



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of April 21, 2026

File #026-LTAB-007

APPLICANTS: Shantilal Patel / Ajay Modi / BJ's Place Ltd. d/b/a BJ's Place

LOCATION: 2842 11th Street

REQUESTED ACTION: Modification of an existing liquor license for a 100 % stock purchase in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District.

EXISTING USE: BJ's Place with the sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals.

PROPOSED USE: BJ's Place with the sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals.

DIMENSIONS: Irregular Shape **SQUARE FOOTAGE:** 13,785 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-3	Professional Tax Service
EAST:	R-1	Single-family Residences
SOUTH:	R-1 & C-3	John's Restaurant, Single-family Residences
WEST:	C-3	Amoco Gas station & convenience store, Vacant

YEAR 2040 PLAN: C, RM Commercial & Retail and Medium Residential

HISTORY: **File #022-LTAB-001:** The sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District was approved March 9, 2022 for the property located at 2842 11th Street. This is the subject property.

File #021-LTAB-005: The sale of packaged liquor and the sale of tobacco products in conjunction with a gas station and convenience store in a C-3 General Commercial District was approved April 7, 2021 for the property located at 2837 11th Street. This property is located directly west of the subject property.

File #09-LAB-019: The sale of alcohol by the package in conjunction with a gas station and convenience store in a C-3 General Commercial District was approved March 8, 2010 for the property located at 2837 11th Street. This property is located directly west of the subject property.

File #09-LAB-008: The sale of alcohol by the drink in conjunction with a sit-down restaurant for an outdoor seating area in a C-3, General Commercial District was approved August 10, 2009 for the property located at 2914 11th Street. This property is located directly south of the subject property.

#061-91: A Preannexation Agreement and Zoning Map Amendment from County "CC", Commercial Community to City "CC" Commercial Community Zoning District with a Special Use Permit for the sale of alcoholic liquors in a City "CC" Commercial Community Zoning District and a Variation for parking and landscaping to remain "as is" was granted June 25, 1991 for the property located at 2842 11th Street. This is the subject property.

REVIEW COMMENTS: The Applicants are requesting a Modification of an existing liquor license for a 100 % stock purchase in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District. Exhibit A shows the subject property is located on the northeast corner of the 11th Street and Redd Avenue intersection. The parcel is surrounded by residential and commercial uses (Exhibit B and C).

The Applicants, Shantilal Patel and Ajay Modi, are the managing members of BJ's Place Ltd. Within the Liquor Application, it is indicated that BJ's Place will be managed by a manager.

Exhibit D is a 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 yellow star is the subject property.

Exhibit E is an aerial that shows the existing building, parking lots, and dumpster.

Exhibit F is the interior floor plan submitted by the Applicant. Exhibit F shows the proposed bar and grill is approximately 40 feet by 95 feet or 3,800 square feet. Exhibit F shows the proposed bar and grill will consist of eight (8) tables with seating for 30 customers, a bar with seating for 20 customers, six (6) video gaming terminals, pool table and two (2) dart boards. Additionally, Exhibit F shows the remaining portion of the bar and grill will consist of a kitchen, bathrooms, coolers, storage, office, and counter.

Exhibit G is the business plan for BJ's Place. The Applicant states, "my name is Shantilal Patel and my partners name is Ajay Modi. We purchased BJ's Place Ltd from the current owners Luke Meyer and Jay Gesner" (Exhibit G). The Applicants explain, "we will be taking over the business and keeping the same corporation that is currently licensed and our plans are to continue operations-with all of the current staff as well as the bookkeeping and accounting firms" (Exhibit G). Additionally, the Applicants state, "all staff will be staying, and we have no plans on changing anything but to just continue with operations as they are now" (Exhibit G). Also, the Applicants state, "BJ'S Place LTD is a corporation so we will keep the existing checking account, business license as well as insurance carrier"

Exhibit H shows the hours and days of operation will be Monday through Saturday 8:00 am to 2:00 am, Sunday 9:00 am to 2:00 am and food is served 11:00 am through 7:00 pm. daily. There will not be live entertainment nor a cover charge (Exhibit H). Within Exhibit H, the Applicants explain, "we don't have security, we give full management control to our bartender and they have the right to refuse service as well as require people to leave the property. The Applicants indicated on the Liquor Application that security would be hired if

a written request were received from the liquor commissioner. The Applicants indicated within the liquor application that there will be 5% food sales, 55% alcohol sales, and 40% other sales revenue sources including gaming revenue.

