THE CITY OF ROCKFORD ILLINOIS, USA

PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of June 16, 2026

File # 026-LTAB-019

APPLICANTS: Emily Ann Marrufo / Marrufo's Tacos LLC dba Marrufo's Tacos

LOCATION: 3222 South Alpine Road

REQUESTED ACTION: The sale of liquor by the drink (Class NG-L) in conjunction with a restaurant in an I-1, Light Industrial Zoning District.

EXISTING USE: Restaurant

PROPOSED USE: The sale of liquor by the drink in conjunction with a restaurant

DIMENSIONS: Irregular Shape **Acres:** 2.08 acres

ADJACENT ZONING AND LAND USES:

NORTH:	C-2, I-1	Shell Gas, 5 Alarm Coin Laundry, Jo-Jo's Pizza Pub & Slots, Cube Smart
EAST:	I-1	Vacant commercial, Gold Exchange, Bento & Bowl
SOUTH:	C-3	Various Strip Center Tenants
WEST:	R-1; C-2	Vacant land, National Coatings & Supply

YEAR 2040 PLAN: C Commercial & Retail

HISTORY:

File #021-LTAB-036: The sale of beer and wine by the drink in conjunction with a restaurant and video gaming terminals in a C-2, Limited Commercial Zoning was approved January 6, 2021 for the property located at 4344 Sandy Hollow Road. This property is located 1,520 feet south west of the subject property.

File #013-LTAB-032: The sale of liquor by the drink in conjunction with a restaurant and the sale liquor by the drink with an outdoor seating area in a C-2, Limited Commercial District was approved July 16, 2013 for 3110 South Alpine Road. This property is located directly north of the subject property.

File #010-LTAB-008: The sale of beer and wine by the drink in conjunction with a sit-down restaurant in a C-2, Limited Commercial District was approved July 6, 2010 for 4358 Sandy Hollow Road. This property is located 1,520 feet south west of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink (Class NG-L) in conjunction with a restaurant in an I-1, Light Industrial Zoning District. Exhibit A shows that the subject property is located on the southeast corner of South Alpine Road and American Road. The neighborhood is a mixture of commercial uses (Exhibits B and C).

The Applicant, Emily Marrufo, is the owner of Marrufo's Tacos LLC. The Applicant is proposing liquor sales by the drink and this will be a new license, which requires the license to be reviewed by the Liquor and Tobacco Advisory Board.

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 the layout of the property that shows the strip center and the layout of the parking lot. The building is approximately 4,810 square and the majority of the mall consists of retail. Marrufos Tacos LLC will occupy a 1,200 square feet tenant space in the southwest corner of the strip center. Based on the square footage of the space and use, 16 parking spaces are required (using the 13.3 spaces per 1,000 square feet required for food and beverage establishment uses). Exhibit E shows that that there are 99 parking spaces in the center.

Exhibit F is the proposed interior floor plan for the restaurant. The submitted interior floor plan shows a dining area with eight (8) tables with seating for 36 customers. There will be a salsa bar, aguas frescas, margarita mix machine, cooler with bottled beer, and soda machine. The remaining portion of the restaurant will consist of a service counter, kitchen, bathrooms, dish sink, mop sink and a storage area.

Exhibit G is the business plan for Marrufo's Tacos LLC. The Applicant states, "Marrufo's Tacos is a family-owned Mexican restaurant specializing in authentic street-style tacos, fresh salsas, and traditional sides and our mission is to provide a warm, vibrant dining experience that blends cultural authenticity with modern service" (Exhibit G). The Applicant explains, "We are seeking a liquor license to serve beer and select cocktails (margaritas) to complement our menu, enhance customer experience, and increase revenue" (Exhibit G). The Applicant states, "all servers will be BASSET-certified and with a strict ID verification policy in place" (Exhibit G).

Furthermore, within Exhibit G, the Applicant explains the proposed days and hours of operation will be 10:00 A.M. to 9:00 P.M. Monday through Saturday. The restaurant will be closed on Sunday. The Applicant did not provide a breakdown on the percentages of the projected food to alcohol sales within Exhibit G or the liquor application.

