



Liquor and Tobacco Advisory Board

Meeting Agenda

City Hall, Second Floor
425 E. State Street
Rockford, IL 61104
www.rockfordil.gov

Tuesday, June 16, 2026
6:00 PM

The following represents, in general, the chronological order of proceedings at the City

I. CALL TO ORDER

III. NEW BUSINESS

26-LTAB-016 501 East State Street Applicant Benjamin Chauvin / [26-00750](#)
Eachother, LLC dba Eachother, Ward 2

Sale of liquor by the drink (Class NG-L) and the sale of packaged liquor (Class PKG) in conjunction with a café, restaurant and bar in a C-4, Urban Mixed-Use Zoning District

26-LTAB-017 6075 East Riverside Boulevard Applicant Gerlando [26-00751](#)
Galluzzo / Sam’s Ristorante & Pizzeria, LLC dba, Sam’s Ristorante & Pizzeria, Ward 4

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 C-1, Limited Office Zoning District, C-2, Limited Commercial Zoning District, and C-3, General Commercial Zoning District

26-LTAB-018 922 Kilburn Avenue Applicant Ashvin K. Patel / MaxMart [26-00752](#)
Liquor, LLC dba MaxMart Ward 7

Sale of packaged liquor (Class PKG) and the sale of tobacco products in conjunction with a liquor store in a C-2, Limited Commercial Zoning District

26-LTAB-019 3222 and 3208 South Alpine Road Unit Applicant Emily [26-00753](#)
Ann Marrufo / Marrufo’s Tacos, LLC dba Marrufo’s Tacos, Ward 14

Sale of liquor by the drink (Class NG-L) in conjunction with a restaurant in an I-1, Light Industrial Zoning District

26-LTAB-026 7054 Walton Street Applicant Dimple Amit Naik / Wings [26-00754](#)
Rockford IL, LLC dba Wing Snob Rockford, Ward 1

Sale of beer and wine by the drink in conjunction with a restaurant and video gaming terminals in a C-2, Limited Commercial Zoning District

IV. ADJOURNMENT

THE CITY OF ROCKFORD INTENDS TO COMPLY WITH THE INTENT AND SPIRIT OF THE AMERICANS WITH DISABILITIES ACT. IF A SIGN LANGUAGE INTERPRETER, PERSONAL P.A. SYSTEM, OR OTHER SPECIAL ACCOMMODATIONS ARE NEEDED, PLEASE CALL THE LEGAL DEPARTMENT AT (779) 348-7391 AT LEAST 48 HOURS IN ADVANCE, SO WE CAN BE PREPARED TO ASSIST YOU.



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting on June 16, 2026

File # 026-LTAB-016

APPLICANT: Benjamin Chauvin / Eachother LLC dba Eachother

LOCATION: 501 East State Street

REQUESTED ACTION: The sale of liquor by the drink (Class NG-L) and the sale of packaged liquor (Class PKG) in conjunction with a café, restaurant and bar in a C-4, Urban Mixed-Use Zoning District.

EXISTING USE: Vacant Restaurant

PROPOSED USE: Café, restaurant and bar with the sale of liquor by the drink and packaged liquor

DIMENSIONS: 44 feet x 99 feet **Size:** 4,356 sq. ft.

ADJACENT ZONING AND LAND USES:

| | | |
|--------|-----|--|
| NORTH: | C-4 | Lucette, Parking Lot |
| EAST: | C-4 | Vacant restaurant, Social Urban Bar & Restaurant |
| SOUTH: | C-4 | Local 413 Firefighters Union, Parking lot |
| WEST: | C-4 | City Hall |

YEAR 2040 PLAN: Mixed-Use Development

HISTORY: **File #025-LTAB-015:** Modification of a liquor license to allow Sunday sales for the sale of liquor by the drink (Class NG-L) and packaged liquor sales (Class PKG) in conjunction with a restaurant, bar and an outdoor seating area in a C-4, Urban Mixed-Use Zoning District was approved on October 10, 2025 for the property located at 519 East State Street. This property is located 170 feet east of the subject property.

File #025-LTAB-015: The sale of liquor by the drink (Class NG-L) and packaged liquor sales (Class PKG) in conjunction with a restaurant, bar and an outdoor seating area in a C-4, Urban Mixed-Use Zoning District was approved on July 7, 2025 for the property located at 519 East State Street. This property is located 170 feet east of the subject property.

File #022-LTAB-044: Modification of existing liquor license to add video gaming terminals in conjunction with a restaurant in a C-4, Urban Mixed-Use Zoning District was approved December 19, 2022 for the property located at 501 East State Street. This is the subject property.

File #012-LAB-022: The sale of liquor by the drink in conjunction with a restaurant and bar in a C-4, Urban Mixed-Use Zoning District was approved on July 3, 2012 for the property located at 501 East State Street. This is the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink (Class NG-L) and the sale of packaged liquor (Class PKG) in conjunction with a café, restaurant and bar in a C-4, Urban Mixed-Use Zoning District. Exhibit A shows that the subject property is located on the southeast corner of East State Street and South 2nd Street. The subject property is surrounded by commercial mixed uses (Exhibits B and C).

The Applicant, Benjamin Chauvin, is President of Eachother, LLC. The Applicant is proposing a new café, restaurant and bar in a space that was previously occupied by another restaurant and is proposing the sale of liquor by the drink and packaged liquor. Therefore, the liquor license must 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 site plan of the property showing the building as highlighted on the plan. The building covers nearly the entire property. Parking is not required in the C-4 district but there are two municipal lots across from the site on the north, south and west sides of the property. There is also on street parking as well.

Exhibit F is the proposed interior floor plan for the café, restaurant and bar. The interior floor plan is shown to be divided into an eastern portion and western portion. The eastern portion consists of a café/dining area, café bar, bathrooms, office, tap cooler, and back of house area. The café/dining area consists of three (3) tables with seating for 12 patrons, three (3) booths with seating 12 patrons and the café bar with seating for 5 patrons. The western portion of the building has a dining area, roastery, kitchen, freezer and a dish washing area. The dining area consists of four (4) tables and seating for 16 patrons. Additionally, four (4) tables with seating for 8 patrons are shown for outdoor seating.

Exhibit G is the business plan for the café, restaurant and bar. Eachother is a neighborhood cafe. The Applicant states, "the concept is an all-day gathering place where neighbors, professionals, and visitors come together for good food, fresh-baked goods, thoughtful beverages, and unhurried conversation from morning through evening" (Exhibit G). The Applicant explains, "the café offers an integrated daypart program built around four anchors: a from-scratch kitchen serving sandwiches, salads, and brunch fare; an in-house bakery producing fresh breads, pastries, and confections daily; a full coffee and espresso program; and a curated beverage program featuring wine, beer, and cocktails (Exhibit G).

Additionally, Exhibit G, indicates the days and hours of operation will be 6:00 A.M. to 2:00 A.M. Monday through Saturday, and 9:00 A.M. to 2:00

A.M. on Sunday. Within Exhibit G, the Applicant indicated that there will be 10-12 BASSET certified employees, a manager will be on duty during all hours of operation. Additionally, entertainment will consist of free live acoustic performances and a cover charge, admission fee or door fee will not be imposed at any time. The Applicant explains, "Entertainment is intended to enhance the café atmosphere, not to reorient the venue toward nightclub or dance-club operation and there will be no DJ programming, no dance floor, no amplified live bands, and no entertainment scheduled in a manner that would require crowd-control measures beyond ordinary management practices" (Exhibit G). Furthermore, the Applicant indicates within Exhibit G and on the liquor application the amount of anticipated alcoholic liquor sales as a percentage of gross annual sales of the business to be 25% and food sales to be 75%. Finally, the Applicant indicates on the liquor application that they will not apply for an Illinois Gaming License at this time.

Exhibit H is the security plan for Eachother. The Applicant explains, "a manager will be on duty during all hours that the licensed premises is open to the public, all staff who sell, serve, deliver, or handle alcoholic beverages will hold a valid BASSET certificate and, if at any time the Liquor Commissioner determines that additional security is appropriate, Eachother, LLC will retain private security personnel licensed by the State of Illinois to satisfy the request, in any number. Eachother, LLC will not enforce a formal dress code for patrons. The venue is operated as a neighborhood café and bar; standards of dress consistent with a casual public establishment apply" (Exhibit H). Additionally, the Applicant explains, "Eachother's plan focuses on conduct that originates inside or adjacent to the premises and spills into parking areas, and on cooperation with law enforcement for controlling and addressing disorderly activity" (Exhibit H). The Applicant indicated on the Liquor Application that they would hire private security licensed with the State of Illinois upon written request of the liquor commissioner

Exhibit I shows that there have been 5 Calls of Service for the Police Department in the last 24 months for 501 East State Street.

Staff feels that the applicant's request is reasonable for the use of the subject property. Staff recommends approval of the applicant's requests subject to conditions.

RECOMMENDATION: Staff recommends APPROVAL of the sale of liquor by the drink (Class NG-L) and APPROVAL of the sale of packaged liquor (Class PKG) in conjunction with a café, restaurant and bar in a C-4, Urban Mixed-Use 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 sale of alcohol shall be limited to the approved interior floor plan Exhibit F.
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 hours of operation are limited to 6:00 A.M. to 2:00 A.M. Monday through Saturday, and 9:00 A.M. to 2:00 A.M. on Sunday.
7. The café, restaurant and bar shall not have a cover charge, dance floor or any DJs.
8. The café, restaurant and bar shall not operate as a nightclub.
9. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
10. All outstanding general ordinance fines must be paid prior to the issuance of the license.
11. All conditions must be met prior to issuance of license and establishment of use.

SC:DM 6/5/26

Exhibit A
501 East State Street
#026-LTAB-016

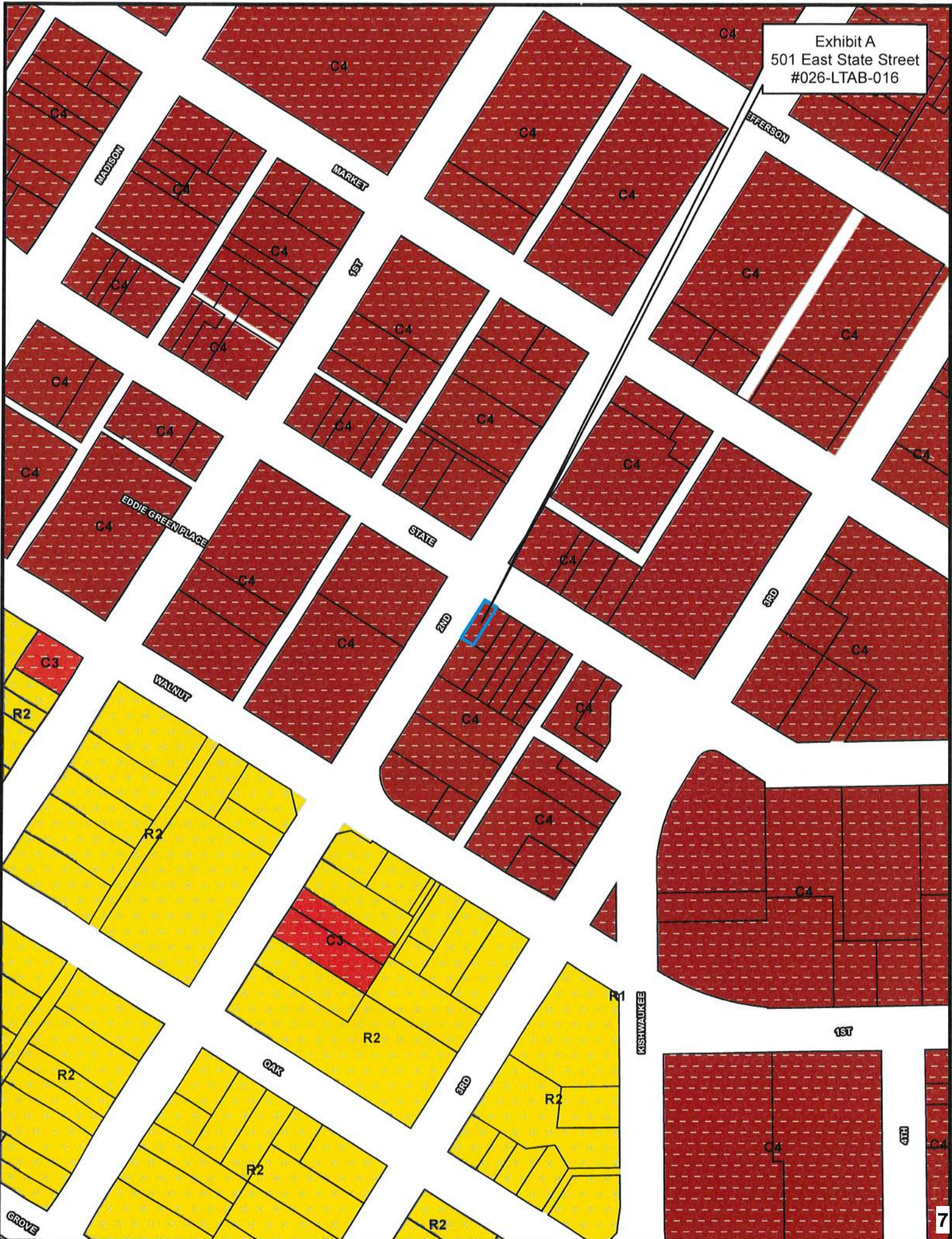
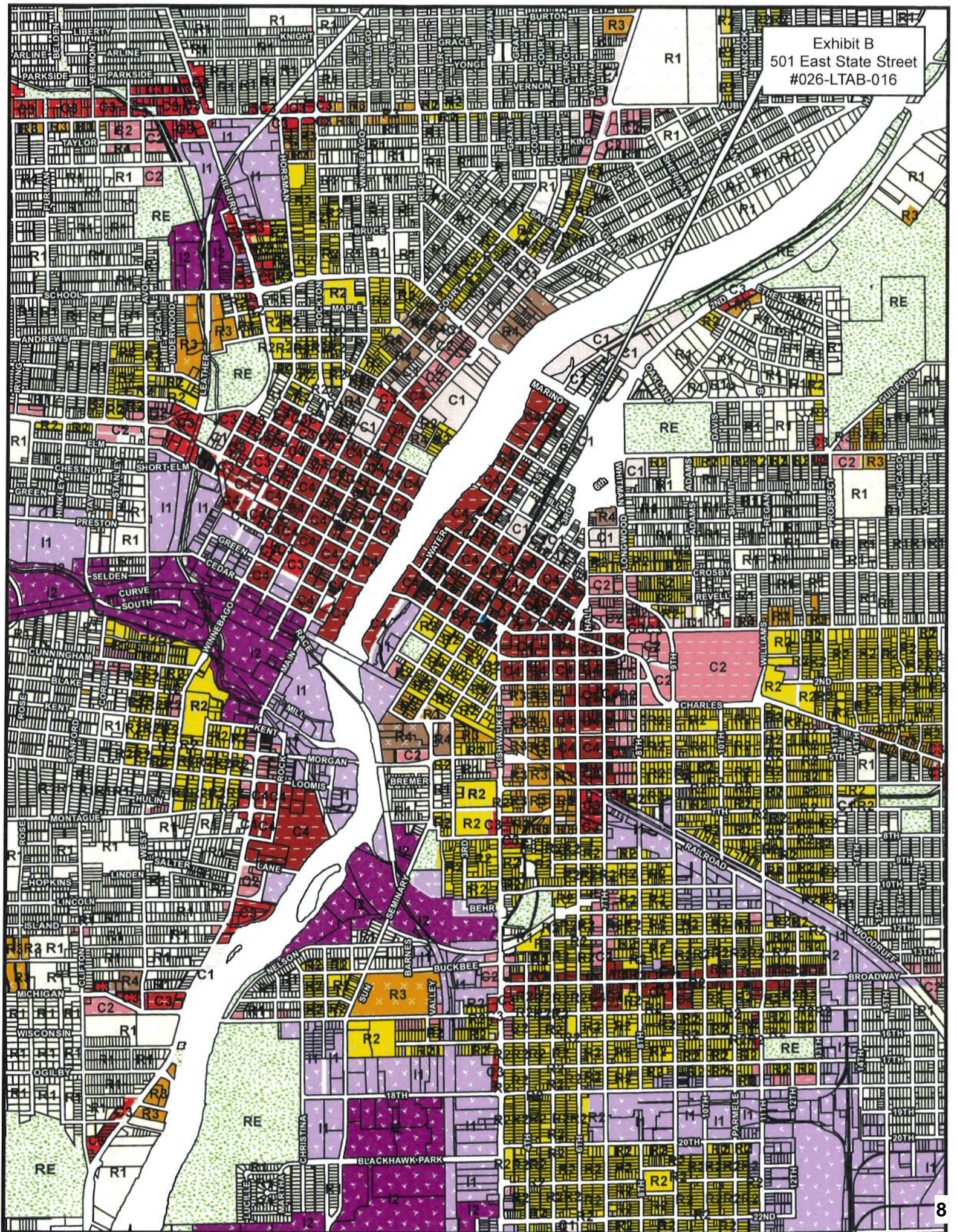
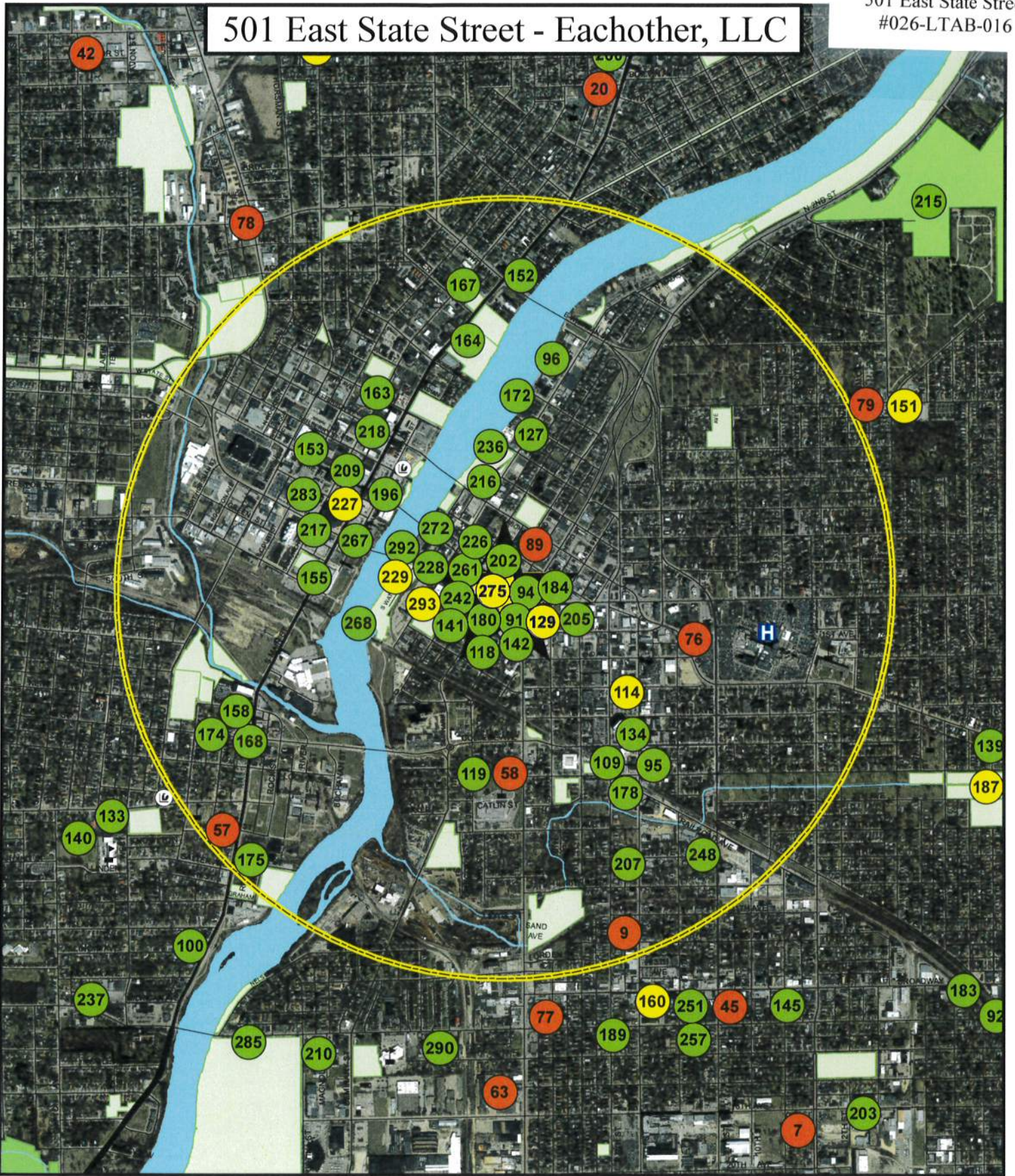


Exhibit B
501 East State Street
#026-LTAB-016





501 East State Street - Eachother, LLC



- 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
 1" = 2000'
 1" = 0.33 Miles
 Prepared by: Rockford Planning Department, Rockford, IL
 Date: 10/20/2023



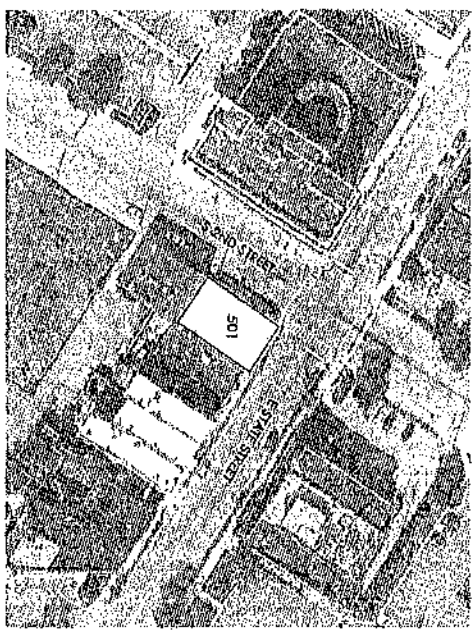
501 E. STATE ST.

