



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of February 18, 2026

REVISED - File #026-LTAB-001

APPLICANT: Colleen Therese Kowalski / Michelle Keinz / Gyros House & More, Inc dba Gyros House

LOCATION: 2525 Auburn Street

REQUESTED ACTION: The sale of liquor by the drink (Class L-50) in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District.

EXISTING USE: Restaurant

PROPOSED USE: Restaurant with liquor by the drink and video gaming terminals

DIMENSIONS: See attached Exhibit D.

ADJACENT ZONING AND LAND USES:

| | | |
|--------|-----------|-------------------------------------|
| NORTH: | R-1; | RR tracks, Single-family residences |
| EAST: | C-3; | Carwash on Auburn |
| SOUTH: | C-2, C-3; | Beef a Roo, Taco Bell |
| WEST: | C-3; | On The Way Gas Station |

YEAR 2040 PLAN: C Retail

HISTORY: **File #021-LTAB-010:** The sale of liquor by the drink in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District was on June 28, 2021 for the property located at 2525 Auburn Street. This is the subject property.

File #020-LTAB-012: The sale of liquor by the drink in conjunction with a restaurant and an outdoor beer garden in a C-2, Limited Commercial Zoning District was on July 8, 2020 for the property located at 1132 Auburn Street. This is 12 blocks east of the subject property.

File #017-LTAB-004: The sale of beer and wine by the drink in conjunction with a restaurant and video gaming facility in a C-3, General Commercial Zoning District was approved on March 8, 2017 for the property located at 3605 Auburn Street. This is 10 blocks west of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District.

The Applicants are Colleen Kowalski and Michelle Keinz of Gyros House & More, Inc. Exhibit A shows that the subject property is located on the

northeast corner of Horsman and Auburn Street. The parcel is surrounded by a mixture of commercial and residential uses (Exhibits B & C).

The Applicants are requesting the sale of liquor by the drink in conjunction with a restaurant and video gaming terminals. As part of the review, it is required by the Applicants to submit completed liquor license application along with a business plan. Additional items are presented for the use approval regarding the site and intended business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the site plan. The exhibit shows the layout of the property including parking and landscaping improvements. There are 21 parking spaces. No handicap spaces are shown on the plan but one handicap space does exist on the west side of the building. A restaurant requires 13.3 spaces per 1,000 square feet. Based on the square footage of the building (1,266), 17 parking spaces would be required. Exhibit F is the landscaping plan. This exhibit proposed boxwood, dogwood and burning bush shrubs which were not installed. The site has approximately eight (8) perennial flower plants which do not provide the necessary landscape screening required for this area. It also indicated that three (3) shade trees would be added to the site as well but only two shade trees were installed.

Exhibit G shows the proposed interior floor plan of the restaurant. The kitchen and bathroom area is in the rear of the building. The seating area will consist of four tables with a total of eight (8) seats. The video gaming terminals are shown on the opposite side of the restaurant. There is a proposal of six (6) video gaming terminals.

Exhibit H is the building elevation. There will not be any exterior changes. The building is shaped like a triangle.

Exhibit I is the business plan. The Applicants are in the process of partnering with each other in the Gyro House and More and each will have 50% ownership. The current hours of operation are Sunday through Wednesday 10:00 a.m. to 10:00 p.m. and Thursday through Saturday 10:00 a.m. to Midnight. The new proposal would be Sunday through Thursday 8:00 a.m. to Midnight, and Friday through Saturday 8:00 a.m. to 1:00 a.m. There will not be any entertainment besides the five (5) video gaming terminals, a dart machine and a juke box. There will be security cameras through the business and State Protection Service would be used for surveillance. Exhibit J is the security plan. The plan indicates the training and duties involved with the service will be provided by management and employees; however, the Applicants will review the plan if security becomes an issue.

Exhibit K is a letter from Colleen Kowalski who currently owns The Latham Tap and The Latham West Bar and Grill. The letter specifies the business model will remain intact with minor changes being implemented along the way to grow the business.

Exhibit L is the restaurant menu. The menu consists of appetizers, gyros, tacos, baskets, sandwiches and ribs.

Exhibit M shows the calls of service for the last 24 months indicating there have been 15 calls to the City of Rockford Police Department.