Exhibit H is the security plan provided by the Applicant. The Applicant's security plan will consist of age verification procedures, access control, surveillance cameras and lighting, incident response procedures, alcohol storage and inventory control, staff training and compliance, emergency preparedness and a commitment to community safety (Exhibit H). The Applicant indicated on the Liquor Application that security would be hired if a written request were received from the liquor commissioner.

Exhibit J shows the calls of service for the last 24 months indicating there has been 1 call for service 3222 South Alpine Road.

Staff feels that the applicant's request is reasonable for the use of the subject property. Staff 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 a restaurant in an I-1, Light Industrial 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. The hours of operation will be limited to 10:00 A.M. to 9:00 P.M. Monday through Saturday.
4. Window display signage is limited to 20% of window area.
5. The windows shall not be covered with bars or other devices that block the windows.
6. The restaurant shall not have a cover charge, dance floor, live entertainment or any DJs.
7. The restaurant shall not operate as a nightclub.
8. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
9. All outstanding general ordinance fines must be paid prior to the issuance of the license.
10. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 6/8/26

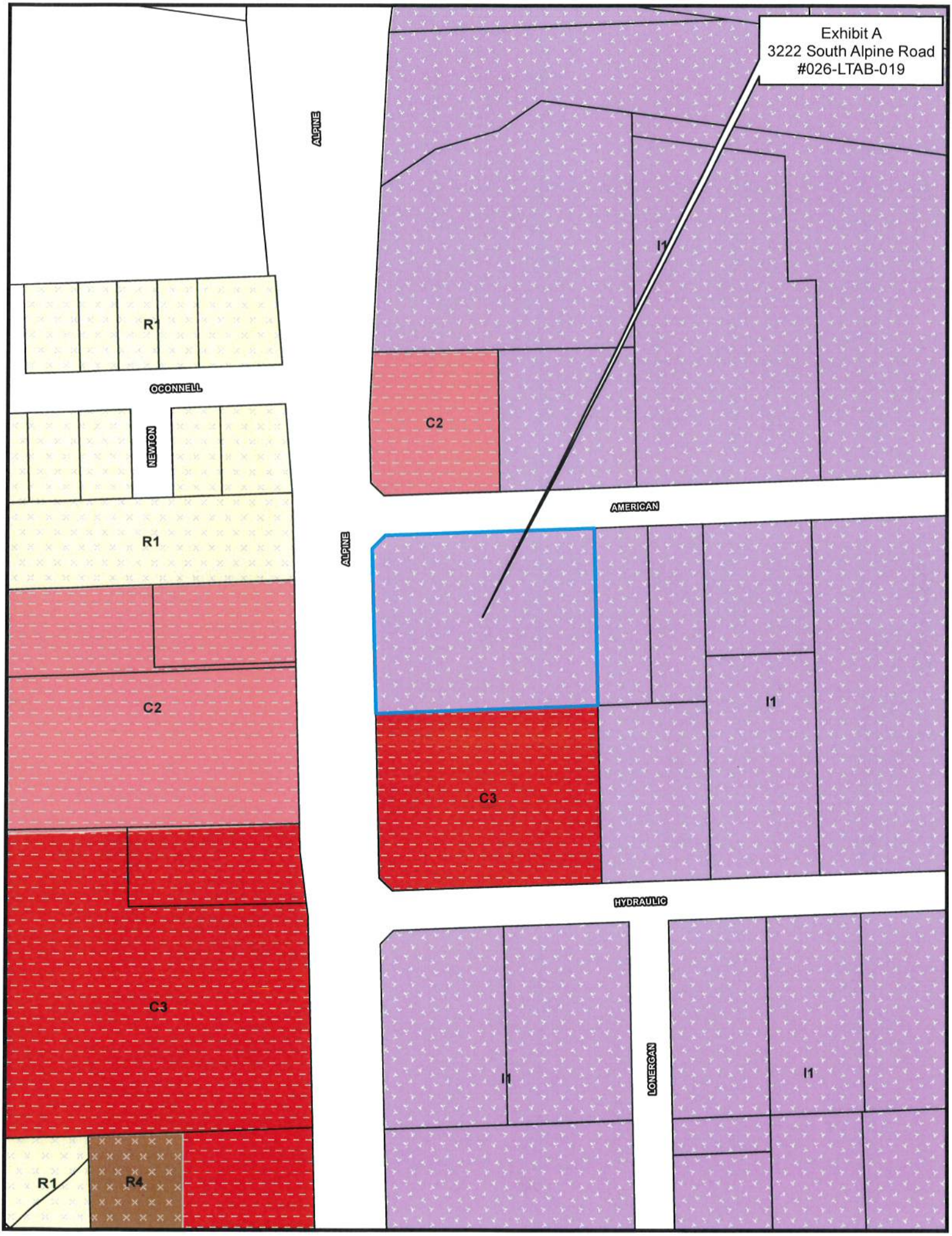


Exhibit A
3222 South Alpine Road
#026-LTAB-019
ALPINE
ALPINE
R1
OCONNELL
NEWTON
R1
C2
C2
C3
C3
R1
R4
I1
C2
AMERICAN
I1
C3
HYDRAULIC
I1
LONERGAN
I1