501 E. STATE STREET, ROCKFORD, IL 61104
 FOR ROCKFORD ROASTING CO. | 416 S MAIN ST, ROCKFORD, IL 61101

ARCHITECT OF RECORD

TRIMCO, INC.
 200 PEARL STREET, SUITE 201
 ROCKFORD, IL 61107

| ARCHITECTURAL DRAWING INDEX | |
|-----------------------------|-----------------|
| SHEET NUMBER | SHEET NAME |
| 001 | GENERAL NOTES |
| 002 | FOUNDATION PLAN |
| 003 | CONCRETE PLAN |
| 004 | ROOF PLAN |
| 005 | MECHANICAL PLAN |
| 006 | ELECTRICAL PLAN |
| 007 | PLUMBING PLAN |
| 008 | MECHANICAL PLAN |
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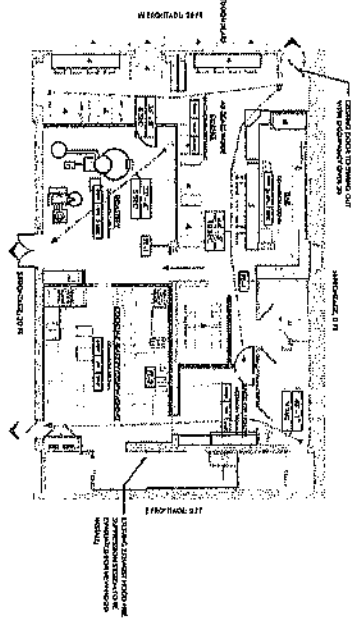


1 CONCRETE PLAN

- ### BREATHABLE LEGEND
- 1.01 1/2" POLYSTYRENE INSULATION
 - 1.02 2" POLYSTYRENE INSULATION
 - 1.03 4" POLYSTYRENE INSULATION
- ### OCCUPANT CLASSIFICATION LEGEND
- 1.04 ACCIDENT STORAGE
 - 1.05 COMMERCIAL OFFICE
 - 1.06 STORAGE
 - 1.07 UNOCCUPIED SECTORS



2 LOWER LEVEL LIFE SAFETY PLAN



3 FIRST FLOOR LIFE SAFETY PLAN

CODE REVIEW SUMMARY

| SECTION | REVISIONS | DATE | BY | CHKD |
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| 1.01 | 1 | 10/15/12 | JL | ML |
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501 E. STATE ST.

501 E. STATE STREET, ROCKFORD, IL 61104

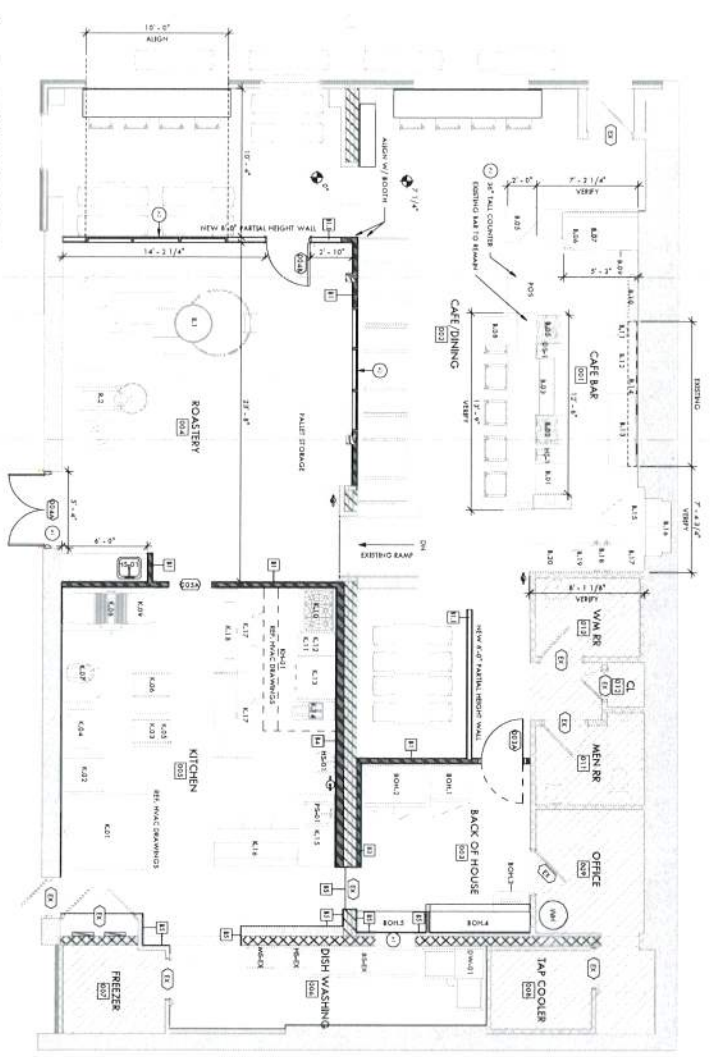
studio gwa

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TIME: 10:00 AM

BY: JL

CHKD: ML



NEW WORK PLAN
 1/4" = 1'-0"

PLAN LEGEND

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| | NO WORK AREA |
| | EXISTING ROOM |
| | NEW ROOM |
| | RENOVATION |

NEW WORK KENNOTES

| | |
|-----|---|
| A1 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A2 | NEW 20' x 20' CEILING AND NEW LIGHT INSTALLATION. |
| A3 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A4 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A5 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A6 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A7 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A8 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A9 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |
| A10 | NEW 10' x 10' CEILING AND NEW LIGHT INSTALLATION. |

NEW WORK GENERAL NOTES

1. CONSULT ALL TRADES TO VERIFY ALL WORK IS COMPLETED AS SHOWN ON THIS PLAN.
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9. VERIFY ALL WORK IS COMPLETED AS SHOWN ON THIS PLAN.
10. VERIFY ALL WORK IS COMPLETED AS SHOWN ON THIS PLAN.

| TAG | DESCRIPTION | QUANTITY | UNIT | INSTALLATION | REMARKS |
|-----|----------------------------|----------|------|--------------|--------------------------|
| K1 | STAINLESS STEEL SINK | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K2 | STAINLESS STEEL STOVE | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K3 | STAINLESS STEEL REFRIG | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K4 | STAINLESS STEEL FREEZER | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K5 | STAINLESS STEEL DISHWASHER | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K6 | STAINLESS STEEL RANGE HOOD | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K7 | STAINLESS STEEL CUPBOARD | 10 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K8 | STAINLESS STEEL DRAWER | 10 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K9 | STAINLESS STEEL ISLAND | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K10 | STAINLESS STEEL SEATING | 10 | EA | 11/21/24 | INSTALL IN CAFE DINING |
| K11 | STAINLESS STEEL BAR | 1 | EA | 11/21/24 | INSTALL IN CAFE BAR |
| K12 | STAINLESS STEEL COUNTER | 100 | LF | 11/21/24 | INSTALL IN KITCHEN |
| K13 | STAINLESS STEEL WALL | 100 | SF | 11/21/24 | INSTALL IN KITCHEN |
| K14 | STAINLESS STEEL FLOOR | 100 | SF | 11/21/24 | INSTALL IN KITCHEN |
| K15 | STAINLESS STEEL CEILING | 100 | SF | 11/21/24 | INSTALL IN KITCHEN |
| K16 | STAINLESS STEEL LIGHTING | 10 | EA | 11/21/24 | INSTALL IN CAFE DINING |
| K17 | STAINLESS STEEL VENT | 1 | EA | 11/21/24 | INSTALL IN KITCHEN |
| K18 | STAINLESS STEEL SINK | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K19 | STAINLESS STEEL STOVE | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K20 | STAINLESS STEEL REFRIG | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K21 | STAINLESS STEEL FREEZER | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K22 | STAINLESS STEEL DISHWASHER | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K23 | STAINLESS STEEL RANGE HOOD | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K24 | STAINLESS STEEL CUPBOARD | 10 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K25 | STAINLESS STEEL DRAWER | 10 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K26 | STAINLESS STEEL ISLAND | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K27 | STAINLESS STEEL SEATING | 10 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K28 | STAINLESS STEEL BAR | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K29 | STAINLESS STEEL COUNTER | 100 | LF | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K30 | STAINLESS STEEL WALL | 100 | SF | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K31 | STAINLESS STEEL FLOOR | 100 | SF | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K32 | STAINLESS STEEL CEILING | 100 | SF | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K33 | STAINLESS STEEL LIGHTING | 10 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |
| K34 | STAINLESS STEEL VENT | 1 | EA | 11/21/24 | INSTALL IN BACK OF HOUSE |

501 E. STATE ST.

501 E. STATE STREET, ROCKFORD, IL 61104



PROJECT NUMBER
 25-0945
 SHEET NUMBER
 A101

DATE
 08/11/2024
 DRAWING
 PLAN

SHEET TITLE
 NEW WORK
 PLANS

RECEIVED

MAY 13 2026

CITY OF ROCKFORD
LEGAL DEPARTMENT

EACHOTHER, LLC

Business Plan

Submitted in support of City of Rockford Liquor License Application

| | |
|----------------------|--|
| Applicant Entity | Eachother, LLC (Illinois LLC; EIN 42-2366581) |
| Premises | 501 E. State Street, Rockford, IL 61104 |
| Principal | Benjamin D. Chauvin, Managing Member |
| License Class Sought | SLR — Special License Restaurant, Sunday Sales |
| Premises Size | Approximately 1,290 sq ft main floor (1,419 sq ft gross) |
| Seating Capacity | Approximately 100 patrons |
| Target Opening Date | July 1, 2026 |

1. Concept Overview

Eachother, LLC will operate a neighborhood café at 501 E. State Street in downtown Rockford. The concept is an all-day gathering place where neighbors, professionals, and visitors come together for good food, fresh-baked goods, thoughtful beverages, and unhurried conversation from morning through evening.

The café offers an integrated daypart program built around four anchors: a from-scratch kitchen serving sandwiches, salads, and brunch fare; an in-house bakery producing fresh breads, pastries, and confections daily; a full coffee and espresso program; and a curated beverage program featuring wine, beer, and cocktails. Each component is designed to complement the others, so a guest can stop in for a morning espresso and pastry, return at midday for a sandwich and salad, and come back in the evening for a glass of wine and a bakery plate — all within a single, consistent neighborhood setting.

The premises was most recently operated as Taco Libre and is being remodeled by the applicant for the proposed use. The location, scale, and historic character of the building make it well suited to the proposed café concept, and the C4 zoning of the site permits the proposed retail-and-hospitality use as a matter of right.

2. Days and Hours of Operation

Eachother proposes the following hours of operation, consistent with the maximum hours of liquor sales authorized under City of Rockford ordinance:

- Monday through Saturday: 6:00 a.m. - 2:00 a.m.
- Sunday: 2:00 a.m. - 2:00 a.m. (Sunday sales authorized under SLR license class)

All food and bakery offerings are available continuously from opening through close. Coffee and espresso service operates from opening. Wine, beer, and cocktail service is offered alongside the food menu within the hours authorized by law. Brunch service is available daily, with an expanded brunch menu offered Thursday through Sunday.

3. Food Service

Food service will be offered during all hours of operation, 10:00 a.m. through 2:00 a.m., seven days a week. The kitchen and bakery will both operate throughout the day. Bakery production begins in the early morning so that fresh breads and pastries are available at opening, and the full kitchen menu — sandwiches, salads, brunch items, and shareable plates — is available continuously from open to close.

Proposed Menu Direction

The food program is built around three integrated components: a from-scratch kitchen, an in-house bakery, and a full coffee bar. Menu offerings emphasize high-quality, locally sourced ingredients where practical, with seasonal rotation. Anticipated menu categories include:

- Specialty sandwiches (hot and cold) on fresh-baked breads, prepared to order
- Composed salads featuring seasonal produce and house-made dressings
- In-house bakery: fresh breads, croissants, pastries, cookies, and seasonal confections, baked daily on premises
- Brunch fare available daily, including egg dishes, breakfast sandwiches, and bakery plates
- Soups, sides, and shareable plates designed to pair with the beverage program
- Full coffee and espresso program, specialty teas, and non-alcoholic beverages throughout the day

4. Beverage Program

The beverage program is built to complement the food and bakery menu across all dayparts. Coffee and espresso anchor the program from morning onward, and a curated wine, beer, and cocktail selection is available alongside the food menu for guests who choose to enjoy it. The applicant projects that alcoholic beverages will represent approximately 25% of total revenue, with food and non-alcoholic beverages comprising the balance — consistent with a food-and-bakery-led café concept.

Wine

A curated selection of wines by the glass and by the bottle, with emphasis on approachable, food-friendly selections at accessible price points. The list will rotate seasonally and feature both domestic and international producers.

Beer

A short, well-curated list of regional craft beer, domestic standards, and Illinois-brewed selections, available by the bottle, can, and where appropriate by the draft.

Cocktails

A focused list of classic and seasonal cocktails prepared with quality spirits, fresh ingredients, and house-made syrups and mixers. The cocktail program is designed to complement — not overshadow — the wine and food focus.

Non-Alcoholic

Full coffee and espresso program, specialty teas, house-made non-alcoholic beverages, and zero-proof cocktails. Available all hours.

5. Entertainment

Each other will host free live acoustic performances on select evenings as part of the café's evening atmosphere. Performances will feature local and regional acoustic musicians playing unamplified or lightly amplified sets, providing a relaxed soundtrack for food, drink, and conversation. There will be no cover charge for any performance, and music will not be the primary draw — it is an enhancement to, not a substitute for, the food and bakery program that defines the concept.

Entertainment is intended to enhance the café atmosphere, not to reorient the venue toward nightclub or dance-club operation. There will be no DJ programming, no dance floor, no amplified live bands, and no entertainment scheduled in a manner that would require crowd-control measures beyond ordinary management practices.

6. Target Audience

Each other is designed to serve the local residential community of downtown Rockford and the surrounding neighborhoods. The target patron is a Rockford resident seeking a daily gathering place — somewhere to meet for coffee in the morning, lunch at midday, or a glass of wine and a pastry in the evening. The concept is intentionally accessible across age, income, and occasion, and is designed to function as a neighborhood third place rather than a destination bar or nightclub.

The applicant anticipates a patron mix spanning all dayparts: downtown professionals and residents for morning coffee and pastries, neighborhood patrons for lunch and brunch, and a mixed-age adult crowd in the evenings drawn by the food, bakery, and beverage program and occasional acoustic performances.

7. Anticipated Revenue Ratio (Food vs. Alcohol)

The applicant anticipates the following revenue mix at maturity, consistent with a food-led restaurant concept:

| Revenue Category | Share | Notes |
|---|-------------|---------------|
| Food and non-alcoholic beverages | 75% | Café-led |
| Alcohol sales (wine, beer, cocktails — on-premises) | 25% | Complementary |
| General merchandise | 0% | None planned |
| Other (gaming revenue, etc.) | 0% | None planned |
| Total | 100% | |

The food-led ratio is intentional and reflects the applicant's design of the operation as a café and bakery first, with the alcoholic beverage program serving as a complement to the food and bakery offerings rather than the primary draw. The applicant believes this mix accurately represents the anticipated operation and provides the City with a meaningful baseline for the issuance of the requested license.

8. Cover Charge

Eachother will not impose any cover charge, admission fee, or door fee at any time. All entertainment, including live acoustic performances, will be offered free of charge to patrons. The venue will operate with open access during all posted hours of operation.

9. Operations and Management

Staffing

The applicant anticipates a total staff complement of 10 to 12 employees, including front-of-house service staff, kitchen staff, baristas, and management. A manager will be on duty during all hours of operation. All alcohol-service staff will hold valid BASSET certification prior to serving alcoholic beverages.

Manager

Benjamin D. Chauvin, Managing Member of Eachother, LLC, will serve as the primary licensed manager for the premises and is the subject of the accompanying Manager Application. Additional managers and shift leads will be designated as the operation matures and will be added to the City's records as required.

BASSET Training

All staff who serve, sell, or handle alcoholic beverages will complete BASSET (Beverage Alcohol Sellers and Servers Education and Training) certification prior to performing such duties, in accordance with City of Rockford Ordinance Section 3-68. Proof of enrollment or completion will be provided to the City prior to license issuance.

10. Compliance Statement

Eachother, LLC and its principal commit to operating the licensed premises in full compliance with all applicable provisions of the City of Rockford Code of Ordinances (including but not limited to Chapter 3 governing alcoholic liquor), the laws of the State of Illinois, and the laws of the United States. The applicant has reviewed Chapter 3 of the City of Rockford Code of Ordinances and acknowledges its obligations thereunder.

The applicant will cooperate fully with the City of Rockford Department of Law, Police Department, and any other regulatory authority in the administration of the license and the operation of the licensed premises.

Respectfully submitted,

Benjamin D. Chauvin

Managing Member, Eachother, LLC

Date: _____

EACHOTHER, LLC

Security Plan

Submitted in support of City of Rockford Liquor License Application

| | |
|--------------------------|---|
| Applicant Entity | Eachother, LLC |
| Premises | 501 E. State Street, Rockford, IL 61104 |
| Licensed Manager | Benjamin D. Chauvin, Managing Member |
| Premises Capacity | Approximately 100 patrons |
| Total Staff | 10–12 employees |

1. Overview

Eachother, LLC will operate a 100-capacity café and wine-forward bar at 501 E. State Street with a food-led concept (75% food / 25% alcohol projected revenue). The premises does not host a dance floor, DJ programming, or amplified live music. Entertainment is limited to free live acoustic performances on select evenings. There is no cover charge.

The security plan reflects the scale and character of the venue. Because the operation is staff-supervised and does not present the risk profile of a high-volume bar, nightclub, or live-music venue, dedicated uniformed security personnel are not proposed at this time. Instead, the operation will be supervised at all hours by a manager on duty and a trained staff team, with documented procedures for managing disorderly conduct, escalation, and coordination with law enforcement.

The applicant agrees that, upon written request of the Liquor Commissioner, Eachother, LLC will engage private security licensed by the State of Illinois to supplement the staffing model described below.