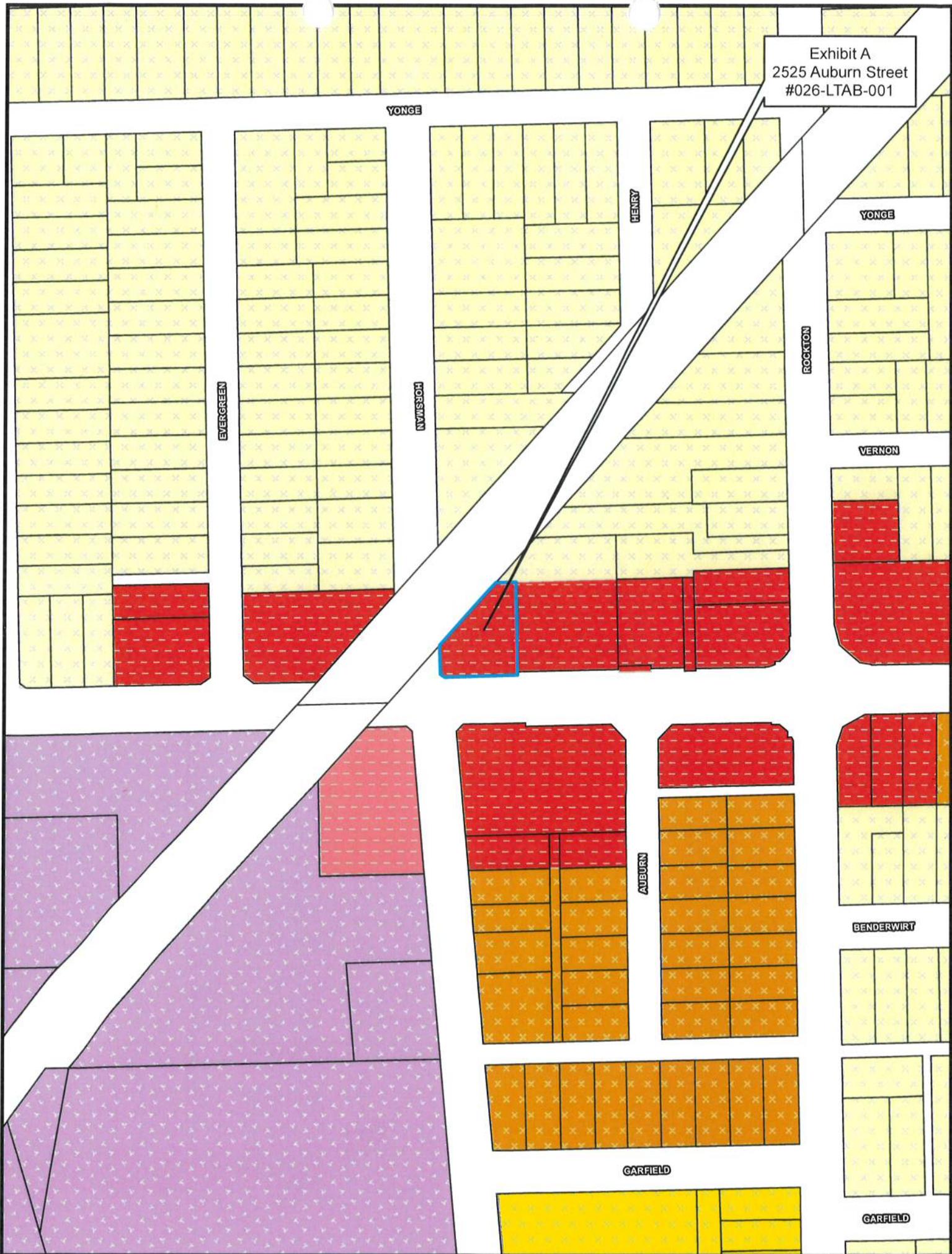
The restaurant will continue with its existing operations of food sales. They had operated with a liquor license and video gaming terminals for several year but recently relinquished their license and gaming terminals. They are looking to once again sell alcohol and provide gaming as a part of their business model. The property will operate similar to other restaurants. Therefore, staff supports this request.

RECOMMENDATION: Staff recommends APPROVAL of the sale of liquor by the drink (Class L-50) in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District, subject to the following conditions:

1. Meet all Applicable Building and Fire Codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. Hours of operation are Sunday through Thursday 8:00 a.m. to Midnight and Friday through Saturday 8:00 a.m. to 1:00 a.m.
4. Window display signage is limited to 20% of window surface area.
5. There shall not be a cover charge, dance floor, DJ's and/or live entertainment.
6. The proposed use shall not operate as a nightclub.
7. The windows shall not be covered with bars or other devices that block the windows.
8. The landscaping must be installed per the previously approved plan by May 1, 2026.
9. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
10. All outstanding general ordinance fines must be paid prior to the issuance of the license.
11. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 02/06/2026