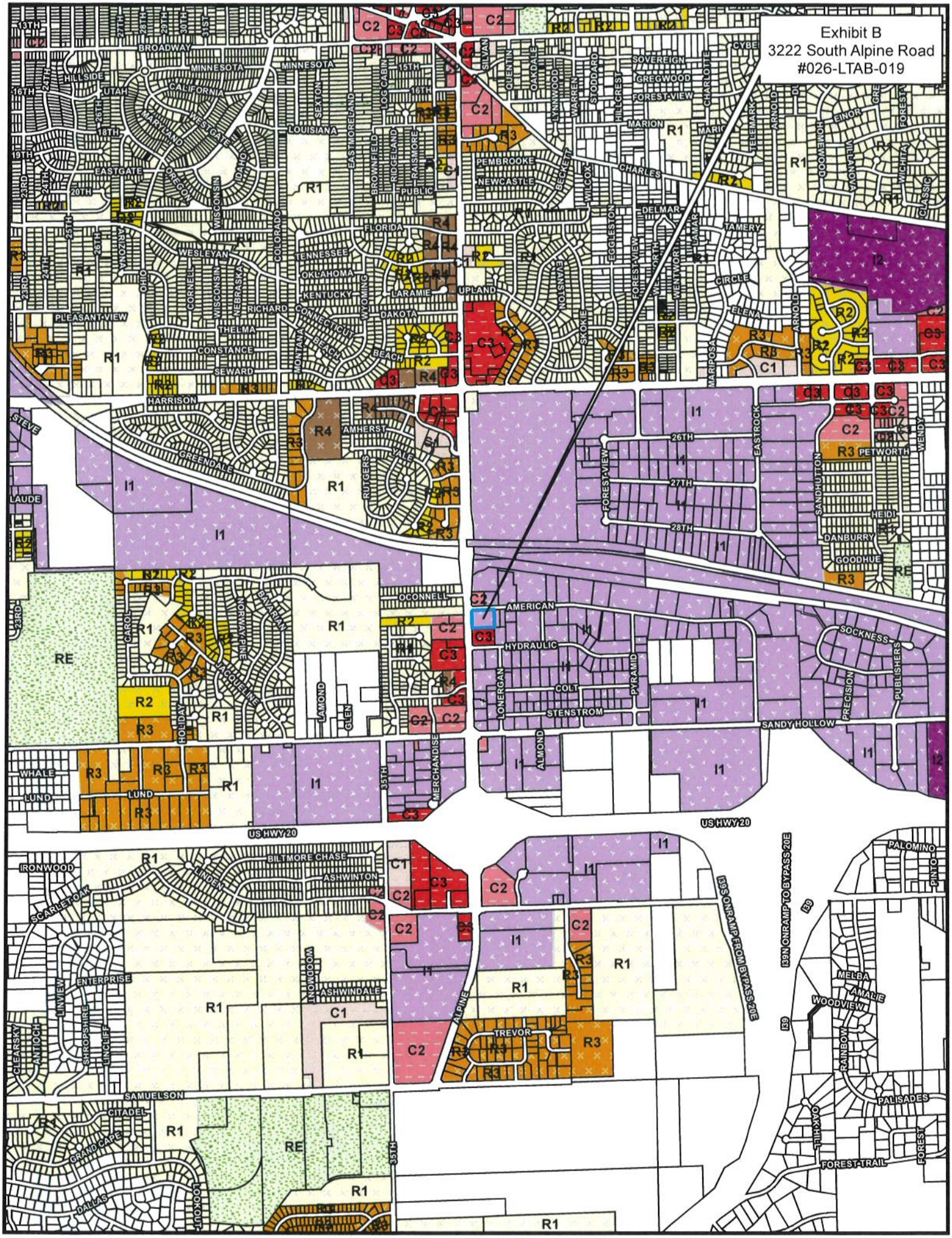
