THE CITY OF ROCKFORD ILLINOIS, USA

PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of June 16, 2026

File # 026-LTAB-017

APPLICANT: Gerlando Galluzzo / Sam's Ristorante & Pizzeria LLC dba Sam's Ristorante & Pizzeria

LOCATION: 6075 East Riverside Boulevard

REQUESTED ACTION: A Modification of an existing liquor license to include liquor by the drink with video gaming terminals in conjunction with a restaurant and banquet hall in a restaurant and banquet hall in a C-1, Limited Office Zoning District, C-2, Limited Commercial Zoning District and a C-3, General Commercial Zoning District.

EXISTING USE: Restaurant and banquet hall with liquor sales

PROPOSED USE: Restaurant and banquet hall with liquor sales and video gaming terminals

DIMENSIONS: See attached Exhibit D

ADJACENT ZONING AND LAND USES:

NORTH:	Loves Park CR	Commercial Retail and Restaurants
EAST:	C-3	First Community Credit Union, Platt Hill Nursery
SOUTH:	C-1, R-1	Medical and Professional offices, Single-family residences
WEST:	C-2	Walgreen's, Professional Offices

YEAR 2040 PLAN: C — Retail

HISTORY:

File #020-LTAB-066: The sale of beer and wine by the drink in conjunction with an outdoor seating area/beer garden in conjunction with a restaurant and brewery and video gaming in a C-2, Limited Commercial Zoning District was withdrawn for the property located at 6551 East Riverside Blvd. This is two (2) blocks east of the subject property.

File #017-LTAB-048: The sale of liquor by the drink in conjunction with a restaurant and brewery; the sale of package liquor in conjunction with a restaurant brewery; and the sale of liquor by the drink in conjunction with an outdoor seating area in a C-2, Limited Commercial Zoning District was approved on January 4, 2018 for the property located at 6551 East Riverside Blvd. This is two (2) blocks east of the subject property.

REVIEW COMMENTS: The Applicant is requesting a Modification of an existing liquor license to include liquor by the drink with video gaming terminals in conjunction with a restaurant and banquet hall in a restaurant and banquet hall in a C-1,

Limited Office Zoning District, C-2, Limited Commercial Zoning District and a C-3, General Commercial Zoning District. The subject property is on the south side of East Riverside Blvd.

The Applicant currently holds a liquor license but wants to add video gaming terminals to the business. Because there will be a change to the business, it would require a modification. The review process requires the Applicant to submit a completed license application, security plan (if applicable) and business plan. Additional items may be required regarding the use approval of the site and intended business.

Exhibit C is the aerial of the property showing the layout of the property and parking lot. The property has parking north, west and south of the building. The property has sufficient parking.

Exhibit D is the interior partial floor plan of the north part of the restaurant. The exhibit shows the proposed location for the video gaming terminals. This location would be on the north side of the building by the main entrance into the restaurant.

Exhibit E is the exterior view of the building looking south. This is the view of the main entrance and the enclosed outdoor patio.

Exhibit F is the business plan. The restaurant and banquet hall have been in operation for over 30 years. The Applicant would like to offer customers the ability to play video gaming as an expanded entertainment option. The Applicant has invested in major renovations to the restaurant to improve the dining area, lounge area and patio area including installing solar panels. The video gaming terminals will help bring more revenue to the property. Within the liquor application, it is stated the food hours will be 10:00 a.m. to 12:00 a.m. (midnight).

Exhibit G is the security plan. The exhibit plan indicates that the facility will have security cameras. The security cameras will be located both indoor and outdoor areas including the parking lot areas. There will be exterior lighting throughout that helps with customer safety. The owners and management will monitor operations during business hours. All employees will be trained how to control suspicious activities, monitor safety and how to proceed.

Exhibit H is the calls for service for the last two (2) years, May 2, 2024 to May 19, 2026. The property has had a total of 21 calls for service.

As of the date of this report, the video gaming data is as follows:

- **TOTAL NUMBER OF CITY OF ROCKFORD VIDEO GAMING LICENSES ISSUED: 515**
- **TOTAL NUMBER OF AUTHORIZED VGTS IN THE CITY OF ROCKFORD NOT YET ISSUED: 62**
- **TOTAL NUMBER OF AUTHORIZED VGTS IN THE CITY OF ROCKFORD: (515 + 62) = 577**
- **IF SAM'S IS APPROVED: (577 + 5) = 582**

The establishment's primary function is a sit-down restaurant with a banquet hall, where food service is the central focus. Staff feels that adding video gaming terminals will not be detrimental to the existing business or the surrounding area. The restaurant will maintain a family friendly atmosphere as indicated in the business plan. For these reasons, staff supports this request.