2. Security Personnel — Number, Role, and Qualifications

Manager on Duty

A manager will be on duty during all hours that the licensed premises is open to the public. The manager on duty is responsible for overall supervision of the premises, including:

- Monitoring patron conduct inside the premises
- Supervising service of alcoholic beverages and verifying that service complies with applicable law
- Responding to incidents, complaints, and disturbances inside and immediately outside the premises
- Decisions regarding refusal of service, ejection of patrons, and contacting law enforcement
- Documentation of incidents in the premises' incident log

The licensed manager (Benjamin D. Chauvin) or a designated assistant manager trained in the duties described herein will be on the premises during all hours of operation.

Staff (Front of House)

All front-of-house staff (servers, bartenders, hosts) will be trained as part of their orientation to:

- Recognize signs of intoxication and refuse service consistent with BASSET training
- Check identification for any patron appearing under 30 years of age prior to alcohol service, using the approved methods (driver's license, state-issued ID, passport, military ID)
- Identify and report to the manager on duty any disorderly conduct, unattended persons in distress, suspected drug activity, or other security concerns
- Follow the de-escalation and incident-response procedures described in Section 5

BASSET Certification

All staff who sell, serve, deliver, or handle alcoholic beverages will hold a valid BASSET certificate prior to performing such duties. Certificates will be kept on file at the premises and made available upon request to authorized City of Rockford personnel.

Supplemental Security on Request

If at any time the Liquor Commissioner determines that additional security is appropriate, Eachother, LLC will retain private security personnel licensed by the State of Illinois to satisfy the request, in any number and on any schedule directed by the Commissioner.

3. Dress Code

Eachother, LLC will not enforce a formal dress code for patrons. The venue is operated as a neighborhood café and bar; standards of dress consistent with a casual public establishment apply. The manager on duty retains discretion to refuse entry or service to any individual whose dress or appearance includes:

- Visible weapons or items reasonably believed to be weapons
- Clothing displaying explicit threats of violence, racial or ethnic slurs, or sexually explicit imagery
- Clothing or accessories identified by local law enforcement as gang-related insignia

Staff will follow an internal dress code consistent with food-service standards: clean clothing, closed-toe shoes in the kitchen, hair restraints in food-prep areas, and no clothing with profanity or imagery inappropriate to a hospitality setting.

4. Plan for Controlling and Addressing Disorderly Activity

The following procedures apply to each of the three areas required by the City of Rockford liquor license attachment checklist.

A. Parking Areas Utilized by Patrons

The premises does not have dedicated off-street parking. Patrons utilize on-street parking on East State Street and surrounding public streets, as well as nearby public parking facilities. Because these areas are public right-of-way and not under the control of the licensee, Eachother's plan focuses on conduct that originates inside or adjacent to the premises and spills into parking areas, and on cooperation with law enforcement.

Procedures for parking areas:

- The manager on duty will monitor patron egress at the end of the evening and intervene before patrons reach parking areas when intoxication or aggressive behavior is observed
- Patrons identified as intoxicated will not be served and will not be permitted to drive; staff will offer to call a rideshare service or taxi, and will not relinquish vehicle keys to an intoxicated person
- Loitering, fighting, or disorderly conduct observed in adjacent parking areas will be reported to Rockford Police by 911 (or the non-emergency line, depending on severity) without delay
- The licensee will maintain regular communication with the Rockford Police Department regarding any pattern of incidents and will cooperate with any directives or recommendations
- The licensee will not impede or interfere with law enforcement responding to any incident in or around the parking areas

B. Public Areas Immediately Adjacent to the Premises

Public sidewalks, building frontage, and rights-of-way immediately adjacent to 501 E. State Street are not under the licensee's exclusive control. The licensee will nevertheless take active responsibility for conduct attributable to its patrons in these areas.

Procedures for adjacent public areas:

- Staff will monitor the building frontage during the evening hours, particularly at and near close, and will intervene in disorderly conduct involving each other patrons
- Lighting at the building exterior, including entry and any rear or side exits, will be maintained in working order at all times the premises is open and for at least 30 minutes after close
- Patrons who exit the premises will be discouraged from loitering at the front entrance, particularly when carrying beverages (which is prohibited and will be enforced by staff)
- No alcoholic beverages will be permitted to leave the premises in open containers at any time
- Staff will perform a routine sweep of the building frontage at end-of-night to address litter, broken glass, and any safety hazards
- Any disturbance involving an apparent patron will be reported to law enforcement and documented in the incident log

C. Interior of the Licensed Premises

The interior of the premises is the area of the licensee's direct control and the focus of the operational security model.

Procedures for the interior:

- A manager will be on duty at all times the premises is open, with authority to refuse service, eject patrons, and contact law enforcement
- Capacity will be monitored by the manager on duty and will not exceed the lawful posted occupancy at any time
- All alcohol service will be performed by BASSET-certified staff; identification of patrons appearing under 30 will be verified at point of service
- Staff will not serve any patron exhibiting signs of intoxication and will offer non-alcoholic alternatives and assistance with transportation

- Disputes between patrons will be addressed by the manager on duty, who will separate the parties, attempt de-escalation, and eject any party engaged in fighting, threats, or destruction of property
- Law enforcement will be contacted promptly for any incident involving violence, weapons, suspected drug activity, theft, or behavior that cannot be safely managed by staff
- The premises will maintain an incident log documenting each material security incident, including date, time, parties involved, description, action taken by staff, and law enforcement involvement if any
- Emergency exits will be maintained clear and unobstructed at all times
- The premises will display required signage including occupancy load, no-smoking notices, and any required liquor-control notices

5. Incident-Response and De-Escalation Procedures

Staff will follow a structured response when a security or service concern arises:

- Observe and assess. Identify the nature of the issue and whether it involves a single patron, group, weapon, medical concern, or other variable.
- Notify the manager. The manager on duty will take operational control of the response.
- De-escalate verbally. Offer water, food, a quiet space, or assistance with transportation as appropriate. Do not engage in physical contact unless necessary to prevent imminent harm.
- Refuse service or eject. If the patron cannot be de-escalated, refuse further alcohol service and request that the patron leave the premises. Offer assistance with rideshare or family contact.
- Contact law enforcement. For incidents involving violence, weapons, threats, suspected criminal conduct, medical emergency, or any incident that cannot be safely managed by staff, contact 911 immediately.
- Document. The manager will complete an incident-log entry before the end of shift.
- Review. Recurring incident patterns will be reviewed by ownership and adjustments made to procedures, staffing, or training as needed.

6. Cooperation with the City and Law Enforcement

Eachother, LLC commits to the following:

- Full cooperation with the City of Rockford Department of Law, the Rockford Police Department, and any other regulatory authority in the administration of the liquor license
- Access to the incident log and other security records on reasonable request by authorized City personnel
- Prompt response to any directive or recommendation from the Liquor Commissioner, including the engagement of private security if requested in writing
- Continuous review and improvement of these procedures based on operational experience and feedback from the City

Respectfully submitted,

Benjamin D. Chauvin

Managing Member, Eachother, LLC

Date: ~~5~~ 5/13/26

| Call Number | Event Date | Location | Situation Reported | Call Disposition | Agency |
|-------------|------------------------|-----------------|----------------------|--|----------------------------|
| 25-248769 | 11/14/2025 09:39:59 AM | 2501 E State St | WELFARE CHECK | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 25-176355 | 08/15/2025 06:00:26 PM | 501 E State St | 911 CELLULAR HANG UP | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |
| 25-138428 | 06/30/2025 07:38:15 PM | 2501 E State St | CRU | RPT - REPORT | Rockford Police Department |
| 25-123974 | 06/12/2025 06:41:01 PM | 501 E State St | DISORDERLY | LAWNO - LAW NO DISPOSITION | Rockford Police Department |
| 25-115365 | 06/02/2025 10:45:13 AM | 501 E State St | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-096956 | 05/06/2024 10:34:02 PM | 501 E State St | DISORDERLY | NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 24-084783 | 04/22/2024 08:58:49 AM | 501 E STATE ST | CRU | RPT - REPORT | Rockford Police Department |



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

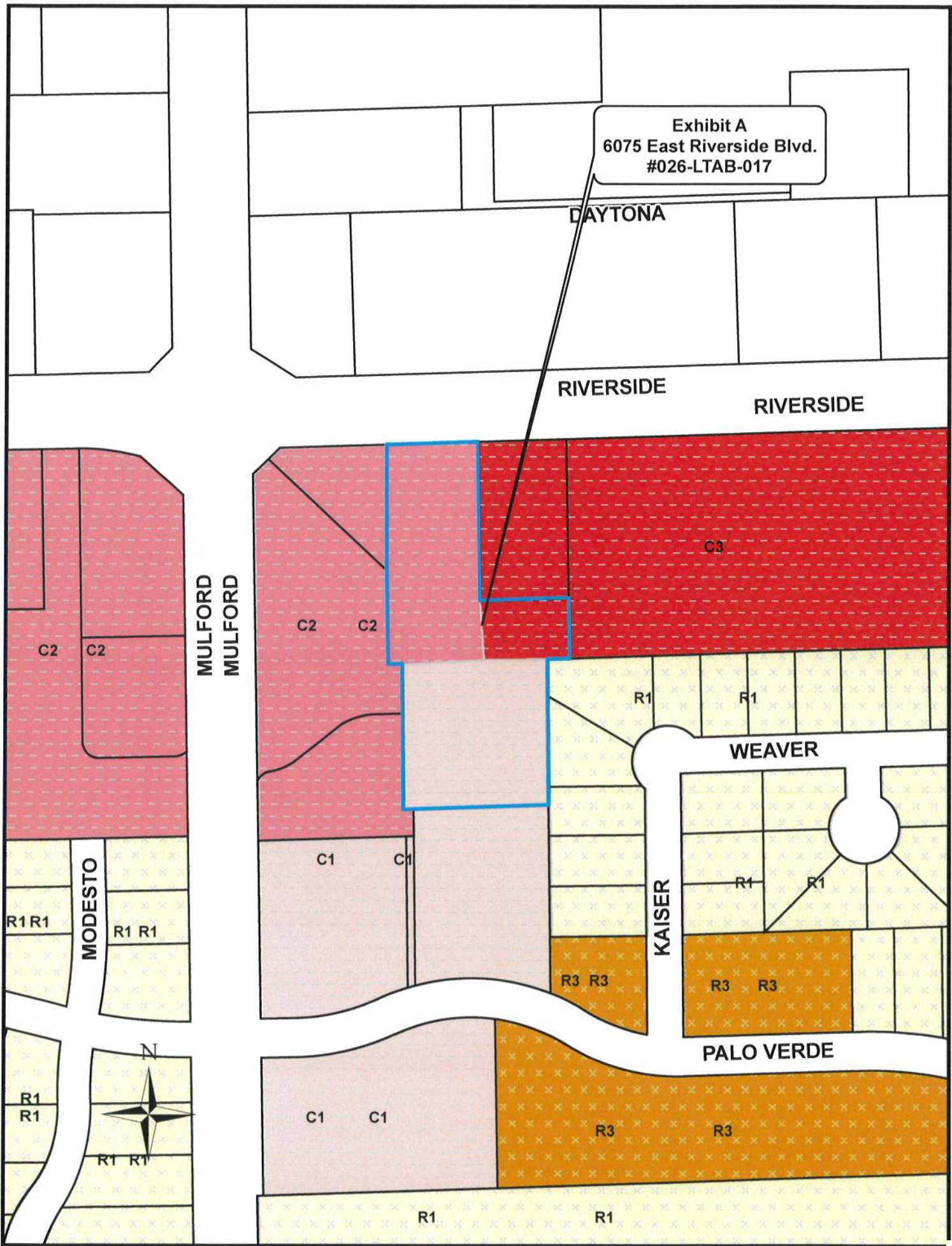
MULFORD
MULFORD

WEAVER

KAISER

PALO VERDE

MODESTO



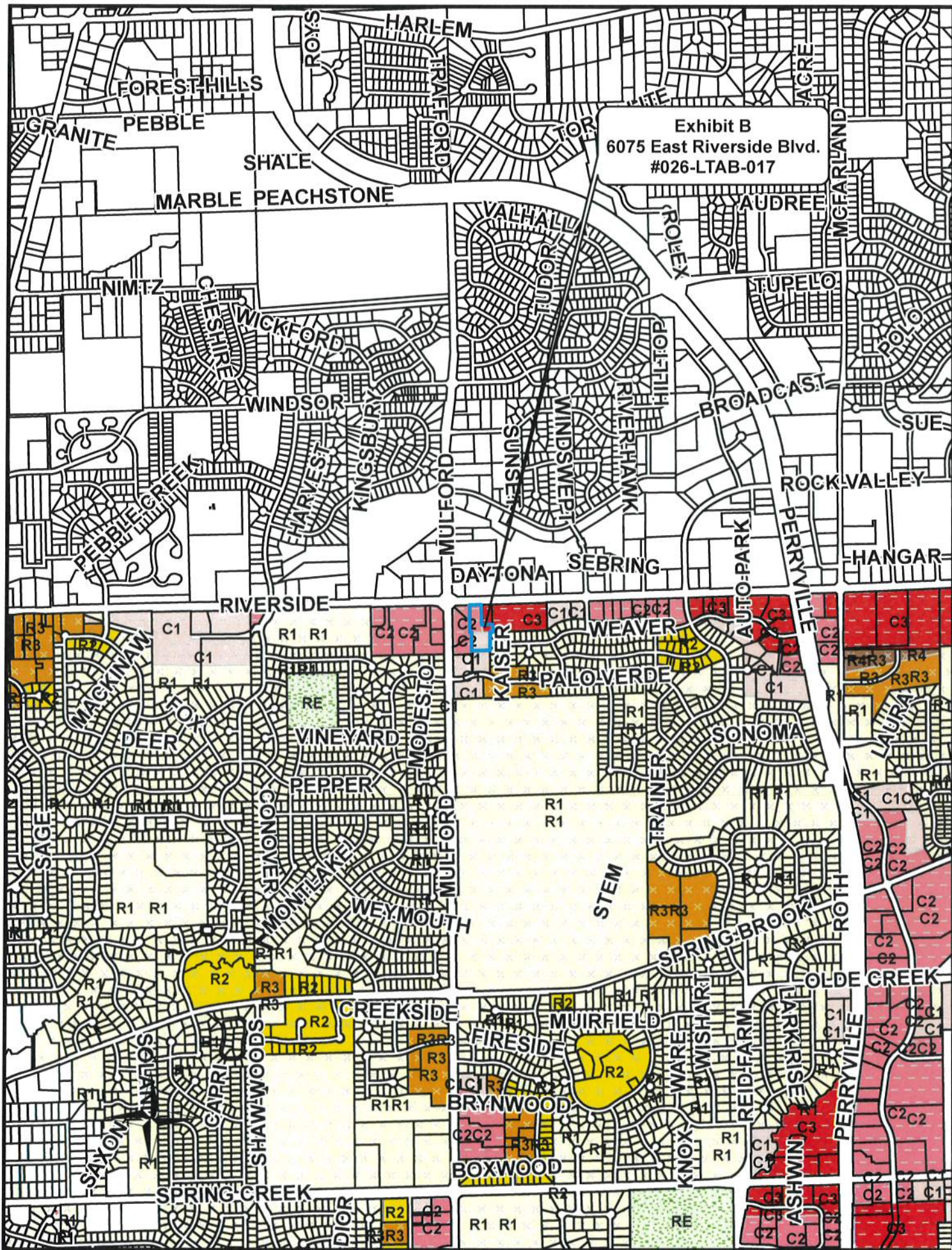


Exhibit B
 6075 East Riverside Blvd.
 #026-LTAB-017

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

DAYTONA

RIVERSIDE

RIVERSIDE

MULFORD
MULFORD

WEAVER

MODESTO

KAISER

PALO VERDE



Sams Ristorante & Pizzeria

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

6075 E. Riverside Blvd.
Rockford, Illinois



BLAKMORE
ARCHITECTS

Date: 05/20/24 Project: 23-31
Issued for Permit

PROFESSIONAL DESIGN FIRM REGISTRATION #
184-003342

ARCHITECT SEAL



Seal expires 11/30/24

SHEET INDEX

Current drawing date: 05-20-24

- COVER - COVER SHEET
- CIVIL DRAWINGS:
 - 001 SITE GENERAL NOTES
 - 002 SITE EXISTING CONDITIONS & REMOVAL PLAN
 - 003 SITE LAYOUT PLAN
 - 004 SITE GRADING PLAN
 - 005 SITE UTILITIES PLAN
- ARCHITECTURAL ELECTRICAL LIGHTING:
 - 006 ARCHITECTURAL ELECTRICAL LIGHTING
 - 007 FOUNDATION FLOOR PLAN & DETAILS
 - 008 ROOF FLOORING PLANS
 - 009 SCHEDULES
 - 010 CANOPY SECTION & DETAILS
 - 011 STRUCTURAL GENERAL NOTES
 - 012 STRUCTURAL GENERAL NOTES
 - 013 LIGHTING & POWER FLOOR PLANS

SITE LOCATION



Business Plan

Sam's Ristorante & Pizzeria

6075 East Riverside Boulevard, Rockford, Illinois 61114

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

RECEIVED

MAY 13 2026

**CITY OF ROCKFORD
LEGAL DEPARTMENT**

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

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.

Security Plan

Sam's Ristorante & Pizzeria

6075 East Riverside Boulevard

Rockford, Illinois 61114

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MAY 18 2026

**CITY OF ROCKFORD
LEGAL DEPARTMENT**

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

- 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



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of June 16, 2026

File # 026-LTAB-018

APPLICANT: Ashvin Patel / MaxMart Liquor, LLC dba MaxMart

LOCATION: 922 Kilburn Avenue

REQUESTED ACTION: The sale of packaged liquor (Class PKG) and the sale of tobacco products in conjunction with a liquor store a C-3, General Commercial Zoning District.

EXISTING USE: Liquor store with the sale of packaged liquor and tobacco products

PROPOSED USE: Liquor store with the sale of packaged liquor and tobacco products

DIMENSIONS: Irregular shape **SQUARE FOOTAGE:** 21,369 sq. ft.

ADJACENT ZONING AND LAND USES:

| | | |
|--------|-------------|--|
| NORTH: | C-3 and I-1 | Arntzen |
| EAST: | C-3 | Alonso’s Body Shop, Shell Gas Station |
| SOUTH: | R-2 and C-3 | Lifescape Community Services, Inc., Billboard, Vacant land |
| WEST: | C-3 | Strip Center; Lee’s Cleaner |

YEAR 2040 PLAN: Industrial and Utilities

HISTORY: **File #020-LTAB-087** The sale of packaged liquor in conjunction with a liquor store and video gaming and the sale of tobacco products in conjunction with a liquor store in a C-3, General Commercial Zoning District was approved on October 7, 2020 for the property located at 922 Kilburn Avenue. This is the subject property.

File #017-LTAB-015 The sale of tobacco products in conjunction with a grocery store in a C-3 General Commercial Zoning District was approved on November 8, 2017 for the property located at 922 Kilburn Avenue. This is the subject property.

File #014-LTAB-030 The sale of tobacco products in conjunction with a gas station in a C-3 General Commercial Zoning District was approved on April 21, 1981 for the property located at 913 Kilburn Avenue. This property is located directly east of the subject property.

File #157-88: A Special Use Permit for the sale of packaged liquor in a CC, Commercial Community Zoning District was approved on February 6, 1989 for the property located at 922 Kilburn Avenue. This is the subject property.

File #014-84: A Modification of a Special Use Permit to establish a fast-food/carry out facility and a Variation to exempt the property from the landscaping requirements in a CC, Commercial Community Zoning District

was approved on March 5, 1984 for the property located at 913 Kilburn Avenue. This property is located directly east of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of packaged liquor (Class PKG) and the sale of tobacco products in conjunction with a liquor store a C-3, General Commercial Zoning District. Exhibit A shows that the subject property is located on the northwest corner of the School Street and Kilburn Avenue intersection. The subject property is surrounded by commercial, industrial, and residential uses (Exhibits B & C).

Due to a change in ownership, new liquor and tobacco licenses are required. The Applicant, Ashvin Patel, is President of MaxMart Liquor, LLC. Within the Liquor Application, it is indicated that the on-premises day-to-day operation of MaxMart will be managed by the Applicant.