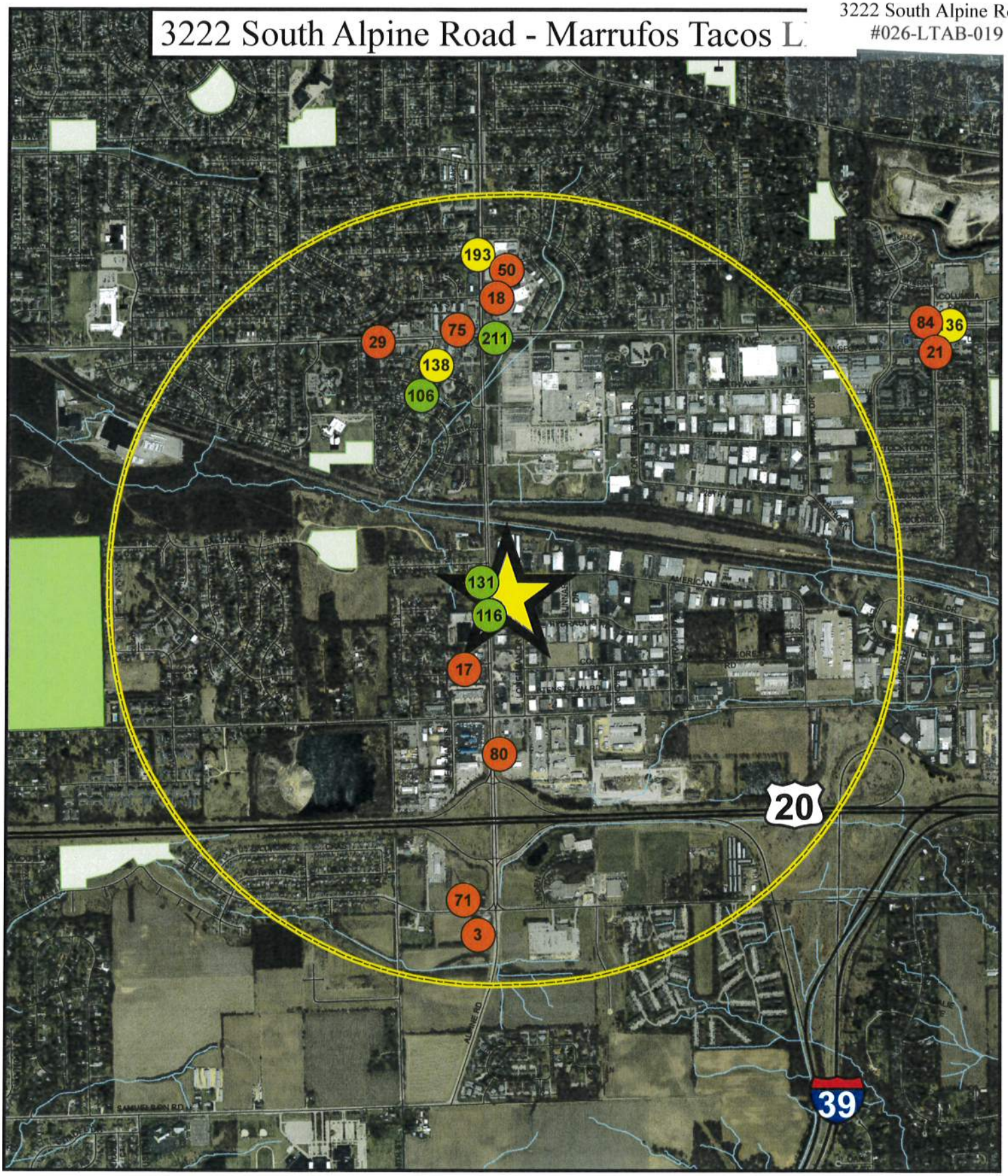