Exhibit A
2525 Auburn Street
#026-LTAB-001



YONGE

EVERGREEN

HORSMAN

HENRY

ROCKTON

YONGE

VERNON

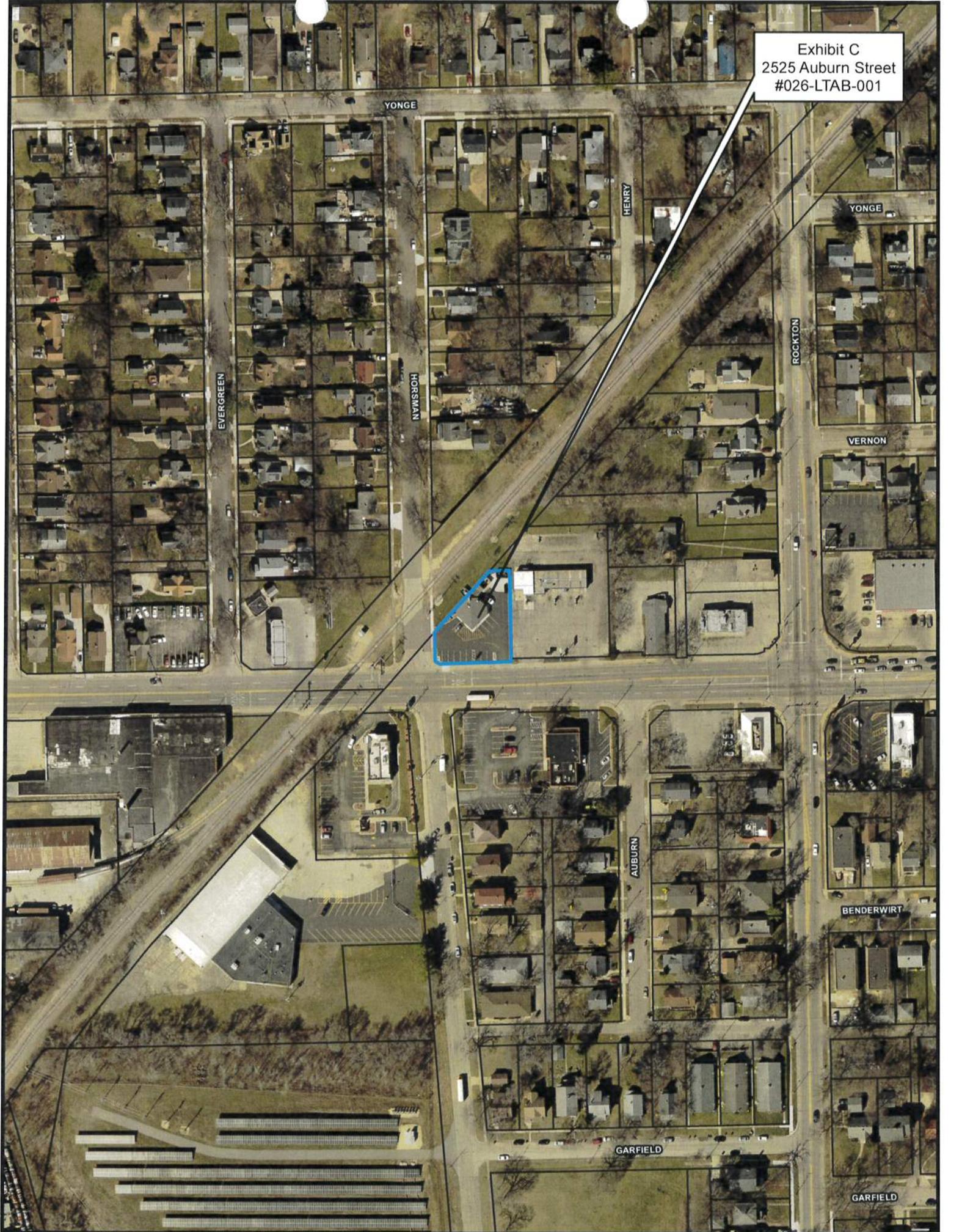
AUBURN

GARFIELD

BENDERWIRT

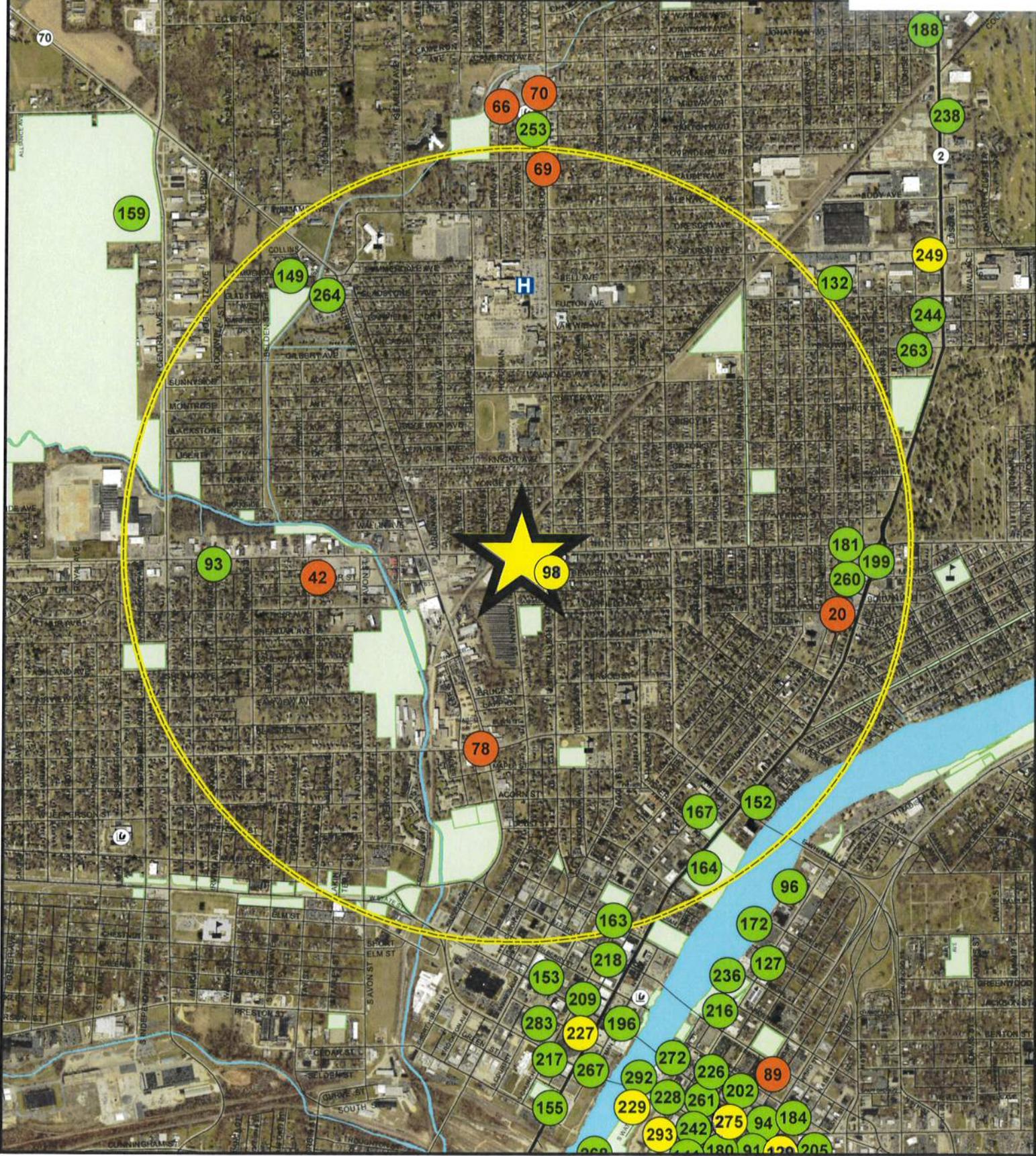
GARFIELD

Exhibit C
