

**GB License, LLC**  
**d/b/a goPuff**  
**3455 N. University**  
**Requesting: Class C-1 (packaged goods)**

Donovan Borvan, Attorney, Webster Law Firm, and Winton Steward, Government Affairs Specialist for goPuff, presented a Site Application for a Class C-1 (packaged goods) Liquor License at 3455 N. University.

In discussion with Chairman O'Brien, Attorney Donovan gave a brief overview of the business operations of goPuff. He reported it was a licensed delivery retailer that provided delivery services of traditional convenience store type goods and in a very quick manner. He said among those items, there would be a limited selection of alcoholic beverages. Mr. Steward reiterated Attorney Borvan's comments and he also confirmed that the selection of alcohol they had planned to deliver could be identified.

In more discussion, Attorney Borvan pointed out that there was an actual storefront of where deliveries would take place from. He confirmed the plan was not to be open for the public, but he said the deliveries would take place from that location.

During more discussion, Mr. Steward gave a brief overview of the business. He explained their founders came up with the idea while they were still in college. He reported the business was headquartered and started in Philadelphia. He said they had continued to expand beyond the northeast into different regions of the country. He went on to say they were growing in Illinois and they wanted to bring their business to Peoria. He said their business model and catalogue had grown since college. He mentioned their downloadable app which showed their list of diverse products they offered, and he said the items could mostly be found in a convenience store and some of the items could be found in a grocery store.

After more comments and discussion, Chairman O'Brien inquired about the logistics of the business and their protocol to identify the age of customers wanting the delivery of alcohol. Attorney Borvan responded by saying the delivery drivers had an app on their phones, and he said before they could close out or make the delivery of alcohol, they had to scan the customer's identification and they also had to obtain a signature. He then reported the drivers were also Basset trained, in addition to being trained by goPuff on the service of alcohol.

Commissioner Spears asked how many delivery drivers they anticipated to be working from the subject location. In response, Mr. Steward said they would have four to five drivers.

In response to a question from Interim Corporation Counsel Chrissie Kapustka regarding the minimum age requirement for delivery drivers, Attorney Borvan reported he believed the age was 21 years of age. Mr. Steward stated he would be willing to reach out to goPuff to obtain a definite answer. After a brief moment, Mr. Steward confirmed the drivers would be age 21 and up.

Commissioner Coates inquired if the drivers were designated employees who worked specifically for goPuff. In response, Attorney Borvan reported, with respect to the drivers, they would be contracted employees operating with a 1099, who would be extensively trained by goPuff. Mr. Steward agreed and he said they were classified as workers, but he said they were required to have an extensive amount of training.

Commissioner Coates pointed out the Police Department's recommendation that approval be contingent upon a stipulation that prohibited on-premise walk-in sales and that all alcohol sales be made delivery-based only.

Officer Slavens reiterated the Police Department's recommendation the site approval be contingent upon the stipulation that any sales be delivery-based only and not on-premise. Attorney Borvan confirmed there would not be any walk-in customers and he went on to say that everything would be delivery-based.

Chairman O'Brien commented he was not comfortable about the facts that were given, but he said it would be up to the City Council to approve or deny. He said he did not have a problem with the site, but he said he wished he had additional information about the operation of the business.

Hearing no more comments or questions, Chairman O'Brien called for the motion.

Commissioner Morris moved to recommend approval of the Site Application for a Class C-1 (packaged goods) Liquor License, with a stipulation that there will be no walk-in/on-premise sales and all sales will be delivery-based only at 3455 N. University; seconded by Commissioner Spears.

Approved by roll call vote:

Yeas: Coates, Morris, O'Brien, Spears - 4;

Nays: None;

Abstention: None.

Chairman O'Brien stated this recommendation would be heard at the City Council Meeting to be held on Tuesday, September 28, 2021, at 6:00 p.m.

## REVISED MEMORANDUM

TO: Leah Allison, Community Development  
Officer Kevin Slavens, Police - TOU  
Lt. Earnest McCall, Police - Traffic Division  
Fire Engineer Charlie Perrin, Fire Prevention Division  
Leigha Adelsberger, Accounts Receivable Supervisor  
Mayor Rita Ali, Liquor Commissioner  
Chuck Grayeb, Council Member  
Chrissie Kapustka, Interim Corporation Counsel

FROM: Trina D. Bonds, Chief Deputy City Clerk/Deputy Town Clerk  
Liquor Commission Secretary

DATE: August 16, 2021

SUBJECT: **SITE APPLICATION: Case: 21-08**  
**GB License, LLC**  
**d/b/a goPuff**  
**3455 N. University**  
**Requesting: Class C-1 (packaged goods)**

The City Liquor Commission has received the attached application for consideration and would like to go before the Commission for a Public Hearing on \*Tuesday, September 7, 2021. **Contact person for this application is Maria Blake (PH: 484-352-3079)** if you have questions or need to make arrangements to inspect the interior of the building. (\*Monday is Labor Day Holiday)

Your comments are DUE: August 26, 2021 so I can forward them to the Commissioners.

