses

Goals

- Affordable and reliable car maintenance
- Knowledge and skills development in vehicle care
- Build a long-term relationship with a trusted repair shop

* Behavioural Considerations

- Price-sensitive
- Desire to learn about car maintenance
- Value transparency and honesty

Frustrations

- Lack of experience in car repairs
- Financial constraints for costly repairs
- Uncertainty about finding trustworthy mechanics

Preferences

- Budget-friendly service options
- Educational resources on car maintenance
- Friendly and approachable staff

Where to Find

- Automotive educational programs
- Social media platforms popular among students

Local Businesses and Fleet Managers

Companies and business owners with commercial vehicles in need of regular maintenance and efficient repair services.

Profile

- Small to medium-sized business owners
- Fleet managers overseeing company vehicles
- Value cost-effective and timely solutions

Frustrations

- Downtime and lost productivity due to vehicle maintenance issues
- Inability to find reliable fleet service providers
- Difficulty in managing multiple vehicles for maintenance

@ Goals

- Minimize operational disruptions with quick repairs
- Affordable maintenance solutions for commercial vehicles
- Long-term partnership with a trusted repair provider

Preferences

- Priority scheduling for fleet services
- Detailed reporting on vehicle maintenance
- Convenient location for drop-off and pick-up

* Behavioural Considerations

- Business-focused
- Seek cost-effective solutions
- Prioritize efficiency and reliability

Where to Find

- Local business networking events
- Industry trade shows
- Business associations and chambers of commerce

Market Size & Trends

As a thriving auto repair business, it is essential for Claymont Auto Repair to stay informed about current market trends in the automotive industry to better serve our customers and maintain a competitive edge. Here are three market trends to consider:

Electric Vehicles on the Rise

The increasing popularity of electric vehicles is reshaping the automotive industry as more consumers embrace ecofriendly transportation options.

Key Points

- Growing demand for electric vehicles
- Expansion of charging infrastructure
- Technological advancements in battery technology

How to Leverage

- Offer specialized electric vehicle repair services
- Invest in training for technicians on electric vehicle systems
- Explore adding charging stations

Digitalization of Services

Digitalization is revolutionizing the way automotive services are accessed and delivered, enhancing efficiency and convenience for customers.

Key Points

- Online appointment booking and scheduling
- Digital vehicle diagnostics and maintenance alerts
- Customer relationship management through digital platforms

How to Leverage

- Develop a user-friendly website and mobile app for service bookings
- Implement digital tools for vehicle diagnostics and service reminders
- Utilize social media and email marketing for customer engagement

Market Size and Trends

The automotive repair industry is a vital sector of the economy, with a steady demand for services due to the large number of vehicles on the road. According to IBISWorld, the automotive repair industry generates over \$60 billion in revenue annually in the United States. As vehicles continue to age and consumers look to extend the lifespan of their cars, the demand for repair services is expected to remain strong.

One key trend shaping the automotive repair industry is the increasing complexity of modern vehicles. With advancements in technology, cars now come equipped with advanced systems and components that require specialized knowledge and tools for repair. This trend presents a significant opportunity for businesses like Claymont Auto Repair that have the expertise and experience to handle these complex repairs.

Overall, the automotive repair industry is a robust and growing market with opportunities for growth and innovation. By staying abreast of market trends and consumer preferences, Claymont Auto Repair aims to stay at the forefront of the industry and continue to provide top-notch service to our customers.

Competitor Analysis

Our competitive analysis at Claymont Auto Repair will focus on understanding the competitive landscape in the automotive repair industry in Ballwin. We will differentiate ourselves from competitors by emphasizing our commitment to honesty, friendliness, and outstanding customer service. Our goal is to build a strong reputation for providing trustworthy and reliable repairs, ensuring that our customers feel valued and confident in the work we do.

Market Analysis

In assessing our competitors, we will look at factors such as service offerings, pricing, customer reviews, and brand reputation. By understanding the strengths and weaknesses of the competition, we can identify opportunities for improvement and growth within our own business.

Differentiation Strategy

Our key differentiator will be our unwavering dedication to integrity and excellence in all aspects of our business. We will prioritize building strong relationships with our customers, prioritizing their needs and ensuring their satisfaction with every visit. By providing high-quality repairs and exceptional customer care, we aim to stand out in a crowded marketplace and become the go-to destination for automotive repair services in the area.

Competitive Advantage

Through our focus on honesty, friendliness, and reliability, we believe that we can set ourselves apart from competitors and attract a loyal customer base. Our attention to detail, personalized service, and commitment to going above and beyond for our clients will be the driving force behind our competitive advantage in the industry.

