

## MEMORANDUM

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

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

DATE: May 11, 2022

SUBJECT: SITE APPLICATION: Case: 22-17  
Mohammed Issa  
d/b/a Sterling Liquor Store  
3037 N. Sterling Ave., Suite A & B  
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 Monday, June 6, 2022. **Contact person for this application is Mohammed Issa @ (309 868-5323)** if you have questions or need to make arrangements to inspect the interior of the building.

Your comments are DUE: May 26, 2022 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

*Letter from Wardcliffe NA  
Letters from Forest Hill HA & Residents,  
& Gale Ave Neigh. Watch  
& Neighborhood Residents*

# 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):  
Midwest Land Trust, 21 E Speedway Blvd, Tucson, AZ 85705, David Schiesel, PC Trustee
  2. Name, address and phone number of Intended Lessee:  
Mohammed Issa, 2622 W Willow Lake Dr. Apartment 323, Peoria, IL 61614  
D/B/A STERLING LIQUOR STORE
  3. Street address of Property requested for approval:  
3037 N Sterling Ave, Peoria, IL 61604
- 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:  
NW 1/4 SEC 31-9-8E 0.48 AC (97-35348) BEG 50' W & 100' S OF NE COR NW 1/4 SEC 31: TH S 90' SW 46.07' W 100' N 158.8' E 100.5' SE 64.9' TO POB (EXC STERLING AVE ROW)
  5. Are there any improvements (buildings, accessories, etc.) presently on the property? Yes  No   
 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.)? Package liquor
  8. Is this property located in a residential section? Yes  No
  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   
(Must wait 2 years & show 80% revenue from food & drinks)
  11. **A site plan MUST BE SUBMITTED with this application, see Attachment A.**

2022 MAY 10 AM 11:57  
 CITY CLERK  
 PEORIA, IL  
 Arabian Shore

### AFFIDAVIT

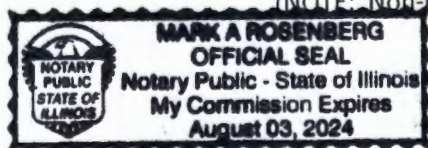
I (we) swear that I (we) am (are) the owner(s) of the property described in this application and that the statements contained herein are true and correct.

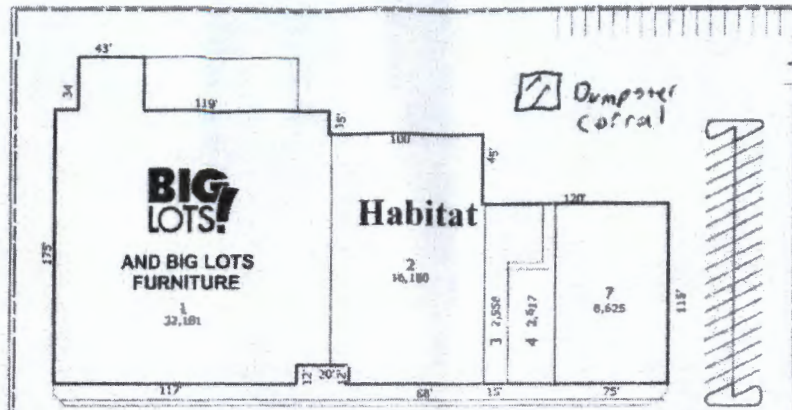
Subscribed and sworn to before me this  
9<sup>th</sup> day of May, 2022

Kim Schiesel, Trustee for David Schiesel PC.  
 Signature of Property Owner(s)

Ma  
 Notary Public

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

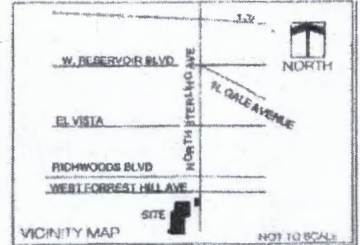




WEST FORREST HILL AVENUE

NORTH STERLING AVENUE

WARDCLIFFE CENTER		
TENANT DATA		
NO.	TENANT	SQ. FT.
1	BIG LOTS/BIG LOTS FURNITURE	32,181
2	HABITAT RESTORE	16,180
3	MR GLASS BARBER	2,558
4	LITTLE CAESARS PIZZA	2,617
7	VACANT	8,625
8	SMOKE TIMES	1,200
9	Vacant	1,200
10	PROPOSED LIQUOR STORE	3,120
11	CEFCU ATM	150
<b>TOTAL (SQUARE FEET)</b>		<b>67,881</b>