RECOMMENDATION: Staff recommends **APPROVAL** of a Modification of an existing liquor license to include liquor by the drink with video gaming terminals in conjunction with a restaurant and banquet hall in a restaurant and banquet hall in a C-1, Limited Office Zoning District, C-2, Limited Commercial Zoning District and a C-3, General Commercial Zoning District, subject to the following conditions:

1. Meet all applicable Building and Fire Codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. The sale of liquor by the drink to be in conjunction with a restaurant and banquet hall.
4. The location of video gaming terminals as shown within Exhibit E.
5. The restaurant shall not operate as a nightclub.
6. The hours of operation are limited to Monday through Sunday 10:00 a.m. to 12:00 a.m. (midnight).
7. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
8. All outstanding general ordinance fines must be paid prior to the issuance of the license.
9. All conditions must be met prior to issuance of license and establishment of use.

SC: BM 06/08/2026

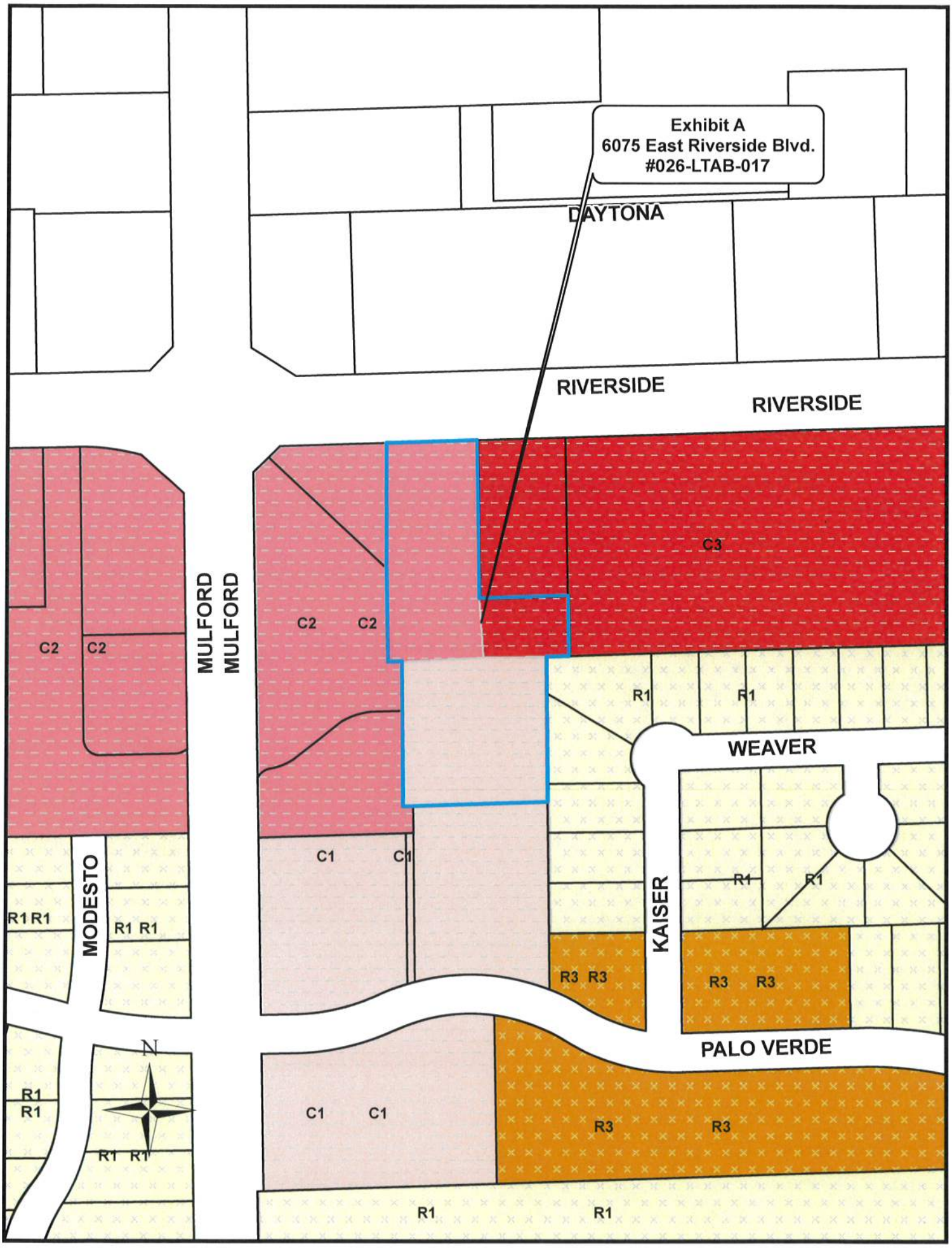
Exhibit A
6075 East Riverside Blvd.
#026-LTAB-017
DAYTONA
RIVERSIDE
RIVERSIDE
MULFORD
MULFORD
MODESTO
WEAVER
KAISER
PALO VERDE
N
C1
C2
C3
R1
R3