Marketing Overview

Objective: Raise brand awareness in the local community Awareness Tactics: Social media ads, Local event sponsorships, SEO optimization, Google My Business listing, Flyers **Objective:** Generate interest in our services and offerings Interest **Tactics:** Blog content creation, Email marketing campaigns, Customer testimonials, Promotional discounts Objective: Encourage potential customers to consider Claymont Auto Repair for their automotive needs Consideration Tactics: Online reviews management, Virtual tours of the shop, Comparison guides, Educational workshops, Referral rewards program Objective: Convert leads into paying customers Conversion Tactics: Easy online booking system, Transparent pricing structure, Honest and accurate service recommendations, Consistent communication Objective: Retain customer loyalty and encourage repeat business Retention Tactics: Scheduled maintenance reminders, Customer satisfaction surveys, VIP treatment for loyal customers, Social media engagement

At Claymont Auto Repair, our marketing strategy focuses on building and maintaining strong relationships with our customers in the Ballwin area. Our approach is to emphasize our reputation for honest and reliable service, as well as our dedication to providing quality automotive repairs.

Goals

Our primary goal is to increase brand awareness and attract new customers to our shop. We also aim to retain existing customers by providing exceptional service and ensuring their satisfaction with our work.

Primary Channels

Our primary marketing channels include digital advertising, social media, local partnerships, and word-of-mouth referrals. We will use targeted advertising campaigns to reach potential customers in our area and leverage social media

platforms to engage with our community and showcase our services. We will also establish partnerships with local businesses and organizations to increase our visibility in the community and generate referrals.

Budget

Our marketing budget will be allocated towards digital advertising, social media management, and sponsorships with local events and organizations. We will also invest in updating our website and online presence to improve our visibility and attract new customers. By strategically allocating our budget across various marketing channels, we aim to effectively reach our target audience and achieve our marketing goals.

Online Presence

Platform	Description	Importance
HomeStars	A platform for finding and reviewing home service professionals.	Important for showcasing customer reviews and building trust.
Angie's List	A trusted site for finding and reviewing local service providers.	Essential for attracting customers who value reliable services.
Thumbtack	Connects customers with local professionals for various services.	Great for reaching new clients and expanding customer base.
Yelp	A popular review site for businesses in various industries.	Crucial for managing online reputation and gaining feedback.
Nextdoor	A neighborhood-based social networking platform.	Ideal for targeting local customers and fostering community relationships.
Better Business Bureau (BBB)	An organization that sets and upholds high standards for trust in business.	Significant for demonstrating credibility and commitment to customer satisfaction.
Yellow Pages	An online directory for local businesses and services.	Useful for increasing visibility and attracting customers searching for automotive services.
Local Chamber of Commerce Website	A platform promoting local businesses and events within the community.	Valuable for networking with other businesses and gaining exposure among residents.
MechanicAdvisor	A platform connecting users with reputable auto repair shops and mechanics.	Beneficial for enhancing brand reputation and attracting vehicle owners seeking reliable services.
Google My Business	A tool to manage a business's online presence across Google, including Maps and Search.	Crucial for increasing online visibility and attracting local customers through Google searches.

Online Presence

At Claymont Auto Repair, we recognize the importance of having a strong online presence to connect with our customers and showcase our services. We understand that many customers rely on the internet to research and choose auto repair shops, so we aim to provide a user-friendly and informative online experience for our clients.

Website

Our website serves as a central hub for customers to learn about our services, schedule appointments, and contact us with any questions or concerns. The website features a professional design, easy navigation, and detailed information

about the auto repair services we offer. Customers can also find useful resources such as FAQs, tips for vehicle maintenance, and blog posts on automotive topics.

Review Sites

We actively encourage our customers to leave feedback and reviews on popular review sites such as Google, Yelp, and Facebook. Positive reviews help to build trust with potential customers and showcase our commitment to providing excellent customer service and high-quality repairs.

Social Media

We maintain active profiles on social media platforms like Facebook, Instagram, and Twitter to engage with our customers and share updates about our business. We post regularly about promotions, special offers, and industry news to keep our audience informed and interested in our services.

Other Platforms

In addition to our website, review sites, and social media, we also utilize online directories and automotive forums to increase our visibility and reach a wider audience. By actively participating in online communities and platforms related to auto repair, we demonstrate our expertise and dedication to serving our customers in the best possible way.

Social Media

Content Types



20% - Educational

Posts that provide valuable information about car maintenance and repair tips.

20% - Promotional

Posts promoting special offers, discounts, and services at Claymont Auto Repair.

15% - Customer Testimonials

Posts featuring positive feedback and reviews from satisfied customers.

15% - Behind the Scenes

Posts showcasing the daily operations and work environment at Claymont Auto Repair.

30% - Community Involvement

Posts highlighting the company's involvement in local events and initiatives within the community.

Platforms & Strategies

Our social media strategy at Claymont Auto Repair will be focused on building brand awareness, increasing customer engagement, and driving traffic to our website. By consistently sharing valuable content and interacting with our audience, we aim to establish ourselves as a trusted resource in the automotive industry. Our social media platforms of choice will be Facebook, Instagram, Twitter, and LinkedIn.