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 site plan for the subject property that shows the existing building and indicates that there are 22 parking spaces; however, the landscaping, and dumpster enclosure are not shown. The liquor store is approximately 6,288 square feet. The liquor store requires 25 parking spaces (using the four spaces per 1,000 square feet of retail space required for retail sales uses). Staff feels that a detailed site plan showing the property lines, building, striped parking spaces with dimensions, landscaping areas with plant species, and dumpster enclosure with dumpster enclosure detail should be submitted.

The Applicants submitted Exhibit F, an interior floor plan that shows the interior layout of the liquor store. The interior floor plan shows there is a cooler, shelving in the middle of the store, checkout registers, an office, storage rooms, and bathrooms; however, the packaged liquor and tobacco products are not shown (Exhibit F). Staff feels that a detailed interior floor plan showing the locations of the packaged liquor and tobacco products for sale should be submitted.

Exhibit G is the business plan for MaxMart Liquor, LLC. The Applicant indicates, "food service is quick service food program to support responsible alcohol consumption and increase customer retention will be 11:00 A.M. until 1 hour before closing" (Exhibit G). The hours and days of operation and days will be 9:00 A.M. to 10:00 P.M. Monday through Thursday, 9:00 A.M. to 12:00 A.M. (Midnight) Friday and Saturday, and 10:00 A.M. to 10:00 P.M. on Sunday. Within Exhibit G, the Applicant indicates that the amount of alcohol sales of the business is 65-70% and food sales is 30-35%. The Applicant indicated on the Liquor Application that the amount of alcohol sales of the business is 60%, food/non-alcoholic beverage sales are 25% and other revenue is 15%. On the Tobacco Application, the Applicant indicates the amount of anticipated tobacco sales of gross annual sales of the business will be 10%.

Exhibit H is the security plan MaxMart Liquor, LLC. The Applicant indicates that the security staff will be 0-1 on weekdays and 1-2 weekends/peak hours, 24/7 digital CCTV system with a minimum 30-day storage, BASSETT

certified staff and open communication with the Rockford Police Department (Exhibit H). The Applicant also indicated on the Liquor and Tobacco Applications that security would not be hired if a written request were received from the liquor commissioner.

Exhibit I is a letter to the Members of the Liquor Commission from the Applicant. The Applicant, explains, "Maxmart Liquor LLC is proposed as a professionally operated retail liquor establishment with an enhanced customer experience that includes complementary food service and limited well-controlled entertainment with a goal to create a clean, safe, and community-oriented business that serves residents responsibly while contributing positively to the surrounding area" (Exhibit I). The Applicant states, "the business model is primarily focused on retail liquor sales for off-premises consumption, with a structured plan to offer food service during peak hours to encourage responsible consumption" (Exhibit I).

Additionally, the Applicant explains, "we are fully committed to complying with all applicable state and local regulations, all staff will be trained and certified in responsible alcohol service (BASSET), and strict policies will be enforced regarding age verification, refusal of service to intoxicated individuals, and general safety" (Exhibit I). Finally, the Applicant states, "Maxmart Liquor LLC is dedicated to being a responsible member of the Rockford business community and we will enforce a no-loitering policy, maintain the cleanliness of the premises and surrounding areas, and remain responsive to any concerns" (Exhibit I).

Exhibit J shows that there have been 47 calls for service for the Police Department in the past 24 months for 922 Kilburn Avenue.

While posting the property, Staff observed missing perimeter landscaping, which will need to be replaced.

Staff supports the sale of packaged liquor and the sale of tobacco products requests with limited hours as were previously granted by the City Council for the subject property. 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 the sale of packaged liquor (Class PKG) in conjunction with a liquor store and APPROVAL of the sale of tobacco products in conjunction with a liquor store in a C-3, General Commercial 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 and Tobacco Codes.
3. Submittal of a detailed site plan showing the property lines, building, striped parking spaces with dimensions, landscaping areas with plant species, and dumpster enclosure with dumpster enclosure detail for Staff review and approval.
4. Replace the missing landscaping material by August 1, 2026.
5. Submittal of a revised interior floor plan that indicates the location of the packaged liquor and tobacco products for Staff review and approval.
6. The sale of packaged liquor and tobacco products shall be limited to the

- submitted revised floor plan.
7. The hours of operation and days will be 9:00 A.M. to 10:00 P.M. Monday through Thursday, 9:00 A.M. to 12:00 A.M. (Midnight) Friday and Saturday and 10:00 A.M. to 10:00 P.M. on Sunday.
 8. Licensee shall hire private security licensed by the state upon written request of the liquor commissioner.
 9. There shall be no single serving sales of beer or wine in volumes of 16oz. or less.
 10. The sale of rose tubes, airplane-sizes 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.
 11. The windows shall not be covered with bars or other devices that block the window.
 12. The sale of water pipes and “huka” or “hookah” pipes are prohibited.
 13. Window display signage is limited to 20% of window area.
 14. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
 15. All outstanding general ordinance fines must be paid prior to the issuance of the license
 16. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 06/8/26

Exhibit A
922 Kilburn Avenue
#026-LTAB-018



Exhibit B
922 Kilburn Avenue
#026-LTAB-018

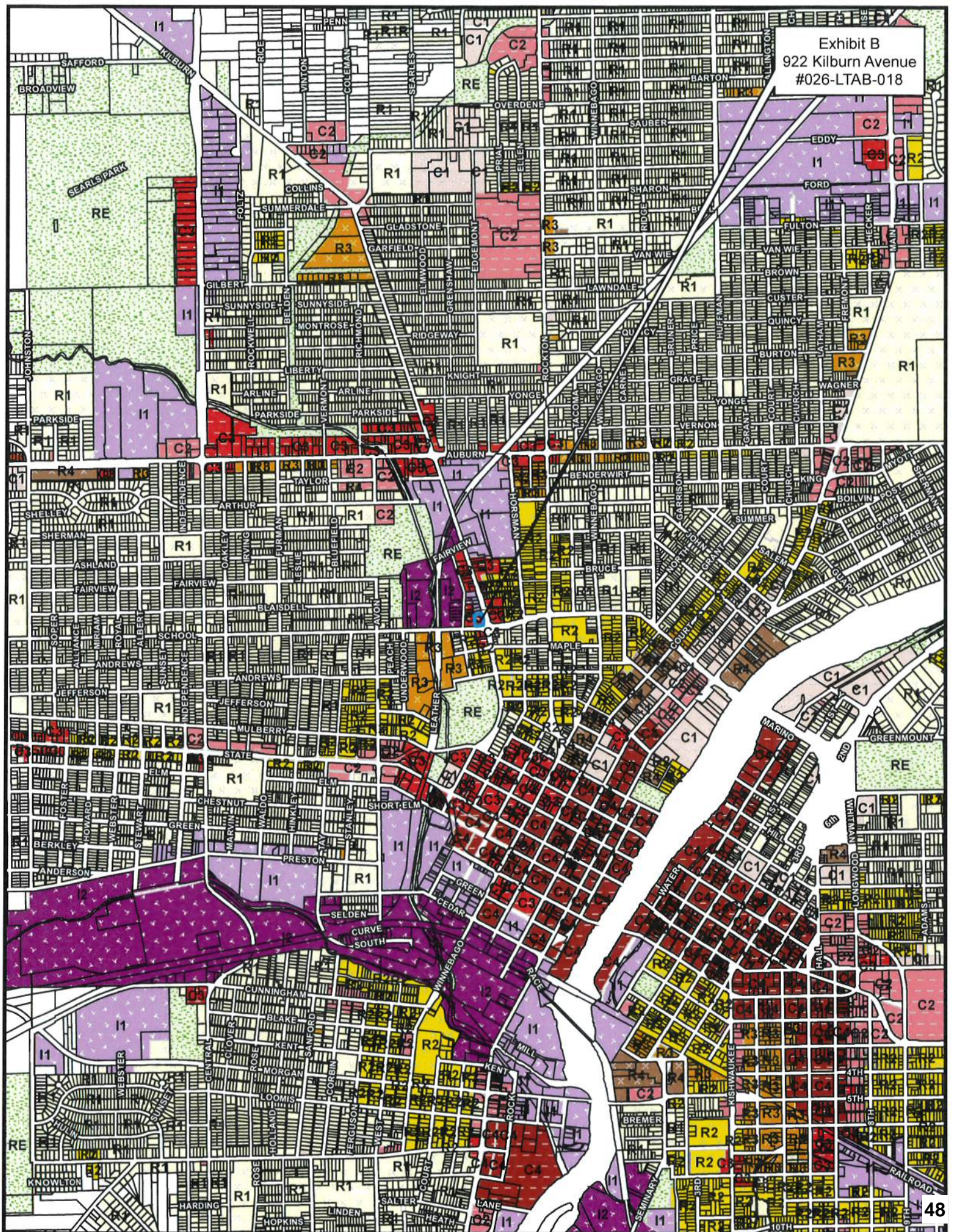
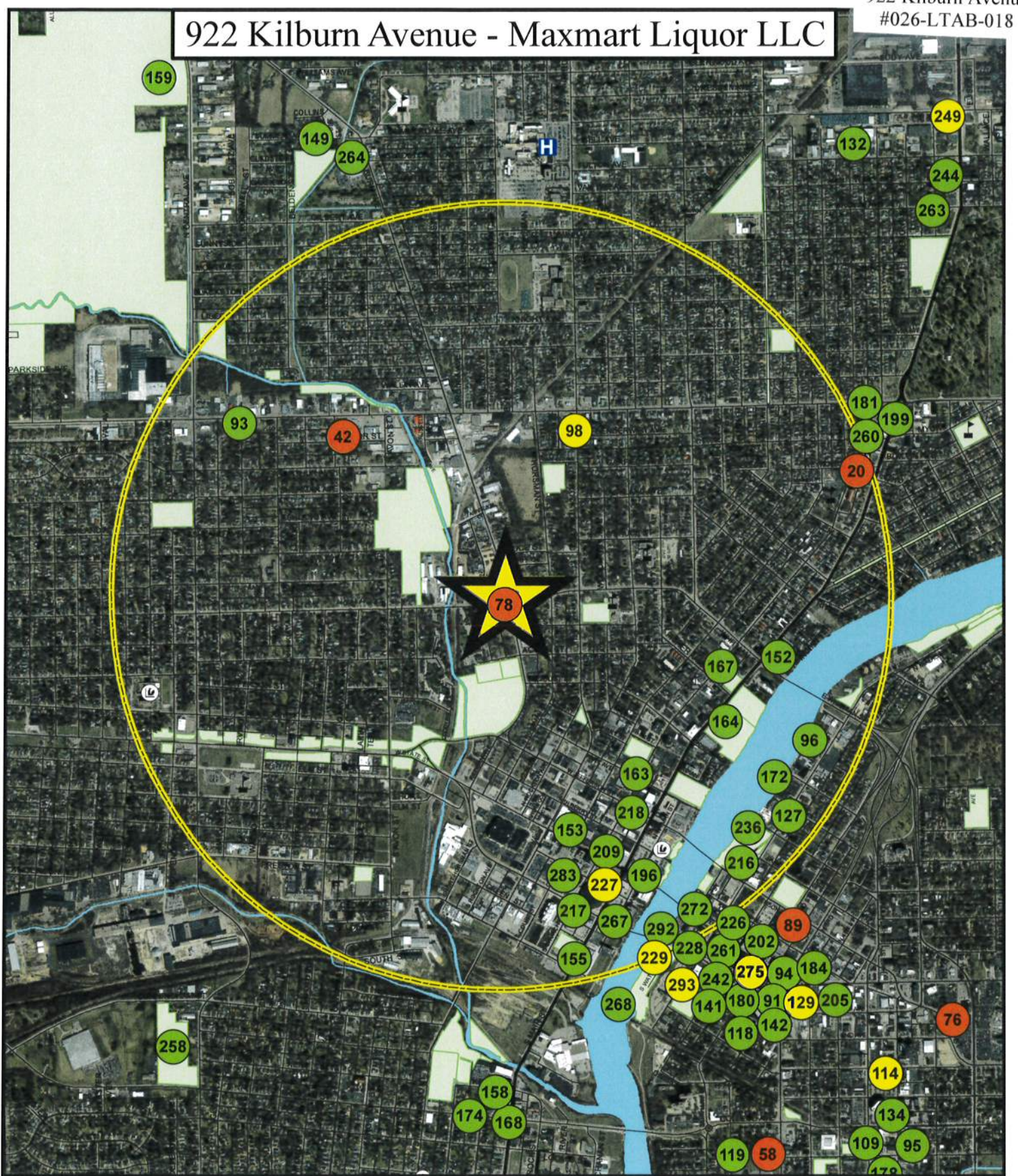


Exhibit C
922 Kilburn Avenue
#026-LTAB-018



922 Kilburn Avenue - Maxmart Liquor LLC

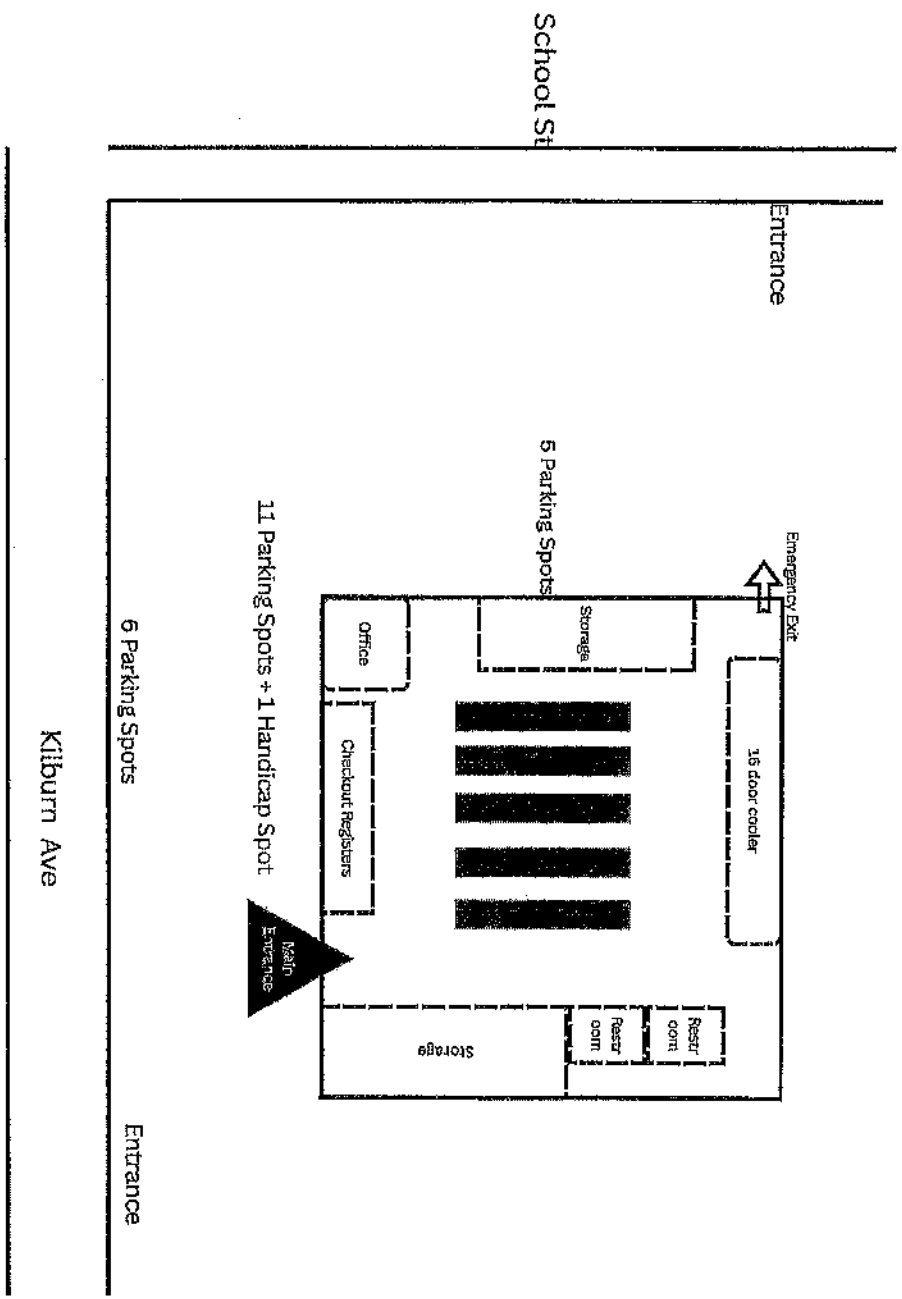


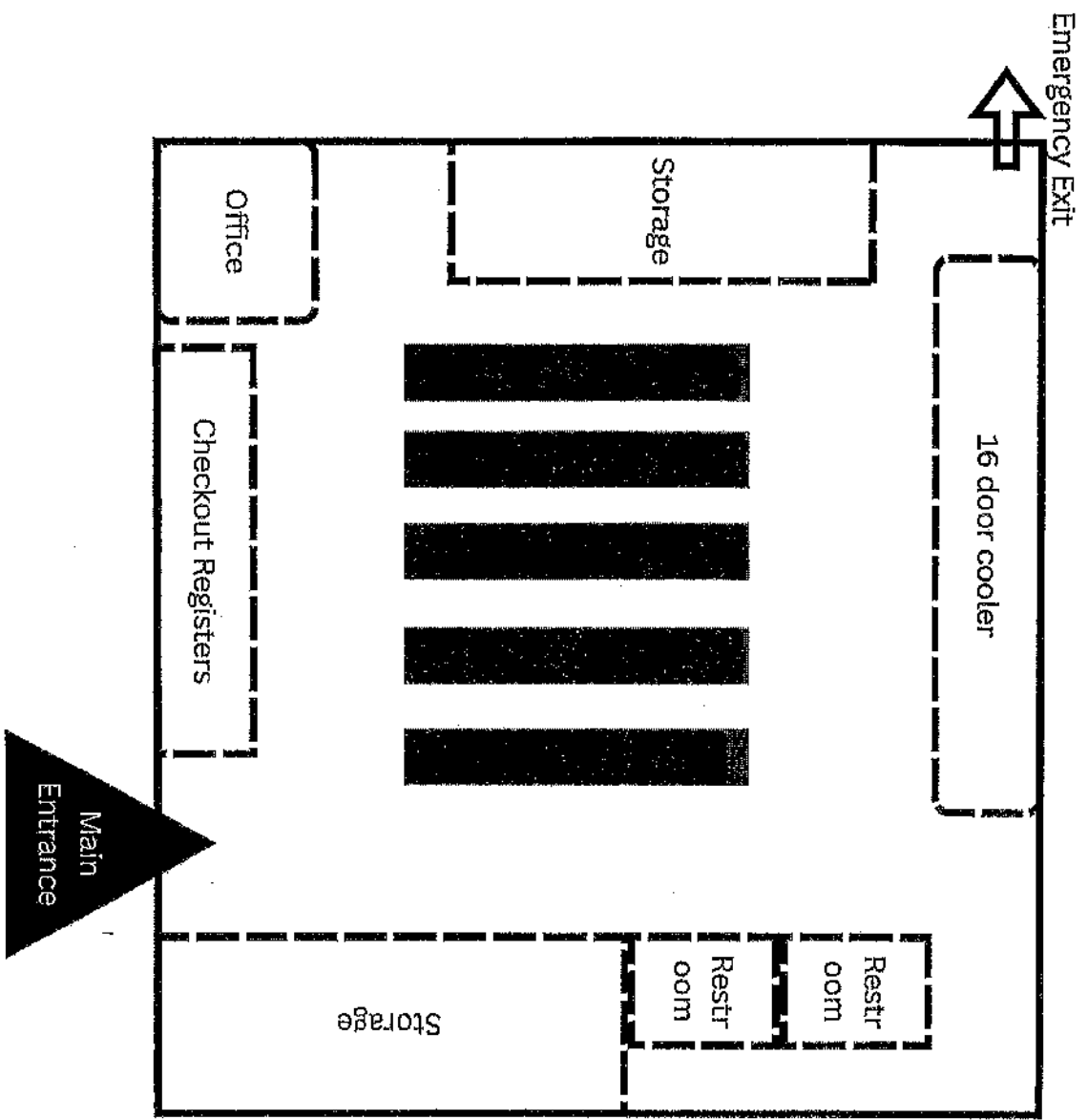
- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS
 LIQUOR LICENSE LOCATIONS-2024
 2024



SCALE
 1" = 1.000'





Maxmart Liquor LLC

Business Plan & Operational Details

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CITY OF ROCKFORD LEGAL DEPARTMENT

Hours of Operation

Mon-Thu 09:00 AM - 10:00 PM

Fri-Sat: 9:00 AM - 12:00 AM

Sun: 10:00 AM - 10:00 PM

Food Service:

Daily: 11:00 AM - 1 hour before closing

Food Service Concept

Quick-service food program to support responsible alcohol consumption and increase customer retention.