2525 Auburn Street
#026-LTAB-001



Gyro House & More, Inc. - 2525 Auburn Street

Exhibit D
2525 Auburn Street
#026-LTAB-001



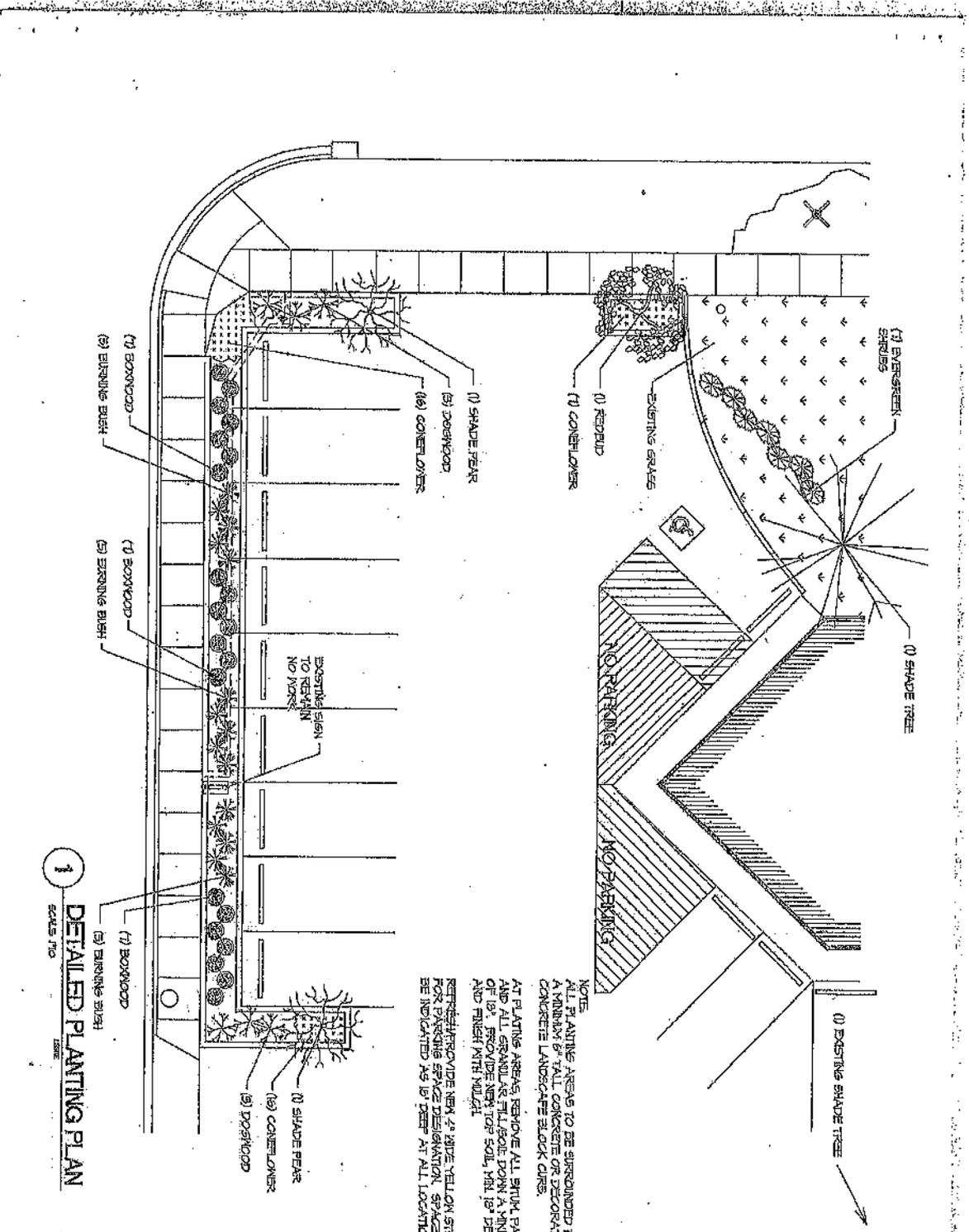
- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS - 2025