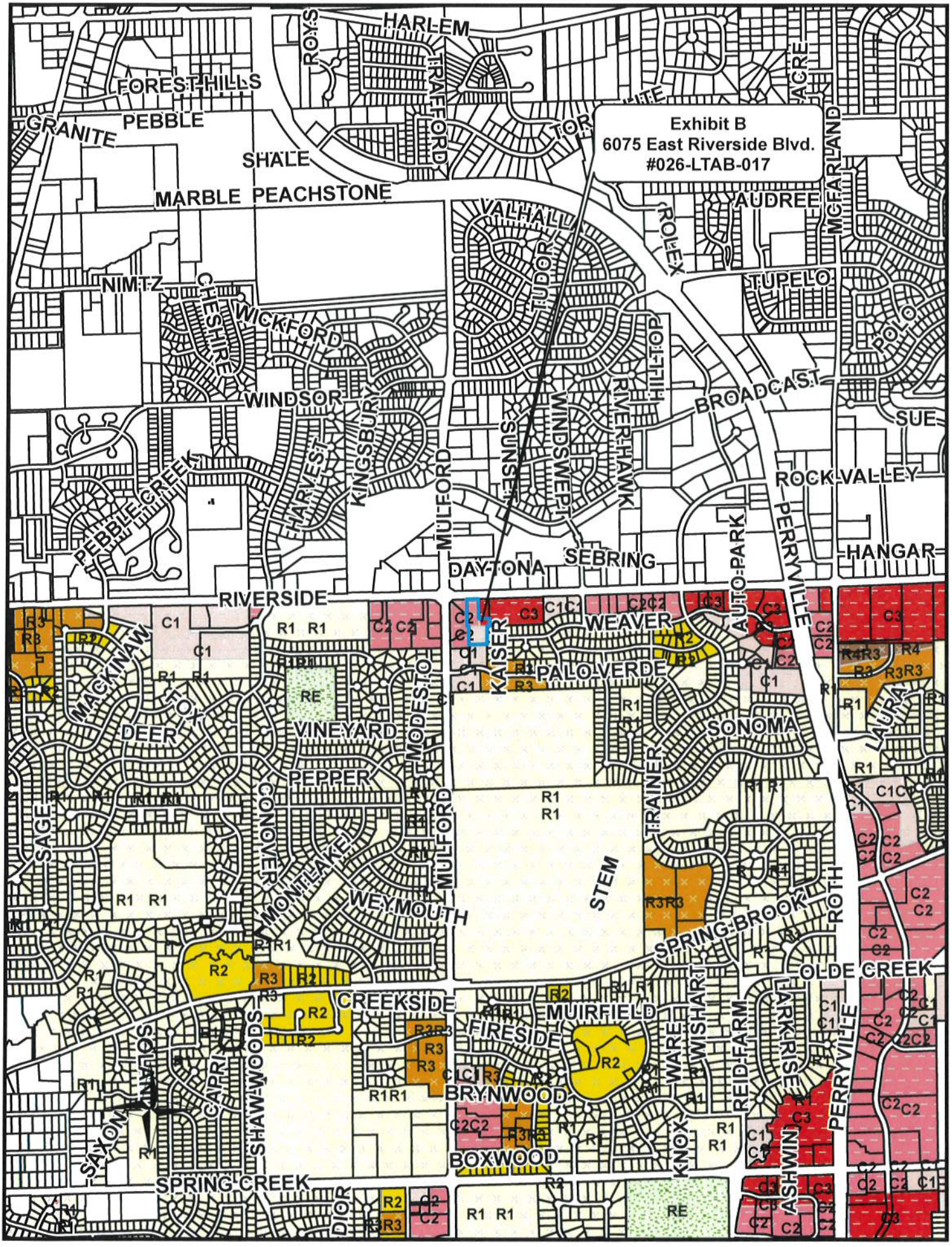
Exhibit B
6075 East Riverside Blvd.
#026-LTAB-017
HARLEM
ROYS
TRAFFORD
FOREST HILLS
PEBBLE
GRANITE
SHALE
MARBLE
PEACHSTONE
VALHALL
TUDOR
ROLEX
AUDREE
MCFARLAND
TUPELO
POLO
NIMITZ
CHESHIRE
WICKFORD
WINDSOR
HARVEST
KINGSBURY
MULFORD
SUNSET
WINDSWEPT
RIVER HAWK
HILLTOP
BROADCAST
SUE
ROCK VALLEY
PERRYVILLE
AUTO PARK
HANGAR
PEBBLE CREEK
DAYTONA
SEBRING
RIVERSIDE
WEAVER
KAISER
PALO VERDE
MACKINAW
DEER
VINEYARD
MODESTO
PEPPER
SONOMA
LAURA
TRAINER
SAGE
COVENTRY
MONTLAKE
WEYMOUTH
STEM
SPRINGBROOK
ROTH
OLDE CREEK
CREEKSIDE
MUIRFIELD
FIRESIDE
WARE
WISHART
REID FARM
FAIRRISE
BRYNWOOD
BOXWOOD
KNOX
ASHWIN
SAXON
CAPRI
SHAWWOODS
SPRING CREEK
DIOR
RE
R1
R2
R3
R4
C1
C2
C3