Menu

Nacho cheese, Hot dogs, Pizza

Target Audience

Residents, professionals, moderate alcohol consumers.

Sales Mix

Alcohol: 65-70%

Food: 30-35%

Safety & Compliance

21+ ID verification, BASSET training, CCTV, no service to intoxicated individuals.

Community Commitment

No loitering, clean premises, cooperation with local authorities.

SECURITY PLAN MAXMART LIQUOR

Applicant: Maxmart Liquor LLC

Location: 922 Kilburn Ave, Rockford, IL 61101

License Type: Liquor Store

1. PURPOSE

This security plan is designed to ensure the safety of customers, employees, and surrounding community, while maintaining full compliance with the City of Rockford Liquor Commission requirements.

The plan addresses:

- Crime prevention
- Responsible alcohol service
- Crowd control
- Neighborhood impact mitigation

2. SECURITY PERSONNEL

Staffing Levels

- **Weekdays:** 0-1 security personnel (depending on traffic)
- **Weekends/Peak Hours:** 1-2 trained security personnel

Qualifications

- All security personnel will:
 - Hold valid Illinois PERC (Permanent Employee Registration Card) if applicable
 - Be trained in:
 - Conflict de-escalation
 - ID verification
 - Alcohol compliance laws (BASSET awareness)

Duties

SECURITY PLAN MAXMART LIQUOR

- Monitor entrances/exits
 - Verify IDs (if on-premise consumption)
 - Patrol parking and perimeter
 - Respond to disturbances
 - Coordinate with local law enforcement when necessary
-

3. SURVEILLANCE SYSTEM

- **24/7 digital CCTV system** covering:
 - Entry/exit doors
 - Cash register areas
 - Sales floor
 - Parking lot and exterior perimeter
 - Cameras will:
 - Record continuously
 - Store footage for minimum **30 days**
 - System accessible to management and law enforcement upon request
-

4. ACCESS CONTROL

- Clearly defined **single main entrance/exit**
 - Emergency exits alarmed and monitored
 - No loitering policy enforced outside premises
 - After-hours access restricted to authorized personnel only
-

5. ID VERIFICATION & ALCOHOL CONTROL

- **Strict 21+ verification policy**

SECURITY PLAN MAXMART LIQUOR

- Acceptable IDs:
 - Driver's license
 - State ID
 - Passport
 - Use of ID scanning system (optional but recommended)
 - Staff trained under **Illinois BASSET certification** (mandatory in Rockford)
-

6. DRESS CODE (If Applicable)

- No gang-related attire
 - No face coverings (except medical/religious)
 - No excessively baggy clothing that conceals identity
-

7. DISORDERLY CONDUCT MANAGEMENT PLAN

As required by the City of Rockford, this plan addresses **three key areas**:

A. Interior of Premises

- Staff trained to identify intoxication
- Refuse service when necessary
- Immediate removal of disruptive individuals
- Incident log maintained

B. Parking Areas

- Regular patrols by staff/security
- Lighting installed throughout lot
- Loitering and illegal activity prohibited
- Coordination with police if issues arise

C. Adjacent Public Areas

SECURITY PLAN MAXMART LIQUOR

- Staff monitor sidewalks and nearby areas
 - Customers discouraged from lingering outside
 - Clear signage: "No Loitering / No Open Containers"
-

8. LIGHTING & SAFETY

- Bright exterior LED lighting for:
 - Parking lot
 - Building perimeter
 - Interior lighting sufficient for visibility and camera clarity
 - Emergency lighting and exit signage installed
-

9. CASH HANDLING & ROBBERY PREVENTION

- Limited cash kept in registers
 - Safe installed on-site
 - Regular cash drops
 - Signage: "Minimal Cash on Premises"
 - Employees trained on robbery response procedures
-

10. EMPLOYEE TRAINING

- All staff will complete:
 - **BASSET certification (required annually)**
 - Internal training on:
 - Responsible alcohol sales
 - Conflict resolution
 - Emergency procedures

SECURITY PLAN MAXMART LIQUOR

11. COOPERATION WITH LAW ENFORCEMENT

- Maintain open communication with Rockford Police Department
 - Provide surveillance footage upon request
 - Report incidents immediately
 - Participate in community safety initiatives
-

12. HOURS & CROWD MANAGEMENT

- Business hours aligned with Rockford ordinance limits
 - No overcrowding beyond occupancy limits
 - Staff monitor capacity during peak times
-

13. EMERGENCY RESPONSE PLAN

- Procedures in place for:
 - Fights/disturbances
 - Medical emergencies
 - Fire evacuation
 - Emergency contacts posted and accessible
 - Staff trained in basic first aid
-

14. COMPLIANCE STATEMENT

This security plan complies with the City of Rockford requirement that applicants submit:

- Number and qualifications of security staff
- Dress code (if applicable)
- Plan to control disorderly activity in:

Maxmart Liquor LLC

RECEIVED

MAY 1 2026

Date: May 1st 2026

Dear Members of the Liquor Commission,

CITY OF ROCKFORD LEGAL DEPARTMENT

I am writing to respectfully submit the application for a liquor license on behalf of Maxmart Liquor LLC, located in 922 Kilburn Ave, Rockford, IL 61101.

Maxmart Liquor LLC is proposed as a professionally operated retail liquor establishment with an enhanced customer experience that includes complementary food service and limited, well-controlled entertainment. Our goal is to create a clean, safe, and community-oriented business that serves residents responsibly while contributing positively to the surrounding area.

The business model is primarily focused on retail liquor sales for off-premises consumption, with a structured plan to offer food service during peak hours to encourage responsible consumption.

We are fully committed to complying with all applicable state and local regulations. All staff will be trained and certified in responsible alcohol service (BASSET), and strict policies will be enforced regarding age verification, refusal of service to intoxicated individuals, and general safety.

Maxmart Liquor LLC is dedicated to being a responsible member of the Rockford business community. We will enforce a no-loitering policy, maintain the cleanliness of the premises and surrounding areas, and remain responsive to any concerns.

Thank you for your time and consideration.

Sincerely,
Ashvin Patel
Owner, Maxmart Liquor LLC
Phone: +1-763-639-7882
Email: Ashvinkpatel@gmail.com

| Call Number | Event Date | Location | Situation Reported | Call Disposition | Agency |
|-------------|------------------------|-----------------|-----------------------------|--|----------------------------|
| 26-112557 | 05/26/2026 11:43:32 AM | 922 KILBURN AVE | MISCELLANEOUS ROUTINE | NRPT - NO REPORT | Rockford Police Department |
| 26-110478 | 05/23/2026 06:40:31 PM | 922 KILBURN AVE | TRAFFIC STOP | ADV - ADVISED / ADV - ADVISED | Rockford Police Department |
| 26-069682 | 04/03/2026 05:54:23 PM | 922 Kilburn Ave | ACCIDENT HIT AND RUN | ADV - ADVISED NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 26-047647 | 03/06/2026 07:47:41 PM | 922 Kilburn Ave | DRIVING UNDER THE INFLUENCE | NO REPORT | Rockford Police Department |
| 26-044309 | 03/02/2026 04:24:41 PM | 922 KILBURN AVE | TRAFFIC STOP | ADV - ADVISED | Rockford Police Department |
| 26-028310 | 02/09/2026 12:05:37 PM | 922 KILBURN AVE | DIRECTED ASSIGNMENT | RPT - REPORT | Rockford Police Department |
| 26-021040 | 01/30/2026 12:39:19 PM | 922 KILBURN AVE | SUSPICIOUS VEHICLE | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 25-273779 | 12/19/2025 12:55:52 AM | 922 Kilburn Ave | ALARM - BURGLAR | 0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT | Rockford Police Department |
| 25-250574 | 11/16/2025 05:35:15 PM | 922 KILBURN AVE | TRAFFIC STOP | ADV - ADVISED | Rockford Police Department |
| 25-222969 | 10/10/2025 11:06:07 PM | 922 Kilburn Ave | DISORDERLY | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 25-218634 | 10/05/2025 12:42:58 PM | 922 KILBURN AVE | CRIMINAL TRESPASS | RPT - REPORT | Rockford Police Department |
| 25-211097 | 09/26/2025 12:16:53 PM | 922 Kilburn Ave | DISORDERLY | RPT - REPORT | Rockford Police Department |
| 25-207523 | 09/22/2025 09:26:13 AM | 922 KILBURN AVE | FOLLOW-UP | NRPT - NO REPORT | Rockford Police Department |
| 25-194014 | 09/05/2025 03:28:03 PM | 922 KILBURN AVE | FOLLOW-UP | NRPT - NO REPORT | Rockford Police Department |
| 25-193928 | 09/05/2025 01:49:46 PM | 922 KILBURN AVE | FOLLOW-UP | RPT - REPORT | Rockford Police Department |
| 25-184066 | 08/24/2025 02:49:17 PM | 922 Kilburn Ave | 911 MISDIAL | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |
| 25-172013 | 08/10/2025 03:56:45 PM | 922 Kilburn Ave | DISORDERLY | NRPT - NO REPORT | Rockford Police Department |
| 25-165695 | 08/02/2025 03:12:15 PM | 922 Kilburn Ave | DISORDERLY | UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE | Rockford Police Department |
| 25-127000 | 06/16/2025 03:00:55 PM | 922 Kilburn Ave | DISORDERLY | UTL - UNABLE TO LOCATE | Rockford Police Department |
| 25-086576 | 04/27/2025 03:00:33 PM | 922 KILBURN AVE | DISORDERLY | RPT - REPORT | Rockford Police Department |
| 25-073000 | 04/11/2025 09:13:11 AM | 922 Kilburn Ave | SUSPICIOUS PERSON | ADV - ADVISED | Rockford Police Department |
| 25-068936 | 04/05/2025 03:20:03 PM | 922 Kilburn Ave | 911 CELLULAR HANG UP | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |
| 25-024111 | 02/04/2025 08:32:45 PM | 922 Kilburn Ave | DISORDERLY | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 25-008020 | 01/12/2025 06:17:06 PM | 922 Kilburn Ave | ACCIDENT PROPERTY DAMAGE | RPT - REPORT | Rockford Police Department |
| 24-287250 | 12/27/2024 03:21:42 PM | 922 Kilburn Ave | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-287249 | 12/27/2024 03:21:13 PM | 922 Kilburn Ave | BATTERY W/WEAPON | RPT - REPORT / RPT - REPORT / RPT - REPORT | Rockford Police Department |

| | | | | | |
|-----------|------------------------|-----------------|---|--|----------------------------|
| 24-283004 | 12/20/2024 04:03:44 PM | 922 Kilburn Ave | DISORDERLY | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 24-247648 | 11/02/2024 12:41:31 AM | 922 Kilburn Ave | TRAFFIC STOP | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 24-231014 | 10/12/2024 10:27:46 AM | 922 Kilburn Ave | BUILDING CHECK | NRPT - NO REPORT | Rockford Police Department |
| 24-231001 | 10/12/2024 10:02:32 AM | 922 Kilburn Ave | DIRECTED ASSIGNMENT | NRPT - NO REPORT | Rockford Police Department |
| 24-224049 | 10/03/2024 07:53:42 PM | 922 Kilburn Ave | FOLLOW-UP | NRPT - NO REPORT | Rockford Police Department |
| 24-223848 | 10/03/2024 04:04:00 PM | 922 Kilburn Ave | DISORDERLY | RPT - REPORT / RPT - REPORT | Rockford Police Department |
| 24-219059 | 09/28/2024 01:05:25 AM | 922 Kilburn Ave | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-218965 | 09/27/2024 10:08:52 PM | 922 Kilburn Ave | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-218966 | 09/27/2024 10:08:33 PM | 922 Kilburn Ave | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-218964 | 09/27/2024 10:08:14 PM | 922 Kilburn Ave | SHOTSPOTTER NOTIFICATION | DUP - DUPLICATE | Rockford Police Department |
| 24-218961 | 09/27/2024 10:07:26 PM | 922 Kilburn Ave | BATTERY W/WEAPON CUSTOMER MANAGEMENT | RPT - REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT / RPT - REPORT / RPT - REPORT | Rockford Police Department |
| 24-201786 | 09/07/2024 12:45:41 PM | 922 Kilburn Ave | DISPUTE | RPT - REPORT / RPT - REPORT | Rockford Police Department |
| 24-153981 | 07/12/2024 09:35:33 PM | 922 Kilburn Ave | WELFARE CHECK | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 24-147783 | 07/05/2024 06:26:48 PM | 922 Kilburn Ave | 911 CELLULAR HANG UP | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |
| 24-147776 | 07/05/2024 06:17:44 PM | 922 Kilburn Ave | 911 DUPLICATE CALL | DUP - DUPLICATE | Rockford Police Department |
| 24-147765 | 07/05/2024 06:08:09 PM | 922 Kilburn Ave | SHOPLIFTING | RPT - REPORT | Rockford Police Department |
| 24-142583 | 06/29/2024 09:32:07 PM | 922 Kilburn Ave | DISORDERLY | NRPT - NO REPORT / NRPT - NO REPORT | Rockford Police Department |
| 24-142323 | 06/29/2024 04:54:24 PM | 922 Kilburn Ave | THEFT JUST OCCURRED | RPT - REPORT | Rockford Police Department |
| 24-132604 | 06/18/2024 11:33:48 AM | 922 Kilburn Ave | DIRECTED ASSIGNMENT | NRPT - NO REPORT | Rockford Police Department |
| 24-116077 | 05/29/2024 07:06:00 PM | 922 Kilburn Ave | MISCELLANEOUS ROUTINE | NRPT - NO REPORT | Rockford Police Department |
| 24-094665 | 05/03/2024 11:14:28 PM | 922 Kilburn Ave | 911 INFORMATION | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |



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.

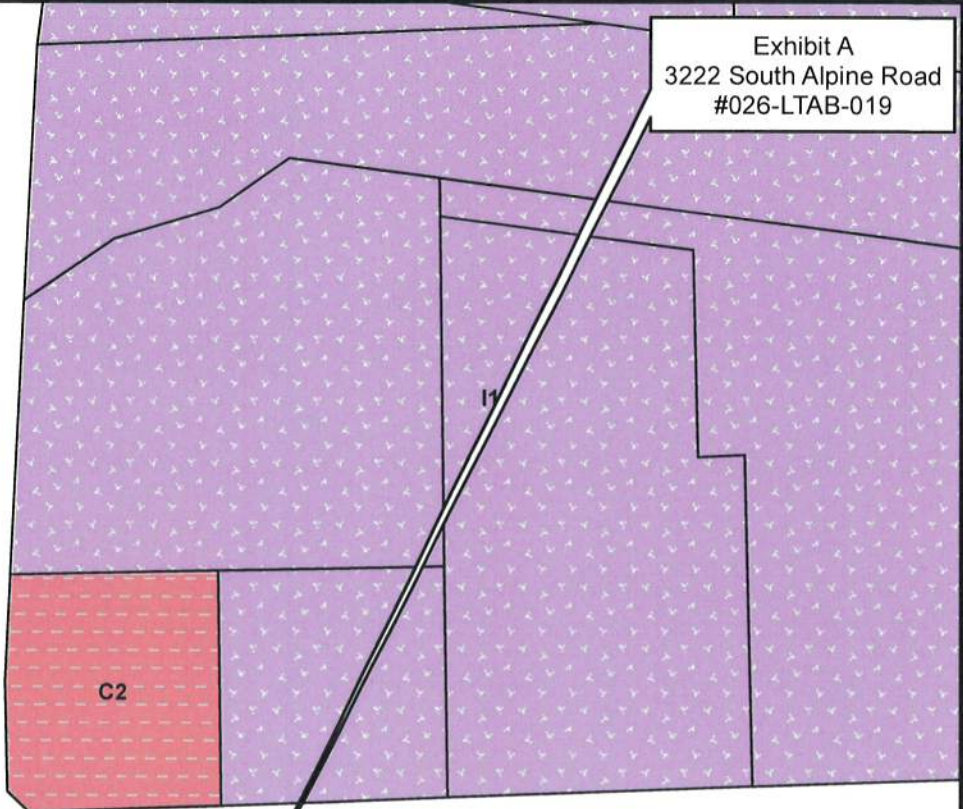
RECOMMENDATION: Staff recommends APPROVAL of the sale of liquor by the drink (Class NG-L) in conjunction with a restaurant in an I-1, Light Industrial Zoning District based on the following conditions:

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

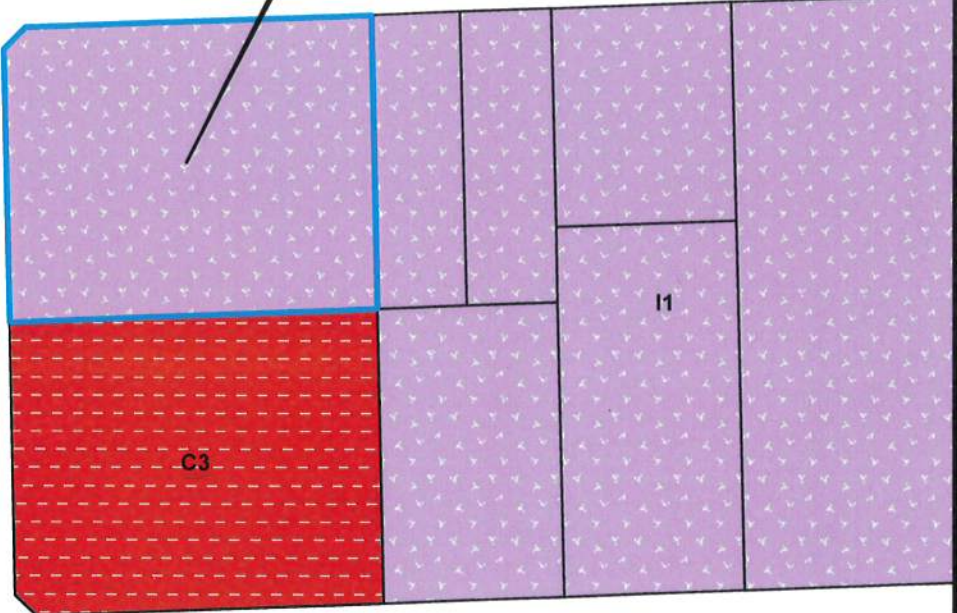
Exhibit A
3222 South Alpine Road
#026-LTAB-019