- Zoning classification/comments
- Police inspection/comments
- Traffic inspections/comments
- Code inspections/comments
- Fire Safety inspection/comments
- Accounts-fines/liens, etc. outstanding/comments
- Any comments concerning any aspect of the application.

Thanks!  
*Trina (ext. 8566)*  
*City Clerk's Office*



**SITE APPROVAL APPLICATION FOR THE SALE OF ALCOHOLIC BEVERAGES  
IN THE CITY OF PEORIA, ILLINOIS**

TO THE MAYOR OF THE CITY OF PEORIA, ILLINOIS, for approval of site location for the purpose of retail sale of alcoholic liquor, pursuant to an ordinance to regulate the sale of alcoholic liquor adopted by the City Council of the City of Peoria on January 2, 1974, and any subsequent amendments thereto:

1. Name(s), address(es) and phone number(s) of Property Owner(s):  
BVF I UNIVERSITY PLAZA, LLC 511 North Broadway, Denver, Colorado 80203
2. Name, address and phone number of Intended Lessee:  
GB LICENSE, LLC d/b/a goPuff 537 N 3rd Street Philadelphia, PA 19123      484-352-3079
3. Street address of Property requested for approval:  
3455 North University Street, Peoria, Illinois 61614  
NOTE: All site approvals are 1<sup>st</sup> floor only, unless specifically applied for and authorized.
4. Legal description of Property listed in #3:  
SEE ATTACHED EXHIBIT "A"
5. Are there any improvements (buildings, accessories, etc.) presently on the property?  
Yes \_\_\_ No X If Yes, please give description of same:  
\_\_\_\_\_
6. Are you planning to build any improvements upon the property? No If Yes, please indicate such improvements: \_\_\_\_\_
7. What type of sale of alcoholic beverages is the property to be used for (i.e., tavern, restaurant, package liquor, etc.)? PACKAGED LIQUOR
8. Is this property located in a residential section? Yes \_\_\_ No X
9. What classification of license are you applying for? (Section 3-52 of the Code of the City of Peoria)  
Class: A, B, B1, C, C1, CG, D, E, E-1, G-A, G-B, G-C, I, J, K, K-1, L, M, N      C1  
Subclass:      1, 1A, 2, 2A, 3, 3A, 4, 6, 7, 8, 10, 11, 12      \_\_\_\_\_
10. Do you plan to add video gaming?      Yes \_\_\_ No X  
(Must wait 2 years & show 80% revenue from food & drinks)
11. A site plan **MUST BE SUBMITTED** with this application, see Attachment A.

**AFFIDAVIT**

I (we) swear that I (we) am (are) the owner(s) of the property described in this application and that the statements contained herein are true and correct.

Subscribed and sworn to before me this  
2nd day of August, 2021

*Eric Lynn Paton*

TOM DICHELLO, as agent for owner BVF I University Plaza, LLC.

*Tom DiCarlo*  
Signature of Property Owner(s)

(NOTE: Non-Refundable \$250 Filing Fee)



**EXHIBIT "A"**

Description of the Land

*STREET ADDRESS: 3421 N. University St .  
CITY: Peoria  
COUNTY: Peoria  
LEGAL DESCRIPTION:*

**Parcel 1: 14-29-327-007**

*A part of the Southwest Quarter of Section 29, Township 9 North, Range 8 East of the Fourth Principal Meridian, more particularly described as follows: Commencing at the center of said Section 29, thence South 0 degrees 0 minutes along the East line of the Southwest Quarter of said Section 29, a distance of 1,194.6 feet; thence North 89 degrees 18 minutes West a distance of 40.0 feet to the Westerly right of way line of University Avenue and the Point of Beginning of the tract to be described; thence continuing North 89 degrees 18 minutes West a distance of 150.0 feet; thence North 0 degrees 0 minutes West a distance of 150 feet; thence South 89 degrees 18 minutes East a distance of 150.0 feet to the Westerly right of way line of University Avenue; thence South 0 degrees 0 minutes East along the Westerly right of way line of University Avenue a distance of 150.0 feet to the Point of Beginning; situate, lying and being in the City of Peoria, County of Peoria and State of Illinois.*

