



Liquor and Tobacco Advisory Board

Meeting Agenda

City Hall, Second Floor
425 E. State Street
Rockford, IL 61104
www.rockfordil.gov

Tuesday, May 19, 2026
6:00 PM

The following represents, in general, the chronological order of proceedings at the City

I. CALL TO ORDER

II. UNFINISHED BUSINESS

26-LTAB-010 - 714 Broadway Applicant Damian Lyman / Lyman [26-00563](#)
Enterprises dba Dolla Dame Smoke Shop, Ward 11

Sale of tobacco products in conjunction with a tobacco store in a C-4,
Urban Mixed-Use District **Laid over from April**

III. NEW BUSINESS

26-LTAB-013 - 3011 Auburn Avenue, Applicant Staci Johnson / [26-00564](#)
Fatdaddy's Gaming Hall LLC dba Fatdaddy's Gaming Hall, Ward 7

Sale of liquor by the drink (Class L50) in conjunction with a video gaming
facility in C-3, General Commercial Zoning District

26-LTAB-014 - 2614 and 2600 Kilburn Avenue, Applicant Somabhai [26-00565](#)
Patel / Shiv Dristi, LLC dba Jasmine Pantry, Ward 7

Sale of packaged liquor (Class PKG) in conjunction with a grocery store in a
C-2, Limited Commercial Zoning District

26-LTAB-015 - 716 and 7XX Indiana Avenue, Applicant Shawn Cox / [26-00566](#)
Elizabeth Cox / Copper Lantern, LLC dba Copper Lantern, Ward 5

Sale of liquor by the drink (Class NG-L) in conjunction with an event space in
an R-4, Multi-family Residential Zoning District

IV. ADJOURNMENT

THE CITY OF ROCKFORD INTENDS TO COMPLY WITH THE INTENT AND SPIRIT OF THE AMERICANS WITH DISABILITIES ACT. IF A SIGN LANGUAGE INTERPRETER, PERSONAL P.A. SYSTEM, OR OTHER SPECIAL ACCOMMODATIONS ARE NEEDED, PLEASE CALL THE LEGAL DEPARTMENT AT (779) 348-7391 AT LEAST 48 HOURS IN ADVANCE, SO WE CAN BE PREPARED TO ASSIST YOU.



PLANNING & ZONING REPORT
Liquor & Tobacco Advisory Board Meeting of May 19, 2026
Laid over from April

File #026-LTAB-010
REVISED

APPLICANT: Damian Lyman / Lyman Enterprises dba Dolla Dame Smoke Shop
LOCATION: 714 Broadway
REQUESTED ACTION: The sale of tobacco products in conjunction with a tobacco store in a C-4, Urban Mixed-Use Zoning District.
EXISTING USE: Vacant
PROPOSED USE: Tobacco store with tobacco products
DIMENSIONS: See attached Exhibit D.

ADJACENT ZONING AND LAND USES:

NORTH: R-2 Single-family residences, Vacant lots
EAST: C-4 Sisavath Meatballs, Siam Asian Market
SOUTH: C-4 Family Dollar
WEST: C-2 Vacant Commercial, McDonald’s

YEAR 2040 PLAN: MU Mixed-Use Development

HISTORY: **File #017-LTAB-013:** The sale of tobacco products in conjunction with a grocery store in a C-4, Urban Mixed-Use Zoning District was approved on June 7, 2017 for the property located at 828 Broadway. This is two blocks east of the subject property.

There is no other relevant history.

REVIEW COMMENTS: The Applicant is requesting the sale of tobacco products in conjunction with a tobacco store in a C-4, Urban Mixed-Use Zoning District. The property is located on the north side of Broadway.

This is a new tobacco store request. The tenant space is currently vacant and, in the past, it has been general retail. The new license application must be reviewed and approved by the Liquor and Tobacco Advisory Board.

As part of this review it is required by the applicant to submit a completed tobacco license application, security plan if applicable, and a business plan. Additional items are presented for the use approval regarding the site and intended business.

A site plan was not provided. Since the property is located within the C-4 District, parking is not required. As shown on Exhibit C, the building was

built at the property line with no on-site parking. There is available on-street parking along Broadway and 4th Street.

~~Exhibit D is the proposed interior floor plan. This plan shows the display cases areas within the tobacco store where merchandise would be available as well as a security desk check in. There will be display racks opposite the display cases area.~~

Exhibit E is the Applicant's business plan. The business name will be Dolla Dame Smoke Shop. There will be no food sales. The security desk will be in place to check customers' ages and verify everyone is over the age of 21. The hours of operation will be Thursday through Saturday 4:00 p.m. to 2:00 a.m., and Sunday 4:00 p.m. to 10:00 p.m.

Exhibit F is the service calls for the last two (2) years. There was one service call for this address.

Exhibit G is the revised interior floor plan and indicates the type of products that will be sold at this proposed establishment. The plan indicates there will be a security desk with a check in for customers to verify everyone is at least 21 years of age. Additionally, there will be a wall mounted TV and a skate board display. The Applicant is showing there will be 9 display cases carrying a variety of products along with clothing in the display window. Display one will feature candles, scent bombs and cleaners. Display two will feature papers, cigars, wraps and rolling trays but no cigarettes. The Applicant indicates the cigars are the 10% tobacco sales. Display three will be vapes and vape pens. Display four will be ashtrays, grinders and bong pieces. Display five will be dabbers and dab accessories. Display 6 will be CBD accessories. Display seven will be medium priced artistic glass. Display eight will be high priced artistic glass and Display nine will be Top Dog artistic glass.

Staff feels this is just a head shop selling a variety of smoking accessories due to the descriptions of what will be sold in the display cases. Two of the standard conditions for tobacco shops or convenience stores going through the Liquor and Tobacco Advisory Board would prohibit these types of products from being sold. Those are 1) The sale of water pipes and "huka" or "hookah" pipes are prohibited, and 2) The sale of rose tubes, airplane-sized bottles (50ml (1.7 ounces) or less) and any other products that can be deemed to be easily manufactured into drug paraphernalia is prohibited. The proposed hours of operation, from 4:00 p.m. to 2:00 a.m. still raise further concerns as well. For these reasons, staff does not support this request.

RECOMMENDATION: Staff recommends **DENIAL** of the sale of tobacco products in conjunction with a tobacco store in a C-4, Urban Mixed-Use Zoning District

SC/BM 4/14/2026

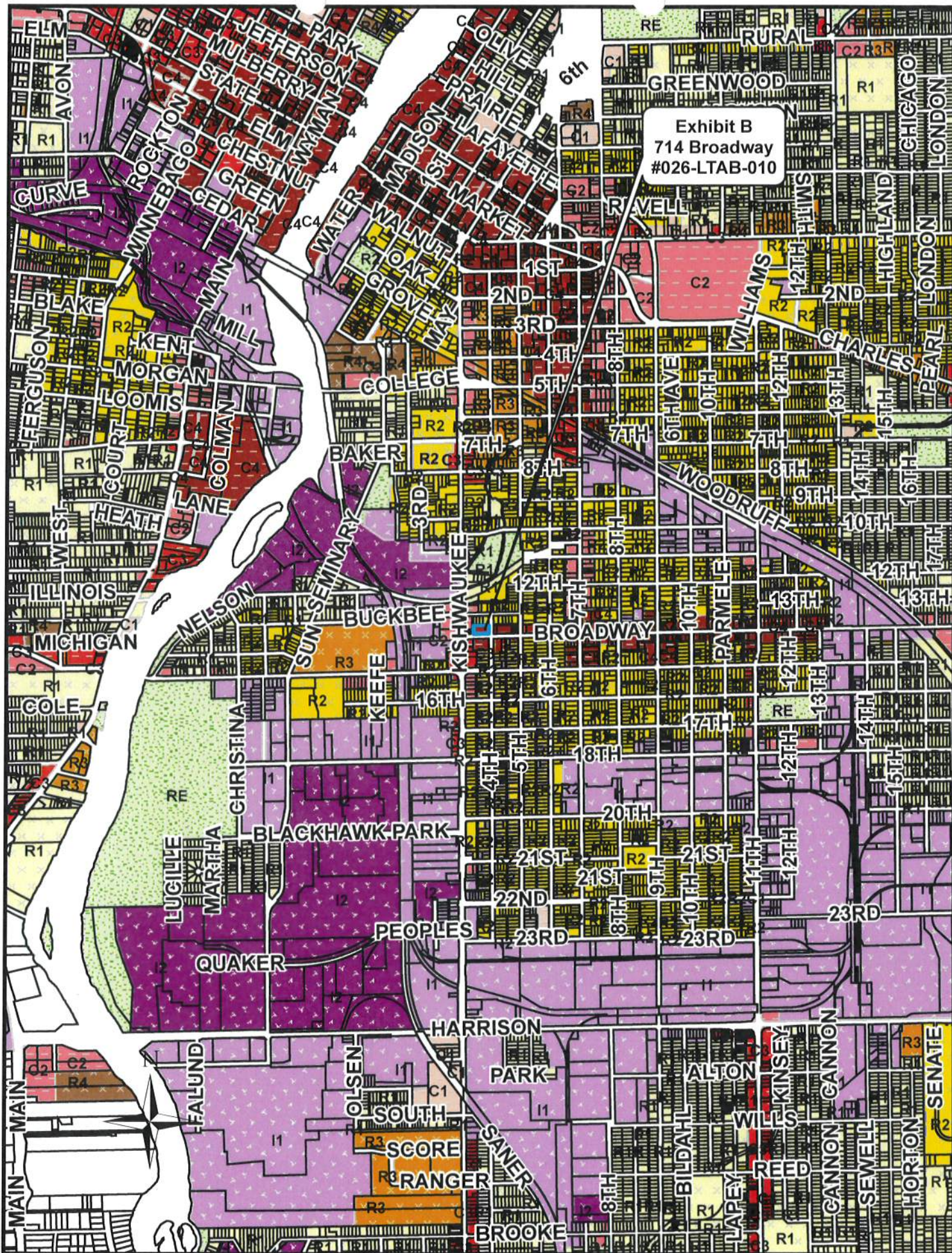




Exhibit C
714 Broadway
#026-LTAB-010

BUCKBEE

KISHWAUKEE

BELLE

LORDEN

4TH

5TH

12TH

BROADWAY

15TH

4TH

16TH

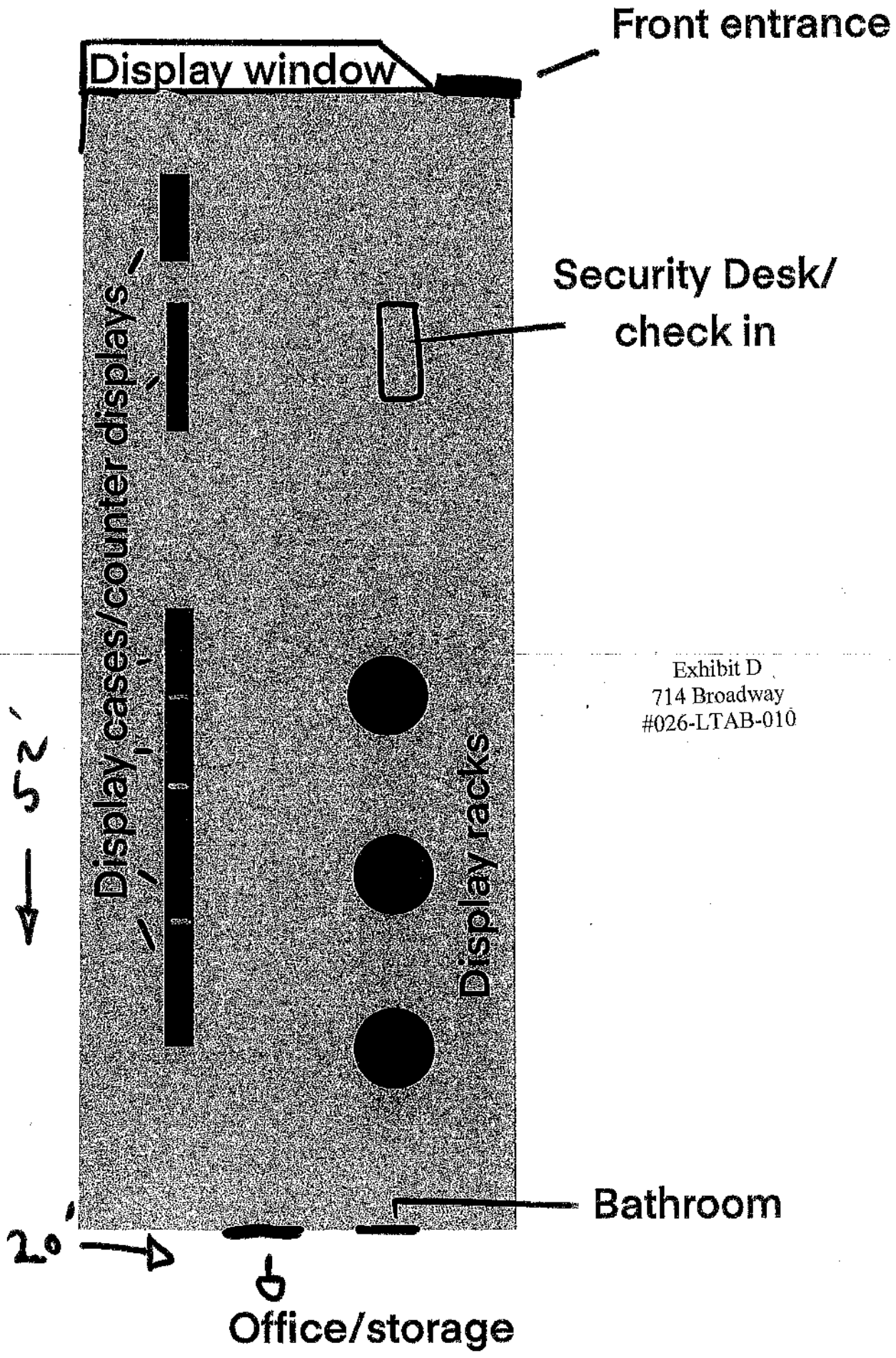


Exhibit D
714 Broadway
#026-LTAB-010

Dolla Dame Smoke Shop

- Security Desk main reason is to verify everyone is above the age of 21

RECEIVED

MAR 18 2026

CITY OF ROCKFORD
LEGAL DEPARTMENT

- No food sales

- Ratio of tobacco sales will be 10%

- Hours of operation

- 4:00 pm - 2:00 am Thursday -
Saturday

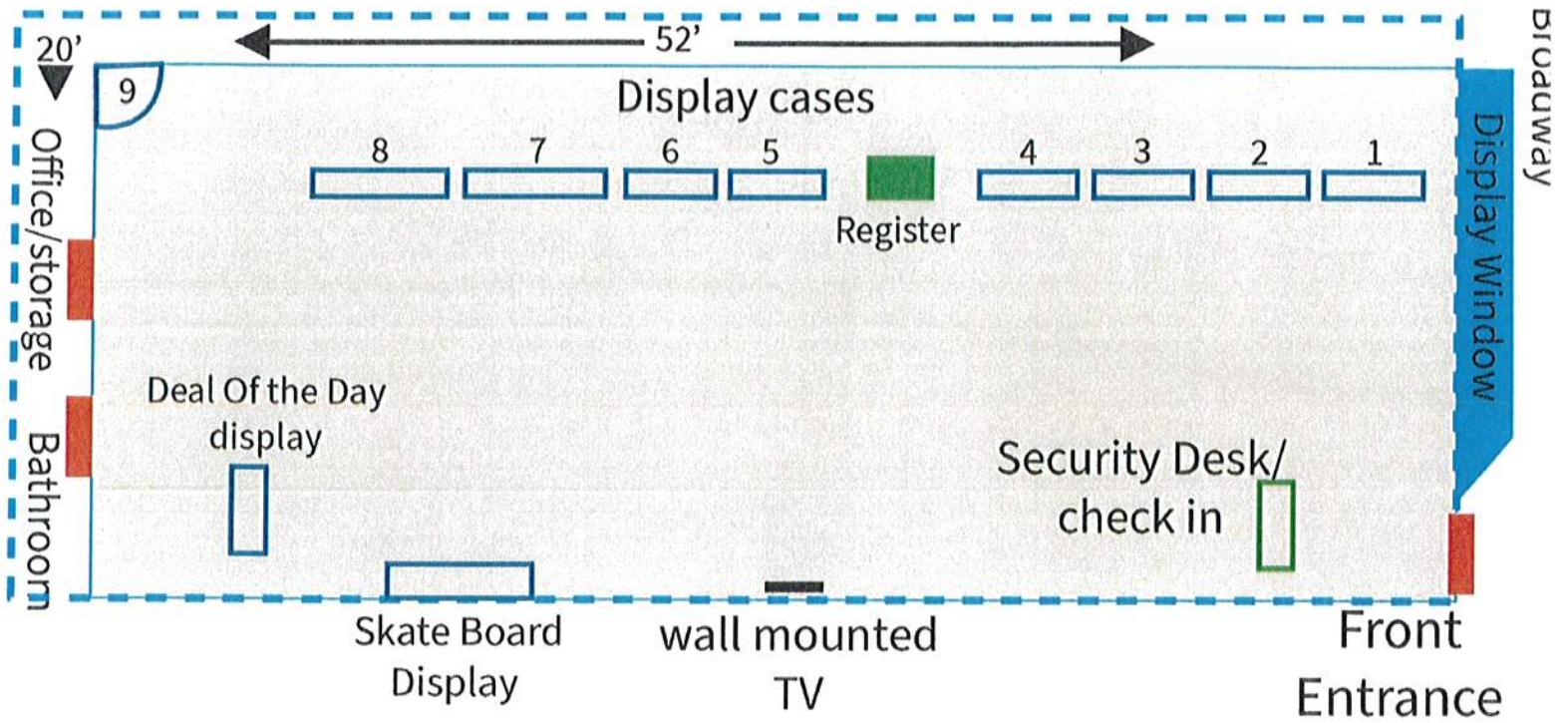
- 4:00 pm - 10:00 pm Sunday

Exhibit E
714 Broadway
#026-LTAB-010

714 BROADWAY

Event Date	Call Numbe	Situation Reported	Call Disposition	Location	City	Commonplace Name
08/28/2025			911 CLOSE W/O SEND TO			
12:30:27 PM	25-187193	911 INFORMATION PENDING		714 Broadway	Rockford	MILDAS Merchandice

Exhibit F
714 Broadway
#026-LTAB-010



Dolla Dame Floor Plan

Front Window

Display clothing brand

First Case (1)

Candle

Spray scent bombs

Cleaners

—Second (2)

Papers, cigars, and wraps

(no loose tobacco, no cigarettes of any kind; this is our 10% tobacco sales)

Rolling trays

—Third (3)

Vapes/Pens

—Fourth (4)

Ashtray

Grinders

Bong pieces

—REGISTER

—Fifth (5)

Dabbers

dab accessories

—Sixth (6)

Cbd accessories

—Seventh (7)

Medium price artistic glass

—Eighth (8)

High prices artistic glass

—corner showcase (9) Key locked

Top dog artistic glass

Exhibit G
714 Broadway
026-LTAB-010



PLANNING & ZONING REPORT
Liquor and Tobacco Advisory Board Meeting of May 19, 2026

File #026-LTAB-013

APPLICANT: Staci Johnson / Fatdaddy’s Gaming Hall, LLC dba Fatdaddy’s Gaming Hall

LOCATION: 3011 Auburn Street

REQUESTED ACTION: The sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District.

EXISTING USE: Vacant building

PROPOSED USE: Video gaming facility with liquor by the drink

DIMENSIONS: See attached Exhibit D

ADJACENT ZONING AND LAND USES:

NORTH:	C-3	Vacant commercial buildings
EAST:	C-3	Vacant KFC, Burger King
SOUTH:	C-3	P & M Body Shop, Lincoln Rent All, Everything Auto
WEST:	C-3	Advance Auto Parts

YEAR 2040 PLAN: C Commercial and Retail

HISTORY: **File 026-LTAB-001:** 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 was approved on March 2, 2026 for the property located at 2525 Auburn Street. This is five (5) blocks east of the subject property.