2026



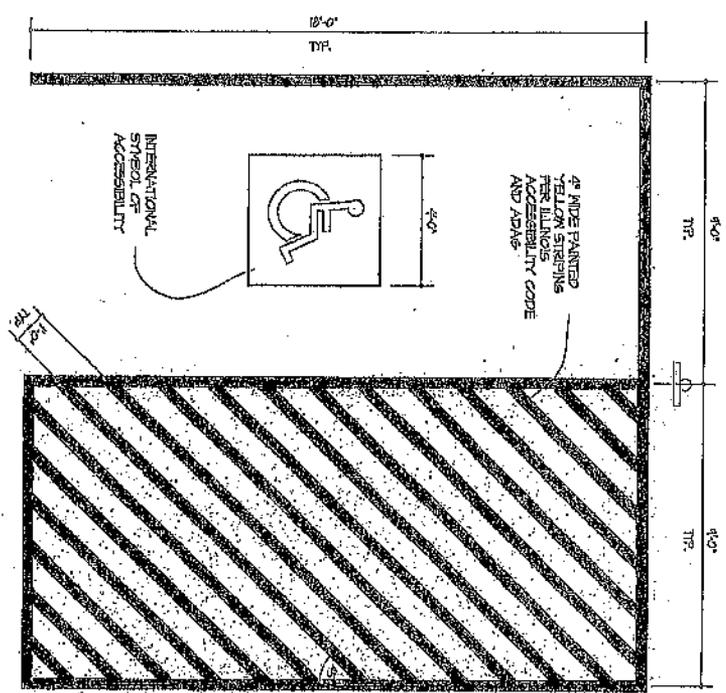


NOTE:
 ALL PLANTING AREAS TO BE SURROUNDED BY
 A MINIMUM 6" THICK CONCRETE OR DECORATIVE
 CONCRETE LANDSCAPE BLOCK CURB.
 AT PLANTING AREAS REMOVE ALL BRUSH TRUNKS,
 AND ALL SPRAWLERS FILL SOLE DOWN A MINIMUM
 OF 6" A. REMOVE ANY TOP SOIL, VAIL 18" DEEP,
 AND FRESH WITH MULCH.
 REPAIR/REMOVE NEW 2" DEEP VAIL ON STRIPES
 FOR PARKING SPACES DESIGNATION SPACES TO
 BE INDICATED AS 18" DEEP AT ALL LOCATIONS.

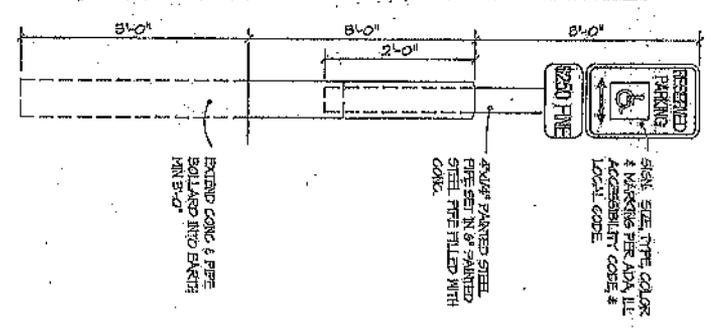
1
 SCALES: 1/8" = 1'-0"
DETAILED PLANTING PLAN



| | | | |
|--|--|------------|---|
| Z2 ARCHITECTS 1122 08-18-2024 | OWNER AND DESIGN PERMIT FOR GYROS HOUSE AND MORE INC | | BELLES FIRM OF architects 2505 Crookshole Court, Suite 501, Rockford, IL 61114 (815) 961-0204 BellesFirm@yahoo.com License No. 184-001868 |
| | 2525 AUBURN STREET ROCKFORD, ILLINOIS | 184-001868 | |



1
 SCALE: NONE
**ACCESSIBLE
 PARKING SPACE**

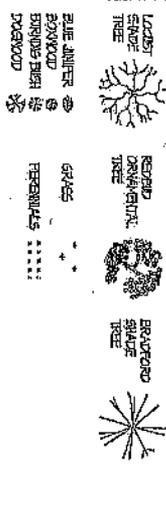


2
 SCALE: NONE
**ACCESSIBLE
 PARKING SIGN**

PLANTING SCHEDULE

| QUANTITY | COMMON NAME | SPECIES NAME | PLANT LBS | PLANT LBS |
|---------------------------|-----------------------------------|--|-----------|-----------|
| 1 | HONEY LOCUST | ST. ESTERIA | - | SHADE |
| 2 | BRADFORD PEAR | TRILAVANTIOS (PERNIS PTERIS CALLISTEFAMA VARIETAL) | - | SHADE |
| 1 | EXISTING | UNSPECIFIED | - | SHADE |
| 1 | EASTERN REDBUD | GENESIS CANNONBUSH | B | 90 |
| 4 | UNSPECIFIED RED 7/16" DIA. DRAGON | GENESIS ALA. THREATS/SMW | B | 90 |
| 21 | BOXWOOD | EXQUIS MICROPHYLLA | 30 | 630 |
| 15 | BURNING BUSH | ALONNARIS ALATIS | B | 225 |
| 30 | CONIFER COVER | EDINACEA PURPUREA | 10 | 300 |
| 1 | BLUE JUNIPER | LIBANUS GIBBERUS SPAGNOLI | 30 | 210 |
| ALONG NORTH PRIORITY LINE | | | | |
| TOTAL LBS PROVIDED | | | | 1405 |

PLANTING KEY



1. 10'0" ACTUAL LT. OF FRONTAGE INCLUDING TWO DRIVEWAYS)
 155.55' x 10' LBS - 1555.55 LBS REQUIRED
 155.55' / 30' = 5.185 SHADE TREES REQUIRED
 1 SHADE TREE PER 10 PARKING SPOTS, 2 SHADE TREES REQUIRED
 1400 SQUARE FOOT BUILDING
 155' CARS PER 1000SF REQUIRED FOR ALL BAR = 14 SPEAKERS REQUIRED
 21 EXISTING