ALPINE



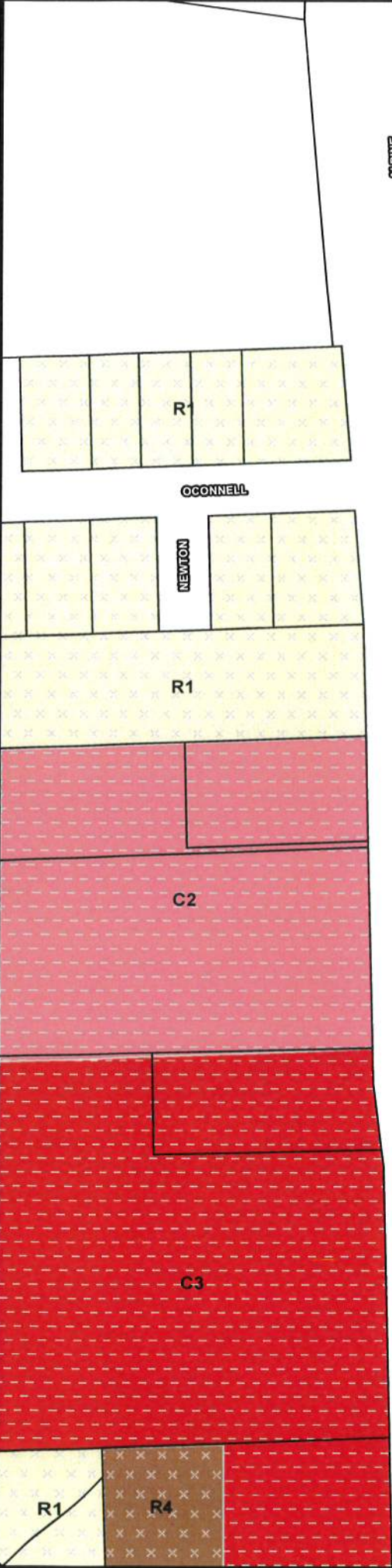
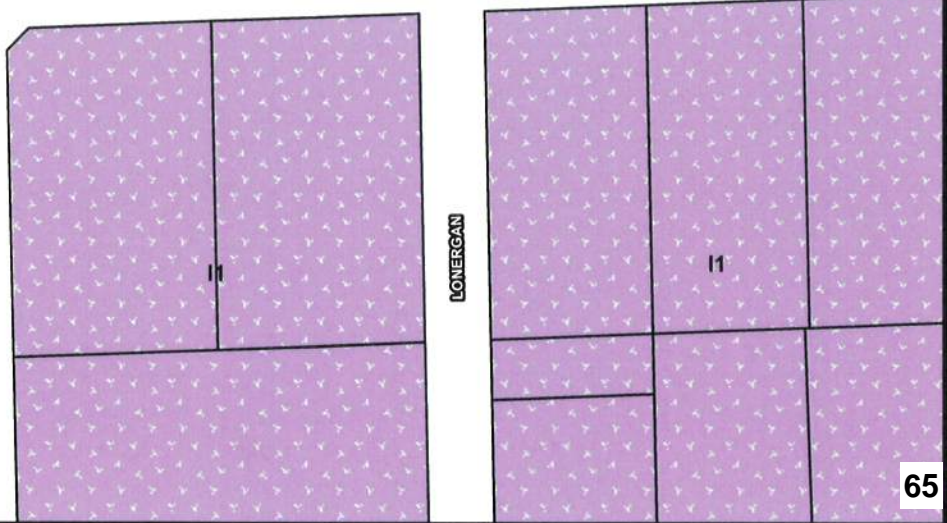
AMERICAN

ALPINE



HYDRAULIC

LONGERGAN



OGONNELL

NEWTON

R1

C2

C3

R1

R4

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

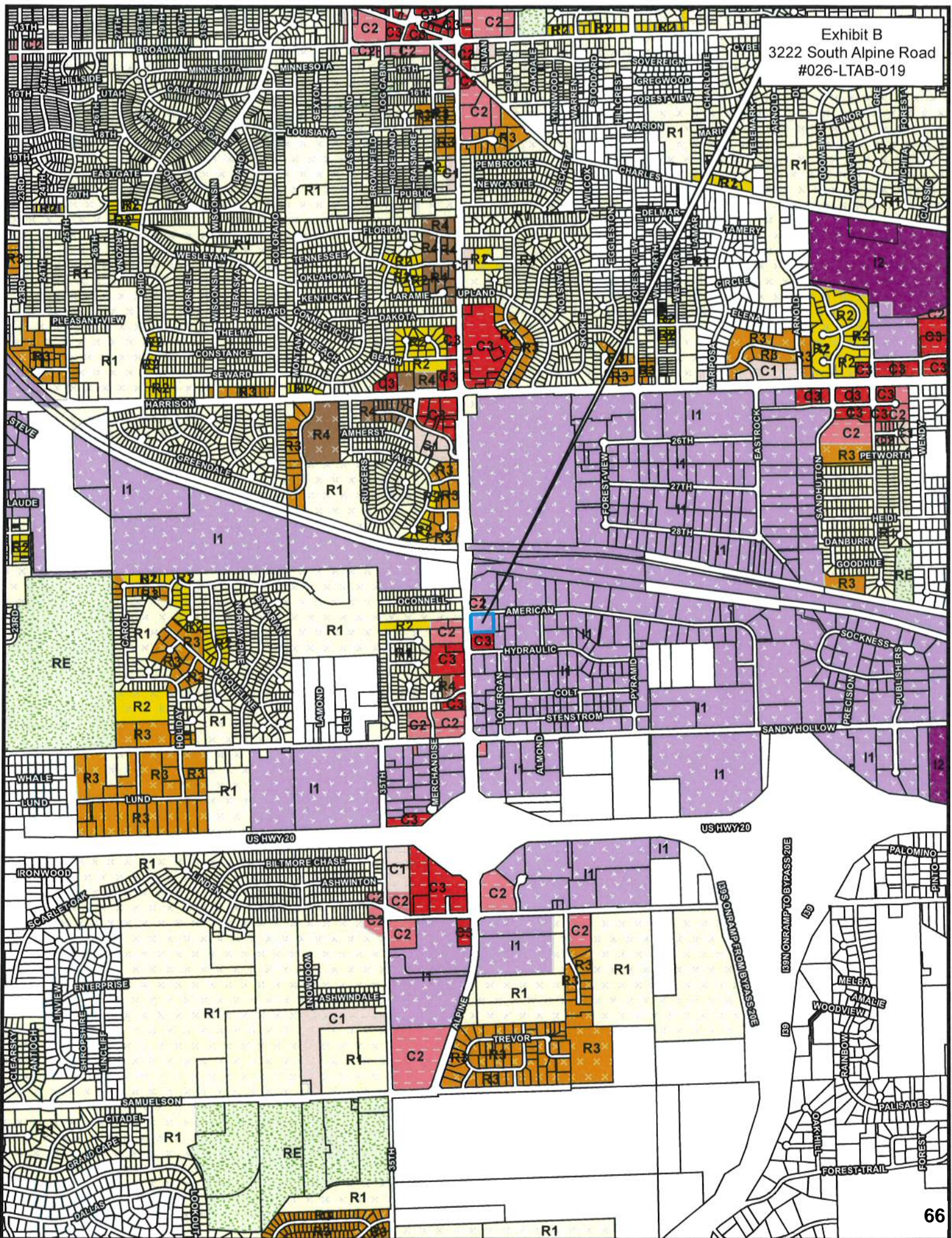
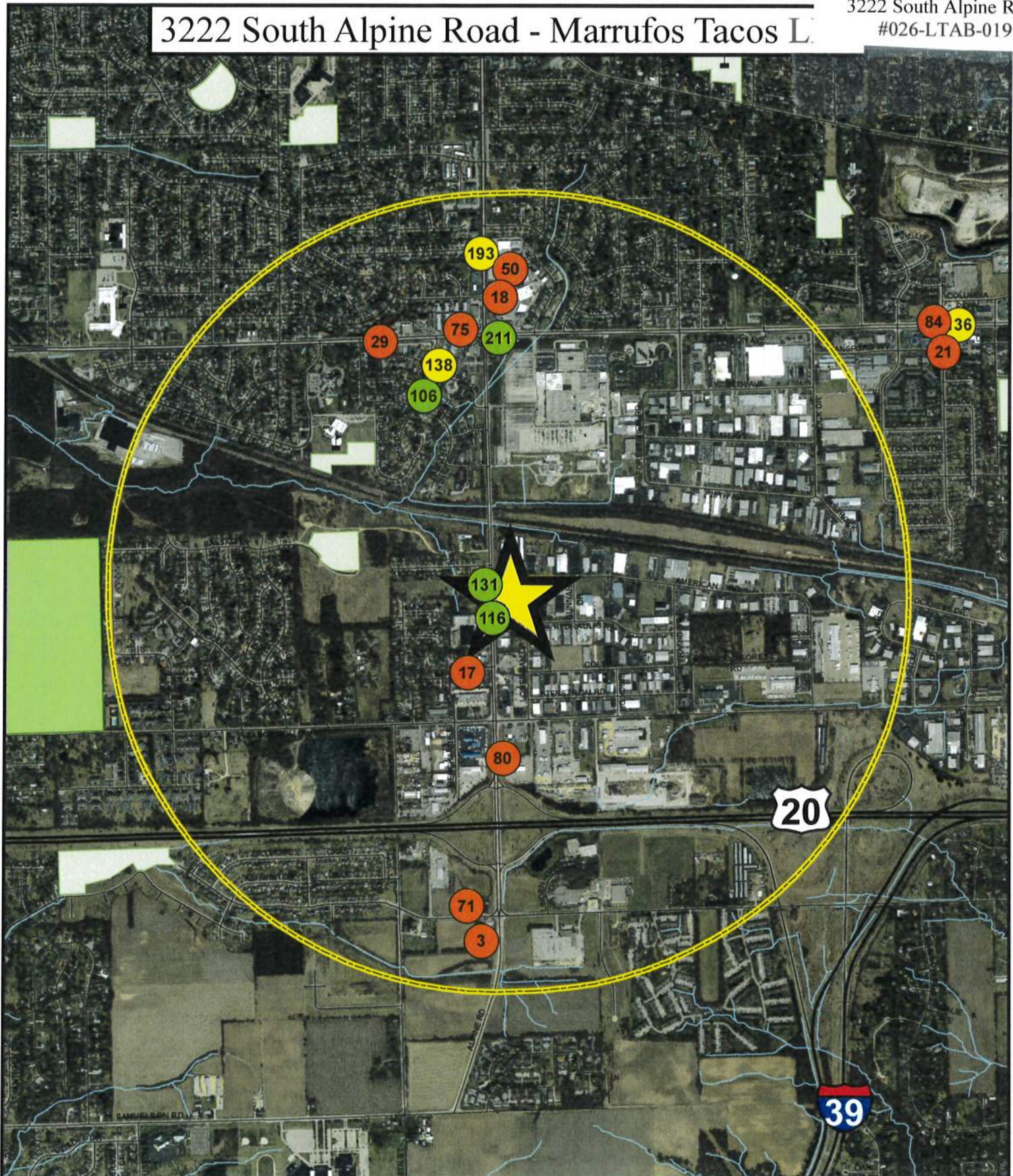


Exhibit C
3222 South Alpine Road
#026-LTAB-019



3222 South Alpine Road - Marrufos Tacos L

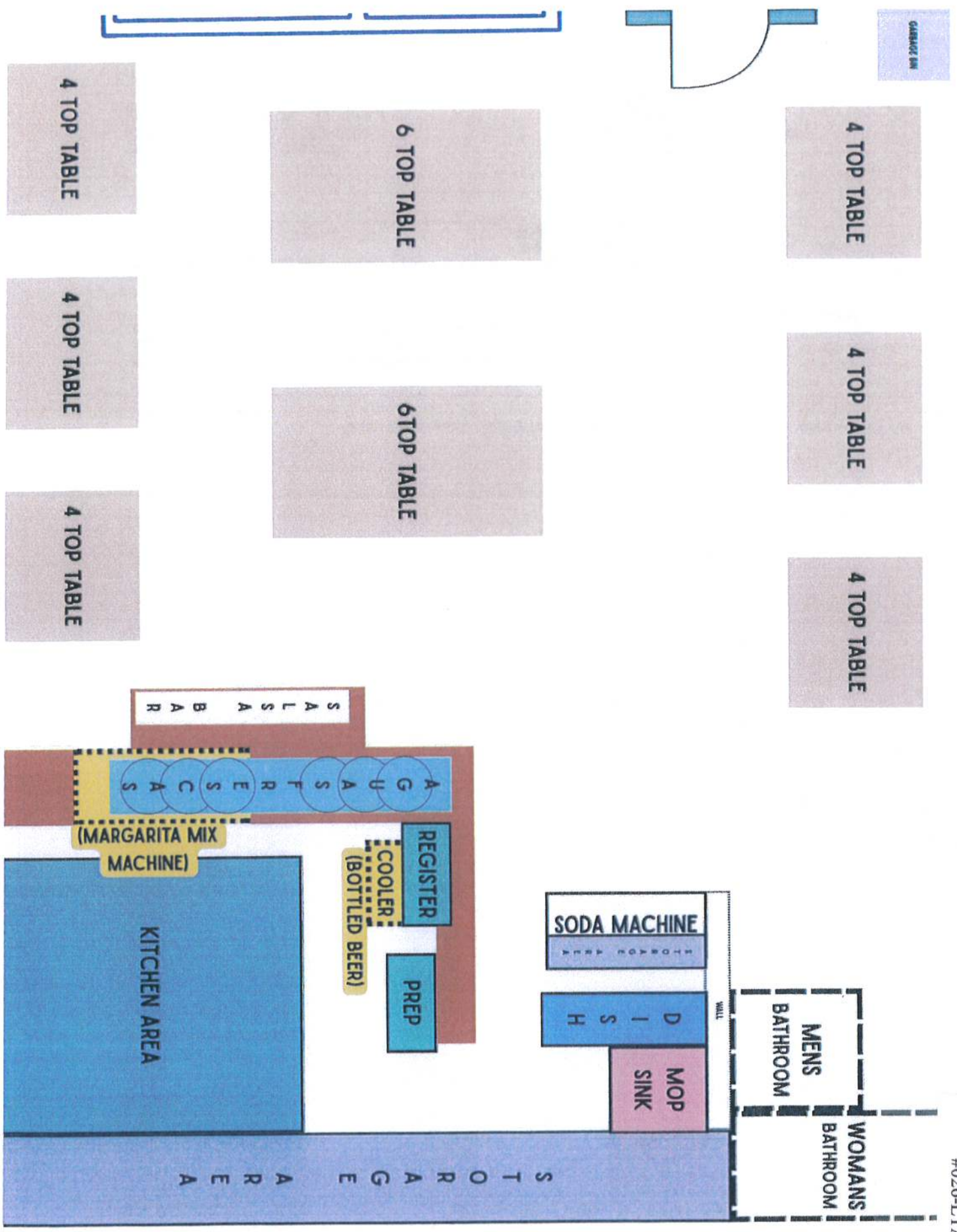


- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS
 LIQUOR LICENSE LOCATIONS-2024







CASHIERS

4 TOP TABLE

4 TOP TABLE

4 TOP TABLE

6 TOP TABLE

6 TOP TABLE

4 TOP TABLE

4 TOP TABLE

4 TOP TABLE

SALSA BAR

AGUASSERES

(MARGARITA MIX MACHINE)

KITCHEN AREA

REGISTER

COOLER (BOTTLER BEER)

PREP

SODA MACHINE

DISH

MOP SINK

MENS BATHROOM

WOMANS BATHROOM

WALL

STORAGE AREA

RECEIVED

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.

| 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 |



PLANNING & ZONING REPORT
Liquor and Tobacco Advisory Board Meeting of June 16, 2026

File # 026-LTAB-020

APPLICANT: Dimple Amit Naik / Wings Rockford IL, LLC dba Wing Snob Rockford

LOCATION: 7054 Walton Street

REQUESTED ACTION: The sale of beer and wine (Class WB50) by the drink in conjunction with a restaurant and video gaming terminals in a C-2, Limited Commercial Zoning District

EXISTING USE: Vacant tenant space

PROPOSED USE: Restaurant with liquor sales and video gaming terminals

DIMENSIONS: See attached Exhibit D

ADJACENT ZONING AND LAND USES:

| | | |
|--------|-----|---|
| NORTH: | C-2 | Red Robin |
| EAST: | C-2 | Ashley Furniture, Planet Fitness, Urban Air |
| SOUTH: | C-2 | McDonald's |
| WEST: | C-2 | Plaza on State Street |

YEAR 2040 PLAN: C Retail

HISTORY: **File #024-LTAB-005:** The sale of liquor by the drink in conjunction with a restaurant with outdoor seating area in a C-3, Commercial General Zoning District was approved on May 8, 2024 for the property located at 7616 Walton Street. This is three (3) blocks east of the subject property.

File #020-LTAB-065: The sale of liquor by the drink in conjunction with a video gaming facility and bar in a C-3, General Commercial Zoning District was approved on June 3, 2020 for the property located at 7616 Walton Street. This is three (3) blocks east of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of beer and wine (Class WB50) by the drink in conjunction with a restaurant and video gaming terminals in a C-2, Limited Commercial Zoning District. The subject property is part of a strip center that has multiple tenants. The Applicant is currently under construction for the build-out for Wing Snob. This is located on the east side of South Perryville Road and north of Walton Street.

Because this will be a new liquor license must be reviewed under the Applicant. 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 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 site plan. The property is 1 of 8 tenant spaces within the strip center. The exhibit shows the location of the proposed tenant space. The building is approximately 14,600 square feet. The tenant is 2,000 square feet. Based on the required parking for a restaurant, a total of 27 parking spaces would be required. The property provides 94 parking spaces. There is a parking agreement with the adjacent property east for additional parking since the building has a total of six (6) restaurants. Exhibit F shows the tenant space layout within the building.

Exhibit G is the interior floor plan of the restaurant. The restaurant will have a total of six (6) tables. There will be seating for 24. The tenant space will have a full service kitchen, bathrooms, service area and the gaming area. The gaming area does not show the number of video gaming terminals but they are limited to five machines at this time. The gaming area will be north of the main entrance area.

Exhibit H is the exterior view of the building looking north. As you can see, it has two separate entrances. The tenant will be located within the middle of the building.

Exhibit I is the business plan. The proposed restaurant will operate as a dine-in, delivery and takeout orders. The restaurant will operate as a traditional restaurant and not have a bar, lounge or entertainment options. The restaurant will have lunch and dinner options. It will be opened from Sunday through Thursday 11:00 a.m. to 11:00 p.m. and Friday and Saturday 11:00 a.m. to 12:00 a.m. (midnight). A menu was not provided but will have the typical wing options with traditional and boneless, cauli-wings, chicken tenders, sandwiches, and loaded fries. The alcohol options will be bottled/can beer and wine. The targeted audience is local residents and general public. The food ratio will be 90% food and 10% alcohol. There will not be a cover charge or outdoor seating.

Exhibit J is the security plan. The exhibit indicates that the employees will be trained to check properly for IDs for alcohol purchases and how to follow safety procedures when serving alcohol. A manager on site will be supervising the premises, customers and employees during operating hours. There will not be a dress code. There is a zero-tolerance policy for disorderly conduct. Management and staff will monitor activities inside and outdoors. There are procedures in place for everyone to follow in case of incidents.

Exhibit K is the calls for service for the last two (2) years. The property has had a total of 2 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 WING SNOB IS APPROVED: $(577 + 5) = 582$

Staff feels that the request is consistent with other restaurant establishments in the area. Staff feels that adding video gaming terminals will not be detrimental to the existing businesses or the surrounding area. Staff is of the opinion this request is reasonable and supports this request subject to conditions.

RECOMMENDATION: Staff recommends APPROVAL of the sale of beer and wine (Class WB50) by the drink in conjunction with a restaurant and video gaming terminals in a C-2, Limited 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. Window display signage is limited to 20% of window area
4. The windows shall not be covered with bars or other devices that block the windows
5. The sale of beer and wine by the drink to be in conjunction with a restaurant.
6. The hours of operation are limited to Sunday through Thursday 11:00 a.m. to 11:00 p.m. and Friday and Saturday 11:00 a.m. to 12:00 a.m. (midnight).
7. The proposed use shall not have a cover charge, dance floor, any DJs or live entertainment.
8. The proposed use shall not operate as a nightclub.
9. The sale of beer and wine by the drink shall be limited to the tenant space shown as Exhibit F.
10. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
11. All outstanding general ordinance fines must be paid prior to the issuance of the license.
12. All conditions must be met prior to issuance of license and establishment of use.