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 five (5) blocks east of 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 17 blocks east of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District. The subject property is located on the north side of Auburn Street. See Exhibit C.

The building is currently vacant. The last use of the property was retail. The Applicant would like to establish a video gaming facility with liquor sales by the drink. The Applicant is a new business owner, and liquor licenses must be reviewed by the Liquor and Tobacco Advisory Board.

As part of the review, it is required by the Applicant to submit a completed liquor license application and 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 showing the layout of the property. The building is approximately 1,586 square feet which would require a total of six (6) parking spaces. The plan shows six (6) parking spaces including a handicap space. The exhibit shows four (4) shade trees and 15 shrubs.

Exhibit F is the interior floor plan and building elevation. The plan shows 18 doors for coolers, four (4) shelves, office, and a bathroom. The plan does not indicate where tobacco or liquor will be located. Additionally, the plan shows a bar and this request was not for liquor by the drink.

Exhibit G is the interior floor plan and the building elevation. The elevation is from all sides. The building is brick and block masonry. The interior floor plan shows there will be six (6) video gaming terminals and three (3) tables, bar area, bathrooms, utility room and storage room.

The Applicant further indicates how the business will operate as shown in Exhibit H. The facility will have several slot machines. A few snacks, assorted beverages such as soft drinks and alcohol will be served. A menu was not provided by the Applicant. The exhibit indicates that membership fees would be charged which would be prohibited. The Applicant was notified of this and agreed to remove that from the plan. The facility will be open from 6:00 a.m. to 2:00 a.m., Monday through Saturday and closed on Sunday. The exhibit indicates that there will be special events and promotions but does not provide details. These special events and promotions may be prohibited so the Applicant will need to provide more detail on these events.

Exhibit I is the security plan. There will be exterior lighting, video surveillance and at least two security personnel during business hours. The security personnel will have a minimum of five (5) years' experience. The property will have a total of four (4) exterior cameras and three (3) interior cameras.

Exhibit J is the service calls the last two years. There was a total of two (2) calls for service at 3011 Auburn Street.

Staff feels the sale of liquor by the drink in conjunction with a video gaming facility is consistent with other similar establishments. However, Staff feels the hours of operation should be limited. The Liquor and Tobacco Advisory

Board should consider limiting the hours of operation, specifically the closing time. Otherwise, Staff supports this request subject to conditions.

RECOMMENDATION: Staff recommends APPROVAL of the sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District, with the following conditions:

1. Meet all applicable Building and Fire Codes.
2. Compliance with all City of Rockford Liquor codes.
3. Window display signage is limited to 20% of window area.
4. The windows shall not be covered with bars or other devices that block the windows.
5. Submittal of a landscape plan including species of trees and shrubs for staff review and approval.
6. The sale of liquor by the drink shall be in conjunction with a video gaming facility.
7. The hours of operation will be from 6:00 a.m. to 2:00 a.m., Monday through Saturday and closed on Sunday.
8. The use shall not have a cover charge, dance floor, DJs or any live entertainment and special events.
9. The use shall not operate as a nightclub.
10. Submittal of a revised business plan to remove membership fees, special events and promotions for staff's review and approval.
11. Submittal of a menu with proposed snacks, beverages and alcohol.
12. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
13. All outstanding general ordinances fines must be paid prior to issuance of the license.
14. All conditions must be met prior to issuance of license and establishment of use.

SC: BM
05/08/2026



Exhibit A
3011 Auburn Street
#026-LTAB-013

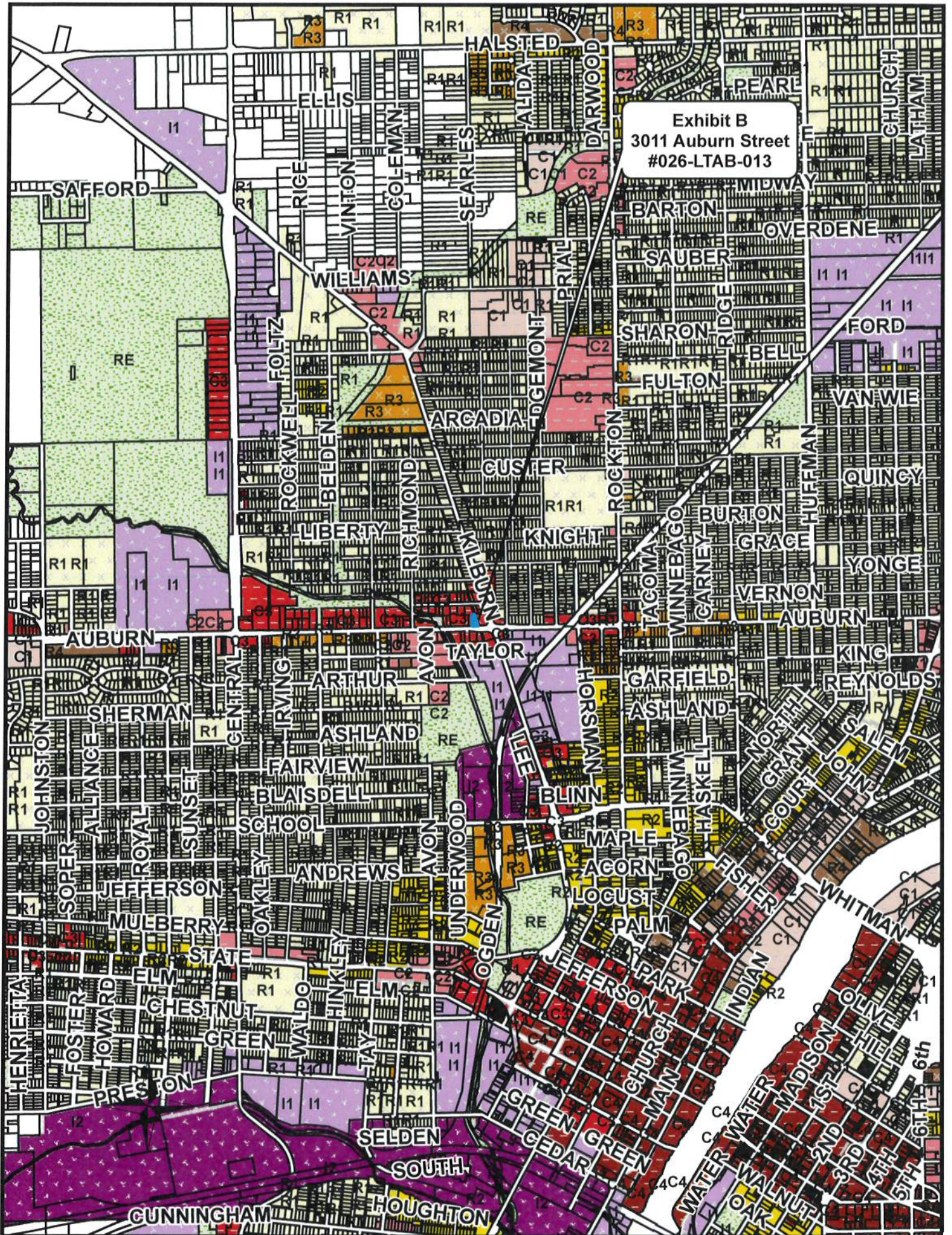


Exhibit B
 3011 Auburn Street
 #026-LTAB-013

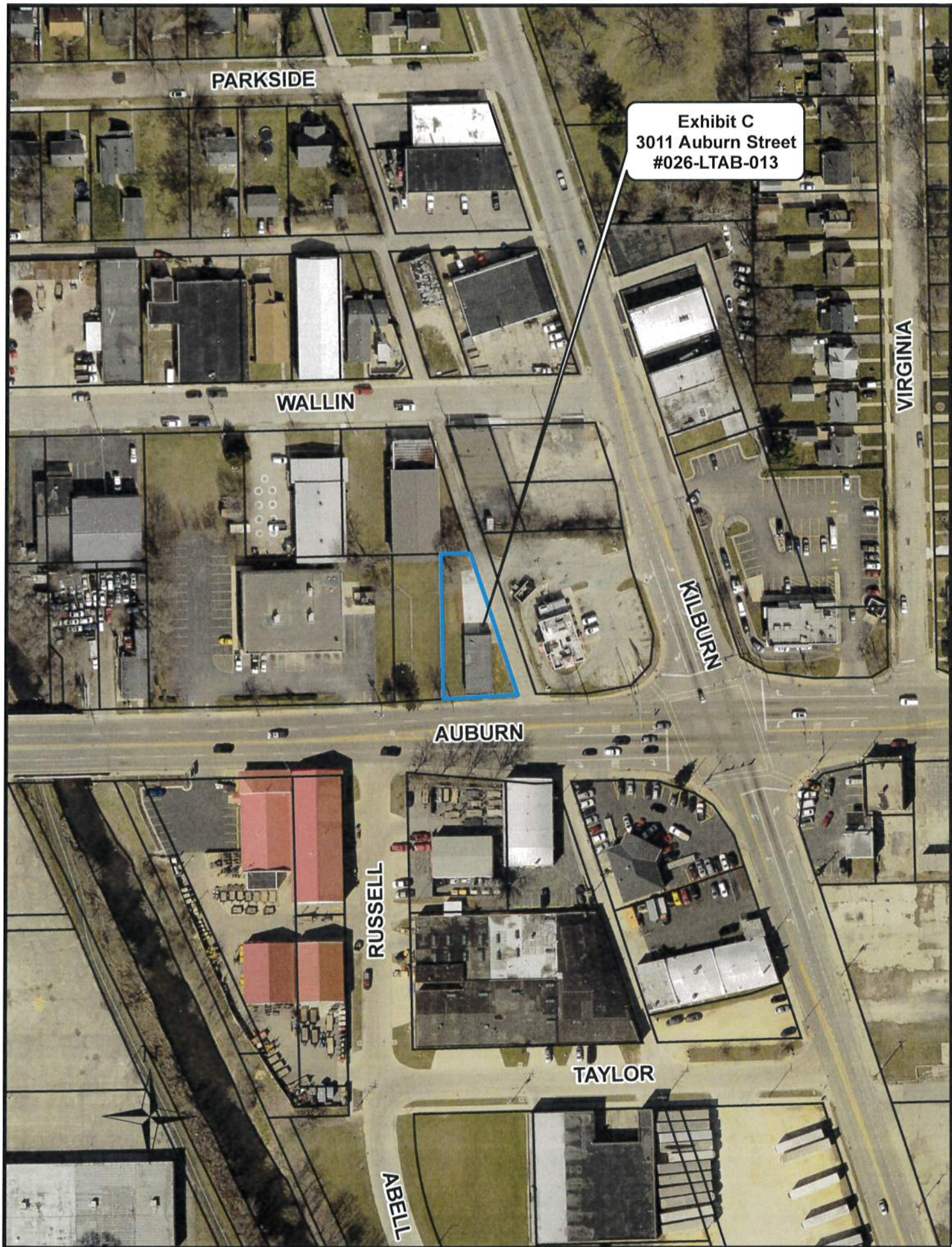


Exhibit C
3011 Auburn Street
#026-LTAB-013

Fatdaddy's Gaming Hall, LLC - 3011 Auburn Street

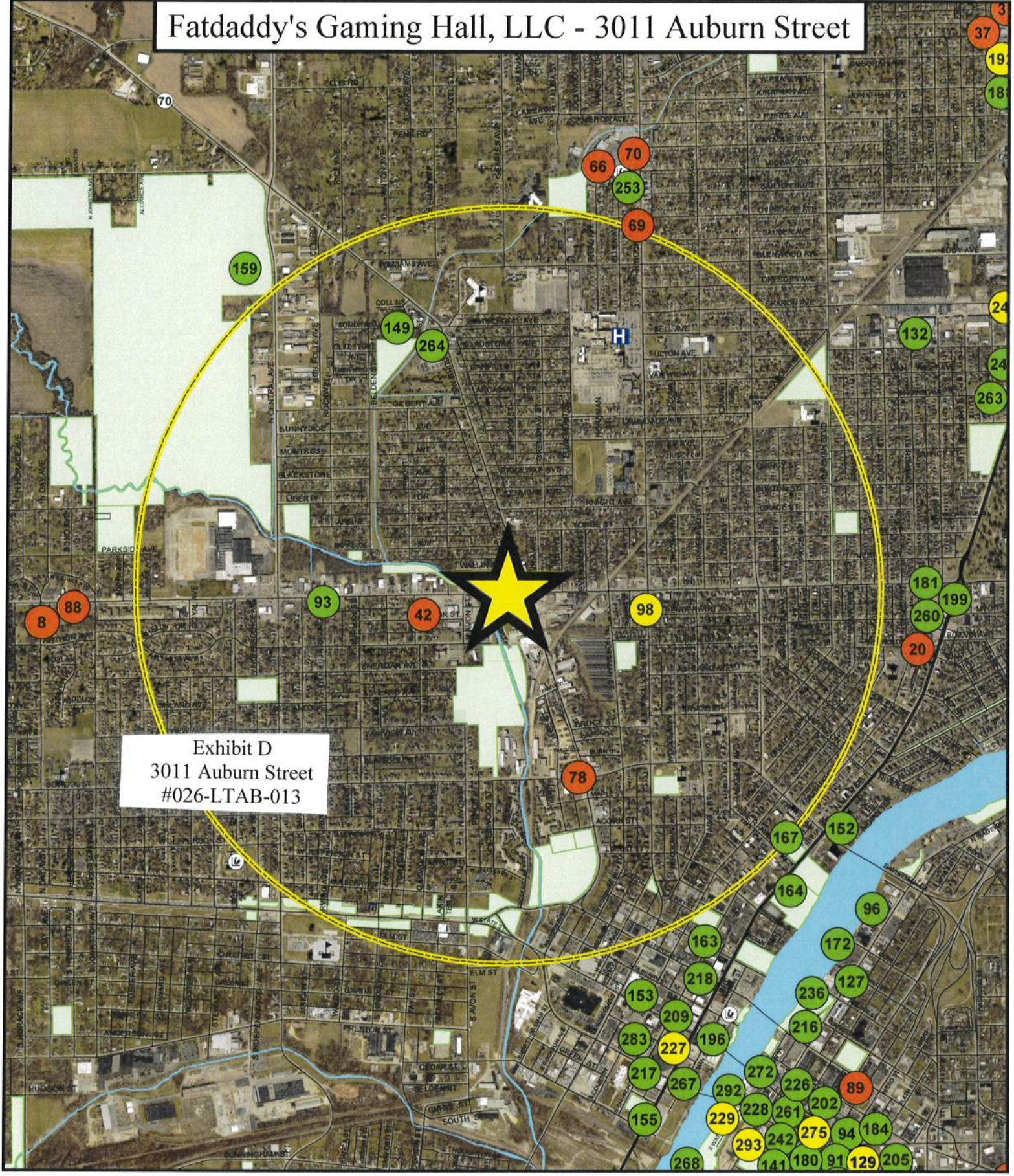


Exhibit D
3011 Auburn Street
#026-LTAB-013

- 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

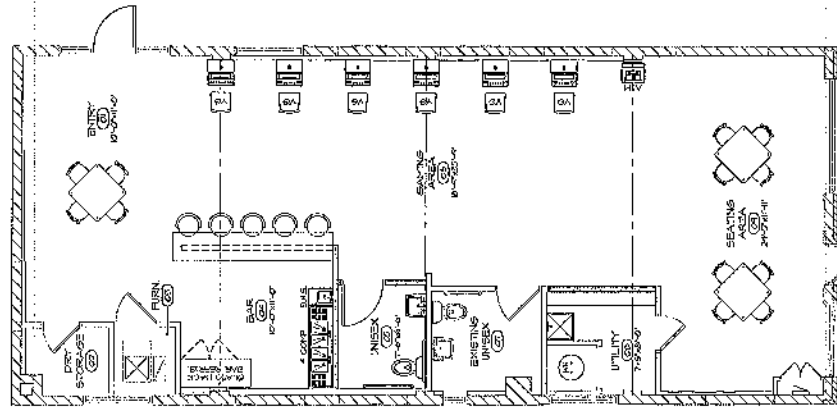


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MAR 24 2026

CITY OF ROCKFORD LEGAL DEPARTMENT

Exhibit F
3011 Auburn Street
#026-LTAB-013



FLOOR PLAN
SCALE 1/8" = 1'-0"

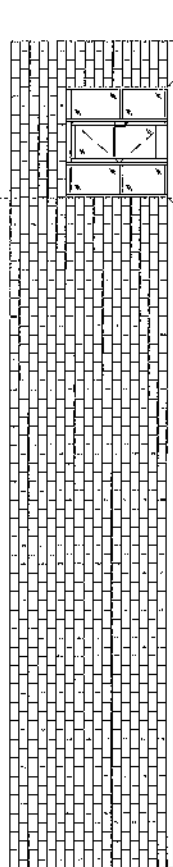
TYPE	REMARKS
1	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
2	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
3	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
4	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
5	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
6	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
7	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
8	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
9	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK
10	1/2" WOOD STUDS @ 16" O.C. FROM TO PLUMB BLOCK

REVISIONS: DATE: 03/24/26 PROJECT #: 105-26

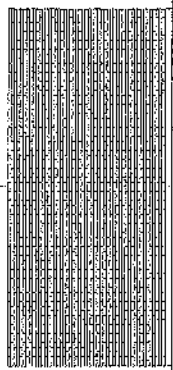
ARCHITECT: JEFFREY A. MYERS, P.C. 10395 GLEN ABBEY CLOSE ROCKFORD, ILLINOIS 61107 (815) 540-5823 jmyers@jchs.com

GENERAL CONTRACTOR: 3011 AUBURN ST. ROCKFORD, IL 61101

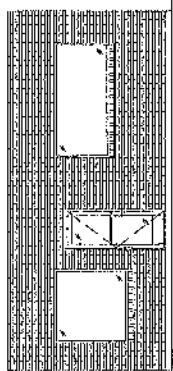
Renovations for: Fat Daddy's Gaming Hall



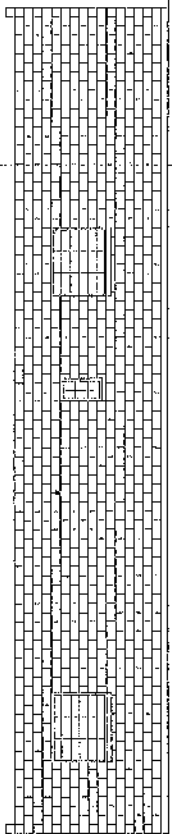
EAST ELEVATION
SCALE 1/8" = 1'-0"



NORTH ELEVATION
SCALE 1/8" = 1'-0"



SOUTH ELEVATION
SCALE 1/8" = 1'-0"



WEST ELEVATION
SCALE 1/8" = 1'-0"

RECEIVED

MAR 24 2026

CITY OF ROCKFORD LEGAL DEPARTMENT

Fatdaddy's Gaming Hall LLC

My Business Plan

Exhibit G
3011 Auburn Street
#026-LTAB-013

Executive Summary

Overview

Fatdaddy's Gaming Hall LLC is poised to address the desire for engaging and entertaining leisure activities in the local community. Customers often face limited options for social gaming experiences and seek a dynamic environment where they can unwind and connect with others.

Customer Problem

In today's fast-paced world, local gaming enthusiasts and casual players often struggle to find venues that offer a comprehensive, interactive experience. They are looking for more than just a place to play—they want a social hub that offers an escape from routine and delivers both entertainment and convenience.

Products / Services

Fatdaddy's Gaming Hall LLC offers an array of services designed to cater to these needs. We provide a well-rounded selection of slot machines, enhancing the gaming experience with comfort and excitement. Additionally, our establishment features a range of snacks and beverages, ensuring that customers can enjoy a complete and satisfying visit.

Business Model

Our revenue streams are diversified to ensure stability and growth. We generate income through gaming revenue from slot machines, and the sales of snacks and beverages. This model allows us to maintain a steady cash flow while maximizing customer satisfaction.

Target Market

Our primary audience includes local gaming enthusiasts and casual players who seek a vibrant, engaging social environment. By focusing on this specific demographic, Fatdaddy's Gaming Hall LLC can provide tailored experiences that resonate deeply with our customers.