Exhibit C
6075 East Riverside Blvd.
#026-LTAB-017
DAYTONA
RIVERSIDE
RIVERSIDE
MULFORD
MULFORD
WEAVER
KAISER
MODESTO
PALO VERDE
N

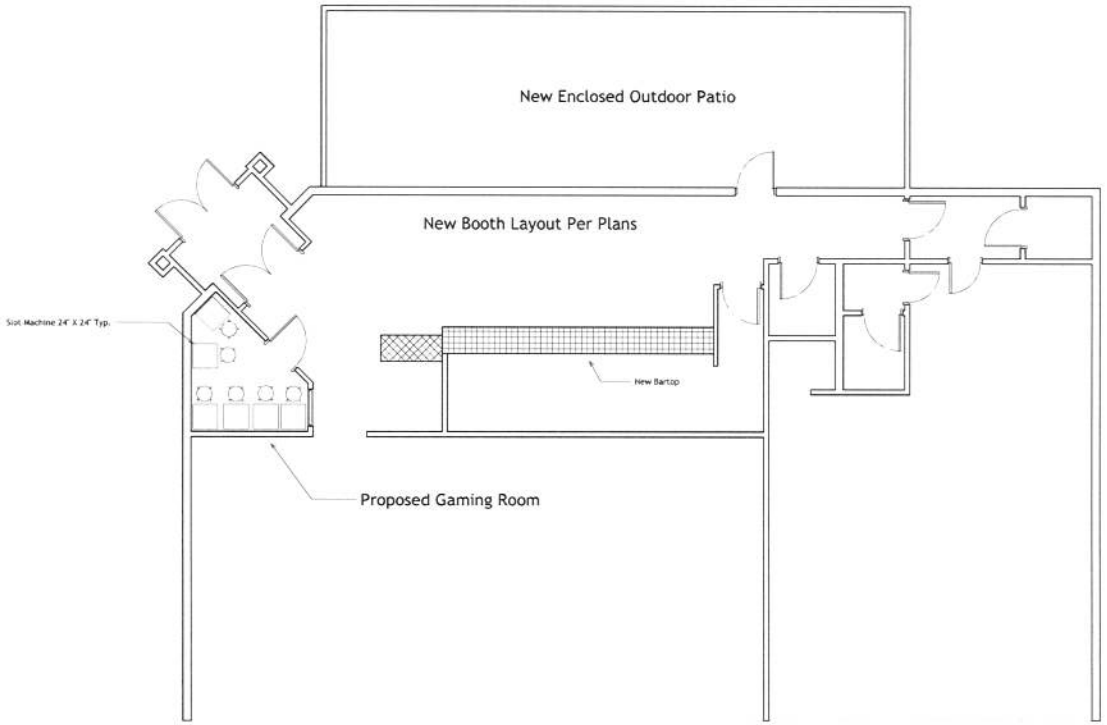

Exhibit D
6075 East Riverside Blvd.
#026-LTAB-017

N

L&L BUILDERS

5612 Industrial Ave, Loves Park, IL 61111

No.	Description	Date

Sam's Ristorante & Pizzeria
Gaming Room

Architectural Floor Plans

Project Location	6075 E Riverside, Rockford, IL 61114
Date	5/14/2026
Drawn By	CB
Checked By	JK

A101

Scale: 1/4" = 1'-0"

5/14/2026 9:44:43 AM

Sams Ristorante & Pizzeria

Exhibit E
6075 East Riverside Blvd.
#026-LTAB-017

6075 E. Riverside Blvd.
Rockford, Illinois

BLAKEMORE
ARCHITECTS

Date 05 20 24 Project 23 31
Issued for Permit

PROFESSIONAL DESIGN FIRM REGISTRATION #
184-003342

ARCHITECT SEAL

Exp 11-30-24
signature
05-20-24
date
license expires 11-30-24

SHEET INDEX — Current drawing date:

COVER	COVER SHEET	05-20-24
CIVIL DRAWINGS:		
C01	SITE GENERAL NOTES	02-26-24
C02	SITE EXISTING CONDITIONS & REMOVAL PLAN	02-26-24
C03	SITE LAYOUT PLAN	02-26-24
C04	SITE GRADING PLAN	02-26-24
C05	LANDSCAPE PLAN	02-26-24
ARCHITECTURAL & ELECTRICAL DRAWINGS:		
D101	DEMOLITION FLOOR PLAN	05-20-24
A100	FOUNDATION FLOOR PLAN & DETAILS	05-20-24
A101	FLOOR PLANS	05-20-24
A102	ROOF & FRAMING PLANS	05-20-24
A103	SCHEDULES	05-20-24
A201	BUILDING ELEVATIONS	05-20-24
A501	CANOPY SECTION & DETAILS	05-20-24
A502	CANOPY SECTION & DETAILS	05-20-24
S100	STRUCTURAL GENERAL NOTES	05-20-24
M101	MECHANICAL & GAS PIPING FLOOR PLAN	05-20-24
E101	LIGHTING & POWER FLOOR PLANS	05-20-24

SITE LOCATION

(2)

Exhibit F
6075 East Riverside Blvd.
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Business Plan

Sam's Ristorante & Pizzeria

6075 East Riverside Boulevard, Rockford, Illinois 61114

Executive Summary