SC: BM 06/08/2026

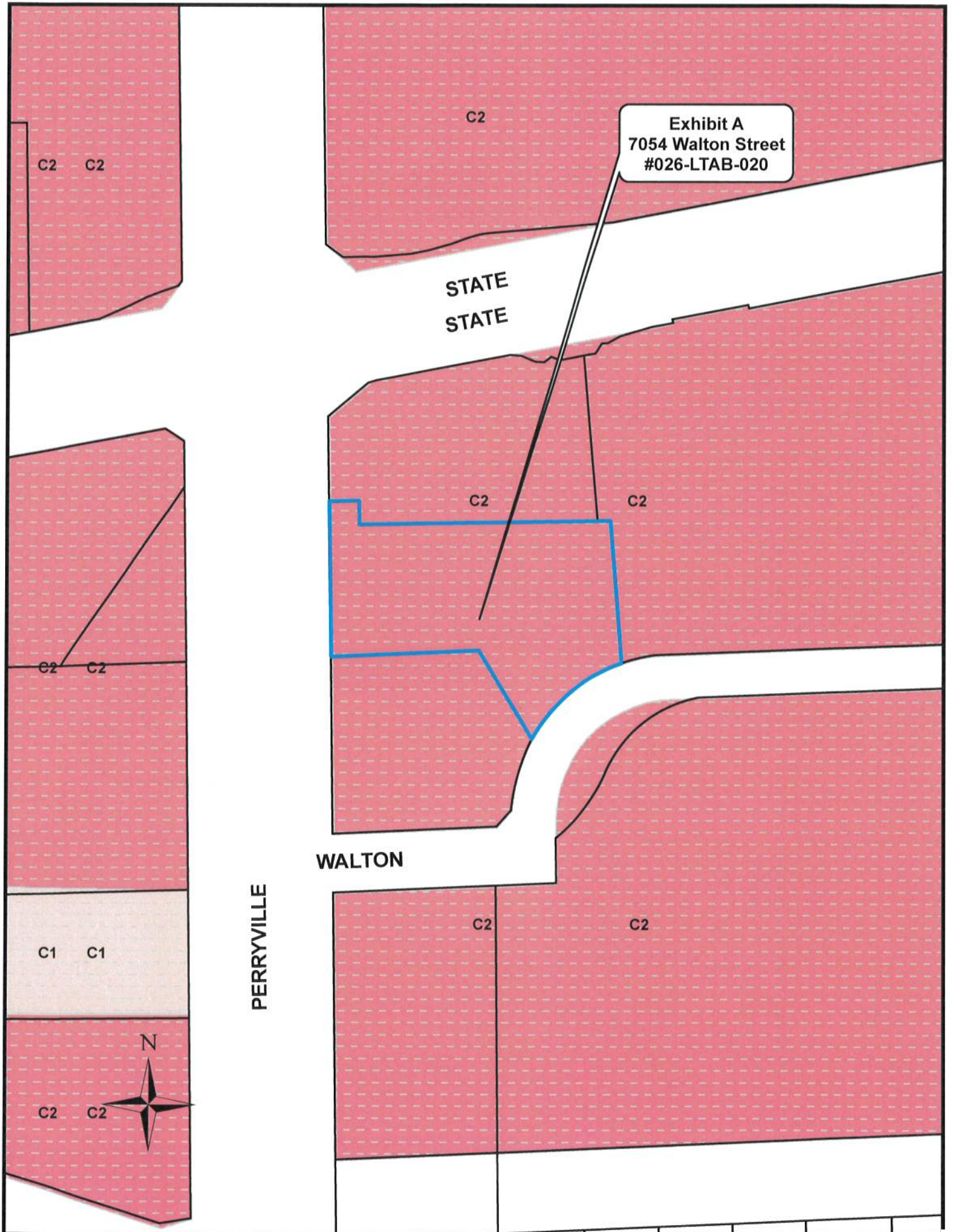


Exhibit A
7054 Walton Street
#026-LTAB-020

STATE
STATE

WALTON

PERRYVILLE



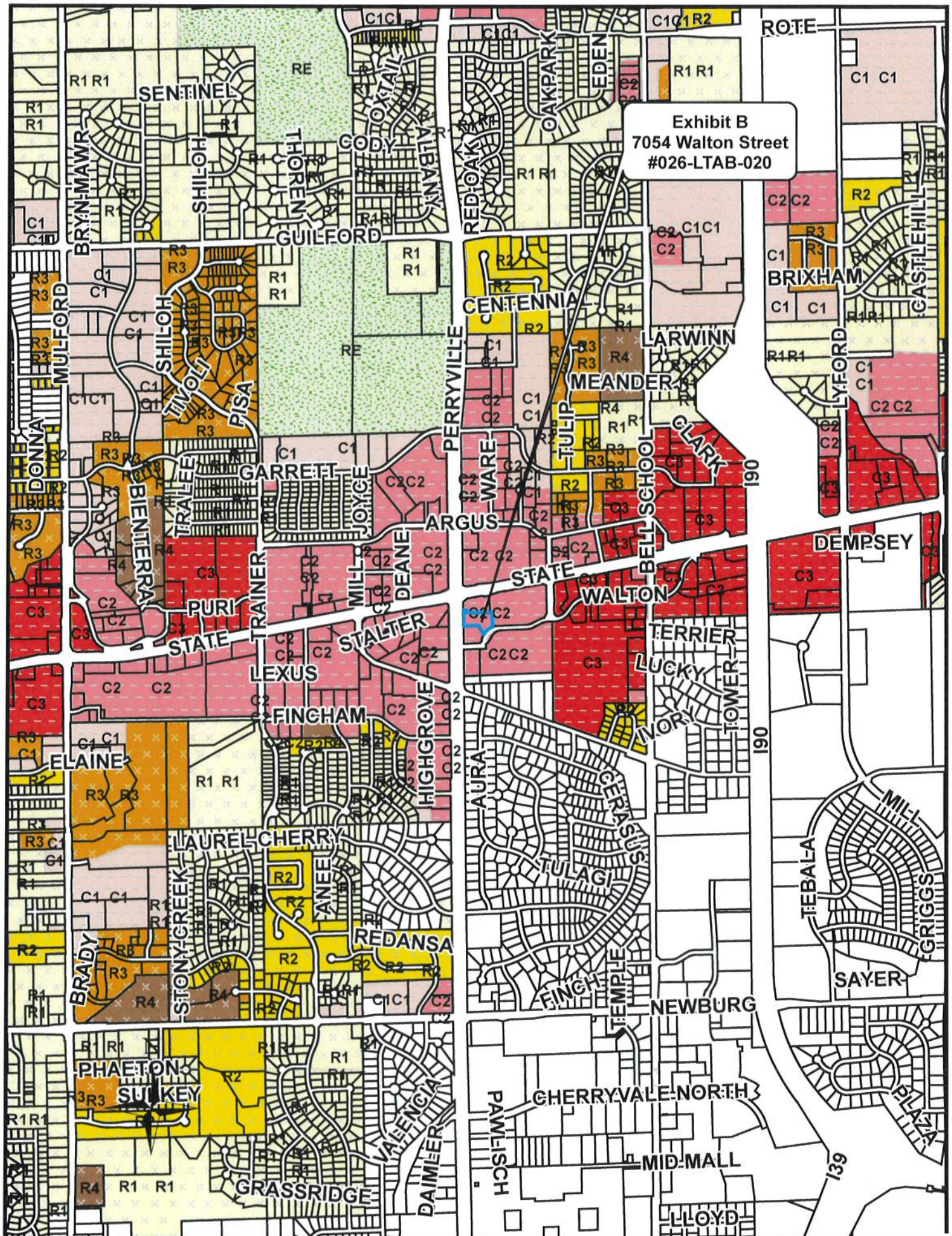


Exhibit C
7054 Walton Street
#026-LTAB-020

STATE
STATE

WALTON

PERRYVILLE



7054 Walton Street - Wings Rockford IL LLC

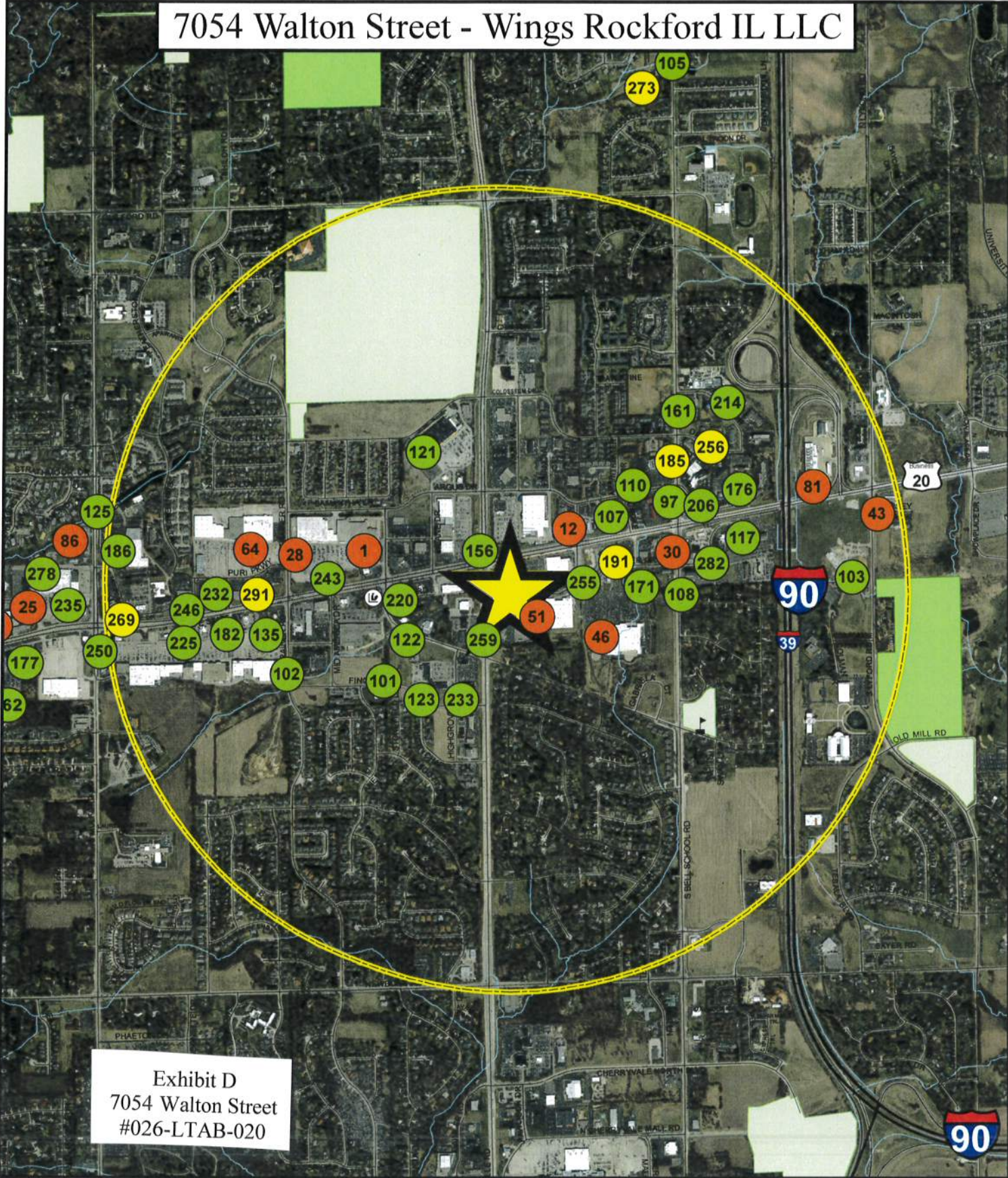


Exhibit D
7054 Walton Street
#026-LTAB-020

- 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



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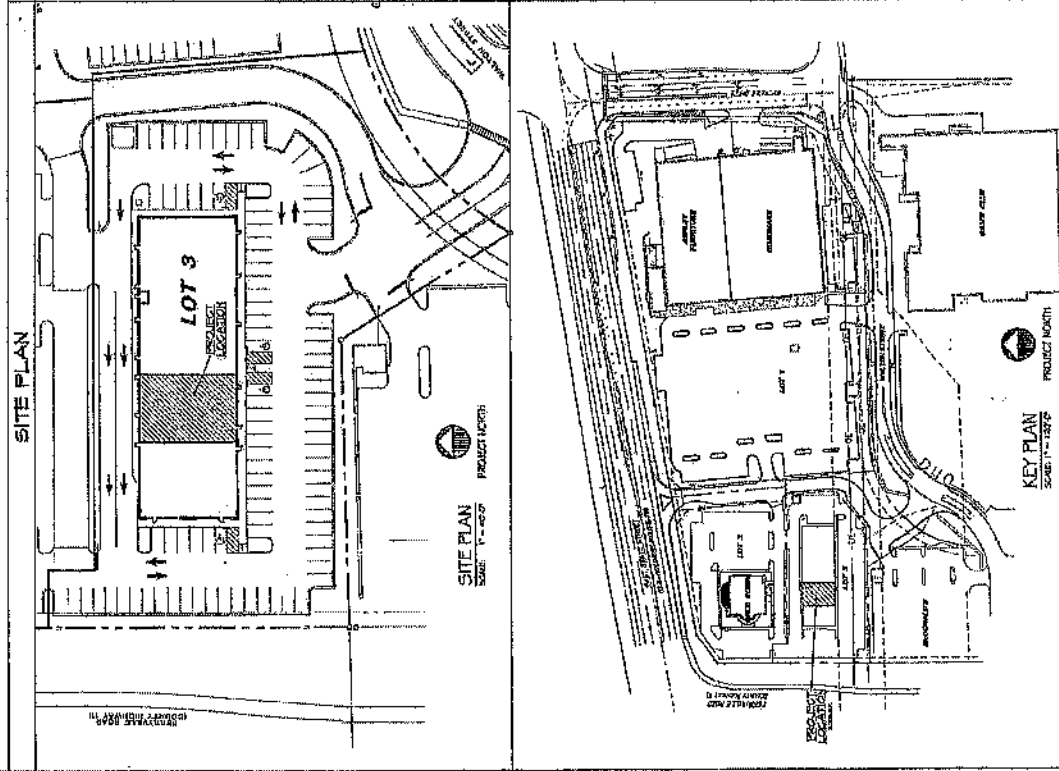
PROPOSED VANILLA BOX BUILDOUT FOR MANAGEMENT DEPARTMENT

7054 WALTON ST. ROCKFORD, ILLINOIS

Exterior Site Plan

| PLAN REVIEW INFORMATION | |
|---|---|
| 1. Check for compliance with all applicable codes and regulations. | 1. Check for compliance with all applicable codes and regulations. |
| 2. Verify that all required permits have been obtained. | 2. Verify that all required permits have been obtained. |
| 3. Confirm that the project description and site plan are consistent. | 3. Confirm that the project description and site plan are consistent. |
| 4. Review the architectural drawings for accuracy and completeness. | 4. Review the architectural drawings for accuracy and completeness. |
| 5. Ensure that the project meets all zoning and land use requirements. | 5. Ensure that the project meets all zoning and land use requirements. |
| 6. Check for proper setbacks and easements. | 6. Check for proper setbacks and easements. |
| 7. Verify that the project complies with all environmental regulations. | 7. Verify that the project complies with all environmental regulations. |
| 8. Review the project for any potential safety hazards. | 8. Review the project for any potential safety hazards. |
| 9. Confirm that the project is in compliance with all accessibility requirements. | 9. Confirm that the project is in compliance with all accessibility requirements. |
| 10. Check for proper signage and identification. | 10. Check for proper signage and identification. |
| 11. Review the project for any potential aesthetic impacts. | 11. Review the project for any potential aesthetic impacts. |
| 12. Verify that the project meets all fire and life safety requirements. | 12. Verify that the project meets all fire and life safety requirements. |
| 13. Check for proper utility and infrastructure connections. | 13. Check for proper utility and infrastructure connections. |
| 14. Review the project for any potential traffic impacts. | 14. Review the project for any potential traffic impacts. |
| 15. Confirm that the project is in compliance with all local ordinances. | 15. Confirm that the project is in compliance with all local ordinances. |

| SHEET INDEX | |
|-------------|-------------|
| 1 | TRUCK DRIVE |
| 2 | TRUCK DRIVE |
| 3 | TRUCK DRIVE |
| 4 | TRUCK DRIVE |
| 5 | TRUCK DRIVE |



STATEMENT OF COMPLIANCE

I, the undersigned, hereby certify that the above described project complies with all applicable codes and regulations, and that the project meets all zoning and land use requirements.

DATE: _____
SIGNATURE: _____

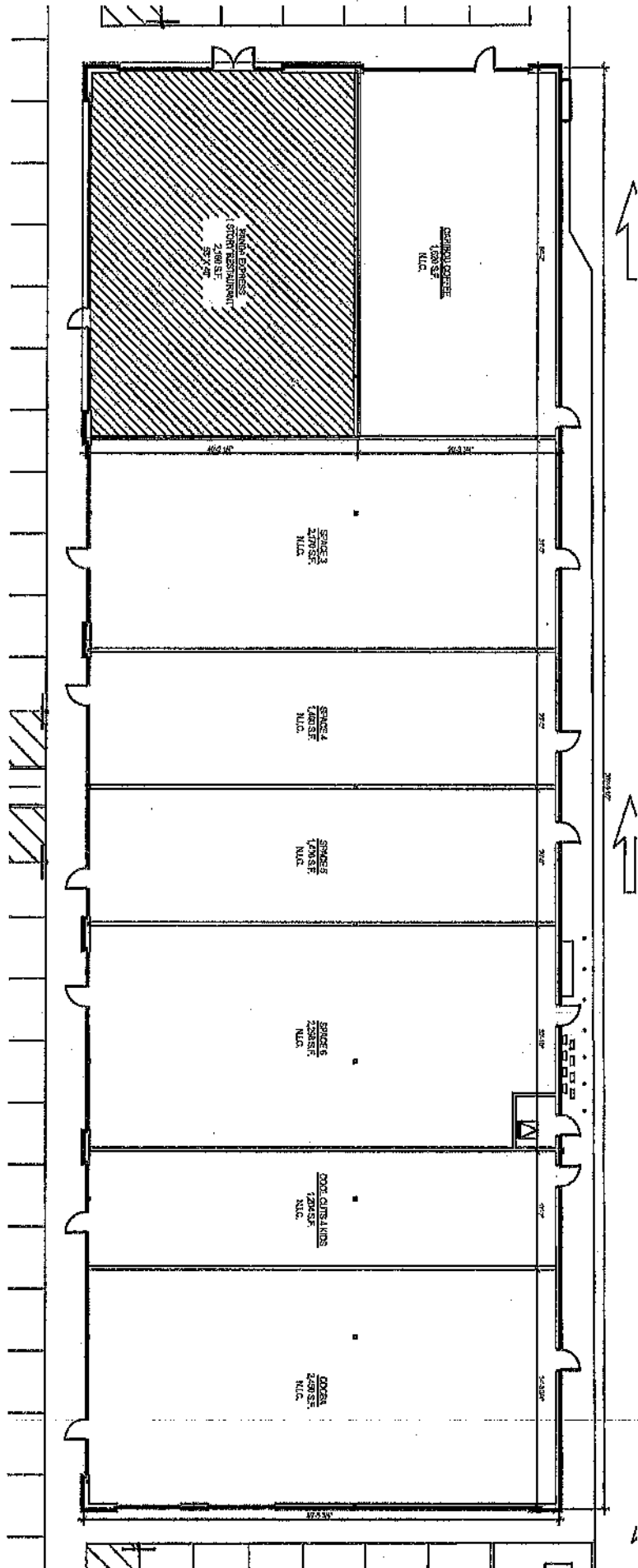


Exhibit F
 7054 Walton Street
 #026-LTAB-020

| | |
|--------------------|--------------------------|
| NO. OF SHEETS | 1 |
| NO. OF SHEETS USED | 1 |
| DATE | 11/11/11 |
| BY | W.S. |
| CHECKED BY | W.S. |
| DATE | 11/11/11 |
| SCALE | AS SHOWN |
| PROJECT | 7054 WALTON ST, ROCKFORD |

WING SNOB
PROPOSED TENANT BUILD OUT
7054 WALTON ST, ROCKFORD

ST. ARCHITECTS INC.
1000 W. WALTON ST. SUITE 100
ROCKFORD, IL 61102
TEL: 815.398.1100
WWW.STARCHITECTS.COM

PROJECT: 7054 WALTON ST. BUILD OUT
DATE: 11/11/11
SCALE: AS SHOWN
DRAWN BY: W.S.
CHECKED BY: W.S.
DATE: 11/11/11

LIFE SAFETY
FLOOR PLAN
G.I.