TRAFFIC SIGNAL



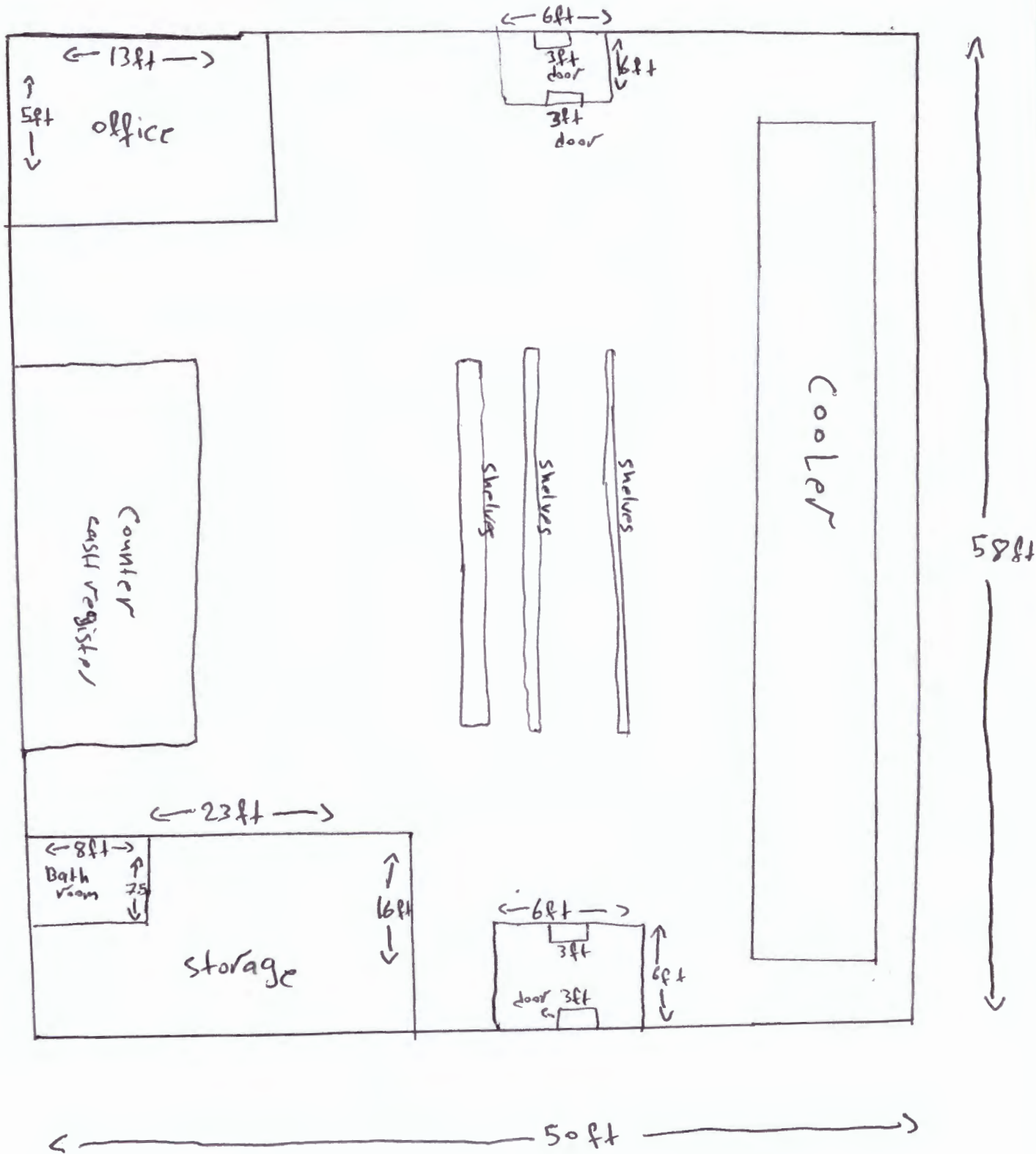
# WARDCLIFFE SHOPPING CENTER

PEORIA, ILLINOIS

VANBARTON SERVICES LLC

JULY 2015

# sterling ave



sterling liquor store

3037 N sterling

## Trina Bonds

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**From:** Leigha Adelsberger  
**Sent:** Thursday, May 12, 2022 3:40 PM  
**To:** Trina Bonds  
**Subject:** RE: Case 22-17 / Sterling Liquor Store

Hi Trina,

Mr. Issa just has a small past due balance for his property located at 606 W Nebraska totaling: \$16.17. It looks as though he recently acquired the property.

Thanks,

*Leigha Adelsberger*  
City of Peoria, Illinois  
Office of Accounts Receivable





COMMUNITY DEVELOPMENT

May 25, 2022

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

RE: **Case 22-17**  
**Mohammed Issa**  
**d/b/a Sterling Liquor Store**  
**3037 N Sterling Ave, Suite A & B**

**Requesting: Class C1 (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 C-2 (Large Scale Commercial) District. Retail Sales are permitted within this zoning district.
2. Building permit application and plans for interior alterations for the proposed use is currently under review.
3. Work must be completed as illustrated in approved plans and the Certificate of Occupancy must be obtained.

The Community Development Department does not object to the requested liquor license contingent upon issuance of a Certificate of Occupancy.

Sincerely,

Leah Allison  
Assistant Community Development Director



CITY OF  
**PEORIA**

PEORIA POLICE DEPARTMENT

May 31, 2022

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

RE: Site Approval Application #22-17  
Mohammed Issa  
d/b/a Sterling Liquor Store  
3037 N. Sterling Ave., Suite A & B  
Requesting: Class C-1 (packaged goods)

Dear Commissioners,

A site application has been received from *Mohammed Issa, d/b/a Sterling Liquor Store, 3037 N. Sterling Ave., Suite A & B, Peoria, Illinois* for a Class C-1 liquor license. Approval of this site application would allow the applicant to sell packaged liquor for off-site consumption at this location.