Sales/Marketing Strategy

To reach our target market effectively, we focus on social media campaigns and local partnerships. These strategies highlight our special events and promotions, attracting gaming enthusiasts from the surrounding areas. Our goal is to establish a strong community presence and maintain an active engagement with our audience.

Competitive Advantage

Fatdaddy's Gaming Hall LLC distinguishes itself from other entertainment options through a unique blend of gaming excellence and customer-centric service. Our commitment to creating a

welcoming, all-encompassing gaming experience sets us apart and fuels our drive for continuous improvement.

Overview Company

Problem Statement

Fatdaddy's Gaming Hall LLC addresses a significant gap in the local entertainment sector by providing a dedicated space for gaming enthusiasts and casual players. The problem lies in the lack of accessible, engaging entertainment venues that combine gaming with a social atmosphere. Many local residents seek a multifaceted leisure experience where they can enjoy gaming alongside a variety of snacks, beverages, and alcoholic options. However, existing options are either too limited in scope or fail to offer a cohesive environment that caters to both serious gamers and those seeking casual entertainment.

Moreover, the community lacks a centralized hub for gaming events and social gatherings, which can foster connections among enthusiasts. Fatdaddy's Gaming Hall LLC solves this problem by creating an inviting and dynamic space that not only meets the gaming needs of its patrons but also enhances their overall experience through strategic social media campaigns and local partnerships. This approach not only attracts a diverse audience but also builds a loyal customer base, ensuring repeat visits and sustained engagement.

Business Description

Fatdaddy's Gaming Hall LLC is an innovative entertainment hub designed to meet the needs of local gaming enthusiasts and casual players. Situated as a vibrant destination, our business offers an array of slot machines complemented by a selection of snacks, beverages, and alcohol. By focusing on a multi-faceted revenue model, including membership fees, gaming income, and refreshment sales, we address the growing demand for engaging leisure activities in our community.

Fatdaddy's Gaming Hall will be open from 6:00am-2:00am Monday thru Saturday and closed on Sundays. Convenient for the Early risers and the midday and late night owls, we aim to please our customers.

Our establishment not only provides a thrilling gaming experience but also creates a social environment where patrons can unwind and connect. Through strategic social media campaigns and collaborations with local partners, we aim to enhance community engagement and attract a diverse clientele. Special events and promotions are integral to our approach, ensuring that each visit to Fatdaddy's Gaming Hall is unique and memorable. By continually adapting to the

preferences of our audience, we position ourselves as a leader in the local entertainment landscape.

Mission Statement

Fatdaddy's Gaming Hall LLC is dedicated to creating a vibrant and engaging entertainment destination for our community. Our mission is to provide an exhilarating gaming experience that combines the thrill of slot machines with the comfort of a welcoming environment. We aim to foster a sense of community among local gaming enthusiasts and casual players by offering not only exciting gaming options but also a variety of snacks, beverages, and alcohol to enhance their enjoyment. Through strategic social media campaigns and collaborations with local partners, we strive to attract and engage our audience, ensuring memorable experiences enriched by special events. Our commitment is to deliver exceptional service and entertainment, making every visit to Fatdaddy's Gaming Hall a unique and rewarding experience.

Business Model

Product and Services

Fatdaddy's Gaming Hall LLC offers a unique entertainment experience by combining gaming with a vibrant social atmosphere. Our primary product offering centers around state-of-the-art slot machines, designed to appeal to both avid gaming enthusiasts and casual players. These machines are regularly updated to ensure a diverse and engaging selection, providing our patrons with both classic and modern gaming options.

Membership Program

To enhance customer loyalty and engagement, we offer a membership program that provides exclusive benefits. Members enjoy perks such as discounted play rates, priority access to new machines, and invitations to special events. This program not only fosters a sense of community among our patrons but also serves as a consistent revenue stream.

Refreshments and Beverages

Complementing the gaming experience, Fatdaddy's Gaming Hall provides a curated selection of snacks and beverages. Our offerings include a variety of popular snacks, soft drinks, and a well-stocked bar featuring a range of alcoholic beverages. This diverse selection ensures that patrons can enjoy a complete entertainment experience without needing to leave the premises.

Special Events and Promotions

To further enhance the gaming experience, we host regular special events and promotions. These events are designed to attract new customers and retain existing ones, creating a lively and engaging atmosphere. Through strategic partnerships with local businesses, we also offer collaborative promotions that benefit both our patrons and the community.

In summary, Fatdaddy's Gaming Hall LLC is committed to delivering a comprehensive entertainment experience through our diverse range of products and services. By focusing on quality gaming options, exclusive memberships, and a welcoming social environment, we aim to become the preferred destination for gaming enthusiasts in our community.

Additional Features

Fatdaddy's Gaming Hall LLC is committed to enhancing the gaming experience by incorporating additional features that cater to the diverse needs of our clientele. One such feature is the introduction of a loyalty rewards program, designed to incentivize repeat visits and foster customer loyalty. Members can earn points through gameplay and purchases, which can be redeemed for exclusive perks such as free play credits, discounted refreshments, and priority access to special events.

Enhanced Membership Tiers

To further enrich the customer experience, we offer enhanced membership tiers. These tiers provide varying levels of benefits, including personalized service, access to private gaming areas, and invitations to member-only tournaments and events. This structure not only adds value for our customers but also creates an additional revenue stream through tiered membership fees.

Interactive Gaming Experiences

In addition to traditional slot machines, we plan to introduce interactive gaming experiences that incorporate the latest technology. Virtual reality (VR) and augmented reality (AR) games will offer immersive experiences, attracting tech-savvy gamers and providing a unique selling point that differentiates us from competitors.

Community Engagement Initiatives

Fatdaddy's Gaming Hall LLC will also focus on community engagement initiatives, such as hosting local gaming tournaments and charity events. These initiatives not only enhance our brand image but also strengthen our ties with the local community, fostering a sense of belonging and loyalty among our patrons.

By integrating these additional features, Fatdaddy's Gaming Hall LLC aims to provide a comprehensive and enjoyable gaming environment that appeals to both avid gamers and casual visitors, ensuring a memorable entertainment experience for all.

Revenue Model

Fatdaddy's Gaming Hall LLC employs a diversified revenue model designed to capitalize on various aspects of the gaming and entertainment experience. The primary revenue streams include membership fees, gaming revenue from slot machines, and sales of snacks and beverages.

Membership Fees

Membership fees serve as a foundational revenue stream. By offering exclusive benefits and discounts to members, Fatdaddy's Gaming Hall encourages loyalty and repeat visits. This model not only provides a steady income but also fosters a community of dedicated gaming enthusiasts who are more likely to participate in events and promotions.

Gaming Revenue

The slot machines are the centerpiece of Fatdaddy's Gaming Hall, generating significant revenue through gaming activities. With a focus on maintaining a diverse selection of popular and engaging slot games, the hall attracts both seasoned players and casual visitors. The strategic placement and rotation of machines ensure a fresh and exciting gaming experience, maximizing player engagement and revenue potential.

Sales of Snacks and Beverages

Complementing the gaming experience, the sale of snacks, beverages, and alcohol provides an additional revenue stream. By offering a carefully curated selection of refreshments, Fatdaddy's Gaming Hall enhances the overall customer experience, encouraging longer stays and increased spending. The menu is designed to cater to a variety of tastes, ensuring that all patrons find something to enjoy during their visit.

Special Events and Promotions

To further augment revenue, Fatdaddy's Gaming Hall plans to host special events and promotions. These activities are designed to attract new customers and retain existing ones by offering unique experiences that go beyond regular gaming. Collaborations with local businesses and influencers through social media campaigns will amplify the reach and effectiveness of these events, driving additional foot traffic and revenue.

By leveraging these diverse revenue streams, Fatdaddy's Gaming Hall LLC aims to create a sustainable and profitable business model that supports its long-term growth and success.

Market Analysis

Target Market

Fatdaddy's Gaming Hall LLC is strategically positioned to serve a diverse target market within the local community. Our primary audience consists of local gaming enthusiasts and casual players who seek an engaging entertainment experience. These individuals are typically adults aged 21 and over, who enjoy gaming as a leisure activity and are looking for a social environment where they can relax and unwind.

Demographic Profile

Our target demographic includes both men and women, predominantly within the age range of 21 to 55. This group is characterized by a moderate to high disposable income, allowing for discretionary spending on entertainment and leisure activities. Many of our potential customers are employed in various sectors, including retail, hospitality, and professional services, and they value the opportunity to escape their daily routines through gaming and social interaction.

Psychographic Characteristics

Psychographically, our target market comprises individuals who are thrill-seekers and enjoy the excitement that gaming offers. They are typically social, enjoy meeting new people, and appreciate a vibrant atmosphere. This group values convenience and accessibility, making Fatdaddy's Gaming Hall an attractive destination due to its local presence and comprehensive range of offerings, including snacks, beverages, and alcohol.

Geographic Focus

Geographically, our focus is on the local community, with an emphasis on attracting patrons from nearby neighborhoods and towns. Our location is easily accessible, providing ample parking and proximity to other local attractions, which enhances its appeal as a convenient entertainment option.

Behavioral Traits

Behaviorally, our target market is characterized by a preference for interactive and immersive experiences. They are likely to participate in gaming activities regularly and appreciate the opportunity to engage in special events and promotions. Our customers are tech-savvy, often using social media to discover new entertainment options and stay informed about upcoming events at Fatdaddy's Gaming Hall.

By understanding and catering to these specific market segments, Fatdaddy's Gaming Hall LLC aims to create a loyal customer base that appreciates the unique blend of gaming, social interaction, and hospitality that we offer.

Market Size and Segments

Fatdaddy's Gaming Hall LLC operates within the dynamic and growing entertainment and gaming industry. The market size for gaming halls, particularly those offering slot machines, is substantial, driven by a consistent demand for recreational activities and leisure experiences. The US gaming market, valued at approximately \$261 billion, continues to expand, with a noticeable increase in consumer spending on gaming and entertainment. This growth is supported by the proliferation of gaming venues and a cultural shift towards experiential entertainment.

Market Segments

The primary market segments for Fatdaddy's Gaming Hall LLC include:

1. **Local Gaming Enthusiasts:** This segment comprises individuals who regularly engage in gaming activities and are likely to participate in membership programs. These customers are drawn to the strategic and competitive aspects of gaming and appreciate the social environment provided by gaming halls.
2. **Casual Players:** Casual players seek entertainment and relaxation, often visiting gaming halls for social gatherings or spontaneous leisure activities. This segment values the availability of snacks, beverages, and alcohol as part of the overall experience.
3. **Event Attendees:** Special events and promotions attract a diverse audience, including those who may not typically frequent gaming halls. By hosting themed nights and tournaments, Fatdaddy's Gaming Hall can engage this segment, enhancing customer loyalty and increasing foot traffic.
4. **Social Groups:** Social groups, including friends and colleagues, visit gaming halls for group entertainment experiences. These customers are often motivated by the combination of gaming and social interaction, making them ideal targets for group promotions and packages.

By focusing on these segments, Fatdaddy's Gaming Hall LLC aims to effectively capture and retain a diverse customer base, leveraging targeted marketing strategies and local partnerships to maximize market penetration and revenue potential.

Unique Value Proposition

Fatdaddy's Gaming Hall LLC offers a distinctive entertainment experience by combining the thrill of gaming with a welcoming social atmosphere. Our unique value proposition lies in our ability to deliver an immersive environment that Fatdaddays caters to both avid gaming enthusiasts and casual players.

By offering a diverse selection of slot machines and complementing them with a curated menu of snacks, beverages, and alcoholic drinks, we create a space where guests can enjoy leisure and excitement in equal measure.

Risks and Mitigation

Identified Risks

Operating Fatdaddy's Gaming Hall LLC involves navigating a variety of risks inherent to the gaming and entertainment industry. Identifying these risks is crucial to developing effective mitigation strategies. Below are some key risks associated with the business:

Regulatory Compliance Risk

Operating a gaming hall requires adherence to stringent regulations and licensing requirements. Any changes in local, state, or federal gaming laws could impact operations or result in penalties, potentially affecting revenue streams from slot machines.

Financial Risk

The business relies heavily on gaming revenue, membership fees, and the sale of snacks and beverages. Economic downturns or shifts in consumer spending habits could reduce disposable income, impacting customer spending and, consequently, revenue.

Market Competition Risk

The gaming and entertainment industry is highly competitive. New entrants or existing competitors offering similar or enhanced experiences could draw potential customers away. This risk is compounded by the challenge of maintaining customer loyalty in a dynamic market.

Operational Risk

Operational risks include the potential for equipment failure, particularly with slot machines, which could disrupt the gaming experience and lead to customer dissatisfaction. Additionally, managing inventory for snacks and beverages requires efficient supply chain management to avoid shortages or excesses.

Security and Fraud Risk

Ensuring the security of both physical premises and digital transactions is critical. The risk of theft, fraud, or cyber attacks could compromise customer trust and lead to financial losses. Implementing robust security measures is essential to mitigate these risks.

Reputation Risk

Negative publicity, whether from customer experiences or external perceptions, can significantly impact business reputation. Maintaining a positive image through quality service and community engagement is vital to sustaining customer base and attracting new patrons.

Health and Safety Risk

Providing a safe and healthy environment for customers and staff is paramount. This includes adhering to health regulations, especially in light of potential public health crises, which could affect customer turnout and operational capacity.

By identifying these risks, Fatdaddy's Gaming Hall LLC can develop comprehensive strategies to mitigate their impact, ensuring sustainable growth and success in the competitive gaming industry.

Mitigation Strategies

Mitigating risks is crucial for the successful operation of Fatdaddy's Gaming Hall LLC. Our strategies focus on ensuring a safe, engaging, and profitable environment for our patrons and stakeholders.

Financial Risk Mitigation

To address potential financial instability, we will maintain a diversified revenue stream that includes membership fees, gaming revenue, and sales from snacks and beverages. This diversification helps stabilize income and reduces reliance on any single source. Additionally, we will establish a reserve fund to cover unforeseen expenses and ensure liquidity for operational needs.

Regulatory Compliance

Operating within the gaming industry requires strict adherence to legal and regulatory standards. We will implement a comprehensive compliance program, including regular audits and staff training, to ensure all operations meet local and state regulations. This proactive approach will minimize legal risks and enhance our reputation in the community.

Security Measures

Ensuring the safety of our patrons and assets is a top priority. We will install state-of-the-art surveillance systems and employ trained security personnel to monitor the premises. Regular security assessments will be conducted to identify potential vulnerabilities and implement necessary improvements.

Market Competition

To remain competitive, Fatdaddy's Gaming Hall LLC will leverage targeted marketing strategies, such as social media campaigns and local partnerships, to attract and retain customers. By hosting special events and offering promotions, we will enhance customer engagement and loyalty.

Technological Risks

Given the reliance on slot machines and gaming technology, we will invest in regular maintenance and upgrades to prevent technical failures. Partnering with leading technology providers will ensure access to the latest innovations and support, minimizing downtime and enhancing customer satisfaction.

Health and Safety Protocols

In response to public health concerns, we will implement robust health and safety protocols, including regular cleaning, sanitization, and crowd management strategies. These measures will ensure a safe environment, fostering trust and confidence among our patrons.

By implementing these mitigation strategies, Fatdaddy's Gaming Hall LLC aims to navigate potential risks effectively, ensuring a stable and thriving business operation.

Execution

Marketing Plan

Fatdaddy's Gaming Hall LLC's marketing plan is designed to position our brand as the premier entertainment destination for gaming enthusiasts and casual players in the local community. Our strategy leverages a mix of digital and traditional marketing channels to maximize reach and engagement.

Target Market

Our primary audience consists of local gaming enthusiasts and casual players who seek a vibrant atmosphere with gaming, snacks, and drinks. Understanding their preferences and behaviors allows us to tailor our marketing efforts effectively.

Marketing Objectives

- Increase brand awareness within the local community.
- Drive foot traffic to the gaming hall through targeted promotions and events.
- Enhance customer loyalty and retention through engaging experiences and membership benefits.

Marketing Strategies

Social Media Campaigns

We will utilize platforms such as Facebook, Instagram, and Twitter to engage with our audience. Regular posts will showcase upcoming events, promotions, and behind-the-scenes glimpses of our gaming hall. Paid advertising on these platforms will target specific demographics to increase visibility and attract new customers.

Local Partnerships

Collaborating with local businesses and community organizations will enhance our presence and credibility. We aim to partner with nearby restaurants, bars, and entertainment venues to create joint promotions and cross-marketing opportunities. This approach will help us tap into existing customer bases and foster community ties.

Special Events and Promotions

Hosting themed nights, tournaments, and exclusive member events will create buzz and draw in crowds. These events will be promoted through both online and offline channels, ensuring maximum reach. Special promotions, such as discounted membership fees or bundled offers on snacks and beverages, will incentivize visits and increase sales.

Email Marketing

A targeted email marketing campaign will keep our audience informed about upcoming events, promotions, and exclusive offers. Personalized content will enhance engagement and encourage repeat visits, while feedback surveys will help us continually refine our offerings.

Implementation Timeline

Our marketing initiatives will be rolled out in phases, beginning with a pre-launch awareness campaign on social media, followed by the introduction of local partnerships and event promotions. Regular evaluations will ensure alignment with our objectives and allow for adjustments based on market feedback and performance metrics.

By executing this comprehensive marketing plan, Fatdaddy's Gaming Hall LLC aims to establish a strong market presence, foster community engagement, and drive business growth.

Sales Plan

Fatdaddy's Gaming Hall LLC is committed to implementing a robust sales plan that capitalizes on our unique offerings and market positioning. Our primary focus is to drive revenue through three main channels: membership fees, gaming revenue from slot machines, and the sale of snacks and beverages. By leveraging these streams, we aim to maximize profitability and enhance customer engagement.

Membership Sales Strategy

To encourage repeat visits and build a loyal customer base, we will offer tiered membership packages. These packages will include exclusive benefits such as discounted gaming credits, priority access to special events, and complimentary snacks. Our sales team will actively promote these memberships through direct engagement with visitors and targeted social media campaigns aimed at local gaming enthusiasts.

Gaming Revenue Maximization

Slot machines are the cornerstone of our gaming offerings. To optimize gaming revenue, we will regularly update and maintain our machines to ensure a seamless and exciting experience for our customers. Strategic placement of machines and dynamic pricing models will be employed to maximize occupancy and playtime. Additionally, we will host themed gaming nights and tournaments to attract a diverse range of players and boost engagement.

Snack and Beverage Sales

Our snack and beverage sales strategy focuses on providing a diverse and appealing selection to complement the gaming experience. We will offer a variety of snacks, alcoholic beverages, and non-alcoholic drinks, catering to different tastes and preferences. Promotions, such as happy hour specials and combo deals, will be utilized to increase sales volume and enhance customer satisfaction.

Sales Team and Training

Our sales team will undergo comprehensive training to ensure they are knowledgeable about all aspects of our offerings and can effectively communicate value to customers. They will be equipped with tools and techniques to upsell memberships and refreshment packages, fostering a customer-centric environment that drives sales growth.

Technology and Sales Tracking

To support our sales efforts, we will implement a state-of-the-art point-of-sale system that integrates with our membership database and gaming machines. This system will provide real-time sales data, enabling us to track performance, identify trends, and make informed decisions to refine our sales strategies.

By focusing on these key areas, Fatdaddy's Gaming Hall LLC aims to create a vibrant and profitable environment that attracts and retains our target audience while delivering an exceptional entertainment experience.

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CITY OF ROCKFORD LEGAL DEPARTMENT

Security Plan For:

Fatdaddy's Gaming Hall

Exhibit H
3011 Auburn Street
#026-LTAB-013

1. Introduction And Purpose

This document outlines the comprehensive security plan for Fatdaddy's gaming hall. The primary purpose of this plan is to establish clear protocols and procedures to ensure the safety and security of patrons, staff, and property. It defines roles, responsibilities, and response strategies for security personnel to effectively manage the premises, prevent incidents, and address any disturbances in a controlled and professional manner.