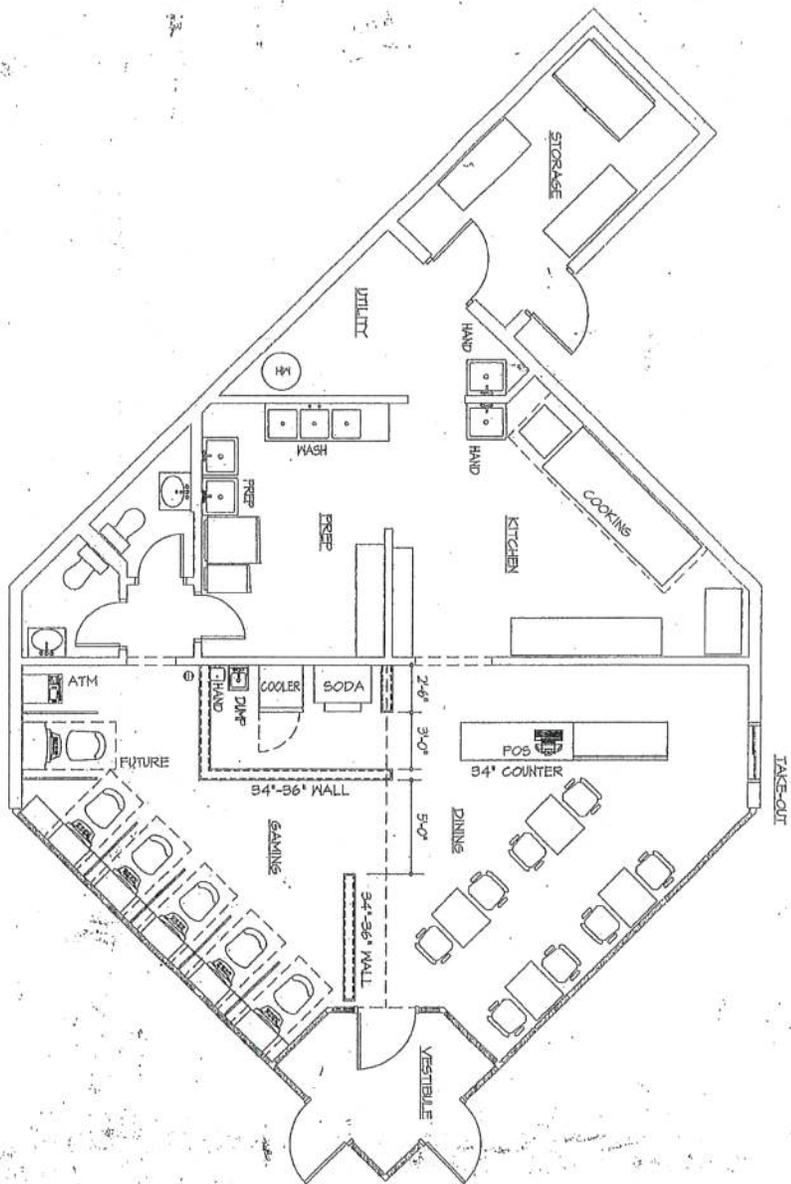
NO BUFFER LANDSCAPE STRIP TO THE EAST
 155' CARS PER 1000SF REQUIRED FOR ALL BAR = 14 SPEAKERS REQUIRED

NO LANDSCAPE BUFFER TO THE NORTH. ZERO LOT LINE. OWNER IS ACTIVELY MAINTAINING / WORKING THE UTILITY AND RAILWAY ROW.
 INTERIOR LANDSCAPING 4000 SF @ 9.55' = 45,400' REQUIRED.
 ACTIVELY MAINTAINING / WORKING THE UTILITY AND RAILWAY ROW.

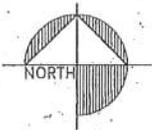
BELLES & TIFORM AT HOME INTERIORS
 2005 Chestnut Court, Suite 101, Rockford, IL 61114
 (815) 961-0504 | info@bellestiform.com
 License No. 184-001858

GAMING AND LOBBY FURNITURE FOR
GYROS HOUSE AND MORE INC.
 2525 AUBURN STREET ROCKFORD, ILL 61103

05-16-2024
 1122
 Z3



1
PROPOSED PLAN
 SCALE: 3/16" = 1'-0"
 1/20/02



| | | | | | |
|--|----------------------------|---------------------------|--|--------------|--|
| DRAWN BY Zheni DATE FILED: 3/1/02 | PROJECT NO. 1122 | DATE 05-16-2004 | CALLING AND LIQUOR PERMIT FOR: GYROS HOUSE AND MORE INC. | | BELLES FIRM OF architecture 2905 Creekside Court, Suite 29, Rockford, IL 61114 (815)-961-0504 BellesFirm@yahoo.com License No. 184-001868 |
| | | | 2526 AUBURN STREET | PIN 11529010 | |

Exhibit G
 2525 Auburn Street
 #026-LTAB-001

Exhibit H
2525 Auburn Street
#026-LTAB-001



EXISTING EXTERIOR
NO CHANGES

1

SCALE: NONE

BELLES FIRM OF
architecture
6957 Olive Creek Road, Suite #2300, Rockford, IL 61114
(815)-961-0504 Fax (815)-963-3108
License No. 184-001868

GAMING AND LIQUOR PERMIT FOR
GYROS HOUSE AND MORE INC

2525 AUBURN STREET ROCKFORD, ILLINOIS

DATE: 05-16-2024
PROJECT NO.: 1122
DRAWN BY: Z4
DWG. FILE: 24

APPLICANT STATEMENT/BUSINESS PLAN

Applicants Colleen Kowalski and Michelle Keitz are in the process of partnering with each other in The Gyro House and More located at 2525 Auburn Street in Rockford, Illinois. Michelle currently has 100% ownership of the business and will be selling 50% of said ownership to Colleen Kowalski. We are seeking a liquor license and gaming license at said location.