Officer Kevin Slavens inspected the site which is located in the *Wardcliffe Shopping Center* on the corner of Sterling Avenue and Forrest Hill Avenue. This site neighbors numerous other businesses and commercial establishments. There is nearby single-family and multi-family residential neighborhoods in all directions from this site.

From January 1, 2021 to December 31, 2021 the Peoria Police Department responded to 109,529 police calls for service throughout the city. The proposed site resides in police district 13, the fifth busiest district in the city, with officers responding to 8,623 police calls for service, 270 of those calls were major crime incidents in this district alone. This area of town borders police district 11 (west bluff) which is the third busiest district in the city for both calls for service (10,266) and major crime incidents (364) as well. The Peoria Police Department strongly believes that the approval of this site application would only compound these incidents of crime in and around this area of town, add to the already high call volume in this police district and further strain already depleted police resources.

The Peoria Police Department does not believe there is an economic need, nor community desire for another liquor store in this area of town. There are four other nearby retailers that sell packaged liquor that are all located between approximately 0.2 miles to 1.3 miles from this proposed site. Included with this site letter is a map showing the geographical locations from this proposed site to these four packaged liquor licensed establishments.

Historically liquor store type establishments have led to an increase in crime, traffic, noise, litter and similar quality of life issues resulting in a general overall decline of a neighborhood and hindering the continued efforts of the city and the community to maintain this area of town into a stable and viable neighborhood. Additionally, the Peoria Police Department also have obvious concerns that the addition of another liquor store in such close proximity to older and established neighborhoods would be detrimental to residents in this area, the other neighboring businesses and the nearby residential subdivisions in general.