Exhibit I shows that there have been 57 calls of service for the Police Department in the past 24 months for 2842 11th Street.

The Applicants are purchasing all the stock of the corporation as well as the land and building and plan to continue to operate the business as it has been operating for many years. Staff feels that the Applicants' request is reasonable for the use of the subject property. Staff recommends approval of the Applicants' requests subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of a Modification of an existing liquor license for a 100 % stock purchase in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District, based on the following conditions:

1. Meet all Applicable Building and Fire Codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. Hours of operation are Monday through Saturday 8:00 am to 2:00 am and Sunday 9:00 am to 2:00 am.
4. The sale of liquor by the drink shall be limited to the interior floor plan approved by Staff, Exhibit F.
5. There shall be no single serving sales of beer or wine in volumes of 16 oz. or less for packaged liquor sales.
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. There shall not be a cover charge, dance floor, DJ's and/or live entertainment.
8. The proposed use shall not operate as a nightclub.
9. The windows shall not be covered with bars or other devices that block the windows.
10. Window display signage is limited to 20% of window area.
11. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
12. All outstanding general ordinance fines must be paid prior to the issuance of the license.
13. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 4/10/2026

Exhibit A
2842 11th Street
#026-LTAB-007

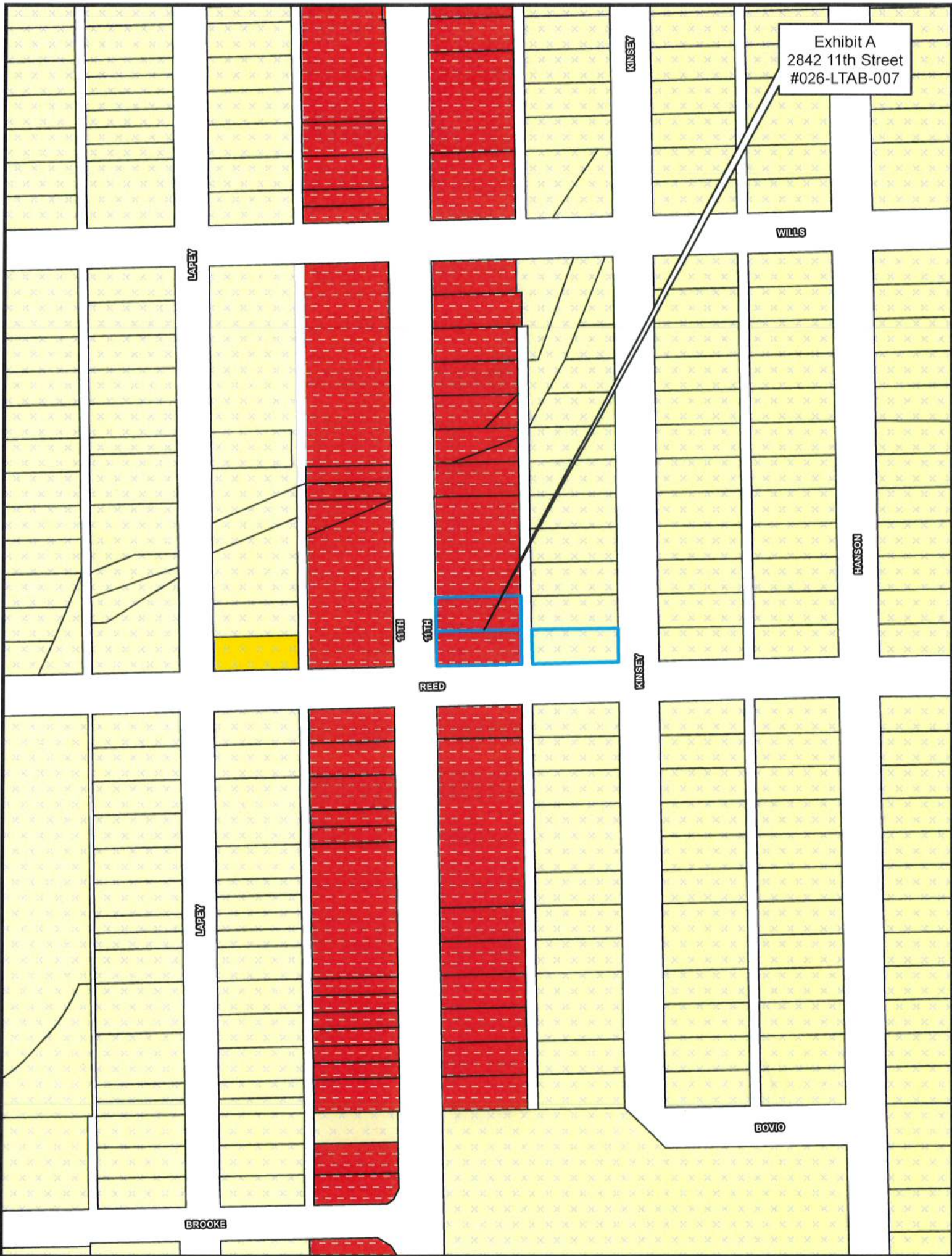


Exhibit B
2842 11th Street
#026-LTAB-007

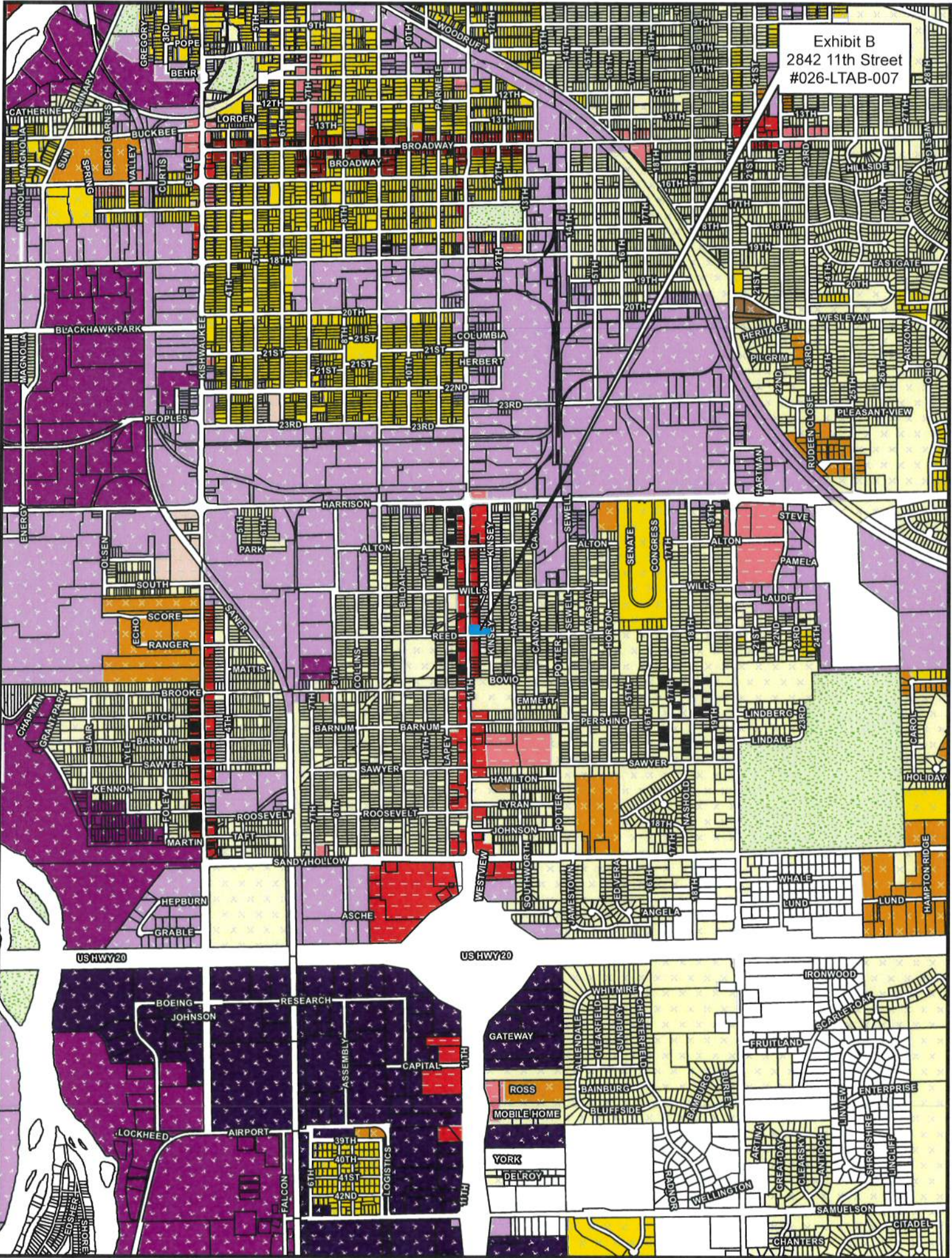
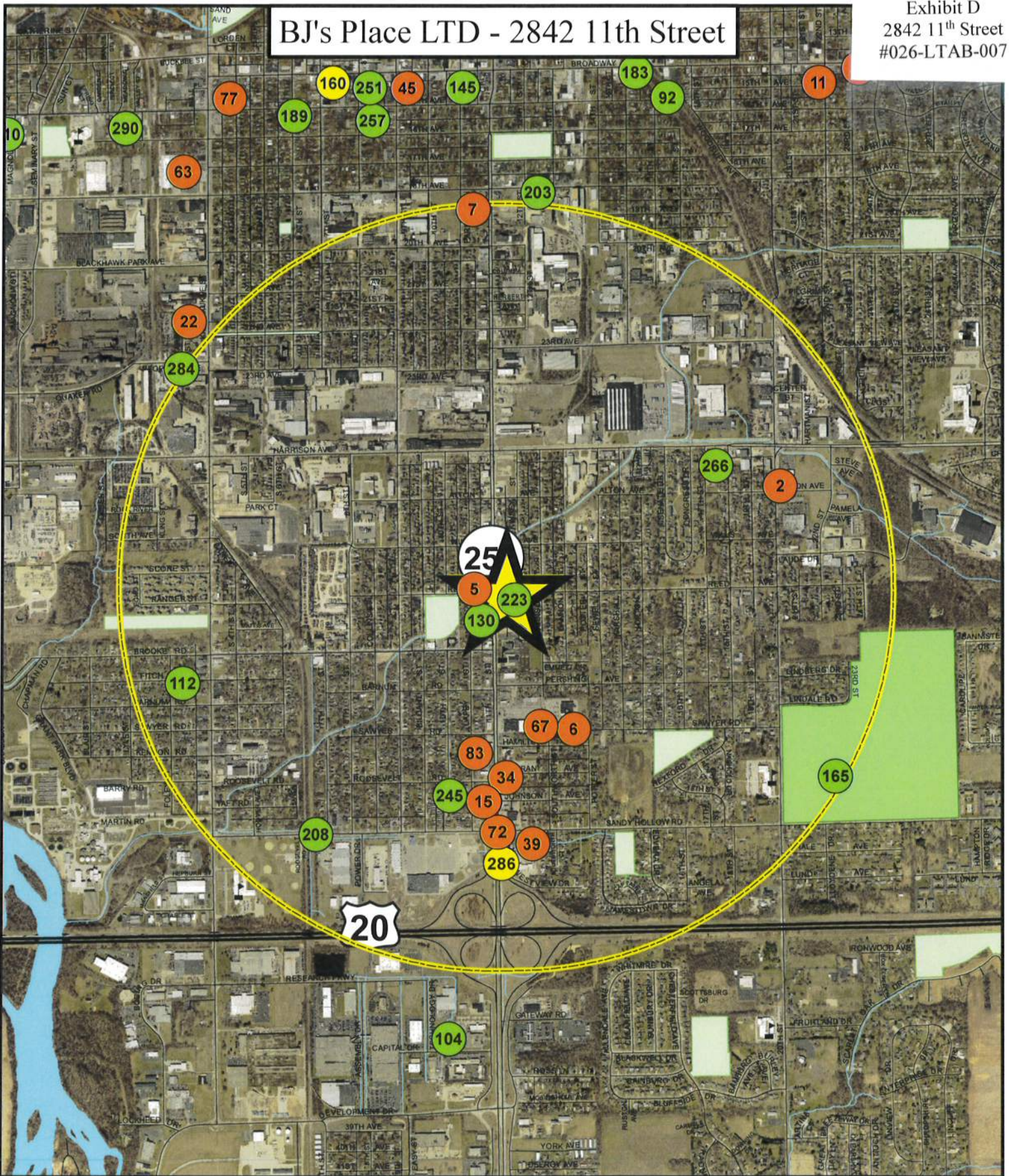