Sam's Ristorante & Pizzeria has proudly served the Rockford, Illinois community for more than 33 years at its current location. Over the past three decades, the restaurant has established itself as a well-known and respected local dining destination recognized for quality food, family dining, customer service, catering, private events, and community involvement.

As part of its continued growth and long-term sustainability strategy, Sam's Ristorante & Pizzeria is seeking to expand its entertainment offerings through the addition of licensed video gaming terminals. The purpose of adding video gaming is to enhance the overall guest experience by providing additional entertainment options while also creating a supplemental revenue stream to support restaurant operations, employee retention, future investments, and continued community development.

The restaurant has demonstrated a long-standing commitment to the Rockford community through substantial reinvestment into the property and business operations. Within the last year and a half, ownership has invested more than $500,000 into major renovations and additions to the facility, including improvements to dining areas, lounge spaces, patio enhancements, operational upgrades, and customer amenities.

In addition, Sam's Ristorante & Pizzeria is currently in the process of installing solar panels on the facility, representing another significant investment into the local community and the future sustainability of the business. The solar project is expected to total approximately $350,000 and demonstrates the company's commitment to environmental responsibility, energy efficiency, and long-term operational stability.

The addition of video gaming will complement the existing restaurant and lounge atmosphere while helping stabilize revenue during changing economic conditions, rising food and labor costs, and seasonal fluctuations within the hospitality industry.