Social Media Strategy

- 1. **Regularly Post Educational Content**: Share tips on car maintenance, common car issues, and industry news to position ourselves as experts in the field.
- 2. Feature Before-and-After Photos: Showcase the quality of our work by posting photos of vehicles we have repaired.
- 3. **Run Promotions and Discounts**: Create exclusive offers for our social media followers to incentivize them to choose Claymont Auto Repair.

- 4. **Host Q&A Sessions**: Schedule live Q&A sessions on Facebook or Instagram to address customer questions and concerns.
- 5. Share Customer Testimonials: Post testimonials and reviews from satisfied customers to build credibility and trust.
- 6. Highlight Team Members: Introduce our team members through posts and stories to humanize our brand.
- 7. **Create How-To Videos**: Produce DIY videos demonstrating simple car maintenance tasks that customers can do themselves.
- 8. **Engage with Followers**: Respond to comments, messages, and reviews promptly to show we value our customers' feedback.
- 9. **Feature Community Involvement**: Share updates on our involvement in local events and sponsorships to showcase our commitment to the community.
- 10. **Share Behind-the-Scenes Content**: Give followers a glimpse of the inner workings of our shop to create transparency and authenticity.
- 11. **Partner with Influencers**: Collaborate with local influencers in the automotive or lifestyle niche to expand our reach.
- 12. **Run Contests and Giveaways**: Hold contests or giveaways to encourage user participation and increase brand visibility.
- 13. **Create Polls and Surveys**: Use interactive features on social media to gather feedback from customers and tailor our services accordingly.
- 14. **Cross-Promote Across Platforms**: Share content across multiple social media platforms to reach a wider audience and drive traffic to our website.
- 15. **Monitor Analytics and Adjust Strategy**: Track the performance of our social media posts and campaigns to optimize our strategy and achieve our marketing goals.

By implementing these social media marketing ideas, we aim to strengthen our online presence, foster customer loyalty, and ultimately drive growth for Claymont Auto Repair.

SEO & Content

Topic Clusters



20% - Car Maintenance Tips

Useful tips and tricks for maintaining and caring for your vehicle.

15% - DIY Repair Guides

Step-by-step guides for minor car repairs that can be done at home.

25% - Customer Stories

Real-life testimonials and experiences from our satisfied customers.

15% - Industry News

Updates and insights on the latest trends and developments in the automotive industry.

25% - Car Care Products Reviews

Reviews and recommendations for the best car care products on the market.

Keyword Strategy

Keyword	Difficulty	Monthly Searches
auto repair shop	medium	5000
car maintenance services	medium	3000
mechanic near me	high	7000
ballwin MO auto repair	low	1000
claymont auto repair services	medium	1500
automotive repair specialists	high	2000
trustworthy car mechanics	high	2500
reliable auto service	medium	4000

honest car repair shop	high	3000
best mechanic in ballwin	medium	1800
affordable auto maintenance	high	3500
quality car repairs	low	1200
experienced auto technicians	medium	2200
local auto garage	hìgh	2800
engine diagnostics and repair	medium	1900
brake service ballwin MO	low	1000
transmission repair specialists	high	2100
oil change services	medium	4000
car tune-up near me	medium	2300
emergency auto repairs	high	1500

In order to increase visibility and organic traffic to Claymont Auto Repair's website, we will focus on creating relevant and engaging content for our target audience. By implementing effective SEO strategies and back-linking techniques, we aim to improve our search engine rankings and drive more traffic to our site.

Blog Post Ideas:

- 1. **"5 Common Car Maintenance Mistakes to Avoid"**: Educate customers on how to properly maintain their vehicles to prevent costly repairs.
- 2. "The Benefits of Regular Oil Changes for Your Car": Discuss the importance of regular oil changes in extending the life of a vehicle's engine.
- 3. "How to Know When Your Car Needs New Brakes": Provide tips and signs for customers to recognize when their brakes are in need of replacement.
- 4. "The Ultimate Guide to Winterizing Your Car": Share advice on preparing vehicles for the cold winter months to avoid breakdowns.
- 5. "Top 10 Reasons Your Check Engine Light Might Be On": Inform customers about common reasons for the check engine light coming on and when to seek professional help.
- 6. "The Importance of Tire Rotation and Alignment for Vehicle Safety": Explain the benefits of regularly rotating and aligning tires for optimal performance.
- 7. "DIY vs. Professional Auto Repairs: When to Call the Experts": Help customers determine when it's best to tackle repairs themselves or seek professional help.
- 8. "The Myths and Facts About Synthetic vs. Conventional Motor Oil": Debunk common misconceptions about different types of motor oil and their impact on vehicle performance.

- 9. **"How to Prepare Your Car for a Road Trip"**: Offer tips and advice on getting vehicles road-trip ready for a smooth and stress-free journey.
- 10. "The Evolution of Car Technology: What to Expect in Future Vehicles": Explore the latest automotive advancements and how they may impact car maintenance and repair.