Exhibit B
3222 South Alpine Road
#026-LTAB-019
BROADWAY
MINNESOTA
CALIFORNIA
LOUISIANA
EASTGATE
PLEASANT VIEW
WESLEYAN
FLORIDA
TENNESSEE
OKLAHOMA
KENTUCKY
LARAMIE
UPLAND
DAKOTA
HARRISON
AMHERST
GREENDALE
LAUDE
OCONNELL
AMERICAN
HYDRAULIC
COLT
STENSTROM
SANDY HOLLOW
SOCKNESS
PUBLISHERS
PRECISION
PYRAMID
LONERGAN
ALMOND
MERCHANDISE
35TH
US HWY 20
PEMBROKE
NEWCASTLE
CHARLES
MARION
FOREST VIEW
SOVEREIGN
GREGWOOD
DELMAR
TAMERY
CIRCLE
ELENA
MARIPOSA
PETWORTH
WENDY
HEIDI
DANBURRY
GOODHUE
SANDHUTTON
EASTROCK
26TH
27TH
28TH
IRONWOOD
SCARLETOAK
BILTMORE CHASE
ASHWINTON
ENTERPRISE
ASHWINDALE
TREVOR
ALPINE
SAMUELSON
CITADEL
GRAND CAPE
DALLAS
139S ONRAMP FROM BYPASS 20E
139N ONRAMP TO BYPASS 20E
PALOMINO
MELBA
AMALIE
WOODVIEW
RAINBOW
PALISADES
FOREST TRAIL
OAKHILL
FOREST
RE
R1
R2
R3
R4
C1
C2
C3
I1
I2

Exhibit C
3222 South Alpine Road
#026-LTAB-019
ALPINE
OCONNELL
NEWTON
AMERICAN
ALPINE
HYDRAULIC
LONERGAN