Exhibit C
2842 11th Street
#026-LTAB-007



BJ's Place LTD - 2842 11th Street

Exhibit D
2842 11th Street
#026-LTAB-007



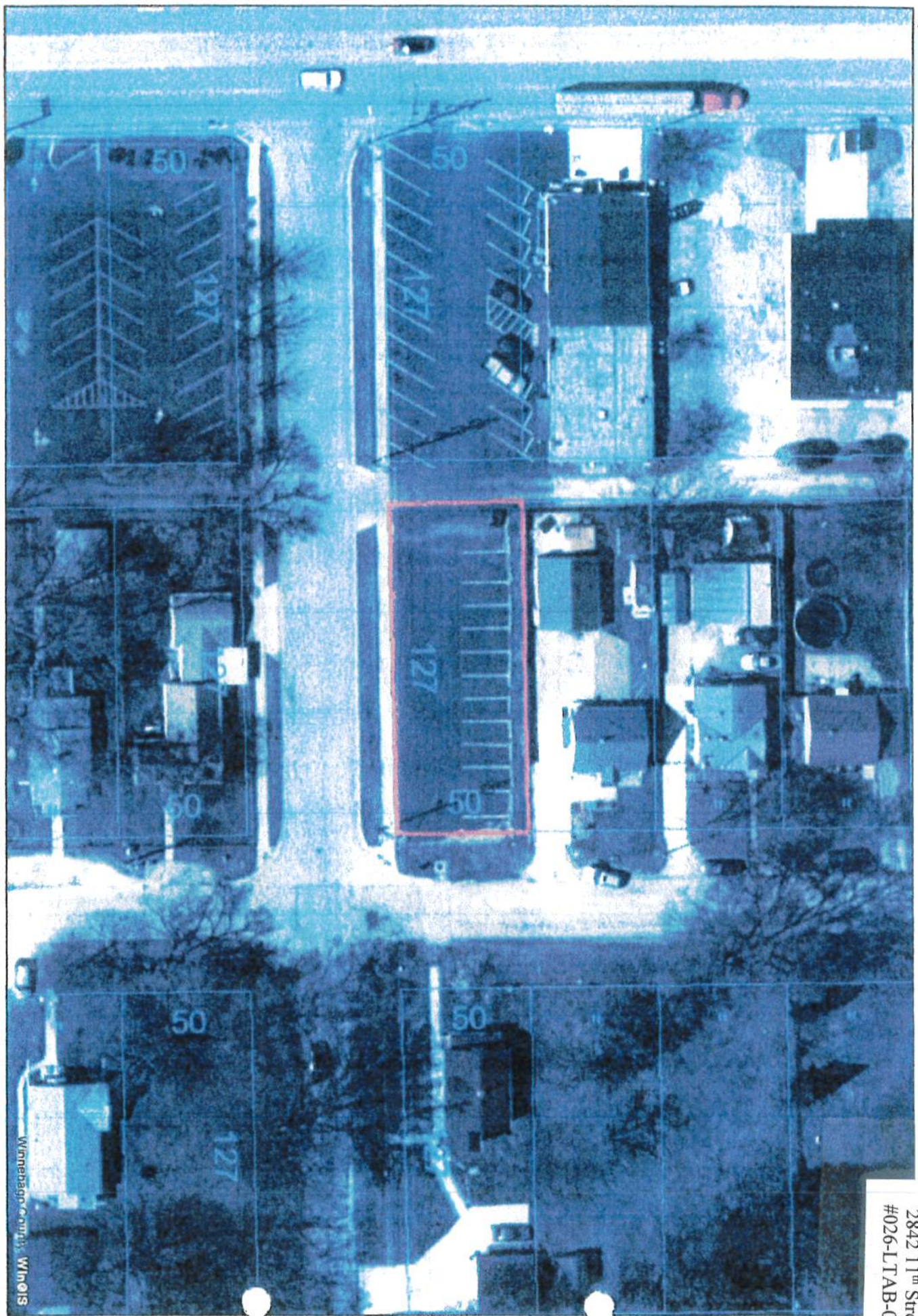
- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS-2025

2026





Winnebago County uses this information to support the accuracy of property boundaries and to assist in the planning, construction, and maintenance of public utilities and infrastructure.