*Parcel 2:*

*INTENTIONALLY OMITTED*

**PARCEL 3: 14-29-327-025 & 14-29-327-026**

*Lot 2 of University Plaza, a Resubdivision of a part of Lot 1 of Commissioner's Subdivision of Alleerton Estate and a part of Lot 7 of Landmark Park, all being in the Southwest Quarter of Section 9, Township 9 North, Range 8 East of the Fourth Principal Meridian, Peoria County, Illinois, as shown on Plat of Subdivision recorded March 6, 2012, in Plat book 12, page 95.*

*Parcel 4:*

*A non-exclusive easement for the benefit of Parcel 3 as created by the Reciprocal Grant of Easements Agreement dated August 19, 1998 and recorded August 21, 1998 as document no. 98-31333 made by and between University Partners Limited Partnership, an Illinois limited partnership and Peoria Associates Limited Partnership, an Illinois limited partnership for pedestrian and vehicular use and for water system lines, telephone and/or electrical conduits or systems, gas mains, sewer lines and other public utilities over the following described parcel of land: Part of Lot 1 of Commissioner's Subdivision of Alleerton Estate, a Subdivision of part of the East Half of the Southwest Quarter of Section 29, Township 9 North, Range 8 East of the Fourth Principal Meridian, being more particularly described as follows: Commencing at the center of said Section 29, thence South 00 degrees 00 minutes 00 seconds East (bearings assumed for purpose of description only), along the East line of the Southwest Quarter of Section 29, 596.03 feet; thence North 89 degrees 18 minutes 00 seconds West, 53.33 feet to the westerly right of way line of North University Street, said point being the Point of Beginning of the tract to be described: From the Point of Beginning, thence North 89 degrees 18 minutes 00 seconds West, 448.41 feet; thence North 00 degrees 39 minutes 44 seconds East, 303.66 feet; thence North 89 degrees 20 minutes 16 seconds East, 232.40 feet; thence North 00 degrees 39 minutes 44 seconds West, 16.62 feet to the Southwesterly right of way line of Meadowbrook Road; thence Southeasterly along the Southwesterly right of way line of Meadowbrook Road*



## Trina Bonds

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**From:** Leigha Adelsberger  
**Sent:** Thursday, August 19, 2021 10:40 AM  
**To:** Trina Bonds  
**Subject:** RE: CASE 21-08 / goPuff

Good morning Trina,

There are no outstanding balances or any fines or fees due to the City that would prohibit a license from being issued to this business.

Thank you,

*Leigha Adelsberger*  
City of Peoria  
Office of Accounts Receivable





Fire Department

August 26, 2021

Liquor Commission  
Office of Corporation Counsel  
City of Peoria, IL

Re: Site Approval Application  
Case: 21-08  
GB License, LLC  
d/b/a goPuff  
3455 N University  
Requesting: Class C-1 (packaged goods)

Liquor Commissioners,

The above mentioned business has not completed interior construction tenant fit out. This business will be required to meet all applicable fire and life safety codes prior to occupancy.

Your mutual concern for life safety is appreciated.

**Engineer Charles A. Perrin**  
Fire Inspector, Fire Prevention Division  
Peoria Fire Department  
309.303.8275 - c  
309.494.8735 - o  
309.494.8777 - f  
[CPerrin@peoriagov.org](mailto:CPerrin@peoriagov.org)

505 NE Monroe  
Peoria, Illinois 61603-3767  
309/494-8700  
FAX 309/494/8777





## Trina Bonds

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**From:** Kevin Slavens  
**Sent:** Monday, August 23, 2021 8:41 AM  
**To:** Trina Bonds  
**Subject:** FW: [External]GoPuff Peoria

FYI .....

**From:** Liz Darrington <liz.darrington@gopuff.com>  
**Sent:** Friday, August 20, 2021 6:46 PM  
**To:** Kevin Slavens <kslavens@peoriagov.org>  
**Cc:** Maria Blake <maria.blake@gopuff.com>; Leor Reef <leor.reef@gopuff.com>; Andrew Raquet <andrew.raquet@gopuff.com>  
**Subject:** [External]GoPuff Peoria

Good Afternoon Officer Slavens:

My name is Liz Darrington, Corporate Counsel for Gopuff. You spoke with our Licensing Manager, Maria Blake, about Gopuff's planned location in Peoria. We would prefer to operate without walk-in retail at this location.

If you have further questions, please do not hesitate to contact us.