2. Security Personnel And Posture

Security operations will be managed by a team of two (2) on-duty security personnel per shift. All security staff must possess a minimum of five (5) years of verifiable experience in security, crowd management, or a related field, with specific training in conflict de-escalation. To maintain a welcoming yet authoritative presence, security personnel will wear casual comfort clothes, such as branded polo shirts and dark trousers, which allow for ease of movement while clearly identifying them as security staff through visible badges or insignia.

3. Physical Security Infrastructure

The physical security of the establishment is supported by a robust infrastructure designed to deter and detect incidents.

3.1 Lighting

The entire exterior perimeter of the building, including all entry points, walkways, and the parking lot, is maintained with very well-lit conditions. Interior lighting is kept at a level sufficient to ensure clear visibility and a safe environment for all patrons and staff.

3.2 Video Surveillance System

A closed-circuit television (CCTV) system provides continuous monitoring of key areas. The system consists of four (4) exterior cameras, one positioned on each side of the building to cover all external facades and approaches. Additionally, three (3) interior cameras are strategically placed to monitor high-traffic areas, cash handling locations, and gaming floors. All footage is recorded and stored for a minimum of 30 days.

4. Patron Management And Incident Response

This section details the procedures for maintaining order and responding to disruptive behavior from patrons in all areas associated with the business.

4.1 Interior Disorderly Conduct

For incidents occurring inside the gaming hall, security personnel will follow a graduated response. The initial approach involves a calm, verbal request for the patron to cease the disruptive behavior. If non-compliant, a firm but polite directive to leave the premises will be issued. Security will escort the individual to the nearest exit, documenting the incident. Physical intervention is used only as a last resort to protect others or prevent property damage.

4.2 Exterior, Parking Lot, And Public Area Incidents

For disturbances in the parking lot or adjacent public areas, security personnel will respond promptly. The primary goal is to move the conflict away from the building and other patrons. Personnel will assess the situation from a safe distance, identify themselves, and issue clear commands to disperse or cease the activity. If the situation involves violence, weapons, or poses an immediate threat, personnel will retreat to a safe position, maintain visual observation, and contact local authorities without direct engagement.

4.3 Escalation And Law Enforcement Notification

Security personnel are authorized to contact local law enforcement immediately under specific circumstances. These include any incident involving a weapon, acts of violence or assault, suspected criminal activity (e.g., drug dealing, vandalism), or when a patron refuses to leave after being trespassed. When calling authorities, personnel will provide a clear location, nature of the emergency, description of involved individuals, and any known weapons.

5. Communication And Documentation

All security personnel are equipped with reliable two-way radios for constant communication with each other and management. Every incident, regardless of severity, must be documented in a daily security log. The log will include the date, time, location, individuals involved, actions taken, and the outcome, including any law enforcement response. This documentation is crucial for liability protection and identifying recurring issues.

6. Training And Review

All security personnel will undergo initial and annual refresher training on this security plan, emphasizing de-escalation techniques, legal boundaries of security work, and emergency response. This plan will be reviewed and updated bi-annually or following any significant incident to ensure its continued effectiveness and relevance.

Call Number	Situation Reported	Case Number	Call Disposition	Location
01/30/202 5 08:41:07 AM	ALARM - BURGLAR	No Case Assigned	0002 - FALSE ALARM - EQUIPMENT /	3011 Auburn St
4 01:39:38 PM	THEFT JUST OCCURRED	No Case Assigned	0002 - FALSE ALARM - EQUIPMENT CALLER CANCELLED	3011 Auburn St

Exhibit I
3011 Auburn Street
#026-LTAB-013



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 19, 2026

File #026-LTAB-014

APPLICANT: Somabhai Patel / Shiv Dristi, LLC dba Jasmine Pantry

LOCATION: 2614 Kilburn Avenue

REQUESTED ACTION: The sale of packaged liquor (Class PKG) in conjunction with a grocery store in a C-2, Limited Commercial Zoning District.

EXISTING USE: Grocery store

PROPOSED USE: Grocery store with packaged liquor

DIMENSIONS: Irregular shape **SQUARE FOOTAGE:** 7.43 acres.

ADJACENT ZONING AND LAND USES:

NORTH:	C-2	Mark’s Tree Care, Drainageway
EAST:	C-2, R-1	Mark’s Tree Care, Vacant commercial
SOUTH:	R-1, RE, & C-2	Single-family Residence, Vacant land, Drainageway
WEST:	R-1	Single-family Residences, Vacant land

YEAR 2040 PLAN: C Commercial and Retail

HISTORY: **File #025-LTAB-036:** The sale of liquor by the drink (Class L50) and the sale of packaged liquor (Class PKG) in conjunction with a restaurant with an outdoor seating area, beer garden and video gaming terminals in a C-2, Limited Commercial Zoning District and R-1, Single-family Residential Zoning District was approved on December 3, 2025 for the subject property. This property is located 325 feet south east of the subject property.

File #014-LTAB-037: The sale of liquor by the drink in conjunction with a restaurant, bar, and video gaming facility with an outdoor beer garden in a C-2, Limited Commercial Zoning District was approved on July 13, 2015 for the property located at 2515 Kilburn Avenue. This property is located 325 feet southeast of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of packaged liquor (Class PKG) in conjunction with a grocery store in a C-2, Limited Commercial Zoning District. Exhibit A shows the subject property is located on the south side of Kilburn Avenue between Summerdale Avenue, Vermont Street and Collin Avenue. The parcel is surrounded by commercial and residential uses (Exhibit B and C).

The Applicant is Somabhai Patel of Shiv Dristi, LLC. Within the Liquor Application, it is indicated that the on-premises day-to-day operation of Jasmine Pantry will be managed by the Applicant. Since the Applicant is a new business owner and has applied for liquor license, a review of the application must be reviewed and approved by the Liquor and Tobacco Advisory Board.

As part of this review it is required by the applicant to submit a completed liquor license application, security plan if applicable, and 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 showing the Anna Shopping Center, parking lot and landscaping. The shopping center is approximately 52,475 square feet and the grocery store occupies 4,310 square feet. Jasmine Pantry requires four (4) parking spaces per 1,000 square feet. A total of 17 parking spaces would be required. Staff feels there is sufficient parking spaces for the grocery store.

Additionally, Exhibit E, is the landscaping plan. The landscaping plan provides for a new 14,356 square feet grass area with 7 shade trees and small areas of perimeter landscaping along Vermont Street, Collins Avenue and Kilburn Avenue.

Exhibit F shows the interior floor plan. The grocery store consists of main aisles, the outer walls, and counters (Exhibit F). Exhibit F shows that main aisles consist of eight (8) shelves for general grocery items, auto items, hard liquor, beer and wine. The outer walls consist of a beer and wine cooler, soda cooler, soda fountain, and front counter and office with tobacco, hard liquor, clothing, incense and candy. The remaining portions of the grocery store consist of a cases area, restroom, dry storage and utility room.

Exhibit G shows the existing front elevation.

Exhibit H is the Business Plan submitted by the Applicant. The Applicant states that Jasmine Pantry has been locally operated since October 2025 and has established itself as a reliable neighborhood convenience and food retail location. The business itself has been established since 2008. The food service will remain the primary function of the business. The hours of operation will be 7 days a week, Monday through Thursday, 7:00 a.m. to 10:00 a.m. Friday and Saturday, 7:00 a.m. to 12:00 a.m. (midnight) and Sunday 7:00 a.m. to 10:00 p.m. The Applicant states, "the projected sales will be 50%-60% food and grocery sales, 15%-20% alcohol sales and 10%-20% video gaming" (Exhibit H). The Applicant indicates on the liquor application that there will be 20% food sales, 30% alcohol sales, 30% general merchandise and 20% gaming revenue.

Exhibit I is the security plan submitted by the applicant. There will be 20 cameras on the interior and exterior of the building, existing decorative metal grills covering all glass areas of the premises and a burglar alarm system for afterhours coverage monitored by ADT. Additionally, the applicant will implement a Security Emergency Action Plan for security related emergencies.

Exhibit J is the service calls the last two years. There was a total of 31 service calls for 2614 Kilburn Avenue.

There were a few items that would need to be addressed prior to issuance of a liquor license. The business has existing decorative metal grills covering all glass areas of the premises. A standard condition of approval for all liquor and tobacco licenses is to not allow bars on the windows as they are uninviting and provide a sense that you are not in a safe area. Additionally, the submitted interior floor plan identifies a video gaming area. However, staff has determined that video gaming terminals are not permitted as this is a convenience store and not a restaurant. A revised interior floor plan must be submitted removing the gaming area for staff to review and approve.

Staff believes this request is reasonable and within the spirit and intent of the Ordinance and recommends approval of this request subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of the sale of packaged liquor (Class PKG) in conjunction with a grocery store in a C-2, Limited 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 and Tobacco Codes.
3. Submittal of a revised interior floor plan that includes the removal of the gaming area for Staff review and approval.
4. The hours of operation and days will be limited to Monday through Thursday 7:00 a.m. to 10:00 a.m., Friday and Saturday, 7:00 a.m. to 12:00 a.m. (midnight) and Sunday 7:00 a.m. to 10:00 p.m.
5. ~~There shall be no single serving sales of beer or wine in volumes of 16 oz. or less~~
6. The sale of rose tubes, airplane-sized bottles (50 ml (1.7 ounces) or less) and any other products that can be deemed to be easily manufactured into drug paraphernalia is prohibited.
7. The sale of water pipes and "huka" or "hookah" pipes are prohibited.
8. Window display signage is limited to 20% of window area.
9. There shall not be temporary exterior signage.
10. The windows shall not be covered with bars or other devices that block the windows.
11. The windows shall not be covered by a film.
12. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
13. All outstanding general ordinance fines must be paid prior to the issuance of the license.
14. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 05/8/2026

VINTON

WILLIAMS

Exhibit A
2614 Kilburn Avenue
#026-LTAB-014

GLENWOOD

COLLINS

SUMMERDALE

VERMONT

SUMMERDALE

SUMMERDALE

BELDEN

GLADSTONE

GLADSTONE

KILBURN

GARFIELD

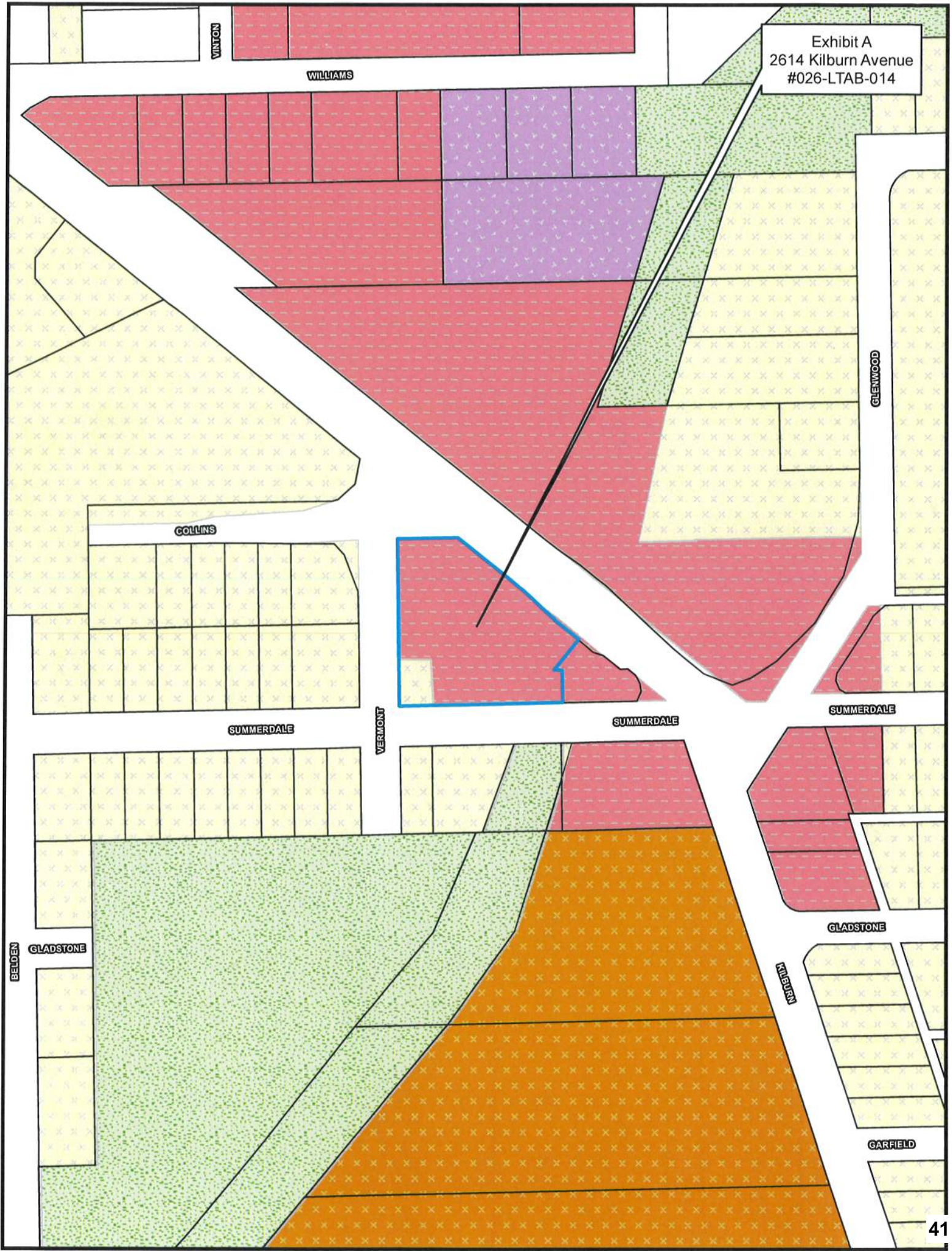


Exhibit B
2614 Kilburn Avenue
#026-LTAB-014

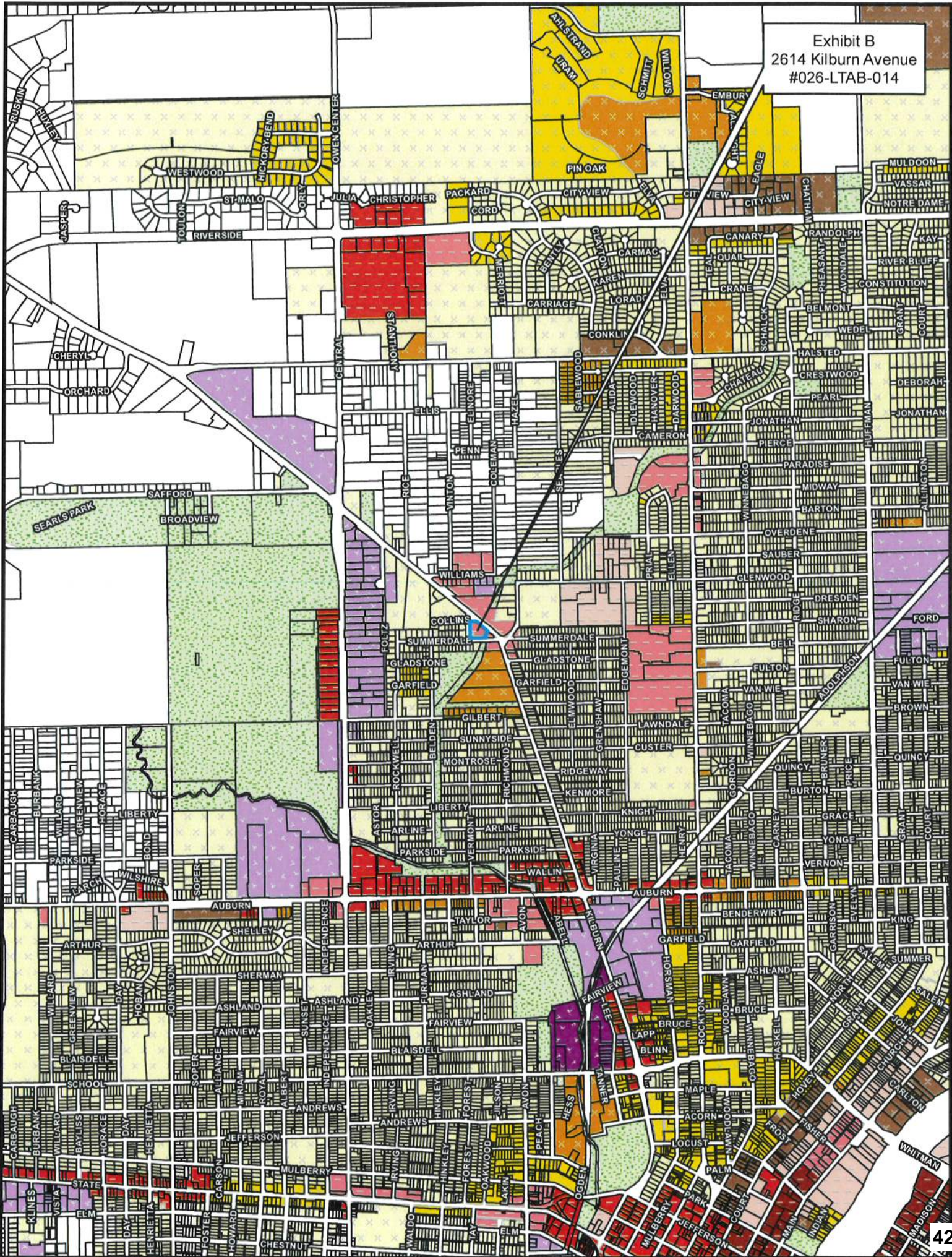
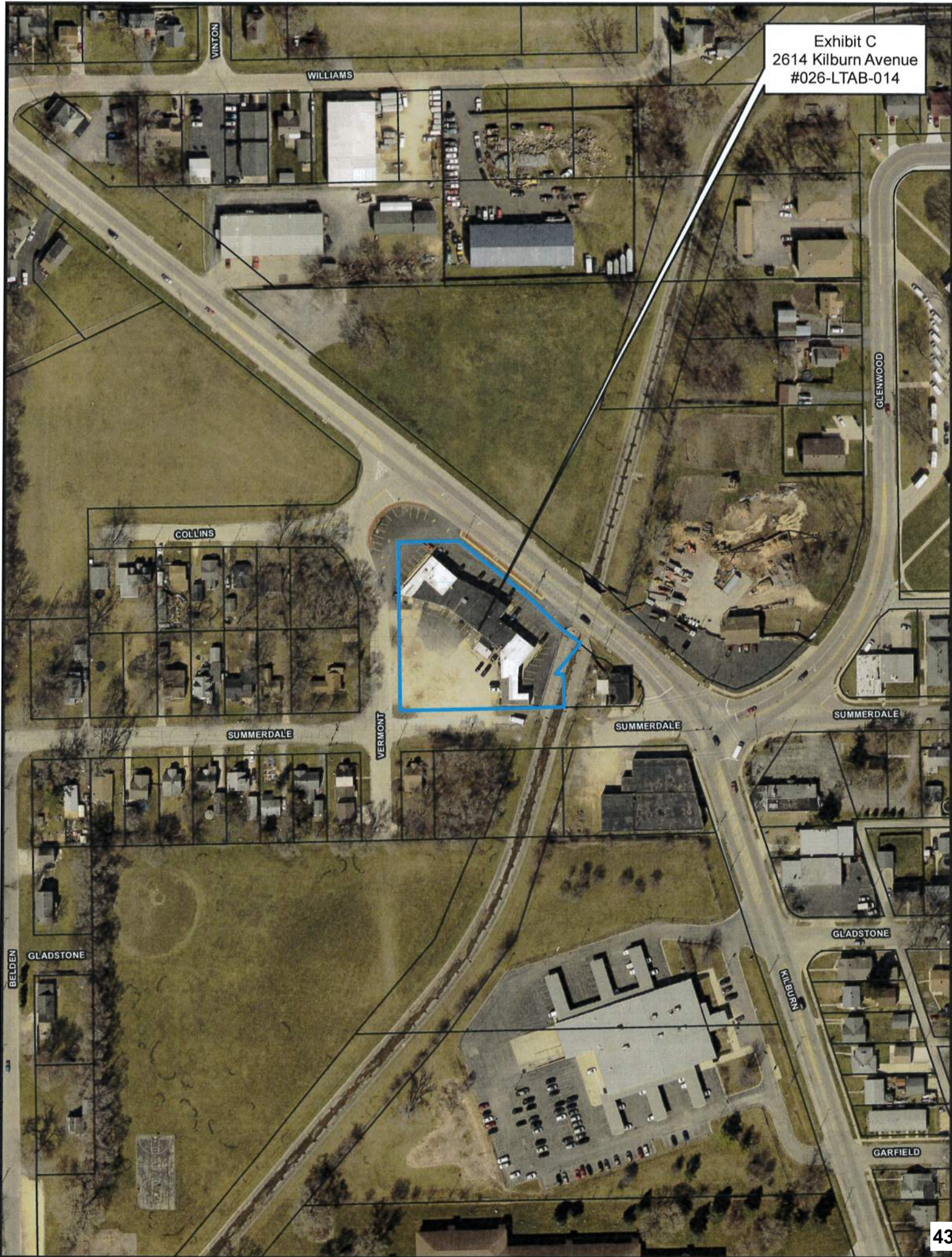
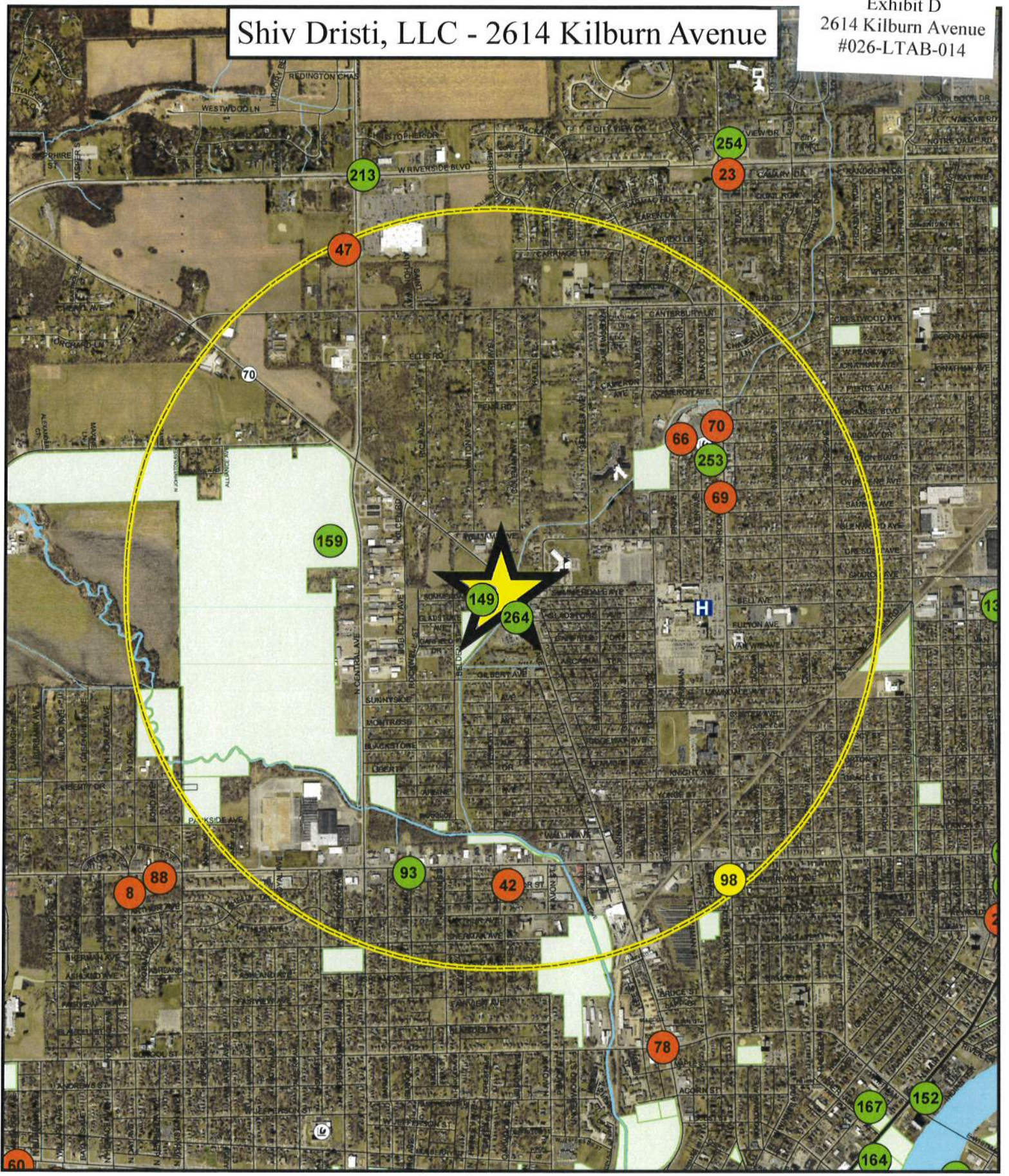