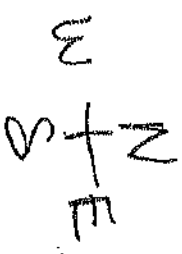
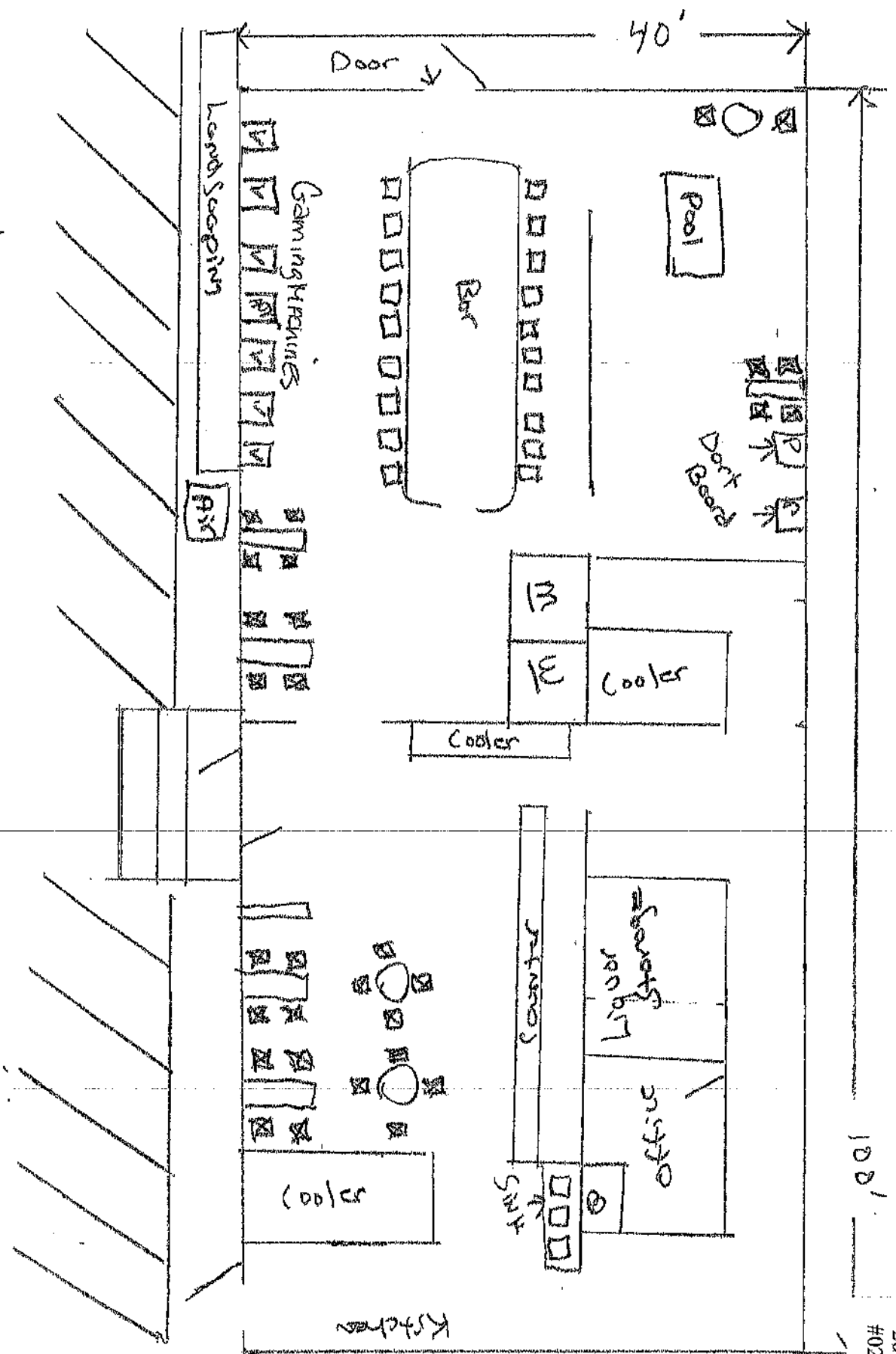


SCALE: 1:570

Winnebago County, Illinois

WIN GIS

Winnebago County Geographic Information System



REED ST.

City Of Rockford
425 East State St.
Rockford, IL 61104

March 2nd 2026

RECEIVED

MAR 11 2026

CITY OF ROCKFORD
LEGAL DEPARTMENT

Attention: Liquor & Tobacco Board, City Council
RE: Purchase of BJ'S Place Ltd. 2842 11th St Rockford 61109

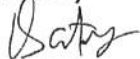
Dear Sir's

Attached and enclosed is the paperwork for a liquor license application for the purchase of BJ's Place Ltd. My name is Shantilal Patel and my partner is Ajay Modi. We have entered a contract to purchase BJ'S Place LTD along with the land and building which is located at 2842 11th Street. I also own SM Angels Inc. which owns and operates Sandy Phillips 66 which is located at 4545 Sandy Hollow Rd. The current owners Luke Meyer and Jay Gesner decided it was time to retire.