Exhibit D
3222 South Alpine Road
#026-LTAB-019



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-2024

2024

SCALE

ROCKFORD

Exhibit E
3222 South Alpine Road
#026-LTAB-019

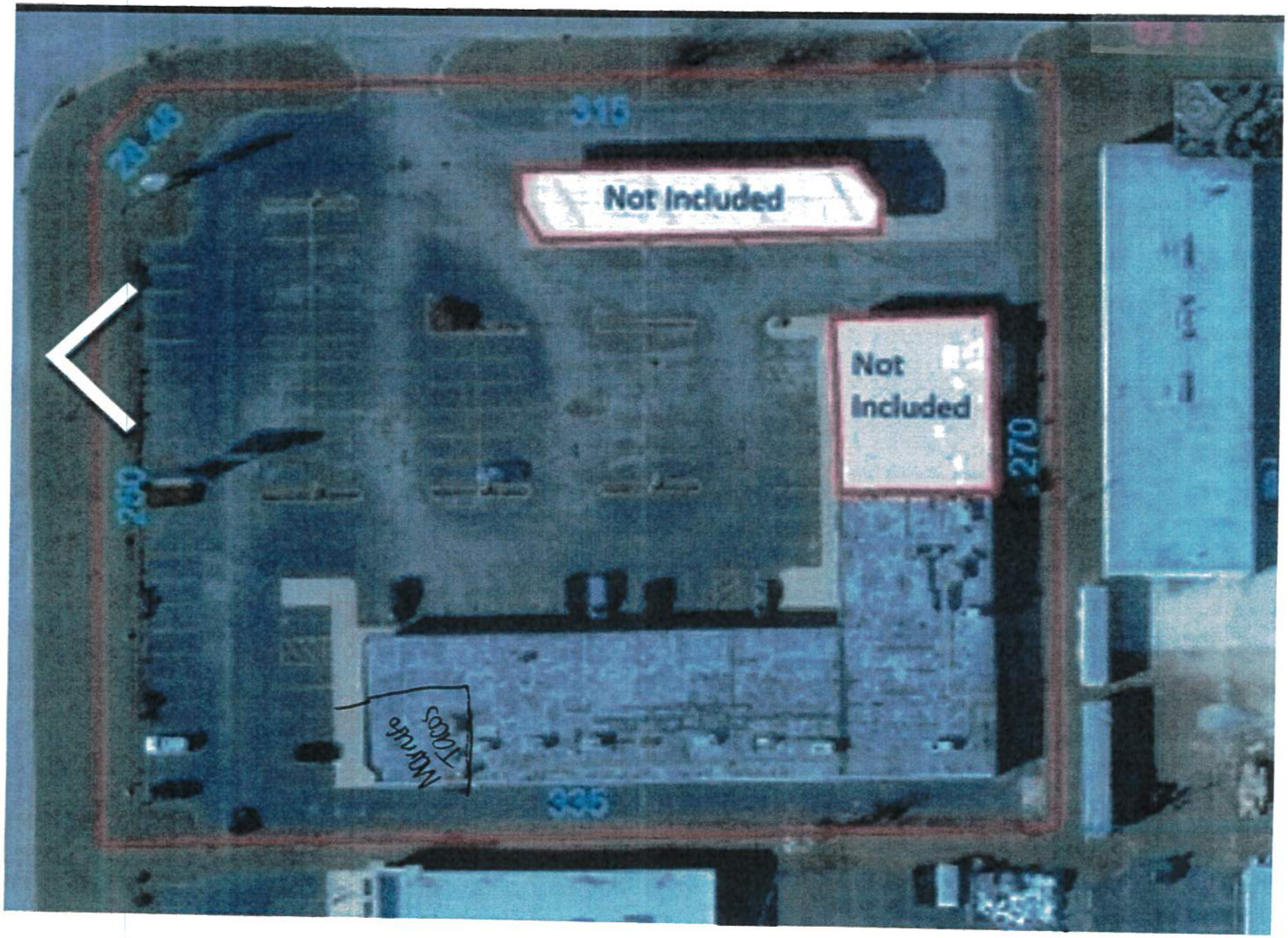


Exhibit F
3222 South Alpine Road
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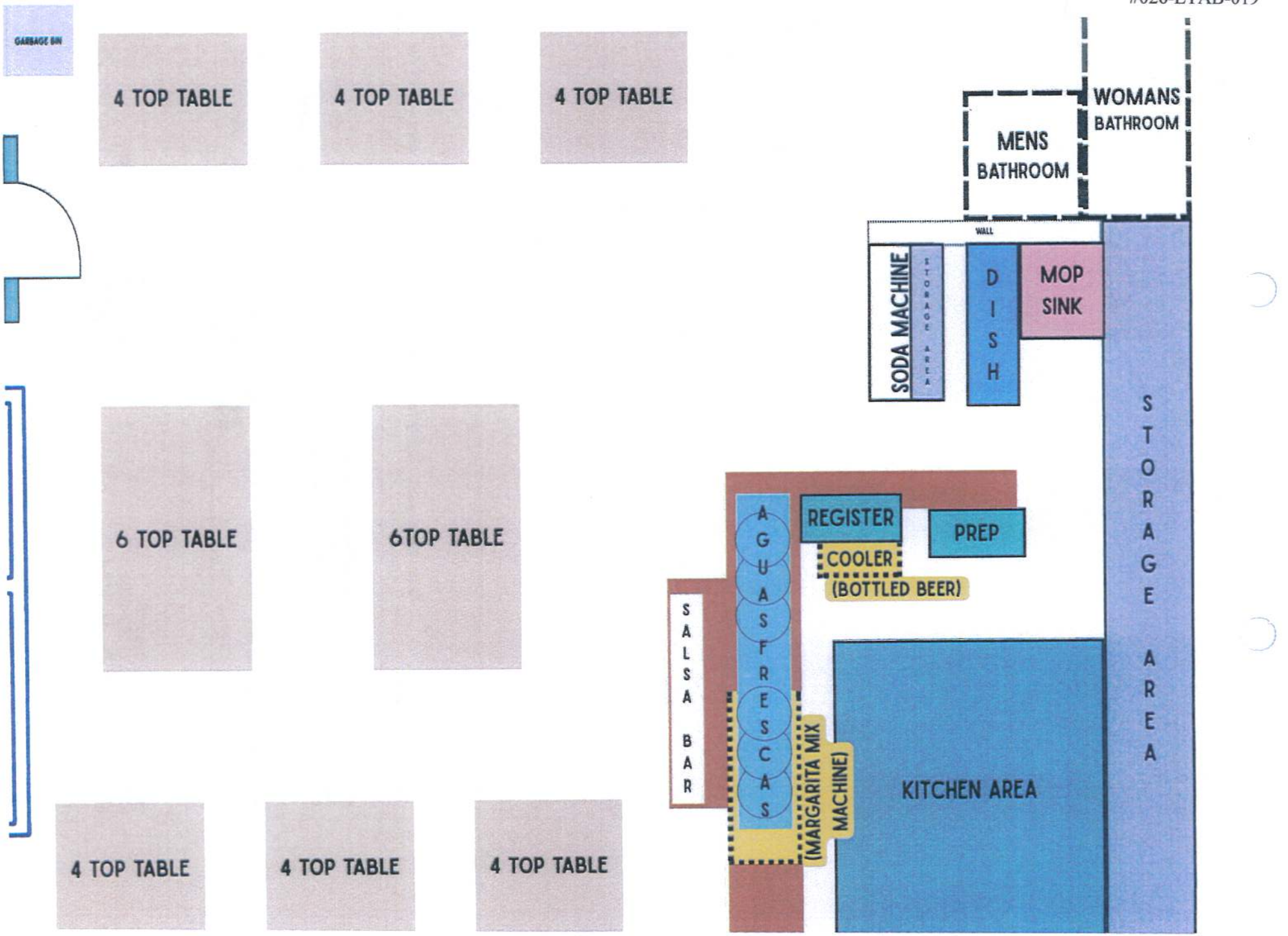

Exhibit G
3222 South Alpine Road
#026-LTAB-019

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MAY 11 2026
CITY OF ROCKFORD LEGAL DEPARTMENT

Business Plan – Marrufos Tacos

1. Executive Summary

Marrufos Tacos is a family-owned Mexican restaurant specializing in authentic street-style tacos, fresh salsas, and traditional sides. Located in the heart of Rockford, our mission is to provide a warm, vibrant dining experience that blends cultural authenticity with modern service.

We are seeking a liquor license to serve beer and select cocktails (margaritas) to complement our menu, enhance customer experience, and increase revenue.

2. Business Description

- **Name:** Marrufos Tacos, LLC
- **Address:** 3222 S. Alpine Road Rockford IL 61109
- **Type:** Full-service restaurant with dine-in, takeout, and catering options
- **Hours of Operation:** Mon–Sat 10AM–9PM, Sun CLOSED
- **Seating Capacity:** 44 indoor

3. Market Analysis

- **Target Market:** Local residents, downtown workers, and visitors seeking authentic Mexican cuisine.
- **Competition:** Other Mexican restaurants in Rockford.
- **Competitive Advantage:** Fresh, locally sourced ingredients, unique family recipes, fairly priced with daily specials and a festive atmosphere.