Exhibit C
2614 Kilburn Avenue
#026-LTAB-014



Shiv Dristi, LLC - 2614 Kilburn Avenue

Exhibit D
2614 Kilburn Avenue
#026-LTAB-014



- 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



SCALE
1:25,000
1 inch = 0.32 miles
Based on the Rockford, Illinois Official
Map for the City of Rockford, IL

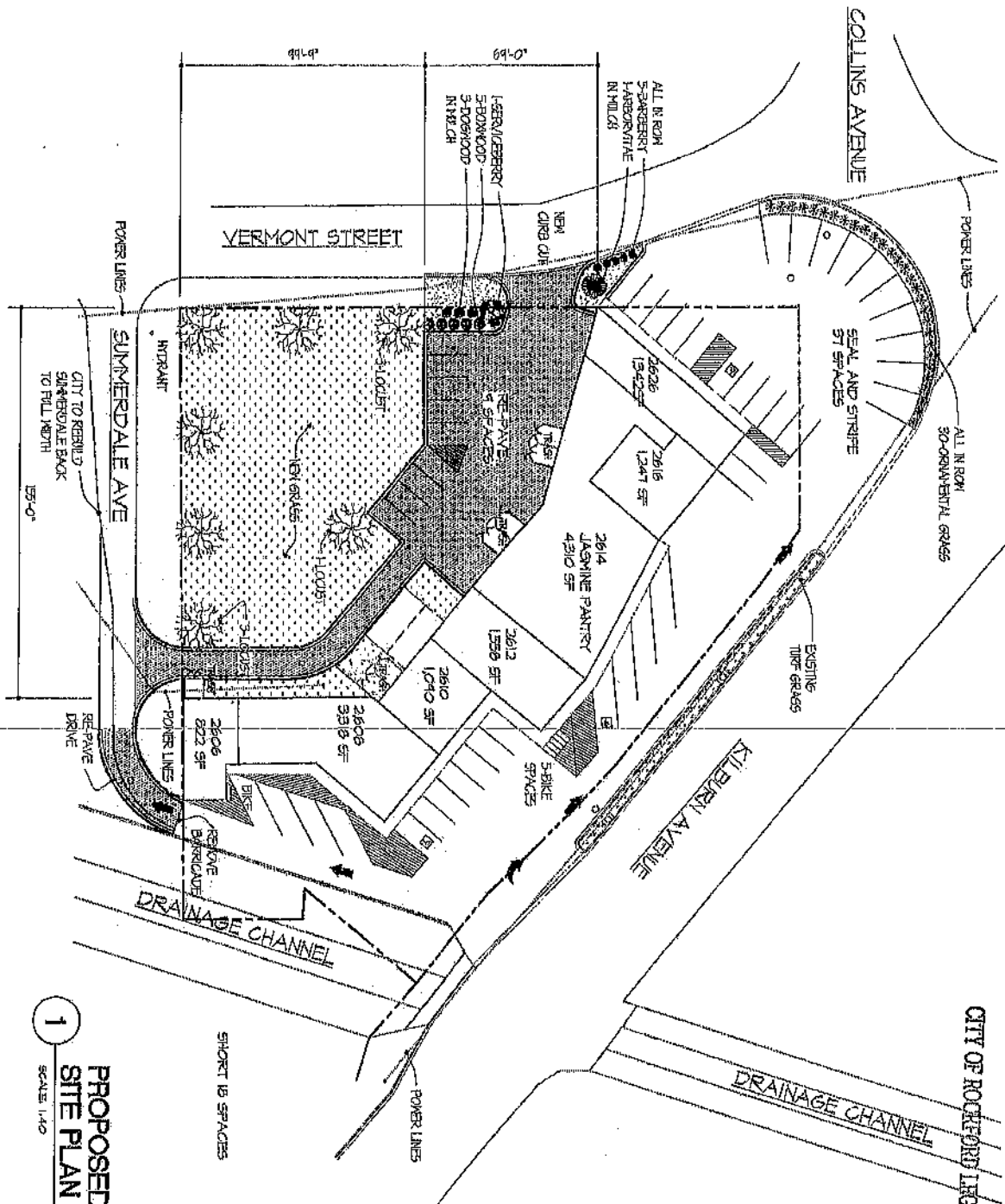


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Exhibit E 45
2614 Kilburn Avenue
#026-LTAB-014

CITY OF ROCKFORD LEGAL DEPARTMENT



- SHADE TREE
- EVERGREEN TREE
- ORNAMENTAL TREE
- BARBERRY
- DOGWOOD
- BOXWOOD
- ORNAMENTAL GRASS
- TURF GRASS
- MULCH/FLOWERS
- RE-PAVE BITUM
- NEW CONC WALK

1 PROPOSED SITE PLAN
SCALE: 1/4" = 1'-0"



PROJECT NO. 1268	DATE 01-21-2026	CLIENT JASMIN PANTRY LTAB DRAWINGS FOR ANNA SHOPPING CENTER	LOCATION 2614 (2605 - 2625) KILBURN AVENUE	PHONE 815-977-004	CITY ROCKFORD, ILLINOIS	BELLES FIRM OF architecture 2405 Crookside Court, Suite 'B', Rockford, IL 61104 (815)-961-0204 BellesFirm@yahoo.com License No. 184-001868
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PLANTING SCHEDULE - VERMONT STREET

FRONTAGE LANDSCAPE TO USE 1/2 OF LF FRONTAGE = 640 LFS REQUIRED.

QUANTITY	COMMON NAME	SPECIES NAME	PLANT LFS	PLANT LFS
1	SEVYGERBERRY	ARTEMISIA STRICTA	150	EO
1	ASCERTAIN	TRILIA OCCIDENTALIS	225	225
5	BOXWOOD	SAXUS MICKORPHILLA	30	EO
5	BLACKBERRY	BRIBERIS	15	15
3	DOGWOOD	CORNUS SANGONIA	15	45
45	GROUND COVER IN NICH	VALICA MINOR	1	45
640				

4 PARKING SPACES (110) 1 SHADE TREE REQUIRED
 255 LF STREET FRONTAGE (150) = 3 SHADE TREES REQUIRED.

QUANTITY	COMMON NAME	SPECIES NAME	PLANT LFS	PLANT LFS
1	HONEY LOCUST	GLADSTIA TRIANGULARIS NERVIS	-	-

INTERIOR LANDSCAPING 5% REQUIRED
 5555 SF PAVED AREA * 5% = 265 SF REQUIRED.
 * 14555 SF OF GRASSY AREA REQUIRED PARKING SIGN
 NO BETTER LANDSCAPING REQUIRED OR PROVIDED

PARKING SCHEDULE

ADDRESS USE	SIZE	CARS	SPACES	REAR
41000SF AS RETAIL FOR ALL BUT SISTERS CARE				
2605 VACANT OFFICE	5226F	41000SF	110	524
2608 VACANT RETAIL	2395F	41000SF	110	932
2610 OLD STILL BAR	10920F	41000SF	110	456
2612 VACANT OFFICE	13506F	41000SF	110	532
2614 VACANT PARKING	43105F	41000SF	110	1125
2616 VAC CAR DETAIL	12451F	410000SF	110	445
2620 SISTERS CARE	15424F	531000SF	110	1154
* VARIANCE TO ALLOW SHORTAGE OF 15 SPACES DUE TO IMPERMEABILITY				6357

LANDSCAPING NOTES

KILBURN AVENUE
 EXISTING STRIP OF GRASS TO REMAIN. THERE IS NO LAND AVAILABLE FOR PLANTING ON THE SUBJECT PROPERTY. EXISTING STRIP TOO SMALL TO SUPPORT LANDSCAPING IN THE ROW.
COLLINS AVENUE
 PROPOSED ADDITION OF 30 ORNAMENTAL GRASS IN THE EXISTING GRASSY AREA. THIS IS IN THE ROW. ORNAMENTAL GRASS IS LIKELY THE ONLY PLANT THAT CAN SURVIVE THE SALT AND SNOW CONDITIONS.
VERMONT STREET
 ADD COMPLIANT PARKING LANDSCAPING AS INDICATED.
 ADD COMPLIANT STREET SHADE TREES
 ADD COMPLIANT PARKING LOT SHADE TREE
SUNNYSIDE AVENUE
 NO LANDSCAPING REQUIRED. ALL GRASSY AREA
 ADD COMPLIANT STREET SHADE TREES

BELLES FIRM OF
 architecture
 2905 Chestnut Street, Suite 110, Rockford, IL 61114
 (815)-961-0304 BelleFirm@ymail.com
 License No. 184-001855

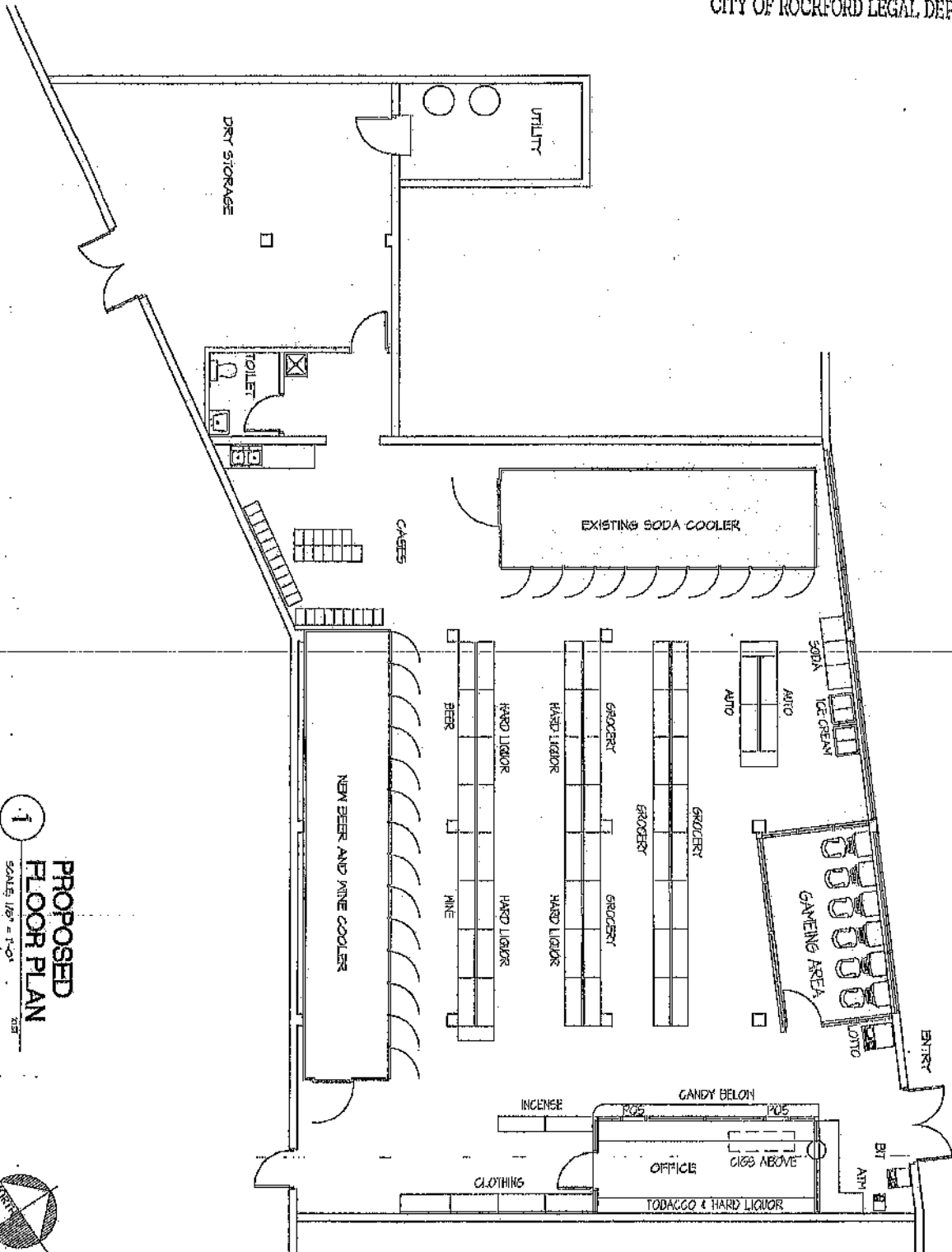
JASBINE HANTRY LITAB DRAWINGS INC
ANNA SHOPPING CENTER
 11-5-377-004
 2814 (2808 - 2822) KILBURN AVENUE
 ROCKFORD, ILLINOIS

DATE: 01-21-2026
 PROJECT NO.: 1268
 SHEET NO.: 221
 ONE OF 254

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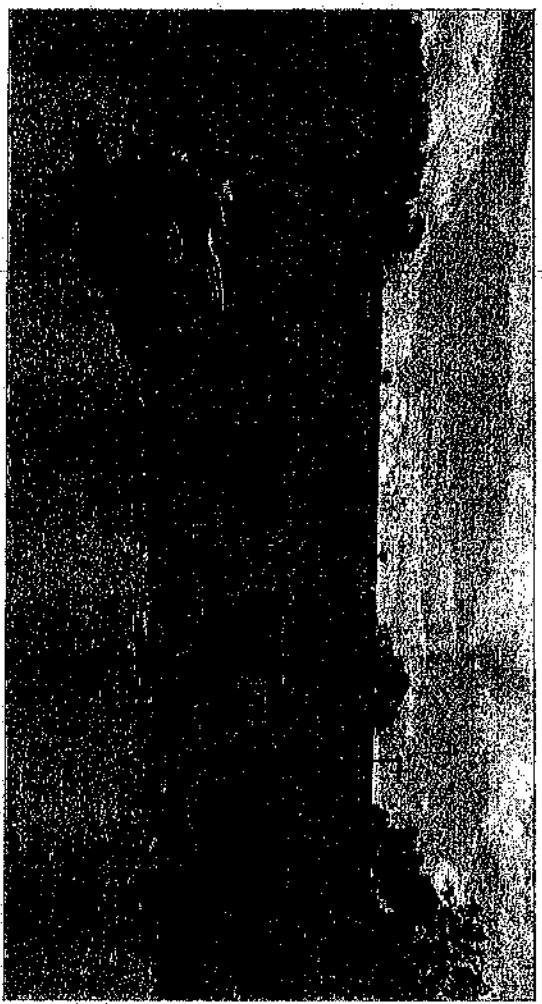
CITY OF ROCKFORD LEGAL DEPARTMENT



1
 PROPOSED FLOOR PLAN
 SCALE: 1/8" = 1'-0"



SHEET NO. Z1	PROJECT NO. 1268	DATE 01-21-2026	JASMINE PANTRY LITAB DRAWINGS FOR ANNA SHOPPING CENTER 2061 (2808 - 2828) KILBURN AVENUE 11-10-377-004 ROCKFORD, ILLINOIS	BELLES FIRMOR architects 2915 Cavendish Street, Suite 117, Rockford, IL 61114 (815)-941-0304 BelleFirm@yahoo.com License No. 184-101868
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1
 EXISTING
 FRONT ELEVATION
 SCALE 1/8" = 1'-0"

EXISTING MATERIALS AND SIGNAGE TO
 REMAIN
 NO CHANGES REQUESTED OR REQUIRED

DATE PLOTTED
 Z3
 TIME PLOTTED 23

PROJECT NO.
 1268

DATE
 01-21-2026

JASMINE PANTY LTD. DRAWING FOR
ANNA SHOPPING CENTER
 2614 (2600 - 2620) KILBURN AVENUE 11-X-077-004 ROCKFORD, ILLINOIS

BELLES FIRM OF
 architecture
 2905 Creekside Court, Suite 'B', Rockford, IL 61114
 (815)-961-0504 BellesFirm@ymail.com
 License No. 184-001868

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APR 16 2026

BUSINESS PLAN

CITY OF ROCKFORD LEGAL DEPARTMENT

SHIV DRISTI, LLC

DBA: Jasmine Pantry

Location: 2614 Kilburn Ave, Rockford, IL 61101

Established Ownership: Since October 2025

EXECUTIVE SUMMARY

SHIV DRISTI, LLC, doing business as **Jasmine Pantry**, has been locally operated since October 2025 and has established itself as a reliable neighborhood convenience and food retail location in Rockford, Illinois. The business itself has been established since 2008.