We will be taking over the business and keeping the same corporation that is currently licensed. Our plans are to continue operations with all the current staff as well as the bookkeeping and accounting firms. All staff will be staying, and we have NO plans on changing anything but to just continue with operations as they are now. BJ'S Place LTD is a corporation so we will keep the existing checking account, business license as well as insurance carrier.

My family and I have scheduled a vacation which we will be out of town from March 19th thru the 26th. If you have any questions, please contact me by phone at (630) 613-0606 or by Email at : sandyphillips66@gmail.com. Also, if there are any questions feel free to contact my attorney RC Pottinger with Barrick Switzer at (815) 962-6611. We are both looking to closing and operating another business in Rockford. I want to Thank You in advance for your assistance regarding this process.

Sincerely



Shantilal Patel

BJ'S Place 2842 11th Street Rockford, IL 61109

Liquor License Required Attachments

RECEIVED

MAR 11 2026

CITY OF ROCKFORD
LEGAL DEPARTMENT

- 1- Attached
- 2- Days open Monday thru Saturday 8am to 2am Sunday 9am to 2am, food is served 11-7 Dailey, NO entertainment pool and darts, normal bar beverages. Target audience is the local neighbors that have lived in the area for years. Our current customer age is late 50's .No cover charge do to NO live music.
- 3- Enclosed
- 4- Enclosed with pictures
- 5- Enclosed with pictures
- 6- We don't have security; we give full management control to our bartender. They have the right to refuse service as well as require people to leave the property.
- 7- Frank Coririossi , Shantilal Patel
- 8- Completed
- 9- Attached
- 10- N/A
- 11- Attached Included
- 12- Attached
- 13- Included

2842 11TH ST

Event Date	Call Number	Situation Reported	Call Disposition	Location	City
03/23/2026 10:51:32 PM	26-061218	ACCIDENT HIT AND RUN	RPT - REPORT	2842 11th St	Rockford
03/19/2026 10:47:17 AM	26-057420	CRU	RPT - REPORT	2842 11TH ST	Rockford
03/14/2026 01:31:50 AM	26-053430	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
03/13/2026 11:12:49 PM	26-053343	ACCIDENT UNKNOWN INJURY	RPT - REPORT / RPT - REPORT	2842 11th St	Rockford
02/15/2026 07:52:17 PM	26-033199	MEDICAL ASSIST	NRPT - NO REPORT	2842 11th St	Rockford
02/10/2026 06:46:58 PM	26-029378	911 DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford
02/10/2026 05:58:06 PM	26-029336	WARRANT SERVICE	RPT - REPORT	2842 11th St	Rockford
01/28/2026 07:14:03 PM	26-019805	WELFARE CHECK	NRPT - NO REPORT	2842 11th St	Rockford
12/31/2025 09:18:47 PM	25-282094	DISORDERLY	NRPT - NO REPORT	2842 11th St	Rockford
12/30/2025 07:54:28 AM	25-280873	ABANDONED VEHICLE	NRPT - NO REPORT	2842 11th St	Rockford
12/01/2025 04:16:01 PM	25-261466	WELFARE CHECK	ADV - ADVISED	2842 11th St	Rockford
12/01/2025 04:11:46 PM	25-261456	911 DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford
11/28/2025 02:06:30 PM	25-259213	PARKING COMPLAINT	ADV - ADVISED	2842 11th St	Rockford
11/14/2025 09:43:35 AM	25-248770	PARKING COMPLAINT	NRPT - NO REPORT	2842 11th St	Rockford
11/05/2025 12:01:54 AM	25-241847	FOLLOW-UP	NRPT - NO REPORT	2842 11th St	Rockford
11/04/2025 11:29:07 PM	25-241834	DISORDERLY	ADV - ADVISED / ADV - ADVISED	2842 11th St	Rockford
11/04/2025 11:25:33 PM	25-241830	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2842 11th St	Rockford
10/07/2025 12:00:22 PM	25-220101	TRAFFIC STOP	NRPT - NO REPORT	2842 11TH ST	Rockford
09/27/2025 08:56:28 AM	25-211846	WELFARE CHECK	NRPT - NO REPORT	2842 11th St	Rockford
09/18/2025 11:16:27 PM	25-205087	INFORMATION FOR POLICE	NRPT - NO REPORT	2842 11th St	Rockford
08/09/2025 10:54:17 PM	25-171645	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2842 11th St	Rockford
07/22/2025 03:54:42 AM	25-155936	SUSPICIOUS VEHICLE	NRPT - NO REPORT	2842 11TH ST	Rockford
07/15/2025 01:50:41 PM	25-150536	WARRANT SERVICE	CALLER CANCELLED	2842 11th St	Rockford
07/12/2025 04:42:13 PM	25-148257	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2842 11th St	Rockford