600 S. W. Adams Street  
Peoria, IL 61602-1592  
Phone 309.494.8300



PEORIA POLICE DEPARTMENT

City of Peoria, Liquor Commission  
May 31, 2022  
Page 2

Furthermore, the Peoria Police Department has consistently objected to site approval applications for proposed sites located in areas of town where there is a lack of economic necessity, documented concerns and other considerations for older, unique and transitional neighborhoods. Specifically, since December 2020, the police department has recommended the denial of the last six packaged liquor site approval applications.

Finally, site approvals being location specific and not owner specific, have proven extremely difficult to revoke once approved. Accordingly, the Peoria Police Department recommends **denial** of this site approval application.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric P. Echevarria", with a long horizontal flourish extending to the right.

Eric P. Echevarria  
Chief of Police

EE/ks

CC: City Clerk  
Corporation Counsel





**Binny's**  
2601 W. Lake

**Sherman Liquors**  
3807 N. Sterling

**Kroger**  
3311 N. Sterling

**Sterling Liquor Store**  
3037 N. Sterling  
Proposed Site

**Forrest Hill Liquors**  
2009 W. Forrest Hill



PEORIA POLICE DEPARTMENT

June 28, 2022

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

RE: Site Approval Application #22-17  
Mohammed Issa  
d/b/a Sterling Liquor Store  
3037 N. Sterling Ave., Suite A & B  
Requesting: Class C-1 (packaged goods)

Dear Commissioners,

A site application has been received from *Mohammed Issa, d/b/a Sterling Liquor Store, 3037 N. Sterling Ave., Suite A & B, Peoria, Illinois* for a Class C-1 liquor license. Approval of this site application would allow the applicant to sell packaged liquor for off-site consumption at this location.

At the June 4, 2022, City of Peoria, Liquor Commission meeting this application was deferred to the July meeting after Mr. Mark Rosenberg, property manager of the Wardcliffe Shopping Center, suggested offering the Peoria Police Department a "satellite office" in the same building of this proposed site. The Peoria Police Department has since discussed this opportunity in utilizing this property and appreciates the offer of the use of this building space from Mr. Rosenberg. Unfortunately, due to depleted staffing, various other personnel constraints and the very high volume of police calls for service in this area of town, the Peoria Police Department strongly believes that the use of this building space would not be a viable option for our agency to staff and utilize. Furthermore, the possible addition of a satellite office at this location does not change the police department's perspective of this site application. Since May 30, 2022, the City Clerk's office has received five letters from nearby neighbors, a neighborhood association and a homeowner's association all in opposition of this site approval application.

The Peoria Police Department echoes these same issues and concerns expressed in the letters from these various concerned citizens and again recommends *denial* of this site approval application.

Sincerely,

Eric P. Echevarria  
Chief of Police

EE/ks

CC: City Clerk  
Corporation Counsel

600 S. W. Adams Street  
Peoria, IL 61602-1592  
Phone 309.494.8300



Fire Department

June 02, 2022

Liquor Commission  
Office of Corporation Counsel  
City of Peoria, IL

Re: Site Approval Application  
Case: 22-17  
Sterling Liquor Store  
d/b/a Sterling Liquor Store  
3037 N Sterling Ave, Suite A & B  
Requesting: Class C-1 (package 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





To whom it may concern,

The Wardcliffe Neighborhood Association strongly opposes the proposed Sterling Liquor Store located at 3037 North Sterling Avenue being granted a Liquor License. We do not believe it would be of any benefit to have another business selling package liquor in this area. There are currently several businesses selling package liquor in this area, allowing another business to sell package liquor would deplete the profit from existing businesses.

The Wardcliffe Neighborhood Association is asking for this Liquor License to be denied.

Respectfully submitted,

Dennis Lippert

President Wardcliffe Neighborhood Association

Ron Givens

Vice President

June 8, 2022

Trina, I am Lorraine Stotts, Secretary of the Forest Hill Subdivision here in Peoria, Illinois, and William O'Brien is the president of our homeowners. He is recovering from an accident and I am writing this for him and all the people in our subdivision. I spoke with you this morning in regards to the proposed Sterling Liquor Store, 3037 N. Sterling, suite A&B Peoria, Illinois 61604 wanting to open and have packaged goods. I understand that this was deferred at the June 6, 2022 meeting and will be brought up again at the July, 5, 2022 meeting which is your next meeting. We have had numerous police calls and substantial shootings in our District. We do not need another Liquor Store in our area We have five in our area that are listed below. Phillip Salzer, Peoria County Board, District 8, is a homeowner in our subdivision and very much against this proposal also. I will be sending an e-mail also to Denise Jackson, Peoria councilwoman for our district, District 1 also so she is aware of this. We do not need anymore negative input in the area of Forest Hill Subdivision.