- FLOOR PLAN KEY NOTES**
1. PROVIDE METALLIC FINISHES, SEE DETAIL, I.M.C.O. PROVIDE WOOD DOOR TO SPINNAKERS. DETAIL WALLS WITH FINISHES.
 2. REPAIR EXISTING DRIVEWAY AS REQ. & PROVIDE 1/4" DRIVEWAY FLUSH WITH SLOOT DRIVEWAY ABOVE. PROVIDE CROWN MOULDING TO BRING NEW/OLD DRIVEWAY SEAMLESSLY.
- GENERAL NOTES**
1. ALL Voids BETWEEN FLOORING, WALLS CEILING AND FURNITURE WILL BE SEALED WITH SILICON SEQUANT.
 2. EXISTING WALLS TO REMAIN WITH BRICKWORK TO BE REPAIRED.
- FLOOR PLAN KEY NOTES**
1. OPEN TO STRUCTURE ABOVE COOLER

Occupancy Plan Symbol

| SYMBOL | DESCRIPTION |
|--------|---------------------------------|
| ⊕ | FIRE EXTINGUISHER WELL MOUNTED |
| ⊙ | SMOKE DETECTOR |
| ⊗ | EMERGENCY LIGHT CONTROL |
| ⊖ | EMERGENCY LIGHT |
| ⊕ | CEILING MOUNTED EMERGENCY LIGHT |

EGRESS CAPACITY CALCULATIONS

HORIZONTAL EGRESS

DOORS = 0.2 PER OCCUPANT
STAIRS = 1.0 PER OCCUPANT

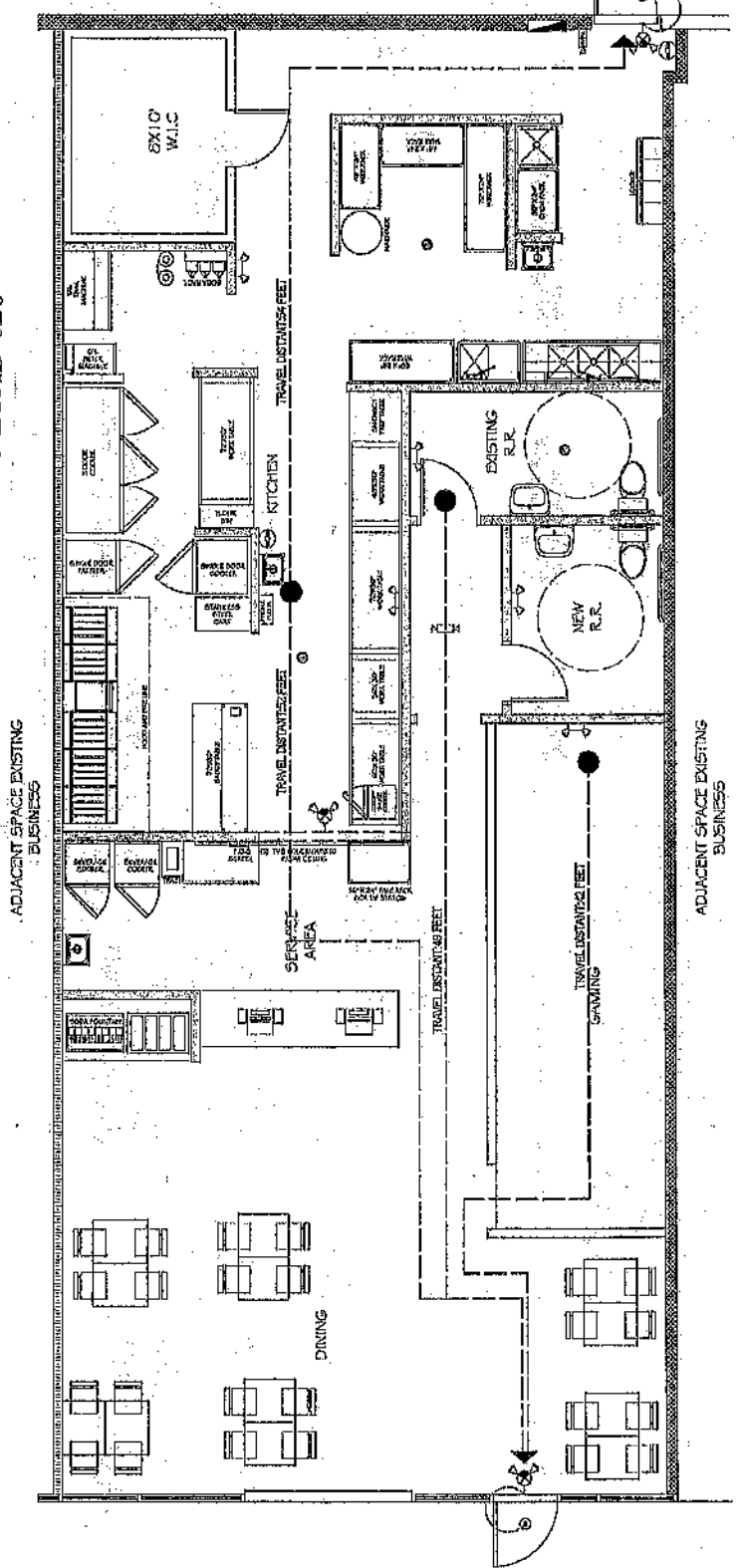
MINIMUM TRAVEL DISTANCE
BUSINESS - MAX TRAVEL DISTANCE = 200 FT

- EGRESS PLANS NOTES**
1. DET SIGN - REFER TO ELECTRICAL
 2. WALL MOUNTED FIRE EXTINGUISHER. REFER TO NOTES ABOVE FOR ADDITIONAL INFORMATION
 3. FIRE ALARM DEVICE REFER TO ELECTRICAL PLAN
 4. RELOCATED FIRE ALARM DEVICES

OCCUPANCY CALCULATIONS

| | | | |
|-----------------------------------|----------------------|-------|---------|
| RECEPTION / PROCKING (COMMERCIAL) | 1 PERSON / 200 SQ.FT | 50.FT | PERSONS |
| FLOOR AREA | 617 | 50.FT | PERSONS |
| TOTAL OCCUPANTS | 4 | | |
| SALES / CUSTOMER | 1 PERSON / 60 SQ.FT | 50.FT | PERSONS |
| TOTAL OCCUPANTS | 4 | | |
| STORAGE / WASH AREA | 1 PERSON / 300 SQ.FT | 50.FT | PERSONS |
| FLOOR AREA | 417 | 50.FT | PERSONS |
| TOTAL OCCUPANTS | 1.5 | | |
| DINING | 1 PERSON / 60 SQ.FT | 50.FT | PERSONS |
| FLOOR AREA | 515 | 50.FT | PERSONS |
| TOTAL OCCUPANTS | 8 | | |
| TOILET | 1 PERSON / 50 SQ.FT | 50.FT | PERSONS |
| FLOOR AREA | 139 | 50.FT | PERSONS |
| TOTAL OCCUPANTS | 2.5 | | |
| TOTAL OCCUPANTS | 22 | | |

Exhibit G
7054 Walton Street
#026-LTAB-020



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Attachment 2 - Detailed Business Plan

Liquor License Application - Wing Snob

CITY OF ROCKFORD LEGAL DEPARTMENT

| | |
|---------------------------------|--|
| Applicant / Legal Entity | Wings Rockford IL LLC |
| Business Name | Wing Snob |
| Promises Address | 7054 Walton Street, Rockford, IL 61108 |
| Type of Business | Restaurant - Chicken Wings / Casual Dining |
| Liquor License Request | Beer and Wine Only |

1. Nature and Use of the Business

Wing Snob will operate as a casual restaurant specializing in chicken wings and related food items. The primary purpose of the business is food service, including dine-in, carryout, and delivery/takeout orders.

The restaurant will not operate as a bar, tavern, nightclub, lounge, or entertainment venue. Alcoholic beverages, if approved by the City of Rockford, will be offered only as a secondary and incidental service to support the restaurant's food operations.

If video gaming terminals are later approved by the City of Rockford, the Illinois Gaming Board, and any other applicable authority, they will remain secondary and incidental to the restaurant's primary food-service operation. The business will not operate as a gaming lounge.

The business is intended to serve customers looking for casual dining, quick-service meals, lunch, dinner, takeout, and family-friendly restaurant options.

2. Days and Hours of Operation

The proposed restaurant hours are:

| Day | Hours |
|-----------|---------------------------|
| Monday | 11:00 AM - 11:00 PM |
| Tuesday | 11:00 AM - 11:00 PM |
| Wednesday | 11:00 AM - 11:00 PM |
| Thursday | 11:00 AM - 11:00 PM |
| Friday | 11:00 AM - 12:00 Midnight |
| Saturday | 11:00 AM - 12:00 Midnight |
| Sunday | 11:00 AM - 11:00 PM |

3. Food Service Hours

Food service will be available during all operating hours. The restaurant's main business activity will be food preparation and food sales.

4. Proposed Menu

Wing Snob's menu will include chicken wings and related casual dining items. Menu categories are expected to include, but are not limited to:

- Traditional wings
- Boneless wings
- Cauli-wings
- Chicken tenders
- Fan packs
- Sandwiches
- Loaded fries

Exhibit I
 7054 Walton Street
 #026-LTAB-020

- Crispy chicken minis
- 6-piece meal deals
- 8-piece meal deals
- 10-piece meal deals
- Sides and non-alcoholic beverages

A copy of the proposed menu may be provided with the application packet if requested by the City.

5. Proposed Alcohol Service

The applicant is requesting approval for beer and wine only.

The proposed alcoholic beverage offerings may include:

- Bottled beer
- Canned beer
- Wine

No hard liquor, spirits, margaritas, or mixed cocktails are proposed under this application.

Alcohol service will be incidental to the restaurant's food service operations. The sale of alcohol will not be the primary business activity. Alcohol will be served only in compliance with all City of Rockford and State of Illinois liquor laws.

Employees involved in alcohol service will be trained to verify age, check identification, refuse service to underage or intoxicated individuals, and follow all applicable liquor control requirements.

6. Target Audience

The restaurant's target customers include:

- Local residents
- Families
- Nearby employees and business customers
- Shoppers and visitors in the surrounding commercial area
- Lunch and dinner customers
- Carryout and delivery customers
- Customers seeking casual restaurant dining

The business is intended to operate as a food-focused restaurant serving the general public in a safe and responsible manner.

7. Anticipated Food Sales vs. Alcohol Sales

The applicant anticipates that food and non-alcoholic beverage sales will make up the substantial majority of total sales.

The estimated sales ratio is:

- Food and non-alcoholic beverages: approximately 90% to 95%
- Beer and wine sales: approximately 5% to 10%

This estimate reflects the applicant's intent to operate primarily as a restaurant, with alcohol service offered only as a limited, complementary option for eligible customers.

8. Entertainment

No live entertainment, DJ, dancing, karaoke, nightclub activity, ticketed events, or similar entertainment use is proposed at this time.

If the business later decides to add any form of entertainment that requires City review or approval, the applicant will contact the City of Rockford in advance and comply with any applicable requirements before implementing such changes.

9. Cover Charge

No cover charge will be required to enter the premises.

Customers will be permitted to enter the restaurant for regular food service, carryout, and dine-in purposes without any admission fee.

10. Outdoor Seating

No outdoor seating or patio alcohol service is proposed at this time.

Alcohol service, if approved, will be limited to the licensed interior premises unless otherwise approved by the City.

11. Parking and Cross-Parking Access

Customer parking will be provided through available parking serving the premises and through an approved cross-parking access contract. The applicant has obtained the cross-parking access contract and will attach a copy of that agreement with this liquor license application. The applicant understands that parking must comply with applicable City requirements and will provide the approved cross-parking agreement, any required site plan, parking exhibit, and related documentation as part of the overall application and permitting process.

12. Proposed Video Gaming

The applicant is applying for video gaming terminals at the premises, subject to all required approvals from the City of Rockford, the Illinois Gaming Board, and any other applicable authority.

Any video gaming terminals, if approved, will be secondary and incidental to the restaurant's primary food-service operation. The business will not operate as a gaming lounge, bar, nightclub, or adult entertainment venue. Video gaming will be offered only in compliance with applicable City and State requirements, including age restrictions, licensing, placement requirements, and responsible operation standards.

13. Compliance and Responsible Operation

The applicant is committed to operating the restaurant in a responsible, safe, and lawful manner. Management will maintain procedures for:

- Verifying customer age before alcohol service
- Refusing service to underage individuals
- Refusing service to intoxicated individuals
- Monitoring customer conduct inside the premises
- Maintaining food-focused restaurant operations
- Complying with City of Rockford and State of Illinois liquor laws
- Cooperating with City officials, inspectors, and law enforcement as needed

The applicant understands that the Mayor and City may rely on the representations made in this business plan when reviewing the liquor license application.

Submitted by:

Wings Rockford IL LLC
Dimple Naik

Wing Snob
7054 Walton Street
Rockford, IL 61108

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Attachment 6 - Security Plan

CITY OF ROCKFORD LEGAL DEPARTMENT

Wing Snob - Liquor License Application

Applicant / Legal Entity: Wings Rockford IL LLC

Business Name: Wing Snob

Premises Address: 7054 Walton Street, Rockford, IL 61108

Business Type: Restaurant - Chicken Wings / Casual Dining

Liquor License Request: Beer and Wine Only

1. Purpose of Security Plan

Wing Snob will operate as a casual restaurant specializing in chicken wings, sandwiches, tenders, fries, meal deals, and related food items. The primary purpose of the premises is restaurant food service, including dine-in, carryout, and delivery/takeout orders.

Alcohol service, if approved, will be limited to beer and wine and will be incidental to the restaurant's primary food-service operation. The business will not operate as a bar, nightclub, tavern, lounge, or entertainment venue.

This security plan describes the procedures Wing Snob will use to maintain a safe, orderly, and responsible restaurant environment for customers, employees, neighboring businesses, and the public.

2. Security Personnel

Wing Snob does not anticipate using dedicated security guards during normal restaurant operations. The premises will be monitored and supervised by an on-duty manager and trained restaurant employees during all operating hours.

The on-duty manager will be responsible for supervising the premises, monitoring customer conduct, addressing safety concerns, and contacting law enforcement if necessary.

If business conditions, special circumstances, or City requirements later create a need for additional security personnel, Wing Snob will evaluate and implement appropriate security staffing.

3. Qualifications and Training of Personnel

Managers and employees responsible for alcohol service will be trained regarding responsible alcohol service and customer safety procedures. Training will include:

- Verifying customer age before alcohol service
- Checking valid government-issued identification
- Refusing alcohol service to underage individuals
- Refusing alcohol service to visibly intoxicated individuals

Exhibit J
7054 Walton Street
#026-LTAB-020

- Monitoring customer behavior inside the premises
- Reporting concerns to the on-duty manager
- Following incident response procedures
- Cooperating with law enforcement and City officials when needed

Where required, employees involved in alcohol service will complete BASSET or other applicable responsible beverage service training.

4. Customer Dress Code

Wing Snob does not plan to enforce a formal customer dress code. The business will operate as a casual restaurant.

Customers must wear appropriate attire consistent with a public restaurant environment, including shoes and shirts. Management reserves the right to refuse service to anyone who is disorderly, unsafe, disruptive, intoxicated, threatening, or otherwise violating restaurant policy or applicable law.

5. Plan for Controlling and Addressing Disorderly Activity

Wing Snob will maintain a zero-tolerance approach toward disorderly, unsafe, or unlawful conduct. This includes, but is not limited to:

- Fighting
- Harassment
- Threatening behavior
- Public intoxication
- Illegal drug activity
- Loitering
- Vandalism
- Disturbing other customers or neighboring businesses
- Attempting to purchase alcohol while underage
- Attempting to purchase alcohol while visibly intoxicated

If disorderly activity occurs, employees will immediately notify the on-duty manager. The manager will assess the situation and take appropriate action. The general response procedure will be:

1. Notify the on-duty manager.
2. Calmly address the issue if it is safe to do so.
3. Refuse alcohol service when appropriate.
4. Ask the individual to leave the premises if necessary.
5. Contact law enforcement if the situation cannot be safely controlled.
6. Document the incident internally.

Employees will not physically engage with disorderly individuals unless necessary for immediate personal safety. Law enforcement will be contacted when needed.

6. Parking Areas Used by Patrons

Wing Snob customers will use the parking areas serving the premises and the approved cross-parking access arrangement associated with the location.

Management and employees will make reasonable efforts to monitor parking areas used by customers during business operations. Staff will report unsafe activity, suspicious activity, loitering, disorderly conduct, or parking-related concerns to the on-duty manager.

If a parking area issue cannot be safely addressed by management, law enforcement or property management will be contacted as appropriate. Customers will not be permitted to consume open alcoholic beverages in parking areas.

7. Public Areas Immediately Adjacent to the Premises

Wing Snob will make reasonable efforts to maintain an orderly environment near the entrance, sidewalk, and areas immediately adjacent to the restaurant.

Staff will monitor for loitering, disorderly conduct, intoxicated behavior, and unsafe activity near the premises. If any issue is observed, employees will notify the on-duty manager, who will address the situation or contact law enforcement if needed.

The business will not permit customers to leave the licensed premises with open alcoholic beverages unless expressly allowed by applicable law and license terms.

8. Interior of the Licensed Premises

The interior of Wing Snob will be monitored by the on-duty manager and employees during operating hours.

Alcohol service will be limited to beer and wine only. Employees will verify that customers purchasing or consuming alcohol are at least 21 years of age. Alcohol will not be served to minors or visibly intoxicated individuals.

The restaurant will maintain a food-focused environment. Alcohol sales are expected to be secondary and incidental to the primary restaurant operation. Management will monitor the dining area, service counter, restrooms, and customer areas for safety, cleanliness, and appropriate customer conduct.

9. Video Gaming Security and Age Control

Wing Snob may apply for video gaming terminals, subject to all required approvals from the City of Rockford, the Illinois Gaming Board, and any other applicable authority.

If video gaming terminals are approved, they will be operated in compliance with all applicable City and State requirements. Video gaming will be secondary and incidental to the restaurant's primary food-service operation.

Management will ensure that only eligible customers are permitted to use video gaming terminals. Employees will monitor the gaming area during business operations and will verify age when required. Any suspected underage gaming, misuse of machines, disorderly conduct, or violation of applicable gaming rules will be addressed immediately by management.

No video gaming terminals will be installed or operated unless all required approvals have been obtained.

10. Incident Documentation

Wing Snob will maintain internal procedures for documenting significant incidents. Incidents that may be documented include:

- Refusal of alcohol service
- Disorderly conduct
- Police calls
- Customer removal from premises
- Parking lot disturbances
- Safety concerns
- Suspected underage alcohol or gaming activity
- Any other incident requiring management attention

Incident documentation will help management review and address safety concerns and maintain responsible operations.

11. Management Responsibility

The on-duty manager will be responsible for implementing this security plan during business hours. Management will ensure that employees understand their responsibilities related to customer safety, responsible alcohol service, disorderly conduct response, and cooperation with City officials or law enforcement.

Wing Snob is committed to operating as a safe, responsible, restaurant-focused business at 7054 Walton Street, Rockford, Illinois.

Submitted by:
Wings Rockford IL LLC

Dimple Naik
Wing Snob
7054 Walton Street
Rockford, IL 61108

| Call Number | Event Date | Location | Situation Reported | Call Disposition | Agency |
|-------------|------------------------|----------------|----------------------|-------------------------------|----------------------------|
| 26-071564 | 04/06/2026 01:28:03 PM | 7054 Walton St | 911 CELLULAR HANG UP | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |
| 25-134075 | 06/25/2025 01:17:58 PM | 7054 Walton St | 911 INFORMATION | 911 CLOSE W/O SEND TO PENDING | Rockford Police Department |

Exhibit K
7054 Walton Street
#026-LTAB-020