Company Overview

Business Name

(2)

Sam's Ristorante & Pizzeria

Business Address

6075 East Riverside Boulevard
Rockford, Illinois 61114

Business Structure

Privately owned restaurant and hospitality business.

Years in Business

Over 33 years at the current location.

Industry

Restaurant, hospitality, entertainment, catering, and food service.

Mission Statement

Sam's Ristorante & Pizzeria is committed to providing high-quality food, exceptional hospitality, and a welcoming atmosphere for families, professionals, and visitors throughout the Rockford area. Our mission is to continue investing in our facility, employees, and community while offering an enjoyable and entertaining dining experience for our guests.

Business Description

Sam's Ristorante & Pizzeria is a full-service restaurant and pizzeria serving Italian cuisine, pizza, appetizers, pasta dishes, sandwiches, beverages, catering services, banquet dining, and carryout services.

The business has built a strong customer base through decades of consistent service, quality food, and community involvement. The restaurant serves a wide demographic that includes local residents, families, business professionals, travelers, sports teams, community organizations, and private event guests.

The restaurant features:

- Full-service dining areas
- Lounge and bar seating
- Outdoor patio dining

- Private event and banquet space
- Carryout and catering operations
- Community event hosting
- Family-friendly dining atmosphere

The proposed addition of video gaming terminals will enhance the entertainment offerings already available to guests while encouraging longer visits and increased customer engagement.

Purpose of Adding Video Gaming

The addition of licensed video gaming terminals is intended to:

1. Provide additional entertainment options for adult guests.
2. Enhance the customer experience within the lounge and bar areas.
3. Create supplemental revenue to help offset increasing operational expenses.
4. Support employee retention and staffing stability.
5. Assist with future property improvements and continued investment into the business.
6. Increase customer traffic and length of stay.
7. Maintain competitiveness within the hospitality and restaurant industry.

The gaming area will be professionally maintained and operated in compliance with all applicable state and local regulations. Video gaming will remain secondary to the restaurant's primary focus as a family-oriented dining establishment.

Market Analysis

Industry Overview

The restaurant and hospitality industries continue to face rising operational costs, including increases in food prices, labor expenses, utilities, insurance, and maintenance. Many restaurants have diversified revenue streams by adding entertainment options and guest amenities to remain financially stable and competitive.

Video gaming has become a common and accepted supplemental revenue source for restaurants and hospitality establishments throughout Illinois. Properly managed gaming operations can increase customer retention, create additional guest traffic, and provide businesses with more consistent revenue during slower dining periods.

Target Market

Sam's Ristorante & Pizzeria serves:

- Local residents
- Families
- Working professionals
- Evening dining guests
- Bar and lounge patrons
- Community organizations
- Private event guests
- Travelers and hotel guests in the Riverside Boulevard corridor

The addition of gaming terminals primarily targets adult lounge patrons while preserving the restaurant's family dining atmosphere.

Competitive Advantage

Sam's Ristorante & Pizzeria benefits from:

- Over 33 years of successful operation
- Strong local reputation and customer loyalty
- Established location with high visibility
- Recent large-scale renovations and upgrades
- Expanded patio and lounge areas
- Ongoing investment into sustainability and infrastructure
- Experienced ownership and management
- Diverse revenue streams including dining, catering, events, and carryout

Recent Investments and Improvements

Ownership has made substantial financial investments into the property and business operations to ensure long-term success and continued growth.

Facility Renovations

Over the last year and a half, more than $500,000 has been invested into renovations and additions to the building, including:

- Dining room improvements
- Lounge upgrades
- Expanded patio and outdoor seating
- Building enhancements
- Operational improvements
- Customer experience upgrades
- Equipment and infrastructure improvements

These investments demonstrate the company's ongoing commitment to maintaining a high-quality establishment and contributing positively to the local business community.

Solar Energy Project

Sam's Ristorante & Pizzeria is also in the process of adding solar panels to the facility, representing an additional investment of approximately $350,000.

The solar project will:

- Improve energy efficiency
- Reduce long-term utility expenses
- Support environmental sustainability
- Reduce operational costs
- Demonstrate commitment to long-term community investment

This project further reflects ownership's dedication to responsible business growth and reinvestment into the local economy.

Operations Plan

Management

The restaurant is operated by experienced ownership and management with more than three decades of industry experience.