07/08/2025 01:05:34 AM	25-144633	ALARM - HOLDUP/PANIC	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
06/17/2025 02:34:03 PM	25-127785	STAND BY	NRPT - NO REPORT	2842 11th St	Rockford
05/27/2025 03:26:44 PM	25-110728	DISORDERLY	CALLER CANCELLED	2842 11th St	Rockford
05/17/2025 02:01:50 PM	25-102757	DISORDERLY REPORT	RE-ASSIGN/CHANGE OF CALL(UNIT) / NRPT - NO REPORT	2842 11th St	Rockford
05/10/2025 08:37:30 AM	25-096691	CRU	RPT - REPORT	2842 11th St	Rockford
04/27/2025 02:42:22 PM	25-086565	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
03/31/2025 09:02:45 PM	25-065195	TRAFFIC STOP	NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
03/29/2025 04:16:56 PM	25-063571	DISORDERLY	CALLER CANCELLED / CALLER CANCELLED	2842 11th St	Rockford
03/01/2025 12:21:33 PM	25-042008	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2842 11th St	Rockford
02/10/2025 10:35:17 AM	25-027934	FOUND ARTICLE	RPT - REPORT	2842 11th St	Rockford
12/18/2024 03:26:24 PM	24-281393	DISORDERLY	NRPT - NO REPORT	2842 11th St	Rockford
12/06/2024 08:11:33 AM	24-272350	ABANDONED VEHICLE	NRPT - NO REPORT	2842 11th St	Rockford
10/24/2024 10:24:56 AM	24-240656	FOLLOW-UP	ADV - ADVISED	2842 11th St	Rockford
10/23/2024 09:18:17 AM	24-239787	ABANDONED VEHICLE	RE-ASSIGN/CHANGE OF CALL(UNIT) / NRPT - NO REPORT	2842 11th St	Rockford
10/22/2024 08:34:53 PM	24-239470	BATTERY - JUST OCCURRED	DUP - DUPLICATE	2842 11th St	Rockford
10/22/2024 08:33:02 PM	24-239469	DISORDERLY	RPT - REPORT	2842 11th St	Rockford
10/13/2024 07:46:23 PM	24-232073	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
10/05/2024 07:13:56 AM	24-225205	911 DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford

09/23/2024 07:52:34 PM	24-215555	STAND BY	CALLER CANCELLED	2842 11th St	Rockford
09/23/2024 07:53:45 AM	24-214925	PARKING COMPLAINT	ISS - ISSUED	2842 11th St	Rockford
08/30/2024 10:38:00 PM	24-195402	RECOVER STOLEN AUTO	RPT - REPORT	2842 11th St	Rockford
08/25/2024 12:32:21 AM	24-190430	DISORDERLY	NRPT - NO REPORT	2842 11th St	Rockford
07/20/2024 09:18:39 PM	24-161659	WARRANT SERVICE	NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
07/10/2024 11:47:17 PM	24-152296	BUILDING CHECK	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
06/21/2024 11:15:43 AM	24-135272	WELFARE CHECK	NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
05/18/2024 11:52:28 PM	24-107064	PUBLIC COMPLAINT ROUTINE	NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	2842 11th St	Rockford
05/18/2024 11:52:18 PM	24-107065	911- DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford
05/11/2024 12:16:49 AM	24-100463	DISORDERLY	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	2842 11th St	Rockford
04/12/2024 01:59:04 AM	24-076512	911- DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford
04/12/2024 01:50:53 AM	24-076511	911 DUPLICATE CALL	DUP - DUPLICATE	2842 11th St	Rockford
04/12/2024 01:45:18 AM	24-076510	WARRANT SERVICE	RPT - REPORT	2842 11th St	Rockford
03/30/2024 02:39:57 PM	24-066901	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	2842 11th St	Rockford
03/15/2024 08:11:58 AM	24-055584	CRIMINAL DAMAGE	NRPT - NO REPORT	2842 11th St	Rockford