This business plan is respectfully submitted to outline a strategic expansion designed to enhance customer service, increase accessibility, generate additional employment, and contribute increased tax revenue to the City of Rockford.

The expansion focuses on:

- Extended operating hours
- Implementation of EBT services
- Addition of liquor sales
- Installation of state-approved video gaming terminals

The goal is to increase daily revenue from approximately **\$1,500 to \$2,500-\$3,000**, while maintaining a strong community-focused retail environment.

Projected growth includes:

- **\$400-\$600/day from EBT services**
- **\$600-\$900/day from liquor sales**
- **\$400-\$600/day from video gaming commission revenue**

All improvements will be completed in full compliance with City of Rockford, county, and State of Illinois regulations.

BUSINESS DESCRIPTION

Jasmine Pantry operates as a neighborhood convenience store providing essential food items, grocery products, and general merchandise to local residents.

Under current ownership, the business has demonstrated:

- Stable daily revenue performance
- Responsible operations
- Commitment to community service

The proposed expansion will enhance the store into a **modern, multi-service retail location**, offering:

- Extended hours for customer convenience
- EBT access for underserved populations
- Licensed liquor sales
- A designated and compliant video gaming area

BUSINESS PLAN

This approach reflects current retail demand while maintaining alignment with community standards.

Days and Hours of Operation

- **Monday – Thursday:** 7:00 AM – 10:00 PM
- **Friday – Saturday:** 7:00 AM – 12:00 AM
- **Sunday:** 7:00 AM – 10:00 PM

Extended hours are intended to serve working individuals and increase accessibility for the surrounding community.

Food Service Hours

- Food and grocery items will be available **during all hours of operation**
- The business will provide:
 - Pre-packaged food items
 - Snacks and essential grocery products
 - Non-alcoholic beverages

Food service will remain the **primary function of the business**

Proposed Entertainment

- No live entertainment, music events, or performances are proposed
- The only form of entertainment will be:
 - **State-regulated video gaming terminals located in a designated area**

All gaming operations will be:

- Fully compliant with Illinois Gaming Board regulations
 - Monitored and restricted to individuals **21 years of age or older**
-

Proposed Drink List (Gaming Compliance Requirement)

In compliance with Illinois requirements for establishments offering video gaming with on-premises liquor licensing, the following limited drink offerings will be provided:

Beer (Individual Bottle/Cans Only)

- Domestic beers (e.g., mainstream U.S. brands)
- Imported beers (e.g., international brands)

Wine (By the Glass Only)

- Standard red wine selections

BUSINESS PLAN

- Standard white wine selections

No full-service bar or cocktail program will be offered. Alcohol service will remain **limited, controlled, and secondary** to the primary retail business.

Target Audience

- Local Rockford residents
- Adults aged **21 and over** (for liquor and gaming services)
- Working individuals seeking convenience and extended hours
- Households utilizing EBT for essential purchases

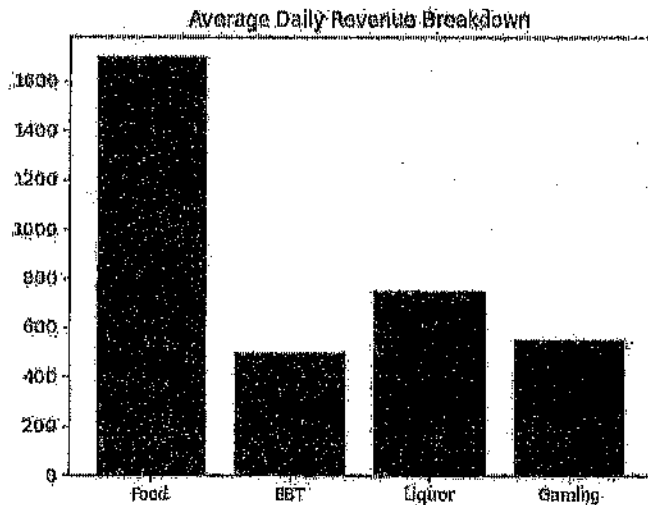
The business is designed to serve a **broad, community-based customer base**, not a nightlife or bar-focused crowd.

Anticipated Revenue Ratio

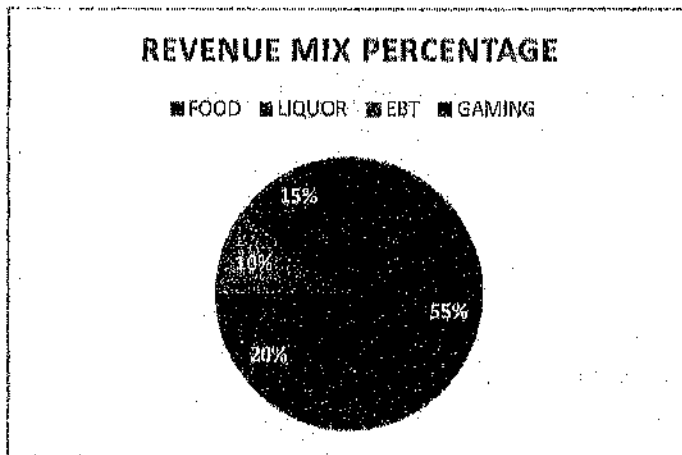
The business will maintain a balanced and responsible revenue structure:

- **Food & Grocery Sales:** 50% – 60%
- **Alcohol Sales:** 15% – 20%
- **Video Gaming:** 10% – 20%
- **EBT Transactions:** 10% – 15%

This structure ensures the establishment remains primarily a **retail food provider**, with alcohol and gaming serving as **supporting revenue streams**.



BUSINESS PLAN



MARKET OPPORTUNITY & SALES GROWTH

Target Market

- Rockford residents and surrounding neighborhoods
- Adults aged 21+ (for liquor and gaming services)
- Local consumers seeking convenience and extended hours
- Households utilizing EBT for essential purchases

Sales Growth Projections

The expansion is expected to significantly increase daily and annual revenue:

- **Food & Merchandise:** Stable base revenue
- **EBT Services:** Increased accessibility and repeat visits
- **Liquor Sales:** Increased transaction size and margin
- **Video Gaming:** Consistent and predictable revenue stream

Projected Impact:

- **Daily Revenue Increase:** +46%
- **Annual Revenue Growth:** +\$250K to \$350K

Cover Charge Policy

- No cover charge will be required at any time
- The premises will remain open and accessible to the public during operating hours

PRODUCTS & SERVICES

BUSINESS PLAN

Retail Sales

- Food, snacks, and grocery essentials
 - Household convenience items
 - Beverage sales (non-alcoholic and alcoholic upon approval)
-

EBT Services

- Acceptance of SNAP/EBT payments
 - Improved access to essential goods for the community
-

Liquor Sales (Proposed)

- Beer, wine, and spirits
 - Compliance with all Illinois liquor laws
 - Responsible service and ID verification
-

Video Gaming (Proposed)

- State-approved video gaming terminals
 - Operated in full compliance with Illinois Gaming Board
 - Controlled and monitored environment
-

FACILITY IMPROVEMENTS & BUILDOUT PLAN

Interior Enhancements

- Store layout optimization for better customer flow
 - Improved shelving and product placement
 - Lighting and safety upgrades
-

Gaming Area Setup

- Clearly designated gaming section
 - Compliance with all zoning and operational requirements
 - Safe, monitored environment for patrons
-

Operational Improvements

BUSINESS PLAN

- Extended business hours
- Improved checkout efficiency
- Enhanced customer service experience

OPERATIONS & STAFFING

The expansion will require additional staffing and operational scaling:

- Hiring of 2–4 additional employees
- Staff training in:
 - Responsible alcohol sales
 - Age verification compliance
 - Customer service excellence
- Increased staffing during extended hours

VILLAGE & COMMUNITY BENEFITS

The proposed expansion provides measurable benefits to the City of Rockford:

1. Increased Tax Revenue

- Sales tax from retail and liquor sales
- Gaming-related municipal revenue

2. Job Creation

- New employment opportunities for local residents

3. Consumer Retention

- Keeps spending within Rockford
- Reduces outflow to nearby municipalities

4. Community Accessibility

- EBT ensures access to essential goods
- Convenient extended hours for working families

COMPLIANCE & REGULATORY COMMITMENT

Jasmine Pantry is committed to full compliance with:

- City of Rockford ordinances

BUSINESS PLAN

- Illinois Liquor Control Commission (ILCC)
- Illinois Gaming Board regulations
- Health, safety, and building codes

Ownership maintains a strict policy of:

- Responsible alcohol sales
- Zero tolerance for underage purchases
- No loitering or nuisance activity

TIMELINE

- **City Approval & Licensing:** Upon approval
- **Store Enhancements:** Immediately following approval
- **Staff Hiring & Training:** Concurrent with upgrades
- **Full Implementation:** Within 60-90 days

CONCLUSION

The proposed expansion of Jasmine Pantry represents a responsible and strategic investment in the Rockford community.

This plan will:

- Increase revenue by over 40-60%
- Generate \$150K-\$200K annually from gaming alone
- Create jobs
- Strengthen the local economy

Ownership respectfully requests approval for liquor licensing and video gaming operations and looks forward to continuing to serve the Rockford community as a compliant and community-focused business.

RECEIVED

APR 16 2026

SHIV DRISTI, LLC
SECURITY PLAN

CITY OF ROCKFORD LEGAL DEPARTMENT

At this point in time, the Company does not anticipate hiring security professionals per se, but will certainly do so should the City require. Currently, there are 16 cameras at the store. There are currently 2 cameras in the front exterior of the premises which cover the parking lot and the entrance and 1 in the rear parking area covering the rear door. There are 13 cameras in the store itself providing excellent coverage of all public areas of the premises as well as the room where the safe is located. The owner will be adding 2 more cameras in the front exterior of the premises and 2 additional cameras in the rear parking area which will provide even more coverage of the exterior. All camera views will be unobstructed at all times.

The parking lot has lights which will come on before sunset and remain on throughout the night. Lighting inside the building will be sufficient in all areas such that the security cameras will be able to record the complete facial features of those in the building. Somabhai Patel, the owner, or if he is not available a manager, will be designated at all times to monitor the inside and outside of the premises for suspicious activity during regular work hours. This will happen through a combination of video camera monitoring and walking throughout the premises. It is anticipated that with the addition of VGT's, there will be even more cameras placed in the facility.

Additionally, decorative metal grills have been installed covering all glass areas of the premises. This provides even more security for the premises.

Alarm System

After hours, the premises will be protected with a burglar alarm monitored by ADT who will notify management of an attempt to break in to the premises. The security alarm also includes a motion detection system, Glass Break notification and Door sensors for additional protection. There is also a panic button behind the counter which will automatically notify the police department of any impending threat inside the store.

Ingress and Egress

Only the owner or an authorized manager will have keys or access codes to open the building and turn the security alarms on or off. The door in the parking lot area of the premises will serve as the only entrance for all patrons. Back and side doors will be used by Staff and will generally

be locked. When a back door is used to bring in supplies, remove waste, or provide access to a service contractor, a staff member will be present while the door is open.

Signage

A sign will be posted in a conspicuous location near the VGT's which shall read: "PERSONS UNDER 21 YEARS OF AGE NOT PERMITTED IN THE VIDEO GAMING AREA."

A sign will be posted in a conspicuous location at each entrance of the building that reads: "THESE PREMISES ARE UNDER CONSTANT VIDEO AND AUDIO SURVEILLANCE."

Security Emergency Action Plan (EAP)

During a security-related emergency, any staff member may utilize the panic button or call 911 if there is a risk to someone's safety. If there is no safety risk to staying on the premises and emergency responders do not direct otherwise, other employees will immediately monitor entrances and exits to prevent unauthorized access.

If cash is on the premises, all cash drawers and/or office doors will be locked upon leaving the area to deal with an emergency.

Armed Robbery

Should an armed robbery incident occur, staff will be advised to follow recommendations that are commonly suggested by law enforcement entities (City of Rockford Police Department and/or the Winnebago County Sheriff's Department) including the following:

During a Robbery:

1. Remain Calm and press the panic button if possible.
2. Obey the robber's commands immediately. Others in the area should freeze in place and do nothing.
3. Don't argue with the robber.
4. Consider all firearms to be loaded.
5. Look at the robbers – notice details to aid you in describing them and their mannerisms. Note age, weight, height, clothing, tattoos or scars and write down the details at the first opportunity.
6. Take note of the weapon.

7. Watch the direction the robbers take – if they use a vehicle, try to note the license plate number.
8. Don't call the police yet if there is a chance the robber can see or hear you.
9. Don't chase or follow the robber. You could be mistaken for the robber in a pursuit by police.

After a Robbery:

1. Call 911
2. Give the address of the business and state that the location is a Restaurant/Bar, give your name and telephone number, and stay on the phone until the dispatcher ends the call.
3. Give a description of the suspect(s), direction of travel, and a license number if possible.
4. Advise whether or not weapons were used.
5. Protect the crime scene. Keep customers or other employees away from the area where the robbery occurred.
6. Ask witnesses to wait until the police arrive.
7. Do not touch anything.
8. Save a note if one was used – do not handle it or let others handle it.
9. Upon arrival of the police, the senior staff member should introduce him/herself, check the responder's ID if there is any reason to be suspicious, and inform them that a higher level manager or owner is on the way (if applicable).

Burglary

If evidence of a burglary is discovered, staff will:

1. Avoid entering affected areas.
2. Notify law enforcement using a non-emergency number.
3. Notify a senior staff member immediately.
4. Prevent others from entering the area or touching anything.
5. Upon arrival of the police, the senior staff member should introduce him/herself, check the responder's ID if there is any reason to be suspicious, and inform them that a higher level manager or owner is on the way (if applicable).

Disorderly Activity

The Company will develop and implement a plan for dealing with disorderly activity in the following areas:

- **Parking Lot** – The Company will monitor disorderly and/or suspicious activity in the Parking area and Staff is instructed to immediately contact the police department if any such activity is observed. Disorderly or suspicious persons will not be allowed to enter the premises until after the police arrive. The parking area is serviced 24/7 by video monitoring. All video will be preserved and turned over to authorities upon request.
- **Public Areas Immediately Adjacent to the Premises** – The only public areas adjacent to the premises are city sidewalks and city streets. There is some fencing around the premises along with required landscaping that acts as a buffer between the sidewalks and the premises. Video surveillance covers much of the sidewalk area. Any disorderly and/or suspicious activity in the public area will be dealt with in the same manner as disorderly and/or suspicious activity in the Parking Lot.
- **Interior of Premises** - The Company will monitor disorderly and/or suspicious activity in the Interior of the premises. Disorderly or suspicious persons will be asked to leave the premises immediately. When appropriate, Staff is instructed to immediately contact the police department if any such activity escalates or warrants police involvement. Video from the security cameras will be maintained to aid in the identification of any person involved. Video is stored by the security company for this purpose.

Cash Storage

- Secure safes will be used for any cash storage.
- Access to cash storage locations will only occur during business hours and be limited to a very small number of personnel.
- All cash storage locations will be secured and monitored by motion-detector triggered video when the business is closed.

Closing Procedure

The Owner will produce a Closing Procedure Checklist that will include the following tasks at a minimum. A map showing all locations to be checked will be attached to the checklist.

Ensure that:

- No one remains in the building.

- Computers are shut down or have a lock screen on.
- All doors, gates, safes, vaults and other lockable areas are secure.
- Surveillance cameras and recording devices are on and operational.
- Exterior lighting is on.
- No suspicious vehicles or individuals are in the vicinity.

Event Date	Call Number	Situation Reported	Call Disposition	Location	Commonplace Name
03/10/2026 08:36:16 AM	26-050216	TRAFFIC STOP	ADV - ADVISED	2614 KILBURN AVE	Jasmine Pantry
02/09/2026 11:08:58 AM	26-028242	DIRECTED ASSIGNMENT	NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry
11/22/2025 09:38:18 PM	25-255269	STAND BY	RE-ASSIGN/CHANGE OF CALL(UNIT) / UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	2614 Kilburn Ave	Jasmine Pantry
10/26/2025 09:10:32 PM	25-234871	TRAFFIC STOP	NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry
10/26/2025 09:10:32 PM	25-234871	TRAFFIC STOP	NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry
10/16/2025 10:02:40 AM	25-226866	SUSPICIOUS INCIDENT	RE-ASSIGN/CHANGE OF CALL(UNIT) / DUP - DUPLICATE	2614 Kilburn Ave	Jasmine Pantry
10/11/2025 02:22:21 AM	25-223075	SUSPICIOUS VEHICLE	NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry
10/11/2025 02:12:56 AM	25-223072	SUSPICIOUS VEHICLE	NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry
09/28/2025 03:35:08 AM	25-212577	PUBLIC COMPLAINT ROUTINE	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
08/16/2025 03:50:56 AM	25-176739	DOMESTIC	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	2614 Kilburn Ave	Jasmine Pantry
08/09/2025 03:46:00 AM	25-171075	911 MISDIAL	911 CLOSE W/O SEND TO PENDING	2614 Kilburn Ave	Jasmine Pantry
07/07/2025 07:48:36 PM	25-144475	911 DUPLICATE CALL	DUP - DUPLICATE	2614 Kilburn Ave	Jasmine Pantry
05/25/2025 03:01:43 AM	25-108917	DISORDERLY	NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
05/03/2025 07:34:27 PM	25-091600	TRAFFIC STOP	NRPT - NO REPORT / NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
04/27/2025 02:49:39 AM	25-086257	DISORDERLY	UNF - UNFOUNDED / UNF - UNFOUNDED / UNF - UNFOUNDED	2614 Kilburn Ave	Jasmine Pantry
04/16/2025 07:32:16 PM	25-077565	CRU	RE-ASSIGN/CHANGE OF CALL(UNIT) / RPT - REPORT	2614 Kilburn Ave	Jasmine Pantry
04/15/2025 01:02:43 PM	25-076382	RK-DRUGS	NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
02/09/2025 07:46:16 PM	25-027618	SUSPICIOUS INCIDENT	NRPT - NO REPORT / NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
12/15/2024 05:13:01 PM	24-279268	911 DUPLICATE CALL	CALLER CANCELLED	2614 Kilburn Ave	Jasmine Pantry
12/15/2024 04:32:33 PM	24-279242	STAND BY	CALLER CANCELLED	2614 Kilburn Ave	Jasmine Pantry

12/08/2024 04:58:21 PM	24-274124	SUSPICIOUS INCIDENT	NRPT - NO REPORT / NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
11/04/2024 12:37:13 PM	24-249278	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT	2614 Kilburn Ave	Jasmine Pantry
11/01/2024 01:41:59 PM	24-247142	CRU	RPT - REPORT	2614 KILBURN AVE	Jasmine Pantry
11/01/2024 01:14:34 PM	24-247115	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2614 Kilburn Ave	Jasmine Pantry
10/20/2024 01:12:15 PM	24-237452	DISORDERLY	CALLER CANCELLED	2614 Kilburn Ave	Jasmine Pantry
09/06/2024 12:14:56 AM	24-200609	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	2614 Kilburn Ave	Jasmine Pantry
06/18/2024 01:08:26 PM	24-132704	DIRECTED ASSIGNMENT	ISS - ISSUED	2614 Kilburn Ave	Jasmine Pantry
05/29/2024 06:13:41 PM	24-116032	MISCELLANEOUS ROUTINE	ISS - ISSUED	2614 Kilburn Ave	Jasmine Pantry
05/16/2024 12:04:50 PM	24-104849	THEFT REPORT	RPT - REPORT	2614 Kilburn Ave	Jasmine Pantry
05/12/2024 02:51:31 AM	24-101371	911 DUPLICATE CALL	DUP - DUPLICATE	2614 Kilburn Ave	Jasmine Pantry
05/12/2024 02:44:53 AM	24-101369	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2614 KILBURN AVE	Jasmine Pantry



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 19, 2026

File # 026-LTAB-015

APPLICANT: Shawn Cox / Elizabeth Cox / Copper Lantern, LLC dba Cooper Lantern

LOCATION: 716 Indiana Avenue

REQUESTED ACTION: The sale of liquor by the drink (Class NG-L) in conjunction with special event space in an R-4, Multi-family Residential Zoning District.