Management responsibilities include:

- Daily restaurant operations
- Staff supervision and training
- Food quality control
- Customer service oversight
- Vendor and supplier relationships
- Financial management
- Facility maintenance
- Compliance with state and local regulations

Staffing

Sam's Ristorante & Pizzeria employs kitchen staff, servers, bartenders, hosts, catering staff, and management personnel.

The additional gaming revenue is expected to help support:

- Employee retention
- Staffing stability
- Wage growth opportunities
- Continued job creation
- Operational sustainability

Hours of Operation

The business operates regular lunch and dinner service along with lounge operations, catering services, and special events.

Marketing Strategy

Sam's Ristorante & Pizzeria will continue utilizing its established marketing channels and customer relationships to promote both dining and entertainment offerings.

Marketing strategies include:

- Social media marketing
- Community engagement
- Customer loyalty and repeat business
- Event promotions
- Catering and banquet marketing
- Word-of-mouth referrals
- Seasonal promotions
- Local partnerships and sponsorships

The addition of video gaming will be marketed responsibly as an added entertainment option for adult guests.

Financial Benefits of Video Gaming

The supplemental revenue generated through video gaming is expected to:

- Help offset rising food and labor costs
- Stabilize cash flow during slower business periods
- Support future facility improvements
- Assist with employee retention and operational growth
- Strengthen long-term business sustainability
- Provide additional tax revenue and economic activity within the local community

The additional income will allow the business to continue reinvesting into the property, employees, and customer experience.

Community Impact

Sam's Ristorante & Pizzeria has been an active member of the Rockford community for more than three decades. The business has continuously supported local employment, community organizations, events, and economic development.

The recent investments into the property, including building renovations and the planned solar energy project, demonstrate the company's long-term commitment to the area.

The addition of video gaming will help ensure the continued success and sustainability of the business, allowing it to remain a stable employer, taxpayer, and contributor to the local economy.

Conclusion

Sam's Ristorante & Pizzeria has established itself as a long-standing and respected restaurant business within the Rockford community through more than 33 years of successful operation.

Ownership has made substantial financial investments exceeding $850,000 in recent years through facility renovations, building improvements, additions, and the upcoming solar energy project.

The addition of licensed video gaming terminals is a responsible and strategic business decision designed to:

- Enhance entertainment options for guests
- Supplement restaurant revenue
- Offset increasing operational costs
- Support employees and future growth
- Maintain long-term business stability
- Continue reinvesting into the Rockford community

Sam's Ristorante & Pizzeria remains committed to providing quality food, hospitality, entertainment, and continued investment into both the business and the local community for many years to come.

(7)

Security Plan

Sam's Ristorante & Pizzeria

6075 East Riverside Boulevard

Rockford, Illinois 61114

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Purpose

The purpose of this Security Plan is to ensure a safe, secure, and well-monitored environment for guests, employees, vendors, and visitors at Sam's Ristorante & Pizzeria. Ownership and management are committed to maintaining high standards of safety, security, and operational oversight throughout the facility and surrounding property.

Facility Overview

Sam's Ristorante & Pizzeria is a full-service restaurant and hospitality establishment operating at:

6075 East Riverside Boulevard
Rockford, Illinois 61114

The facility includes dining areas, lounge and bar seating, patio areas, private event spaces, parking areas, kitchen operations, and guest entrances and exits.

Security Measures

Video Surveillance System

Sam's Ristorante & Pizzeria maintains multiple security cameras throughout the facility and exterior property areas. Cameras are positioned to monitor:

- Main entrances and exits
- Dining areas
- Lounge and bar areas
- Hallways and common areas
- Patio and outdoor seating areas

Exhibit G
6075 East Riverside Blvd.
#026-LTAB-017

(7)

- Parking lot and exterior surroundings
- Cash handling and point-of-sale areas

The surveillance system is monitored regularly by ownership and management to help maintain a secure environment and assist with incident review when necessary.

Lighting and Visibility

The property maintains well-lit interior and exterior areas to promote guest safety and visibility during operating hours.

Lighting coverage includes:

- Parking lot areas
- Building entrances and exits
- Walkways and patio areas
- Exterior perimeter lighting
- Interior common areas

Proper lighting helps deter unwanted activity while improving safety for customers and staff.

Management and Ownership Oversight

Ownership and management maintain regular on-site oversight of restaurant operations and guest activity throughout business hours.