4. Menu & Beverage Program

- **Food:** Tacos, burritos, quesadillas, bowls, loaded fries/nachos, salsa bar.
- **Beverages:** Fountain drinks and non-alcoholic aguas frescas. Hope to include bottles beers (Corona, Modelo, Miller Lite) and flavored house made margaritas (lime, strawberry and mango)
- **Responsible Service:** All servers will be BASSET-certified; strict ID verification policy in place.

5. Operations Plan

- **Staffing:** 10 employees (kitchen, servers, management).
- **Training:** Alcohol safety, customer service, and food handling certifications.
- **Suppliers:** Local produce vendors, regional meat suppliers, licensed alcohol distributors.

6. Marketing Strategy

- Social media campaigns (Instagram, Facebook, TikTok).
- Partnerships with local influencers and food vloggers.

7. Financial Projections *(Year 1)*

- **Startup Costs:** equipment, licenses – $10,000.
- **Monthly Revenue Goal:** $5,000-10,000
- **Net Profit Margin:** 2-5 months

8. Compliance & Community Impact

- Adherence to Rockford liquor ordinances and Illinois Liquor Control Commission regulations.
- Commitment to preventing over-service and underage drinking.

SECURITY PLAN – Marrufos Tacos

1. Business Overview

Marrufos Tacos is a family-friendly Mexican restaurant located in Rockford, Illinois, offering dine-in and carry-out service. Alcohol service will be limited to beer and select cocktails, served only to patrons 21 years of age or older.

2. Hours of Operation

- Mondays–Saturdays: 10:00 AM – 9:00 PM
- Sundays: CLOSED
- Alcohol service will end 30 minutes before closing.

3. Age Verification Procedures

- All servers and bartenders will be BASSET-certified (Beverage Alcohol Sellers and Servers Education and Training).
- IDs will be checked for all patrons appearing under 35 years old.
- Only valid, government-issued photo IDs will be accepted.
- Staff will be trained to detect fake IDs and refuse service when in doubt.

4. Security Personnel

- A trained floor manager will be on duty during all hours of alcohol service.
- On high-traffic nights (Friday/Saturday), one additional staff member will monitor entrances and exits.

5. Surveillance & Lighting

- High-definition security cameras will cover all entrances, exits, bar areas, and dining spaces.
- Footage will be stored for a minimum of **30 days** and made available to law enforcement upon request.
- Exterior lighting will be maintained to ensure visibility in parking areas.

6. Incident Response Procedures

- Any disturbance, intoxicated patron, or suspected illegal activity will be documented in an **Incident Log**.
- Staff will immediately notify management and, if necessary, contact the Rockford Police Department.
- Patrons who are visibly intoxicated will be refused service and offered safe transportation options (e.g., taxi, rideshare).

7. Alcohol Storage & Inventory Control

- All alcohol will be stored in locked areas when not in use.
- Inventory will be tracked weekly to prevent theft or unauthorized use.

8. Staff Training & Compliance

- All employees will complete annual refresher training on alcohol laws, safety, and emergency procedures.
- Management will review and update the security plan annually or as required by law.

9. Emergency Preparedness

- Fire exits will be clearly marked and unobstructed.
- Staff will be trained in evacuation procedures and first aid basics.
- A first aid kit will be accessible at all times.

10. Commitment to Community Safety

Marrufos Tacos is committed to operating responsibly, preventing underage drinking, and maintaining a safe, welcoming environment for all guests.

Exhibit I
3222 South Alpine Road
#026-LTAB-019

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
24-141235	06/28/2024 11:41:49 AM	3222 S Alpine Rd	ABANDONED VEHICLE	RE-ASSIGN/CHANGE OF CALL(UNIT) / ADV - ADVISED	Rockford Police Department