EXISTING USES: Vacant building (former Rockford Lithuanian Club)

PROPOSED USES: Event Space for receptions, cultural events and celebrations of life

DIMENSIONS: Irregular shape **SQUARE FOOTAGE:** 2.13 acres

ADJACENT ZONING AND LAND USES:

NORTH:	R-1	Single-family residences
EAST:	R-1	True Vine M.B. Church, Single-family residences
SOUTH:	C-3	Vacant Funeral Home, ComEd substation
WEST:	R-1, R-4, C-3	Single-family residences, Vacant land, UW Health Clinic

YEAR 2040 PLAN: C Commercial and Retail

HISTORY: **File #048-25:** A Special Use Permit for a Planned Unit Development for an event space for receptions, cultural events and celebrations of life in an R-4, Multi-family Residential Zoning District was approved February 4, 2026 for the property located at 716 Indiana Avenue. This is the subject property.

File #024-LTAB-023: The sale of beer and wine by the drink (Class WB50) in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District was approved August 6, 2024 for the property located at 2019 South Main Street. This property is located two (2) blocks southeast of the subject property.

File #014-LAB-031: The sale of beer and wine by the drink in conjunction with a restaurant and lounge with a video gaming facility in a C-3, Commercial General District was withdrawn in 2014 for the property located at 2019 and 2021 South Main Street. This property is located two (2) blocks southeast of the subject property.

File #012-LAB-009: The sale of packaged liquor in conjunction with a grocery store and the sale of liquor by the drink in conjunction with a restaurant in a C-3, Commercial General District was denied on November

19, 2012 for the property located at 519 Marchesano Drive. This property is located directly southwest of the subject property.

File #011-LAB-023: The sale of packaged liquor in conjunction with a grocery store and the sale of beer and wine by the drink in conjunction with a deli in a C-4, Urban Mixed-Use District were approved on November 17, 2011 for the property located at 1414 South Main Street. This is six (6) blocks northeast of the subject property.

REVIEW COMMENTS: The Applicants are requesting the sale of liquor by the drink (Class NG-L) in conjunction with special event space in an R-4, Multi-family Residential Zoning District. Exhibit A shows that the subject property is located on the southwest corner of Indiana Avenue and West Street. The neighborhood is a mixture of commercial and residential uses (Exhibits B and C).

The subject property was constructed in the 1953 as a social club known as the Rockford Lithuanian Club. Currently, the building is vacant. The Applicant has purchased the property, it was recently approved as an event space and they are now looking to acquire a license for the sale of liquor by the drink. For that reason, the Applicants are requesting a review of the Liquor License application by the Liquor and Tobacco Advisory Board.

As part of the review, it is required by the Applicant to submit a 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.

The Applicant submitted Exhibit E which is a proposed site plan of the subject property. The property was built with the majority of the parking lot occupying the property and the building has some existing green areas around the building. The subject property is zoned R-4 and parking is required in this zoning district. A special event space facility is required to provide parking at one space per 60 square feet. Exhibit E shows 84 parking spaces. Staff is unsure of the actual number of parking spaces as Exhibit D does not show the entire parking lot striped but does indicate plenty of overflow parking. However, this lot was adequate when the Rockford Lithuanian Club occupied the building so Staff feels parking should not be an issue. Exhibit E appears to show the terrace parking in the Right-of-Way being removed and replaced with topsoil and grass seed. A site and landscaping plan addressing the removal of the terrace parking and the replacement with topsoil and grass seed should be submitted for Staff's review and approval as this was a condition of approval for the event space. Additionally, Exhibit E shows a dumpster enclosure in the parking lot, which is a suitable location.

Additionally, Exhibit E is the landscaping plan. Exhibit E shows perimeter landscaping along Indiana Avenue, along a portion of West Street and along a portion west property line. Exhibit E is proposing 15 Honey Locust shade trees. Additionally, Exhibit E is proposing 2,370 Landscape Units for

Perimeter Landscaping along Indiana Avenue. Finally, Exhibit E is proposing 1,620 Landscape Units for Perimeter Landscaping along West Street. Although the proposed perimeter landscaping is a vast improvement over the existing conditions there are still a few areas that will need to be improved. The perimeter landscaping will need to replace the first parking space along Indiana Avenue directly east and west of the building. These two (2) parking spaces can be added to the row of parking along West Street. Additionally, the proposed landscape island in the middle of the proposed parking spaces south and east of the eastern most access point along Indiana Avenue can be removed as it would not be necessary. A site and landscaping plan addressing the landscaping issues, striping of parking stalls and the proposed shade trees and perimeter landscaping should be submitted for Staff's review and approval as this was a condition of approval for the event space as well.

Exhibit F is the interior floor plan. The main entrance is from the Indiana Avenue side of the building and there are additional exits off the sides and rear. Exhibit F shows there will be an event area, stage, bar with stools, a seating area, storage areas, kitchen area and bathrooms.

Exhibit G is the business plan for Copper Lantern describing how the Applicant intends to run the event space. The principal use of the property will be to host special events for life's most meaningful celebrations from elegant weddings and quinceaneras to timeless gatherings. The hours of operation will be Tuesday and Wednesday 2:00 p.m. to 9:00 p.m., Thursday through Saturday 2:00 p.m. to 12:00 a.m. (midnight) and Sunday 12:00 p.m. to 10:00 p.m. The drink menu will consist of beer, wine, champagne, liquor and cocktails (Exhibit G).

Exhibit G further explains all employees will be Basset certified, there will be 8 cameras for the interior and exterior of the building and security staff will be employed during the weekend events (Exhibit G). The anticipated ratio of sales would be 85% alcohol, 10% non-alcoholic beverages and 2% food/catering coordination fees. However, liquor sales and/or consumption is prohibited until a liquor license has been approved for the subject property and business or a caterer with a current liquor license is used. The Applicants state, "through thoughtful restoration and community collaboration, we create a welcoming and diverse venue where every celebration brings positivity to our City's story" Exhibit G).

Exhibit H is the service calls for the last two (2) years. There were three (3) calls for service at 716 Indiana Avenue.

Staff feels that the Applicant's request is reasonable and recommends approval of the Applicant's request subject to conditions.

RECOMMENDATION: Staff recommends APPROVAL of the sale of liquor by the drink (Class NG-L) in conjunction with special event space in an R-4, Multi-family Residential 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. Submittal of a site plan including a landscaping and striping plan for the for Staff's review and approval.
4. Installation of approved landscaping and parking lot striping by August 1, 2026.
5. Window display signage is limited to 20% of window area.
6. The windows shall not be covered with bars or other devices that block the windows.
7. The sale of liquor by the drink shall be limited to submitted Exhibit F.
8. The hours of operation will be Tuesday and Wednesday 2:00 p.m. to 9:00 p.m., Thursday through Saturday 2:00 p.m. to 12:00 a.m. (midnight) and Sunday 12:00 p.m. to 10:00 p.m.
9. Submittal of an updated site plan including a landscaping and striping plan for the parking lot for Staff's review and approval.
10. Installation of approved landscaping and parking lot striping by August 1, 2026.
11. Any future signage must comply with the current Ordinance.
12. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
13. All outstanding general ordinance fines must be paid prior to the issuance of the license.
14. All conditions must be met prior to issuance of license and establishment of use.

SC:DM
5/11/2026

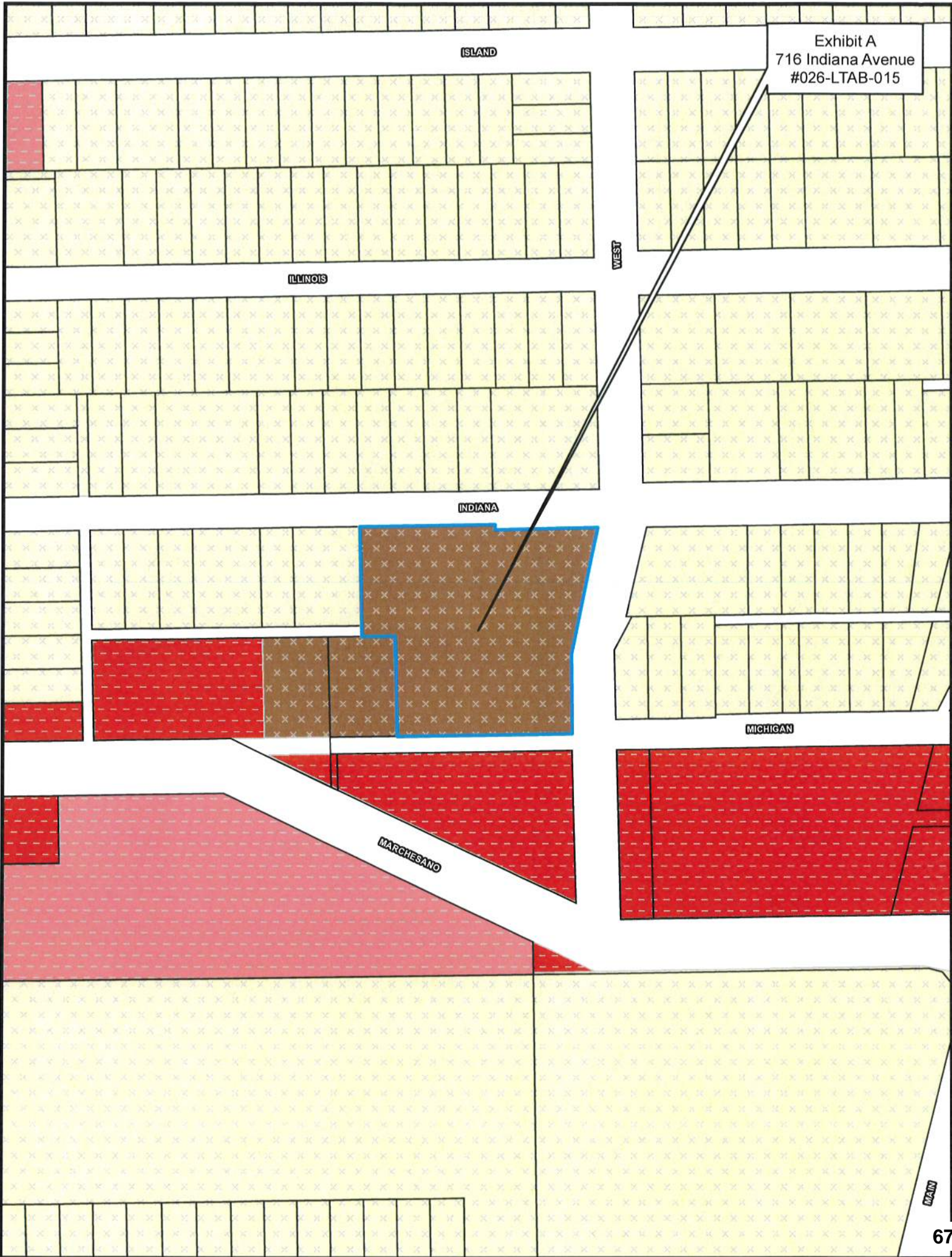


Exhibit A
716 Indiana Avenue
#026-LTAB-015

ISLAND

ILLINOIS

INDIANA

MICHIGAN

MARCHESANO

WEST

MAN

Exhibit B
716 Indiana Avenue
#026-LTAB-015

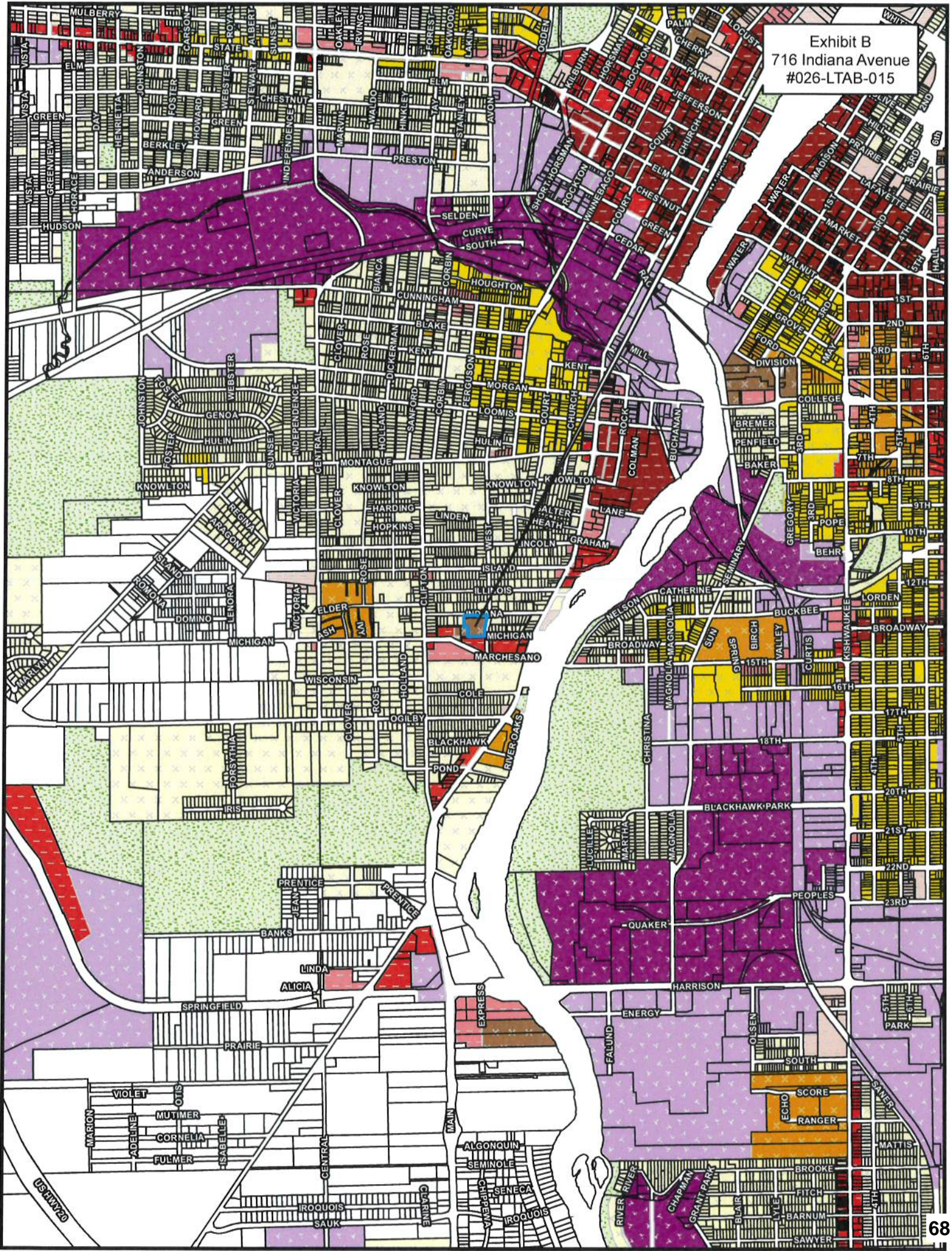
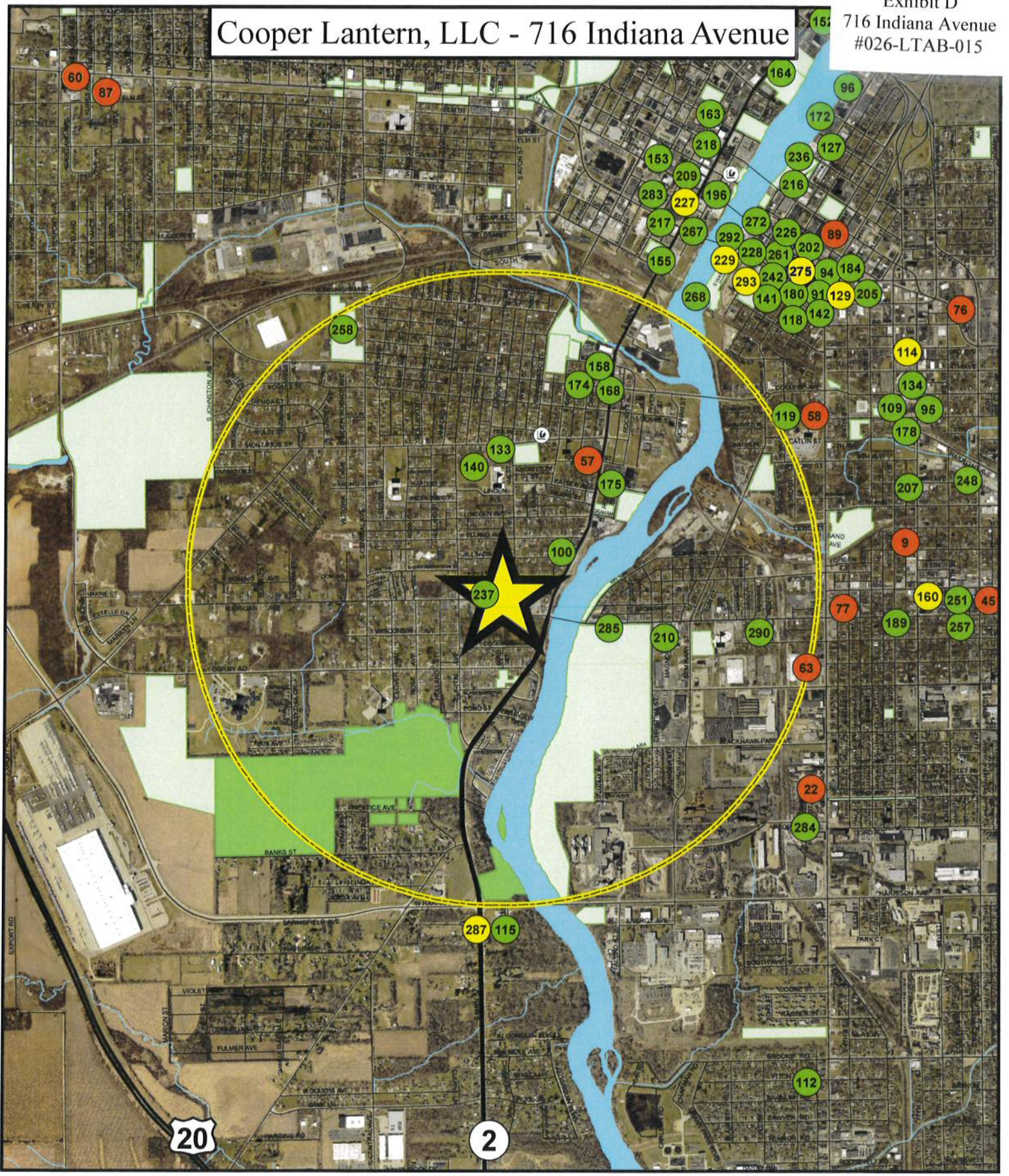


Exhibit C
716 Indiana Avenue
#026-LTAB-015



Cooper Lantern, LLC - 716 Indiana Avenue



- 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



Shade Trees
 84' trees @ 1/10 = 8.4 → 9 trees
 less 2 existing (2' each) trees = 7 trees
 99'4" foliage; 1 per 80' = 8 trees
 15 new shade trees (6' x 5) = 2 existing
 of adjacent Glendale Trunk - Heavy Load