Thank you,

# **gopuff**

**Liz Darrington | Counsel - Alcohol Licensing & Compliance**

**C: 925-303-0191**

[liz.darrington@gopuff.com](mailto:liz.darrington@gopuff.com)

537 N 3rd Street, Philadelphia, PA 19123

[Gopuff.com](http://Gopuff.com)





CITY OF  
**PEORIA**

Community Development Department

August 26, 2021

City of Peoria, Liquor Commission  
Office of the Corporation Counsel  
City of Peoria, Illinois

RE: **Site Application Case 21-08**  
**GB License, LLC**  
**d/b/a goPuff**  
**3455 N. University Street (PIN 14-29-327-025)**

**Requesting: Class C-1 (packaged goods)**

Dear Commissioners:

Building and Zoning staff from the Community Development Department have reviewed the above listed request. The following is a summary of the results:

1. **The property is currently zoned C2 (Large-Scale Commercial) District. Retail is a permitted use.**
2. **Building permit application and plans for interior alterations for the proposed use are currently under review.**
3. **Work must be completed as illustrated in the approved plans and the Certificate of Occupancy must be obtained prior to operation.**

The Community Development Department does not object to the requested liquor license upon issuance of a Certificate of Occupancy/Completion for any construction work.

Sincerely,

Joe Dulin  
Director

City Hall  
419 Fulton Street, Suite 203  
Peoria, IL 61602  
309.494.8600



CITY OF  
**PEORIA**

PEORIA POLICE DEPARTMENT

August 26, 2021

City of Peoria, Liquor Commission  
Office of Corporation Counsel  
City of Peoria, Illinois

RE: Site Approval Application #21-08  
GB License, LLC  
d/b/a goPuff  
3455 N. University St.  
Requesting: Class C-1 (packaged goods)

Dear Commissioners,

A site application has been received from *GB License, LLC*, d/b/a 3455 N. University St., Peoria, Illinois for a Class C-1 liquor license. The approval of this application would allow the applicant to sell packaged liquor for retail sale at this location.

Officer Slavens inspected the proposed site, which is located in *University Plaza*, on N. University Street just south of N. Meadowbrook Road, in a well-established commercial area of town. There is no nearby residential housing to this site and neighboring businesses include: Fed Ex, Hobby Lobby and Dunham's Sports.

Officer Slavens spoke with the applicant's licensing manager, who informed him that the applicant operates 345 stores nationwide, including several stores in Chicago, Champaign and are currently in the process of opening a new store in Hometown, Illinois. The applicant plans to deliver food, snacks, drinks, liquor, cleaning supplies, home needs and over-the-counter medications through their *goPuff app*. The applicant's current business model preference is to be delivery-based only, and not be required to be open to the public for walk-in sales. The applicant's delivery staff will all be Basset and TIPS trained and will require their customers to show a U.S. government-issued I.D. or passport upon delivery of any alcoholic beverages. During the processing of this application, Officer Slavens received correspondence from the applicant's corporate counsel stating their request to operate without walk-in retail sales at this proposed site.

There are no parking or traffic concerns raised with this application. It appears that this request is appropriate for this location and would not be detrimental to the surrounding businesses or neighborhood.

The Peoria Police Department has no objections to this site application but would request site approval be contingent upon a specific site stipulation that prohibits on-premise walk-in sales and all alcohol sales made by the applicant be delivery-based only.

Sincerely,

Eric P. Echevarria  
Chief of Police

cc: City Clerk  
Corporation Counsel

EE/ks

600 S. W. Adams Street  
Peoria, IL 61602-1592  
Phone 309.494.13300

**NOTICE OF PUBLIC HEARING**

The Liquor Commission of the City of Peoria, Illinois will hold a Public Hearing on an application of a Class C-1 Subclass      Liquor License for the following described property.

GB LICENSE, LLC, D/B/A goPuff

**(name of establishment)**

3455 N. UNIVERSITY

**(address)**

FOR USE AS:

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REQUEST FOR A CLASS C-1 (PACKAGED GOODS)

LIQUOR LICENSE.

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The Hearing will be held on TUESDAY, SEPTEMBER 7, 2021 in Room 404 at City Hall, 419 Fulton Street, Peoria, Illinois at 3:30 p.m., or as soon thereafter as the item can be heard.

Because the proposed location is within 300 feet of the premises owned or occupied by you, you may wish to attend this Hearing.

Objections may be heard at the meeting or submitted in writing to the Secretary of the Liquor Commission, City Hall, 419 Fulton, Room 401, Peoria, IL 61602.

Information concerning the application is available in the City Clerk's Office, City Hall, Room 401, or by calling the Secretary of the Liquor Commission at (309) 494-8566. Be advised that certain information is restricted under the requirements of the Freedom of Information Act.