Forest Hill Liquor Store, 2009 W Forest Hill Ave., Peoria

Binny's, 2601 W. Lake, Peoria

Walgreens, 2324 W. War Memorial Dr., Peoria ,

Kroger, 3300 N. Sterling Ave., Peoria

Sherman Liquor Store, 3801 N. Sterling, Peoria

I am a homeowner in Forest Hill Subdivision and the secretary of the Homeowners of Forest Hill I am,

Lorraine A. Stotts

## Trina Bonds

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**From:** Beverly <beverlynance@comcast.net>  
**Sent:** Thursday, June 9, 2022 3:28 PM  
**To:** Trina Bonds  
**Subject:** [External]Sterling Liquor Store Request

Hello Ms. Bonds,

I am writing to express my strong opposition to the request to open a package liquor store at 3037 N. Sterling Avenue, Suite A & B. I am a homeowner in the Forest Hills Subdivision and am very concerned about the negative changes in the area surrounding Sterling Avenue these past few years.

Currently there are five establishments in the vicinity where liquor can be purchased. As is common knowledge, along with the presence of package liquor stores comes increased crime and police intervention.

Please consider the fact that there are already more than enough stores selling liquor in close proximity to the Forest Hills subdivision. We are increasingly hearing gun shots in the neighboring areas and fear that the addition of a liquor store just a block away from our subdivision will bring crime closer to our homes.

I cannot stress enough that there is absolutely no need for another liquor store on Sterling Avenue. I am aware of the hearing scheduled for July 5 at City Hall but unfortunately, being house bound, I will not be able to attend. However, I do want my voice to be heard.

Thank you,

Beverly L. Nance  
Forest Hills Subdivision Home Owner and Home Owner's Association Board Member

Sent from Mail for Windows

## Trina Bonds

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**From:** RICHARD PERSICH <cdpersich@sbcglobal.net>  
**Sent:** Thursday, June 9, 2022 3:30 PM  
**To:** Trina Bonds  
**Subject:** [External]Liquor license

Dear Ms. Bonds,

We are writing to ask you to reject a class 3 license to Sterling Liquors, 3037 N. Sterling Ave. that will be up for approval on July 5th.

We currently have 5 liquor stores near to our Forest Hills Subdivision and don't need another in our area.

Our crime and police calls have gone up substantially near us and this will only add to it.

Please reject this license.

Sincerely,  
Mr. & Mrs. R. Persich

Sent from my iPad

## Trina Bonds

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**From:** ritataxea@comcast.net  
**Sent:** Friday, June 10, 2022 10:43 AM  
**To:** Trina Bonds  
**Subject:** [External]7/5/22 Hearing--SAY NO TO STERLING LIQUOR STORE!

Ms Trina Bonds:

It has come to my attention that Sterling Liquor Store, 3037 N. Sterling Ave. Suite A&B is requesting a Class 3 (package goods) approval. My husband and I have owned our home in Forest Hill Subdivision for over 22 years. We are a stone's throw from this location. **We do not need another liquor store within walking distance of our home!** Any packaged liquors one could want may be purchased at Kroger, Binney's and Forrest Hills Liquors. At least 2 of these locations even offer delivery.

Furthermore, 3037 N. Sterling Ave was the former location of First-Mid Illinois Bank which had 3 bank robberies in the past 20 years. On January 20, 2022, the PNC bank on Forest Hill was robbed. At least 2 people have lost their lives in horrendous car accidents on Sterling Ave in the past year. There have been countless shootings, robberies, and acts of violence committed within a short distance from this location.