SEO Back-linking Ideas:

- 1. **Collaborate with Local Auto Parts Stores**: Create partnerships with nearby auto parts stores to exchange backlinks and promote each other's services.
- 2. **Guest Blogging on Automotive Websites**: Write guest posts for reputable automotive blogs or websites to gain backlinks and increase visibility to a larger audience.
- 3. **Join Online Automotive Forums**: Participate in discussions on popular automotive forums and include links back to Claymont Auto Repair's website in relevant posts.
- 4. **Submit Business Listings to Local Directories**: Ensure the business is listed on local directories like Yelp, Google My Business, and Yellow Pages to improve local SEO and gain backlinks.
- Sponsor Local Car Shows or Events: Sponsor local car events or shows and request backlinks from event organizers or promotional websites.
- 6. **Create Infographics or Videos**: Develop informative infographics or videos related to automotive repair and maintenance to attract backlinks from websites looking for visual content.
- 7. **Connect with Auto Repair Influencers**: Collaborate with influencers in the auto repair industry to gain backlinks from their websites or social media profiles.
- 8. **Write Testimonials for Suppliers or Partners**: Provide testimonials for suppliers or partners in the automotive industry and ask for a backlink in return.
- 9. **Share Blog Posts on Social Media**: Share blog posts on social media platforms to increase visibility and attract backlinks from interested users.
- 10. **Pitch Story Ideas to Automotive Magazines**: Reach out to automotive magazines or publications with story ideas related to car repair and maintenance for potential backlink opportunities.

Digital Marketing

Digital Marketing:

Email

High Level Strategy: Utilize email marketing to keep customers informed of promotions, specials, and company news.

Actionable Marketing Tactics:

- 1. Send out a monthly newsletter with updates and exclusive offers.
- 2. Segment email lists based on customer preferences for targeted campaigns.
- 3. Utilize automation for welcome emails, appointment reminders, and follow-up communications.
- 4. Offer discounts or incentives for signing up for the email newsletter.
- 5. Track and analyze email open rates, click-through rates, and conversions for optimization.

Affiliate

High Level Strategy: Partner with complementary businesses to drive referrals and increase brand awareness.

Actionable Marketing Tactics:

- 1. Create an affiliate program with incentives for referrals.
- 2. Reach out to local businesses for potential collaborations or joint promotions.
- 3. Provide affiliates with tracking links and marketing materials.
- 4. Offer exclusive perks for affiliate referrals.
- 5. Monitor affiliate performance and ROI to adjust strategy as needed.

SEM (Search Engine Marketing)

High Level Strategy: Increase visibility and drive traffic through paid search ads on platforms such as Google AdWords.

Actionable Marketing Tactics:

- 1. Conduct keyword research to identify relevant terms for ad targeting.
- 2. Create compelling ad copy with clear calls-to-action.
- 3. Optimize landing pages to improve user experience and conversions.
- 4. Set up conversion tracking to measure campaign effectiveness.
- 5. Test and iterate ad campaigns based on performance data.

PR (Public Relations)

High Level Strategy: Build a positive brand image and establish credibility through media relations and community involvement.

Actionable Marketing Tactics:

- 1. Develop relationships with local journalists and media outlets for press coverage.
- 2. Host or sponsor community events to engage with customers and support the community.

- 3. Showcase customer testimonials and reviews on the website and social media.
- 4. Partner with industry influencers or experts for endorsements or collaborations.
- 5. Monitor and respond to online reviews and feedback to maintain a positive reputation.

Online Advertising

High Level Strategy: Utilize online advertising platforms such as Facebook Ads and display networks to increase brand visibility and drive conversions.

Actionable Marketing Tactics:

- 1. Target ads based on demographics, interests, and behaviors to reach the desired audience.
- 2. A/B test ad creatives, copy, and targeting to optimize performance.
- 3. Retarget website visitors with personalized ads to encourage repeat visits and conversions.
- 4. Implement tracking pixels to measure ad ROI and attribute conversions.
- 5. Monitor and adjust ad budgets and bids to maximize ROI and performance.

Community Engagement

Community Engagement

Claymont Auto Repair is committed to actively engaging with the local community in Ballwin, MO. We believe that building strong relationships with our neighbors is essential to our success as a business. As a way to give back and show our appreciation for the support we receive, we regularly participate in community events, sponsor local sports teams and donate to charitable organizations in the area.

Partnerships with Local Businesses

We understand the importance of supporting other small businesses in our community. Claymont Auto Repair actively seeks out partnerships with local suppliers and vendors to promote economic growth within Ballwin. By collaborating with other businesses, we are able to strengthen our network and contribute to the overall success of the community.