*Properties within 300 ft of parcel # 14-29-327-026*

Peoria University Property LLC  
3132 W Devon Ave  
Chicago Il 606591427

Wozniak, Raymond W  
5424 N Sherwood Ave  
Peoria Il 61614

Aldi Inc  
1 Aldi Dr  
Dwight Il 60420

~~Baceline Value Fund + University  
Plaza LLC  
1391 Speer Blvd Suite 800  
Denver Co 80204~~

~~Baceline Value Fund + University  
Plaza LLC  
1391 Speer Blvd Suite 800  
Denver Co 80204~~

~~Lin's Realty LLC  
C/O Joseph Lin 226 N Morning Mist Ln  
Woodstock GA 301883778~~

~~Plotkin, Willard J  
435 Hamilton Blvd  
Peoria Il 61602~~

Rundle, Herman L  
17502 Sherbook Dr  
Tustin Ca 927802503

*Properties within 300ft. of parcel # 14-29-327-025*

Florence Street Partners Lp  
C/O Russell L Waldschmidt 7625 N  
University St Suite C  
Peoria Il 616141253

Bart, William V  
6100 N Eagle Bend Ct  
Peoria Il 61614

Lin's Realty LLC  
C/O Joseph Lin 226 N Morning Mist Ln  
Woodstock GA 301883778

R2c Investments LLC  
217 S Baltimore  
Morton Il 61550

Lord Mic LLC  
3409 Royal Dr  
Peoria Il 61604

Baceline Value Fund I University  
Plaza LLC  
1391 Speer Blvd Suite 800  
Denver Co 80204

~~Bart, William V  
6100 N Eagle Bend Ct  
Peoria Il 61614~~

Plotkin, Willard J  
435 Hamilton Blvd  
Peoria Il 61602

~~Rundle, Herman L  
17502 Sherbook Dr  
Tustin Ca 927802503~~

~~Plotkin, Willard J  
435 Hamilton Blvd  
Peoria Il 61602~~

Wal-mart Real Estate Business Trust  
P O Box 8050 - Ms 0555  
Bentonville Ar 72712

Arec 12 LLC  
2727 N Central Ave  
Phoenix Az 85004

Properties within 300 ft. of 14-29-327-007 <sup>parcel #</sup>  
(3421 N. University St.)

~~Baceline Value Fund I University  
Plaza LLC  
1391 Speer Blvd Suite 800  
Denver Co 80204~~

Callendo, Robin  
3417 N University St  
Peoria Il 61604

~~Baceline Value Fund I University  
Plaza LLC  
1391 Speer Blvd Suite 800  
Denver Co 80204~~

~~Peoria University Property LLC  
3132 W Devon Ave  
Chicago Il 606591427~~

~~Aldi inc  
1 Aldi Dr  
Dwight Il 60420~~

~~Plotkin, Willard J  
435 Hamilton Blvd  
Peoria Il 61602~~

~~Rundle, Herman L  
17502 Sherbook Dr  
Tustin Ca 927802503~~

Bonds, Marcus D  
3327 N Sherwood Ave  
Peoria Il 61604

Walmart Stores Inc  
Property Tax Dept #8013 1301 Se 10th  
St  
Bentonville Ar 72716

Khoury, Sayed  
3326 N University St  
Peoria Il 61604

STATE OF ILLINOIS )  
 ) SS  
COUNTY OF PEORIA )

**AFFIDAVIT**

YAKIR GOLA, being duly sworn, does hereby swear/affirm that:

1. I am the Liquor Licensee of GB LICENSE, LLC D/B/A goPuff  
(establishment name)

located at 3455 N. UNIVERSITY, Peoria, Illinois.  
(address)

2. On AUGUST 16TH, 2021, I caused Notices of Hearing to be mailed to all property owners within 300 feet of my liquor establishment.

3. I have attached, the list of property owners and their addresses to whom I mailed Notices to this Affidavit.

FURTHER AFFIANT SAYETH NOT.

Yakir Gola  
Signed on 2021/08/17 08:10:50 PST

(Signature of Liquor Licensee)

Subscribed and sworn to before me  
this 17th day of August

2021

Notary Public

Maria R Blake  
Signed on 2021/08/17 08:10:50 PST

Commonwealth of Pennsylvania - Notary Seal  
Maria R Blake, Notary Public  
Philadelphia County  
My Commission Expires Oct 18, 2023  
Commission Number 1358789  
Notary Stamp 2021/08/17 08:10:50 PST