The fact that liquor stores lead to a higher incidence of crime is not an urban legend. In several studies across the US, a higher incidence of violent crime has been linked to liquor stores located in poorer urban areas that are plagued with crime. Let's not add additional access to another liquor store to an already volatile crime area.

**As tax paying homeowners and law-abiding citizens of Peoria we respectfully request that the Liquor Commission does not approve a Class 3 license to Sterling Liquor Store on July 5<sup>th</sup>.**

Rita and Joe Ernst of 2708 W. Winterberry Ln, Peoria, IL.



## Trina Bonds

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**From:** Dawn Rivard <dmrivard1948@yahoo.com>  
**Sent:** Wednesday, June 22, 2022 9:03 AM  
**To:** Trina Bonds  
**Subject:** [External]Liquor store proposed

It has been brought to my attention that there is a proposed liquor store on Sterling near Bug Lots

I am strongly opposed to a liquor store in that area we already have more liquor stores then needed (Forest Hill, Sterling Ave, Kroger's, Binnys etc) the crime rate is growing let's do what we can to keep neighborhoods safe for all citizens especially children and seniors.

Dawn Rivard  
Gale Ave Neighborhood Watch  
Chairperson

Sent from Yahoo Mail on Android

## Trina Bonds

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**From:** Dave Spiller <davespiller@ymail.com>  
**Sent:** Tuesday, June 28, 2022 3:43 PM  
**To:** Trina Bonds  
**Subject:** [External]Liquor License Application

I live in Forrest Hills subdivision. I'm sending this to express my opposition to a proposed package liquor store at the corner of Forrest Hill and Sterling Avenue. There are five businesses selling liquor close to that location. Forrest Hills Liquor is two blocks east of that location. Kroger store across the street sells liquor. Sherman Liquors is located two blocks north on Sterling Avenue in Sterling Bazaar. Binny's Beverage Depot is a couple blocks further north across from Northwoods Mall. The Walgreen's store at the intersection of Sterling and Scenic also sells liquor. We don't need another liquor store.

Thanks  
Dave Spiller

Sent from my iPhone

**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.

MOHAMMED ISSA, D/B/A STERLING LIQUOR STORE

(name of establishment)

3037 N. STERLING AVE.

(address)

FOR USE AS:

REQUEST FOR A CLASS C-1 (PACKAGED GOODS)

LIQUOR LICENSE.

The Hearing will be held on MONDAY - JUNE 6, 2022 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.

Midwest Land Trust #1417 Dated  
7-18-2018  
C/O David Schiesel 21 E Speedway  
Blvd  
Tucson, Az 85705

Midwest Land Trust #1417 Dated  
7-18-2018  
C/O David Schiesel 21 E Speedway  
Blvd  
Tucson, Az 85705

Seymour Consulting Inc  
3471 Main Highway Ste 622  
Miami, Fl 33133

Alwan, Teresa A  
4502 N Knoxville Ave  
Peoria, Il 61614

Tri-jen Inc  
7211 N Knoxville Ave  
Peoria, Il 61614

Just for Fun Games Inc  
3010 N Sterling Ave  
Peoria, Il 61604

Mapae Group LLC  
3018 N Sterling Ave  
Peoria, Il 61604

Bre Retail Operation Partnership Lp  
345 Park  
New York, Ny 10154

Foster, Arvis Fos  
1808 Park Av  
Peoria, Il 61604

Forrest Hill Land Trust  
2410-2412 W Forrest Hill Ave  
Peoria, Il 61604

STATE OF ILLINOIS     )  
  ) ss  
COUNTY OF PEORIA    )

AFFIDAVIT

Mohammed Issa, being duly sworn, does hereby swear/affirm that:

1. I am the Liquor Licensee of sterling Liquor  
(establishment name)

located at 3037 N sterling ave, Peoria, Illinois.  
(address)

2. On May 13, I caused Notices of Hearing to be mailed to all property owners within 300 feet of my liquor establishment.

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

FURTHER AFFIANT SAYETH NOT.

Mohammed Issa  
(Signature of Liquor Licensee)

309 868 5323

Subscribed and sworn to before me  
this 11<sup>th</sup> day of May,  
2022.

Torina D. Bonds

Notary Public