Management responsibilities include:

- Monitoring daily operations
- Supervising employees and guest interactions
- Addressing safety concerns promptly
- Ensuring compliance with company policies and procedures
- Maintaining orderly operations within dining and lounge areas

Owners and managers are actively involved in the daily operation of the business and maintain a visible presence throughout the facility.

Employee Training and Procedures

Employees are instructed to report suspicious activity, disturbances, safety concerns, or emergencies to management immediately.

Staff procedures include:

- Monitoring guest activity
- Maintaining clear entry and exit pathways
- Following cash handling procedures
- Reporting incidents promptly
- Assisting with emergency response when necessary

Management reserves the right to refuse service or remove disruptive individuals when necessary to maintain a safe environment for guests and employees.

Coordination with Local Authorities

Sam's Ristorante & Pizzeria will cooperate fully with local law enforcement, emergency responders, and regulatory agencies when needed.

Emergency services can be contacted immediately in the event of:

- Criminal activity
- Medical emergencies
- Fire or safety hazards
- Disturbances or threats to public safety

Commitment to Safety

Sam's Ristorante & Pizzeria is committed to maintaining a professional, safe, family-friendly, and responsibly managed establishment. Through active management oversight,

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
26-106367	05/19/2026 08:03:32 AM	6075 E Riverside Blvd	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
26-105225	05/17/2026 10:18:05 PM	6075 E Riverside Blvd	DISORDERLY	RPT - REPORT	Rockford Police Department
26-092144	05/01/2026 11:01:01 AM	6075 E RIVERSIDE BLVD	CRU	RPT - REPORT	Rockford Police Department
26-088734	04/27/2026 09:03:18 AM	6075 E Riverside Blvd	CRU	RPT - REPORT	Rockford Police Department
26-058133	03/20/2026 08:21:05 AM	6075 E RIVERSIDE BLVD	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
25-262610	12/03/2025 09:42:11 AM	6075 E Riverside Blvd	TRAFFIC COMPLAINT	RE-ASSIGN/CHANGE OF CALL(UNIT) / ADV - ADVISED	Rockford Police Department
25-240324	11/03/2025 09:06:43 AM	6075 E Riverside Blvd	911 INFORMATION	NRPT - NO REPORT	Rockford Police Department
25-221767	10/09/2025 12:08:39 PM	6075 E Riverside Blvd	INFORMATION FOR POLICE	NRPT - NO REPORT	Rockford Police Department
25-203877	09/17/2025 03:19:40 PM	6075 E Riverside Blvd	THEFT REPORT	RPT - REPORT	Rockford Police Department
25-203877	09/17/2025 03:19:40 PM	6075 E Riverside Blvd	THEFT REPORT	RPT - REPORT	Rockford Police Department
25-203877	09/17/2025 03:19:40 PM	6075 E Riverside Blvd	THEFT REPORT	RPT - REPORT	Rockford Police Department
25-203647	09/17/2025 11:33:40 AM	6075 E Riverside Blvd	CRU	RPT - REPORT	Rockford Police Department
25-203630	09/17/2025 11:18:32 AM	6075 E Riverside Blvd	CRU	RPT - REPORT	Rockford Police Department
25-087260	04/28/2025 12:47:36 PM	6075 E Riverside Blvd	DISORDERLY	RE-ASSIGN/CHANGE OF CALL(UNIT) / UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
25-053157	03/15/2025 11:24:35 PM	6075 E Riverside Blvd	ALARM - BURGLAR	RE-ASSIGN/CHANGE OF CALL(UNIT) / CALLER CANCELLED	Rockford Police Department
24-199819	09/05/2024 06:26:53 AM	6075 E Riverside Blvd	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-136615	06/22/2024 09:45:26 PM	6075 E Riverside Blvd	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
24-136614	06/22/2024 09:45:26 PM	6075 E Riverside Blvd	911 DUPLICATE CALL	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
24-101187	05/11/2024 09:26:04 PM	6075 E Riverside Blvd	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
24-097982	05/08/2024 08:10:48 AM	6075 E Riverside Blvd	ALARM - BURGLAR	CALLER CANCELLED	Rockford Police Department
24-093657	05/02/2024 07:35:44 PM	6075 E Riverside Blvd	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	Rockford Police Department

Exhibit H
6075 East Riverside Blvd.
#026-LTAB-017