Michelle Keinz has been a resident of Rockford since birth. She has been running the day-to-day operations at The Gyro House and More for the past three years. She is also a full-time employee at the Hard Rock casino where she has worked for four years.

Colleen Kowalski has been a resident in the Rockford area for twenty-six years. She is invested in the Rockford community both as a business owner and an investment property owner. She brings experience in successfully running her businesses and will be lending her expertise to help grow the current business at The Gyro House and More.

Hours of Operation: The restaurant/bar will operate as follows:

Sunday - Thursday: 8:00 am to 12:00 am

Friday and Saturday: 8:00 am to 1:00am

Food Service Hours:

The food service hours will be from 10:00 am until 10:00 pm daily. We will continue to use the existing menu which has been provided.

Interior Layout: The interior layout will remain the same, which is detailed on the provided site plan. This includes the kitchen layout.

Parking: The parking area has been updated with new asphalt, curbing and striping as depicted on the provided site plan.

Landscaping: The landscaping has been updated as depicted on the provided landscape detail plan and will remain unchanged.

Entertainment: The restaurant/bar is seeking five video gaming machines. The location has an existing dart machine and juke box which will remain.

SECURITY PLAN

It is the intention of The Gyro House and More to provide a safe environment in which its customers can relax and enjoy our services and to be a conscientious business neighbor who can be regarded as being an asset to the community. Therefore, The Gyros House will institute the following security measures:

Applicants do not intend at the outset to hire any specific security personnel but will review the plan if security becomes an issue.

The employee(s) will also survey the area for any possible altercations. The employee(s) will assess the sobriety and attitude of each patron while being served. Employee(s) will be BASSET trained to have the knowledge to identify signs of intoxication and potentially dangerous behaviors.

Our employee(s) will be proactive in the event that an altercation appears to be imminent. The employee will attempt to diffuse any situation before it escalates to more aggressive behavior. The employee(s) will be trained in ways to approach unruly patrons, including how to talk with someone who may be intoxicated so as to not seem confrontational. Patrons will not be allowed to become unruly or disruptive to other patrons or employees. If a patron is deemed to be unruly, the patron will be escorted off the premises by the employee. The employee(s) will make every reasonable attempt to calm an aggressive patron and to escort that patron from the premises without physical interaction with the patron. The employee(s) will be instructed on preventing overserving of any patron so that potential incidents are limited.

An articulated plan will be in place for controlling and addressing disorderly activity in EACH of the following areas:

- Parking areas utilized by patrons of the licensed premises, by camera
- Public areas immediately adjacent to the licensed premises, by camera
- The interior of the licensed premises, by employee(s) and camera

It is the applicants' intent, consistent with good management practices, to instruct employees to closely observe patrons and to intervene as quickly as possible when patrons may be getting disorderly, intoxicated, and the like. It is our intent, in the interior of the licensed premises, to cause troublesome individuals, who refuse to cooperate, to be ejected from the premises. In the event further trouble is caused, we would quickly call for the assistance of the Rockford Police Department. This would likewise apply to the parking area. Upon learning of serious altercations and/or trouble in the parking areas, the applicants would immediately call for the assistance of the Rockford Police Department.

Parking areas will be monitored periodically in person to ensure that patrons are not loitering in the parking areas or outside of the building.

SECURITY FEATURES

Four cameras will be installed within the establishment with two cameras being installed on the exterior.

Dear Board Members,

My name is Colleen Kowalski. I have been a resident in the Rockford area for twenty-six years and am invested in the Rockford community. I am the current owner of The Latham Tap and Latham West Bar and Grill. I also am the owner of numerous investment properties in Rockford.

It is my intention to invest in and partner with Michelle Keinz in The Gyro House and More located at 2525 Auburn Street in Rockford, Illinois. Michelle has been operating the business for approximately three years and is also currently an employee at the Hard Rock Casino in Rockford. I will be purchasing 50% of the shares for said business and will be contributing my experience as a restaurant/bar owner to help in the management of said business.

The business model will remain intact with minor changes being implemented along the way to help grow the business. Michelle and the current landlord have invested substantial time, resources and money to update and make improvements to the property and the existing building. Michelle and I are seeking both a liquor license and gaming license at this location and are hoping for the approval of board members in our endeavor.