Educational Workshops

In an effort to empower our customers and educate them about proper car maintenance, Claymont Auto Repair hosts educational workshops on topics such as oil changes, tire care, and basic vehicle repairs. These workshops are open to the public and provide valuable information to help individuals better understand how to keep their vehicles running smoothly.

Community Involvement

Claymont Auto Repair values the feedback and input of our customers. We actively seek out ways to involve the community in decision-making processes and welcome suggestions on how we can improve our services. By listening to the needs of our customers and responding to their concerns, we are able to better serve the community as a whole.

Customer Retention

Customer retention is crucial for the long-term success of Claymont Auto Repair. Here are 6 ideas to enhance customer retention:

Personalized Customer Communications

Enhancing customer relationships through personalized communication strategies.

Key points

- Send customized messages for special occasions or service reminders
- Use customer feedback to tailor communication strategies
- Offer personalized recommendations based on past services

Challenges

- Segmenting customer data for personalization
- Ensuring communication is relevant and timely
- Respecting customer privacy and preferences

☆ Opportunity

- Build stronger connections with customers
- Increase customer engagement and satisfaction
- Improve customer understanding and loyalty

- Invest in customer relationship management (CRM) software
- Train staff on effective communication techniques
- Track customer preferences and interactions for personalized outreach

Convenience Services Expansion

Expanding service offerings to provide convenience and efficiency for customers.

Key points

- Introduce pick-up and drop-off services for repairs
- Offer online appointment scheduling for convenience
- Collaborate with local businesses for additional services like car washes

- Ensuring quality and consistency across all services
- Managing increased workload with expanded offerings
- Communicating new services effectively to customers

✓ Opportunity

- Attract new customers with expanded services
- Increase customer satisfaction with convenient options
- Differentiate from competitors by offering unique services

Execution Strategy

- Conduct market research to identify in-demand services
- Train staff on new service protocols
- Promote new services through website, social media, and in-store signage

Feedback Loop Integration

Creating a feedback loop to gather customer insights and improve service quality.

Key points

- Send post-service surveys to gather feedback
- Implement changes based on customer suggestions
- Acknowledge and thank customers for their feedback

Challenges

- Encouraging customers to provide feedback
- Analyzing and implementing feedback effectively
- Responding to negative feedback in a constructive manner

Opportunity

- Enhance customer satisfaction by addressing feedback
- Identify areas for service improvement through customer input
- Build trust and loyalty by valuing customer opinions

Execution Strategy

- Utilize feedback management tools for data collection
- Train staff on handling customer feedback professionally
- Share feedback-driven improvements with customers through newsletters or social media

Community Engagement Initiatives

Engaging with the local community to build relationships and brand loyalty.

Key points

- Sponsor local events or sports teams
- Participate in charity drives or community clean-up projects
- Host educational workshops or car care clinics for the community

M Challenges

- Identifying relevant community engagement opportunities
- Allocating resources for community initiatives
- Ensuring community engagement aligns with brand values

✓ Opportunity

- Foster a positive brand image through community involvement
- Attract new customers through community events
- Create a sense of belonging and loyalty among local residents

Execution Strategy

- Research local community needs and interests
- Establish partnerships with local organizations
- Promote community events through social media and local advertising



Operations Plan

At Claymont Auto Repair, our operations plan is key to ensuring that we deliver high-quality automotive repair services to our customers in a timely and efficient manner. We have carefully designed our operations to maximize productivity, minimize downtime, and provide exceptional customer service.

Location

Our prime location in Ballwin allows us to easily serve customers in the surrounding communities. We are conveniently situated near major highways, making it convenient for customers to drop off their vehicles for repair. Our spacious facility is equipped with state-of-the-art tools and equipment to handle a wide range of automotive repair needs.

Staffing

We have assembled a team of highly skilled and experienced automotive technicians who are dedicated to providing topnotch service to our customers. Our technicians undergo continuous training to stay up-to-date on the latest automotive technologies and repair techniques. Additionally, our friendly and knowledgeable customer service team is always available to assist customers with any questions or concerns they may have.

Service Offerings

Claymont Auto Repair offers a comprehensive range of automotive repair services, including engine diagnostics, brake repair, transmission services, electrical system repair, and more. We use only high-quality parts and materials to ensure that our repairs are durable and reliable. Our team works diligently to accurately diagnose issues and provide solutions that meet the needs and budget of our customers.

Workflow

Our operations are designed to streamline the repair process and maximize efficiency. When a customer brings their vehicle in for repair, our technicians conduct a thorough inspection to identify any issues. We communicate our findings to the customer, provide a detailed estimate of the repair costs, and obtain approval before proceeding with the work. Our team works together seamlessly to complete repairs in a timely manner, ensuring that customers can get back on the road as soon as possible.

Quality Control

At Claymont Auto Repair, we prioritize quality control in all aspects of our operations. We perform rigorous quality checks throughout the repair process to ensure that our work meets our high standards. We also offer warranties on our repairs to provide peace of mind to our customers. Our commitment to excellence drives us to continually improve and exceed customer expectations.