Street Frontage 79' x 10 = 790 Lf

Remove concrete terrace parking area
 replace with asphalt parking

LINE	AREA	TOTAL AREA (Sq Ft)	DESCRIPTION	REMARKS
2025	1	225	Asphalt Parking	2' x 10'
150	1	150	Asphalt Parking	2' x 10'
30	7	210	Asphalt Parking	2' x 10'
15	14	140	Asphalt Parking	2' x 10'
		725	Asphalt Parking	2' x 10'

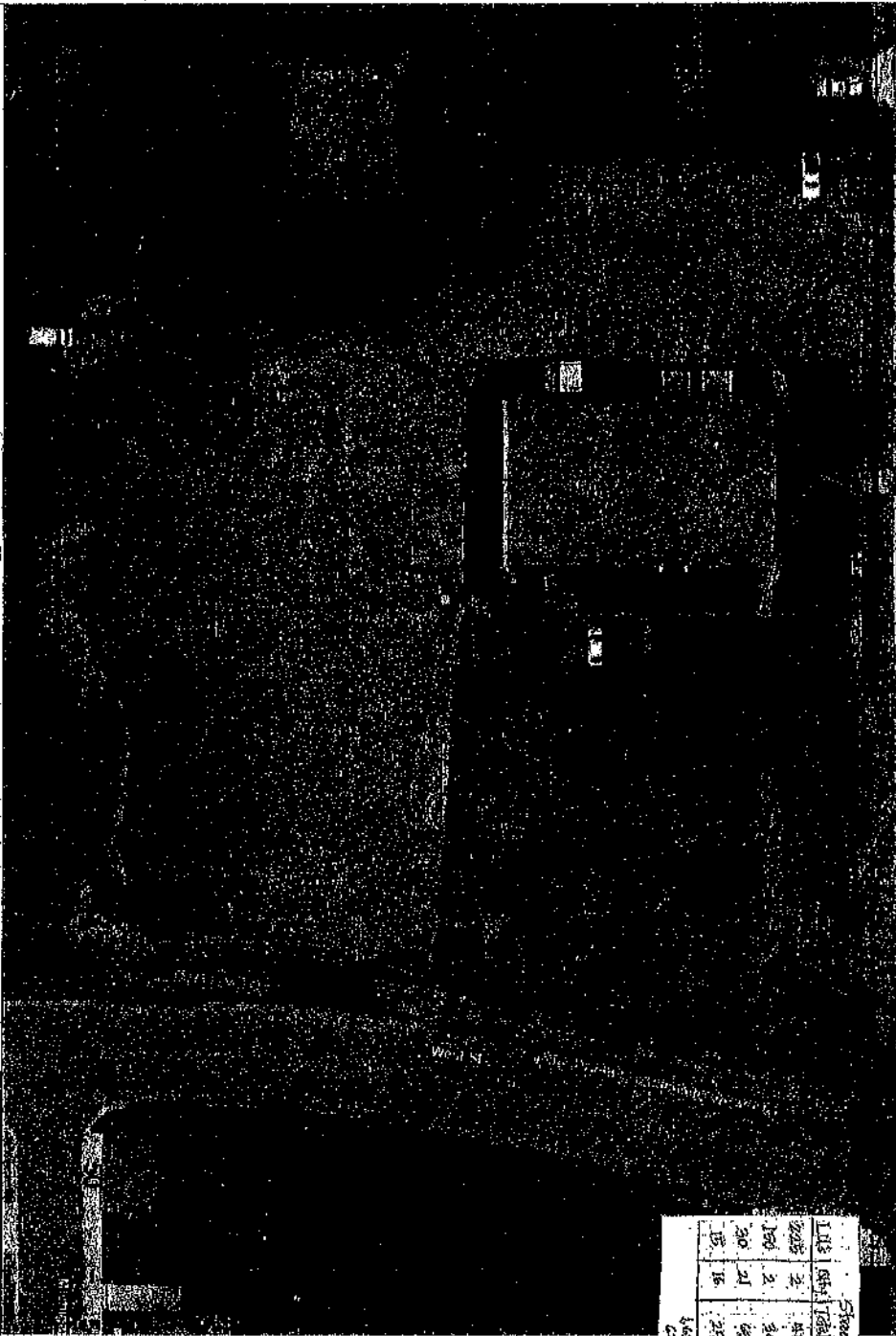
Street Frontage, Indiana, 79' x 10 = 790 Lf
 210 concrete 7' x 10' = 1,400 Lf
 Street Frontage 160' x 10 = 1,600 Lf

LINE	AREA	TOTAL AREA (Sq Ft)	DESCRIPTION	REMARKS
2025	2	140	Asphalt Parking	2' x 10'
150	2	140	Asphalt Parking	2' x 10'
30	21	420	Asphalt Parking	2' x 10'
15	16	160	Asphalt Parking	2' x 10'
		860	Asphalt Parking	2' x 10'

Street Frontage, Indiana, 160' x 10 = 1,600 Lf
 1,400 concrete 7' x 10' = 1,400 Lf
 210 concrete 7' x 10' = 1,400 Lf

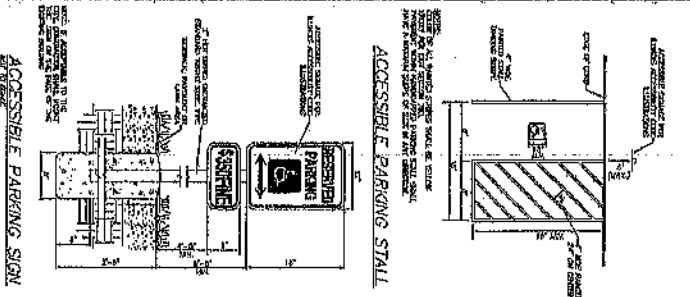
LINE	AREA	TOTAL AREA (Sq Ft)	DESCRIPTION	REMARKS
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30	21	420	Asphalt Parking	2' x 10'
15	16	160	Asphalt Parking	2' x 10'
		860	Asphalt Parking	2' x 10'

Street Frontage, West 75, 160' x 10 = 1,600 Lf
 1,400 Lf > 1,600 required
 210 concrete 7' x 10' = 1,400 Lf



ARCHITECTURAL SITE PLAN
 SCALE: 1" = 20'

DESIGNED FOR LEAD BY: [Name]
 DRAWN BY: [Name]
 CHECKED BY: [Name]



Renovations for:
EVENT HALL
 716 INDIANA AVE.
 ROCKFORD, IL 61102

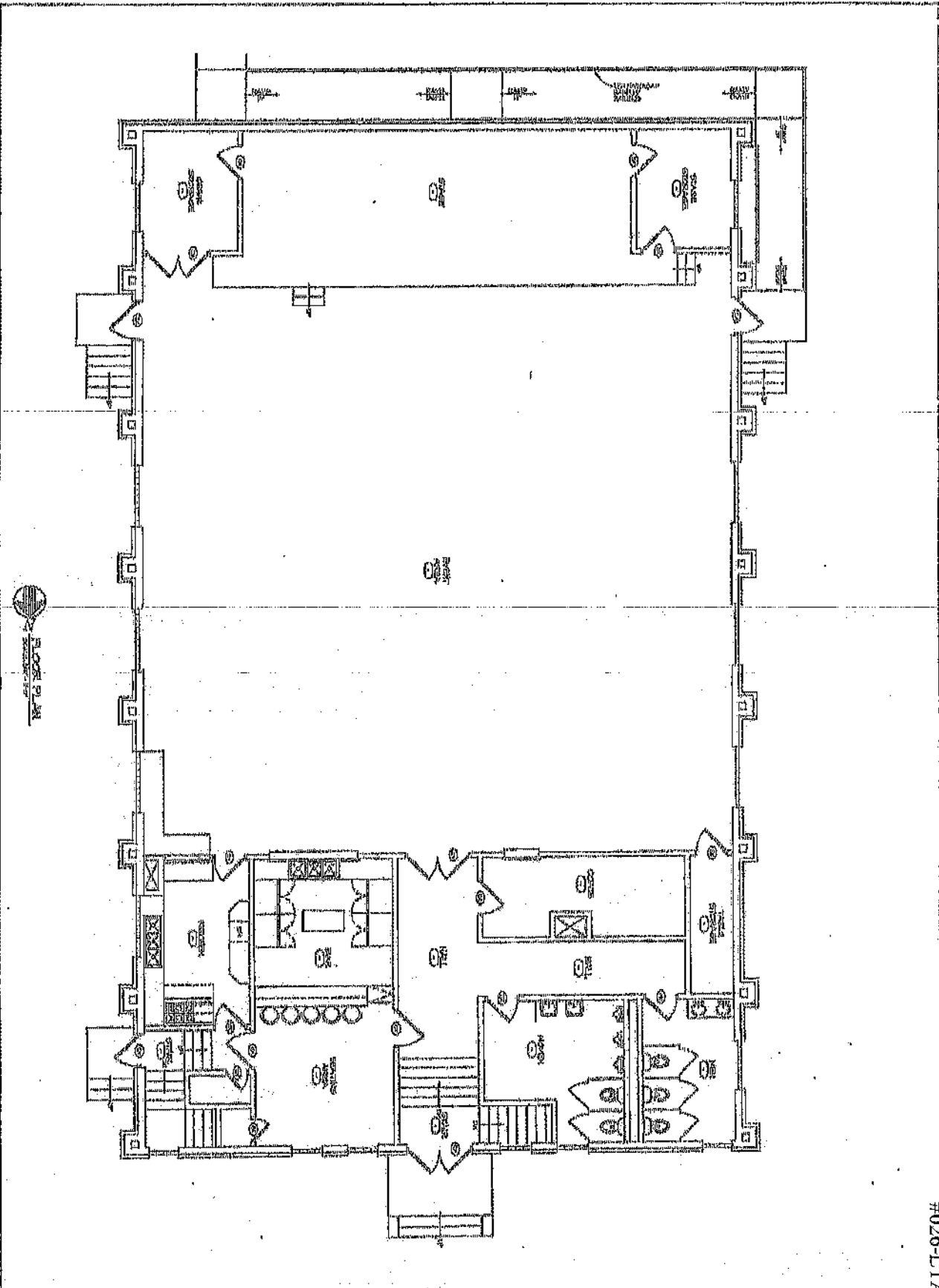
GENERAL CONTRACTOR:

ARCHITECT:
 JEFFREY A. MYERS, P.C.
 10395 GLEN-ABBEY-CLOSE
 ROCKFORD, ILLINOIS 61107
 (815) 540-5823
 ja.myers@mohal.com

DATE: 10/02/25
 REVISIONS:

PROJECT #: 150-28

C1



**Renovations for:
EVENT HALL**

GENERAL CONTRACTOR:

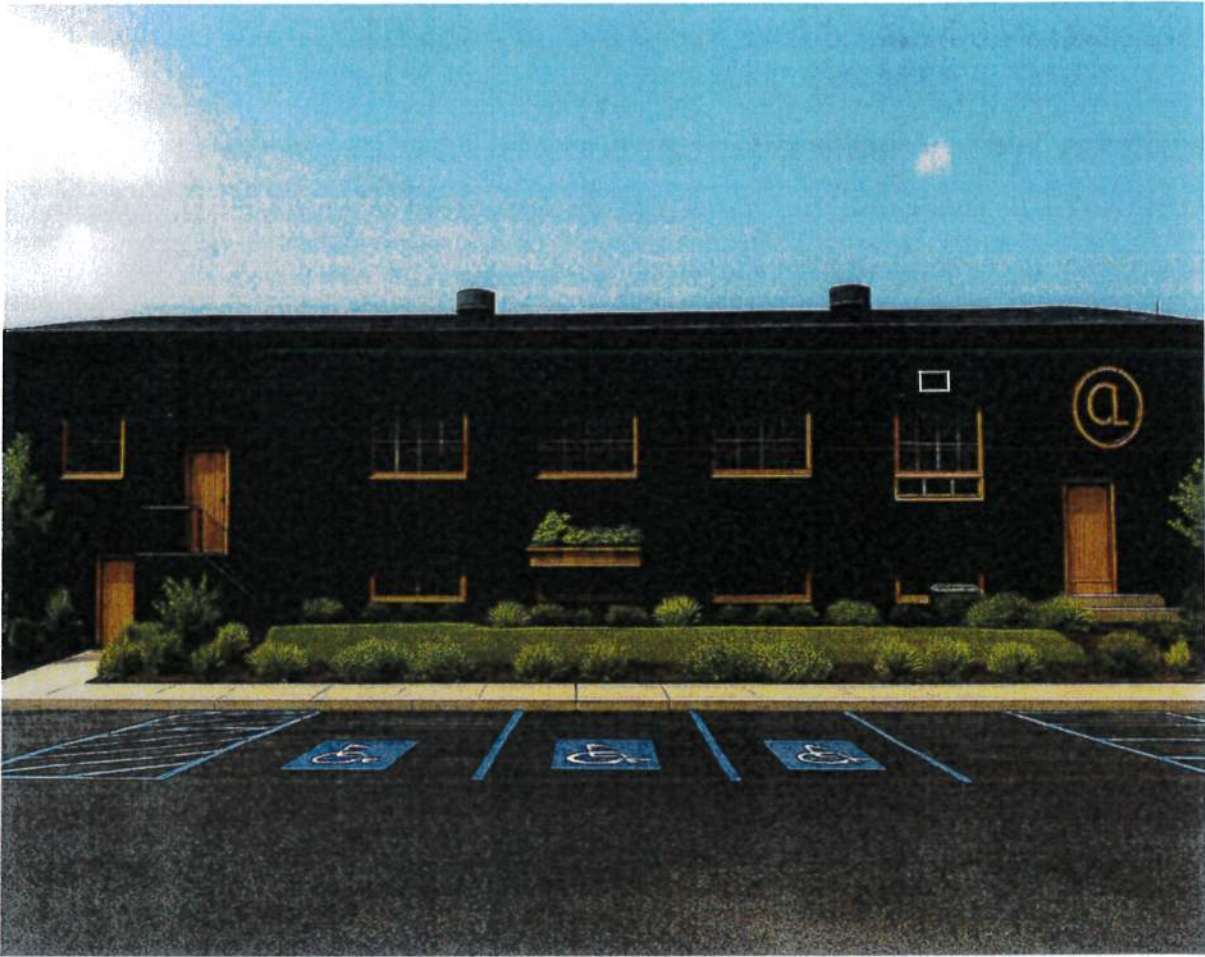
ARCHITECT:
JEFFREY A. MYERS, P.C.
10300 GLEN ABBEY CLOSE

DATE PREPARED	PROJECT #
REVISIONS:	

Exhibit F
716 Indiana Avenue
#026-LTAB-015

The Copper Lantern

716 Indiana Ave Rockford, IL 61102



Overview

Business Name: Copper Lantern Event Venue

Location: 716 Indiana Ave Rockford, Illinois 61102

Business Type: Private event and entertainment venue specializing in weddings, quinceañeras, and social celebrations.

Ownership: Independently owned and operated by Copper Lantern LLC.

Purpose of Plan: To obtain a state and local liquor license authorizing the sale and service of alcoholic beverages during hosted private events.

Mission

Through thoughtful restoration and community collaboration, we create a welcoming and diverse venue where every celebration brings positivity to our City's story.

Hours of operation

Monday	Closed	maintenance/ private use only
Tuesday	Closed	Maintenance/ private use only
Wednesday	2:00pm-9:00pm	Celebration of life/ private events
Thursday	2:00PM-9:00PM	Celebration of life/ private events
Friday	2:00pm-12:am	Receptions/ Quinceañeras/Celebrations
Saturday	2:00pm-12:am	Receptions/ Quinceañeras/Celebrations
Sunday	12:00pm-10:pm	Receptions/ Quinceañeras/Celebrations

Drink menu will include beer, wine, Champagne, liquor and cocktails.

The drinks listed below are carefully considered by a BASSET trained professional.

Family Tradition- Brandy/ Bourbon, bitters, orange slice, Luxardo Maraschino cherries/syrup, sprite

Paloma- Cazadores tequila blanco, squirt, lime twist

Lantern Iced Tea- Smirnoff vanilla, Raspberry, Orange, sour mix, splash of cranberry juice

Margarita- Cazadores Tequila, Triple Sec, Cointreau, lime/strawberry juice

Espresso Martini- Titos Vodka, simple syrup, Brewed espresso, coffee liquor, cinnamon, coffee bean garnish

Domestic beer, Wine, Champagne, Liquor

Horchata, Hot Chocolate, Tea

Coke products, Water

Point of Sale Equipment

Square

Using Square point of sale equipment will allow BASSET trained employees to properly exchange funds, maintain inventory, collect appropriate tax.

Square has robust cyber security ensuring patron safety.

Security

Security cameras will be installed in the interior of the building to monitor activity inside and on the exterior of the building to monitor the parking lots. A total of eight (8) cameras will be installed with four (4) interior cameras and four (4) exterior cameras. The interior cameras will be placed at each entrance, exit, and the bar area. The exterior cameras will be placed on each side of the building, so all exterior areas are monitored.

In addition to security cameras, security staff will be employed during all weekend events.

Proposed entertainment and Activities

The Copper Lantern's entertainment program focuses on high-quality local engagement and private event hosting:

- Local DJs and Catering
- Dancing and social mixers
- Corporate gatherings
- Private event hosting such as wedding receptions, quinceañeras, birthdays, and anniversaries
- No outdoor or amplified music past 10 PM to remain compliant with Rockford.

Target Audience

Primary Market

Guests ages range from 15–75 years old within the Rockford metropolitan area seeking elegant and modern spaces for weddings, Quinceañeras, and milestone celebrations. By functioning as a Family first venue hosting Quinceañeras and birthdays, we must acknowledge and comply with local laws to ensure safety for under legal age patrons.

Secondary Market:

Local residents and young professionals attending cultural or work based events.

Demographic Highlights:

- Multicultural communities celebrating quinceañeras and large family events.
- Young couples and professionals seeking urban-chic venues for receptions.
- Community members seeking safe, modern gathering options.

Anticipated Food Vs. Alcohol Sales

The Copper Lantern does not operate a kitchen or prepare food on-site. Instead, guests will contract with licensed catering companies that handle all food preparation and service. The venue will focus on alcohol sales and beverage service as its primary revenue stream.

Estimated Sales Ratio:

- Alcoholic Beverages: 85% of total revenue
- Non-Alcoholic Beverages: 10% of total revenue
- Food/Catering coordination fees: 2% of total revenue

Alcohol and Service Compliance Plan

- All alcohol will be served by BASSET-certified bartenders in compliance with Illinois Liquor Control Commission (ILCC) and City of Rockford regulations.
- Alcohol service will cease 30 minutes prior to closing each night.
- No alcohol sales to minors or visibly intoxicated individuals.
- Strict ID verification and wristband policy in place.
- Security staff will be present during all weekend entertainment events.
- The venue will maintain full liability insurance coverage as required by the ILCC and City of Rockford.

Community Impact

Copper Lantern is committed to:

- Enhancing Rockford's entertainment and cultural landscape.
 - Promoting responsible alcohol service.
 - Providing local employment opportunities (bartenders, DJs, security, event staff).
 - Supporting community revitalization through consistent, compliant operations and elegant facility design.
-

Conclusion

Copper Lantern Event Venue requests approval for a full liquor license to serve beer, wine, and spirits during private and public events consistent with state and city regulations. The business will uphold Illinois Liquor Control Commission standards, contribute to Rockford's economic and cultural development, and operate responsibly with a focus on community engagement, safety, and revitalization.

Event Date	Call Number	Situation Reported	Call Disposition	Location	Commonplace Name
11/19/2025 05:58:11 PM	25-252923	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	716 Indiana Ave	
11/15/2025 07:27:33 AM	25-249492	SUSPICIOUS VEHICLE	CALLER CANCELLED	716 Indiana Ave	Lithuanian Club
06/02/2024 08:17:22 PM	24-119405	SUSPICIOUS VEHICLE	ADV - ADVISED	716 Indiana Ave	Lithuanian Club