APPETIZERS

- PLUS TAX**
- SMALL FRIES \$3
 - LARGE FRIES \$5
 - BBQ FRIES \$4
 - CHEESE FRIES \$4
 - LOADED CHS FRIES \$12
 - ONION RINGS \$6
 - FRIED MUSHROOMS \$6
 - MOZZARELLA STICKS \$6
 - PIZZA PUFF \$7
 - NACHOS \$7
- (ADD ANY MEAT \$4)
 LETTUCE - CHEESE - TOMATO - ONION
 SOUR CREAM - JALAPENOS PEPPERS
 PICKLES
 GARDEN SALAD / GARDEN MIX \$7
 LETTUCE - TOMATO - ONION - GREEN PEPPER - CHEESE
 (ADD ANY MEAT \$4)

SANDWICHES

- PLUS TAX**
- GYRO \$10
 - GYRO PLATTER \$15
 - 2 FRESH PITAS - GYRO MEAT \$12
 - GYRO CHEESEBURGER \$10
 - CHEESEBURGER \$10
 - MAYO - KETCHUP - MUSTARD - PICKLE \$10
 - ONION - TOMATO - LETTUCE \$10
 - MAXWELL STREET POLISH \$10
 - GRILLED ONIONS - MUSTARD \$6
 - CHICAGO STYLE \$6
 - VIENNA BEEF HOT DOG \$6
 - RELISH - TOMATO - ONION - PICKLE \$6
 - MUSTARD - SPORT PEPPERS \$6
 - ITALIAN BEEF \$15
 - MOZZARELLA CHEESE - MILD OR HOT PEPPERS \$7
 - CRISPY CHICKEN SANDWICH \$7
 - MAYO - LETTUCE - TOMATO \$8
 - FISH SANDWICH \$8
 - LETTUCE - TOMATO - TARTAR SAUCE \$15
 - PHILLY CHEESESTEAK \$15
 - GREEN PEPPER - ONION - CHEESE \$9
 - GRILLED CHICKEN SANDWICH \$9
 - MAYO - LETTUCE - TOMATO \$9

BASKETS

- PLUS TAX**
- 10PC SHRIMP \$14
 - 10PC PARTY WINGS \$14
 - 6PC PARTY WING \$9
 - 4PC TENDER \$8
 - 6PC TENDER \$10

TACOS

- GRILLED CHICKEN \$4
- STEAK (ARRACHERRA) \$4
- 3 TACOS W/ FRIES \$14



PRODUCTS AVAILABLE



- RIBS HALF SLAB \$22 - FULL SLAB \$35
- RIBS SANDWICH W/ FRIES \$14
- SHOULDER W/ FRIES HALF ORDER \$15 - FULL ORDER \$30
- RIBS TIPS W/ FRIES HALF ORDER \$15 - FULL ORDER \$30
- SMOKED CHICKEN LEG QUARTER W/ FRIES \$7



- 2PC CHICKEN W/ 2 SIDES & ROLL \$9
- 4PC CHICKEN W/ 2 SIDES & ROLL \$14
- CHICKEN ONLY
- 8pc \$16
- 12pc \$20
- 16pc \$25
- 50pc \$69
- 100pc \$140

EXTRA SIDES:
 REGULAR \$3 - LARGE \$5



| Event Date | Call Number | Situation Reported | Call Disposition | Location | |
|------------------------|-------------|-----------------------------|--|----------------|----------|
| 01/03/2024 12:08:47 PM | 24-001703 | FOLLOW-UP | RE-ASSIGN/CHANGE OF CALL (UNIT) / LAW/NO - LAW/NO DISPOSITION | 2525 Auburn St | Rockford |
| 03/20/2024 11:05:00 AM | 24-059604 | CIVIL PROCESS | NRPT - NO REPORT | 2525 Auburn St | Rockford |
| 04/25/2024 03:58:19 PM | 24-087632 | ACCIDENT/HIT AND RUN | RPT - REPORT | 2525 Auburn St | Rockford |
| 04/25/2024 03:58:56 PM | 24-087633 | 911 DUPLICATE CALL | DUP - DUPLICATE | 2525 Auburn St | Rockford |
| 05/10/2024 08:14:11 AM | 24-099737 | ACCIDENT PROPERTY DAMAGE | RPT - REPORT | 2525 AUBURN ST | Rockford |
| 06/09/2024 01:04:29 AM | 24-124705 | BATTERY JUST OCCURRED | NRPT - NO REPORT | 2525 Auburn St | Rockford |
| 01/04/2025 08:03:16 PM | 25-002573 | TRAFFIC STOP | ADV - ADVISED / ADV - ADVISED | 2525 Auburn St | Rockford |
| 02/05/2025 03:24:35 PM | 25-024698 | ARMED SUBJECT | NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT | 2525 Auburn St | Rockford |
| 02/20/2025 01:38:44 PM | 25-035044 | 911 GELLULAR HANG UP | 911 CLOSE W/O SEND TO PENDING | 2525 Auburn St | Rockford |
| 09/27/2025 01:17:28 AM | 25-211698 | SUSPICIOUS PERSON | UTL - UNABLE TO LOCATE | 2525 Auburn St | Rockford |
| 11/26/2025 12:48:49 PM | 25-257883 | RK-THREAT/HARASS/STALK | RE-ASSIGN/CHANGE OF CALL (UNIT) / RPT - REPORT / RPT - REPORT / RPT - REPORT | 2525 Auburn St | Rockford |
| 11/26/2025 12:50:23 PM | 25-257885 | 911 DUPLICATE CALL | DUP - DUPLICATE | 2525 Auburn St | Rockford |
| 06/2025 06:33:41 PM | 25-265171 | CRIMINAL DAMAGE | RPT - REPORT | 2525 Auburn St | Rockford |
| 12/06/2025 08:16:50 PM | 25-265230 | DISORDERLY | RPT - REPORT / RPT - REPORT | 2525 AUBURN ST | Rockford |