In conclusion, our operations plan at Claymont Auto Repair is carefully structured to deliver top-notch automotive repair services with a focus on efficiency, quality, and customer satisfaction. By implementing best practices and maintaining

Team & Roles

In the 'team and roles' section of Claymont Auto Repair's business plan, we outline 2 key roles essential for the success of our automotive repair business in Ballwin. Each role is carefully defined with specific responsibilities, qualifications, personal attributes, and driving motivators to ensure a cohesive and efficient team structure.

Service Manager/Advisor

Oversees the daily operations of the service department, ensuring efficiency and customer satisfaction.

Responsibilities

- Manage service appointments and workflow
- Monitor service quality and customer feedback
- Coordinate with technicians and parts department

Typical Cost To Hire

\$60,000 - \$120,000

Personal Attributes

- Organized and detail-oriented
- Customer-focused and problem solver
- Ability to work under pressure

Oriving Motivators

- Providing top-notch service
- Building a loyal customer base
- Leading a successful team

Automotive Technician

Performs diagnostics, maintenance, and repairs on various vehicle systems.

Responsibilities

- Conduct thorough inspections and diagnostics
- Perform repairs following manufacturer guidelines
- Test and verify completed work

Typical Cost To Hire

\$40,000 - \$120,000

② Personal Attributes

- Mechanically inclined
- Team player with a strong work ethic
- Adaptability to changing technology

Driving Motivators

- Solving complex automotive issues
- Keeping up with industry advancements
- Providing reliable service to customers

Our team at Claymont Auto Repair is made up of hardworking individuals who are dedicated to providing excellent service to our customers.

Team Development

Risk Analysis

Risk Analysis

Market Risks

One of the key risks for Claymont Auto Repair is potential competition from other automotive repair shops in the area. In order to mitigate this risk, we will need to continuously monitor our competitors' pricing, service offerings, and customer feedback to ensure that we remain competitive in the market. Additionally, changes in consumer preferences towards electric vehicles or ride-sharing services could also pose a risk to our business. To address this, we will stay informed about industry trends and adapt our services as needed.

Financial Risks

Financial risks, such as fluctuations in the economy or unexpected expenses, could impact Claymont Auto Repair's profitability. To protect against these risks, we will maintain strong financial controls, including regular financial reporting and budget monitoring. We will also establish relationships with multiple suppliers to prevent disruptions in our supply chain and negotiate favorable terms to reduce costs.

Operational Risks

Operational risks, such as equipment breakdowns or employee turnover, could affect our ability to provide timely and high-quality service to our customers. To mitigate these risks, we will invest in regular equipment maintenance and training for our staff to ensure that they are up-to-date on the latest repair techniques. We will also implement contingency plans to address any potential disruptions in our operations.

Regulatory Risks

As an automotive repair shop, Claymont Auto Repair must comply with various regulations and licensing requirements. Failure to adhere to these regulations could result in fines or legal action, which could impact our reputation and financial stability. To manage regulatory risks, we will stay informed about changes in laws and regulations that affect our industry and work closely with legal advisors to ensure compliance at all times.

Reputational Risks

Maintaining a strong reputation is crucial for the success of Claymont Auto Repair. Negative customer reviews, employee misconduct, or data breaches could all damage our reputation and erode customer trust. To mitigate reputational risks, we will prioritize customer satisfaction, invest in employee training and development, and implement robust data security measures to protect customer information.

In conclusion, while there are various risks that could impact the success of Claymont Auto Repair, we are committed to identifying, assessing, and managing these risks effectively. By implementing proactive risk management strategies and maintaining a focus on operational excellence, we are confident that we can navigate challenges and continue to thrive in the automotive repair industry.

Regulatory Compliance

At Claymont Auto Repair, we understand the importance of regulatory compliance in the automotive repair industry. As a business operating in Ballwin, we are committed to upholding all relevant laws and regulations to ensure a safe and ethical work environment for our employees and customers. Our dedication to compliance is integral to our mission of providing high-quality automotive repair services with integrity and excellence.

Licenses and Permits

In order to operate legally in the state of Missouri, Claymont Auto Repair must obtain the necessary licenses and permits. This includes a business license, which authorizes us to conduct business within the city of Ballwin, as well as any additional permits required for automotive repair services. Our team is diligent in ensuring that all licenses and permits are up-to-date and in compliance with state and local regulations.

Environmental Regulations

As an automotive repair shop, Claymont Auto Repair is subject to various environmental regulations aimed at protecting the surrounding environment from the impacts of hazardous waste and pollutants. We are committed to proper disposal and recycling of automotive fluids, batteries, and other materials in accordance with state and federal guidelines. Our facility is equipped with the necessary safeguards to prevent contamination and minimize our environmental footprint.

Safety Standards

The safety of our employees and customers is a top priority at Claymont Auto Repair. We adhere to strict safety standards and best practices in all aspects of our operations, including the use of personal protective equipment, proper handling of tools and equipment, and regular maintenance of our facility. Our team undergoes ongoing training to stay up-to-date on safety protocols and procedures, ensuring a safe and secure work environment for all.

Labor Laws

Claymont Auto Repair complies with all labor laws and regulations set forth by the state of Missouri, including minimum wage requirements, overtime pay, and workplace safety standards. We are committed to providing fair and equitable treatment to our employees, fostering a positive and inclusive work culture. Our team is trained on labor laws and company policies to ensure compliance and accountability in all employment practices.

Conclusion

In conclusion, regulatory compliance is a fundamental aspect of Claymont Auto Repair's operations. We prioritize adherence to all relevant laws and regulations to maintain transparency, uphold ethical standards, and protect the well-being of our employees and customers. By staying informed and proactive in regulatory matters, we strive to operate with integrity and professionalism in all aspects of our business.

INTRODUCED BY ALDERMEN MONTGOMERY, PAVELKO, PISARKIEWICZ, ANDERSON, CUMMINS, NICHOLS, VELTEN AND YOUNG

AN ORDINANCE GRANTING A SPECIAL USE EXCEPTION TO SHELL OIL CO. AND ITS LICENSEE AUTHORIZING THE USE OF CERTAIN PROPERTY FRONTING, ON THE NORTH LINE OF CLAYTON ROAD, WEST OF ITS INTERSECTION WITH KEHRS MILL ROAD IN THE CITY OF BALLWIN FOR THE OPERATION OF A GASOLINE AND OIL FILLING STATION, FOR FRONT YARD PARKING, AND FOR AUTOMOBILE REPAIR NOT INCLUDING A BODY AND/OR PAINT SHOP AS PROVIDED IN ARTICLE XIV OF ORDINANCE NO. 557, THE ZONING ORDINANCE, OF THE CITY OF BALLWIN, MISSOURI.

WHEREAS, a petition has been received from Shell Oil Co. requesting the use of certain property fronting upon the north ine of Clayton Road, west of its intersection with Kehrs Mill Road in the City of Ballwin for certain uses of such property; and

WHEREAS, said petition was duly referred to the Planning and Zoning Commission for its investigation and report; and

WHEREAS, the Planning and Zoning Commission has submitted its report to the Board of Aldermen; and

WHEREAS, due notice of a public hearing before the Board of Aldermen upon said petition was published and posted according to law and ordinance; and

WHEREAS, a public hearing was held before the Board of Aldermen on June 28, 1993 upon said petition; and

WHEREAS, Ordinance No. 668, effective September 9, 1968, has previously been issued for such site; and

WHEREAS, the Board of Aldermen has determined that an establishment for the purposes disclosed above, under certain conditions, would not substantially increase traffic hazards or congestion; would not adversely affect the character of the neighborhood; would not adversely affect the general welfare of the community; would not over-tax public utilities; would not adversely affect public safety and health; is consistent with good planning practice; can be operated in a manner that is not detrimental to the permitted developments and uses in the District; and can be developed and operated in a manner that is visually compatible with the permitted uses in the surrounding area; and

WHEREAS, all applicable matters in Section 2 of Article XIV of Ordinance No. 557, "The Zoning Ordinance", have been adequately provided for; and

WHEREAS, said property is located in the "C-1". Commercial District;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF BALLWIN, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:

Section I. A special use exception, subject to the conditions hereinafter specifically set forth, is hereby granted to Shell Oil Co. to use the above described property for a gasoline and oil filling station and for front yard parking, as is made and provided for in Article XIV of Ordinance No. 557.

Section II. The special use exception hereby issued, and referred to in Section I, is issued to the named permittee only and shall not be assigned nor transferred.

Section III. The special use exception hereby issued and referred to in Section I, shall be valid only if the conditions set forth in the Addendum attached hereto and made a part hereof are observed by permittee or its licensee.

 $\underline{\text{Section IV.}}$ Ordinance No. 668 is repealed in its entirety and this ordinance shall be substituted therefor.

 $\underline{\text{Section V.}}$ This Ordinance shall take effect and be in full force from and after its passage and approval.

PASSED THIS 28 DAY OF _

Killard Glad

RICHARD G. ANDREWS, Mayor

RICHARD G. ANDREWS, May

ATTEST:

Robert Kuntz, Lity Administrator

ADDENDUM TO SPECIAL USE EXCEPTION FOR SHELL OIL CO.

- (1) All tanks and receptacles used for the storage of gasoline or motor vehicle fuels are located below the surface of the ground or grade.
- (2) A final development plan is submitted to and approved by the City Engineer prior to application for and issuance of building and occupancy permits.
- (3) A final development plan shall show:
 - a. All proposed improvements in utilities;
 - b. All easements and existing and proposed right-of-way lines;
 - c. Bearings and distances on all property lines;
 - d. Existing and proposed elevations or contours including street or road pavements;
 - All proposed landscaping, plantings, and screenings and all existing trees and plants which shall remain;
 - f. The location and size of all signs;
 - g. All other conditions of this ordinance.
- (4) The property described by applicants in their application and in this ordinance is developed according to the final development plan as approved by the City Engineer.
- (5) In accordance with Ordinance No. 667, there remains dedicated to the City of Ballwin, for public use forever, a ten (10) foot widening strip along the west side of Kehrs Mill Road, fifty (50) feet wide, running parallel to the entire length of the property as described by applicants in their application, unless otherwise utilized by the City.
- (6) There is dedicated to the City of Ballwin, for public use forever, a twenty (20) foot radius right-of-way rounding the intersection of the existing Clayton Road right-of-way, sixty (60) feet wide, with a proposed west right-of-way line of Kehrs Mill Road, proposed as sixty (60) feet wide, unless already utilized by the City.
- (7) There is granted to the City of Ballwin, for utility and sidewalk purposes, a five (5) foot wide easement along the entire south property line of the property as described by applicants in their application.
- (8) There is no outdoor storage, display, sale or rental of merchandise or equipment including, but not limited to, tires, automobiles, trailers, and other types of equipment or vehicles.
- (9) No pennants, fringes, streamers, flashing lights, pinwheels, advertising flags or similar devices for attracting attention are used or displayed.
- (10) Sign illumination or other lighting is selected and arranged so as not to cast light directly on any public right-of-way or residential area.
- (11) The City Engineer has approved the installation of all lights.

- (12) No vibration, noise, odor, smoke, toxic gases, dirt, dust, fly ash or other forms of particulate matter, radiation, glare or heat shall be emitted in a quantity in excess of that permitted under the provisions of Sec. 1003.163 of St. Louis County Revised Ordinances, 1974, as amended.
- (13) Applicants construct, at their expense, a four (4) foot wide concrete sidewalk, four (4) inches thick, along the South property line of the described property along the west side of Kehrs Mill Road, proposed as sixty (60) feet wide, except at driveway entrances.
- (14) Applicants construct, at their expense, additional road pavements and curbs along the South property line of the described property and along the west line of existing pavement of Kehrs Mill Road north of Clayton Road as may be required by the Board of Aldermen for approval of the final development plan.
- (15) Applicants construct, at their expense, additional storm sewer facilities as may be required by the Board of Aldermen for approval of the final development plan.
- (16) The described property is landscaped and screened and certain existing trees thereon are retained as may be required by the Board of Aldermen for approval of the final development plan.
- (17) Construction and use of driveways on and to Kehrs Mill Road and Clayton Road from the described premises shall be only those that may be required by the Board of Aldermen for approval of the final development plan.
- (18) Proof of the right of petitioners to jointly use the existing drive ways to Claymont Shopping Center shall be filed with the Board of Aldermen before approval of the final development plan.
- (19) No changes to or departures from the final development plan, as approved by the Board of Aldermen, are made which have not received the express approval of the Board of Aldermen in writing.
- (20) The express approval of the Board of Aldermen is obtained in writing for any change, modification, repair, addition to, demolition of or deletion from the building or site improvements.
- (21) The building and site improvements comply in all respects, as to construction and location, to the plans submitted to and approved by the Board of Aldermen prior to the issuance of building and occupancy permits.
- (22) Permittees and their assignees, if any, and their licensees, if any, preserve, maintain and care for the planted and landscaped area presently located between the east line of the tract of land for which this permit is issued and the west line of Kehrs Mill Road, proposed as sixty (60) feet wide, with the exception of driveways as may be required by the Board of Aldermen for approval of the final development plan.

1-

0089Ъ

- (23) No vehicles, equipment or property are parked or stored on the premises for which the permit is issued except private passenger automobiles and non-commercial vehicles which have been serviced, are awaiting service, or are waiting pick-up by the owner, as provided in Article XIV, Section 1 (3).
- (24) All repairs to, lubrication of, and changes of oil of automobiles and vehicles shall be performed inside the enclosed bays of the service station building erected. No vehicle repair shall be made after 10:00 p.m. or before 7:00 a.m.
- (25) Not more than eighteen (18) vehicles shall be parked outside of a fully enclosed building overnight.
- (26) Any lease of any part or all of the described property includes a provision that the lessee agrees to be bound by the conditions of the approved development plan and special use exception for this property.
- (27) A gate shall be placed across the entrance to the chain link fence area with sight-proof slats at the northeast corner of the site. The gate should be sight-proof and securable.
- (28) Permittees shall, within thirty (30) days from the passage and approval of this ordinance, notify the City Engineer of the City of Ballwin, in writing, that the special use exception as provided for herein, is accepted together with all conditions and is clearly understood and will be observed.