



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

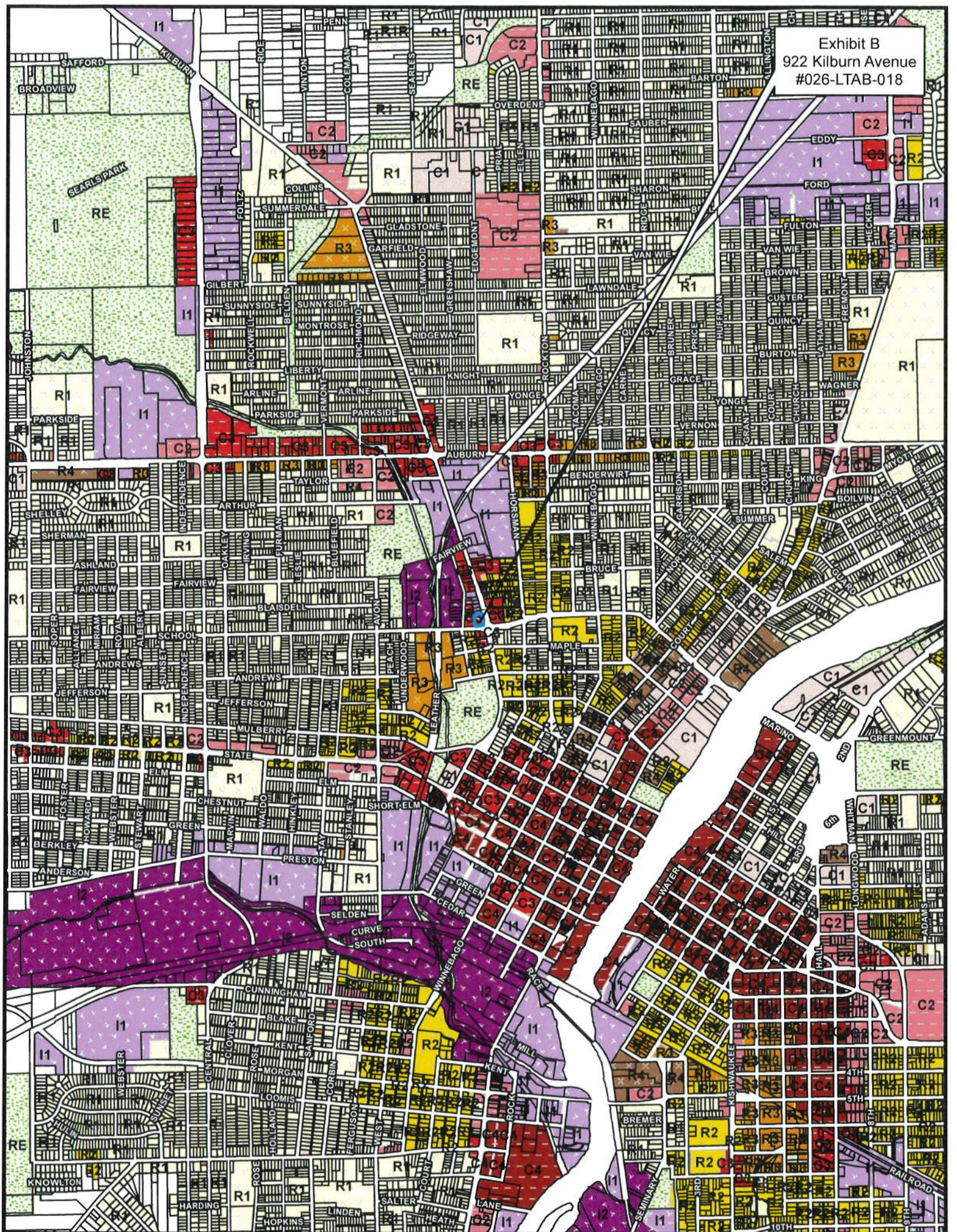
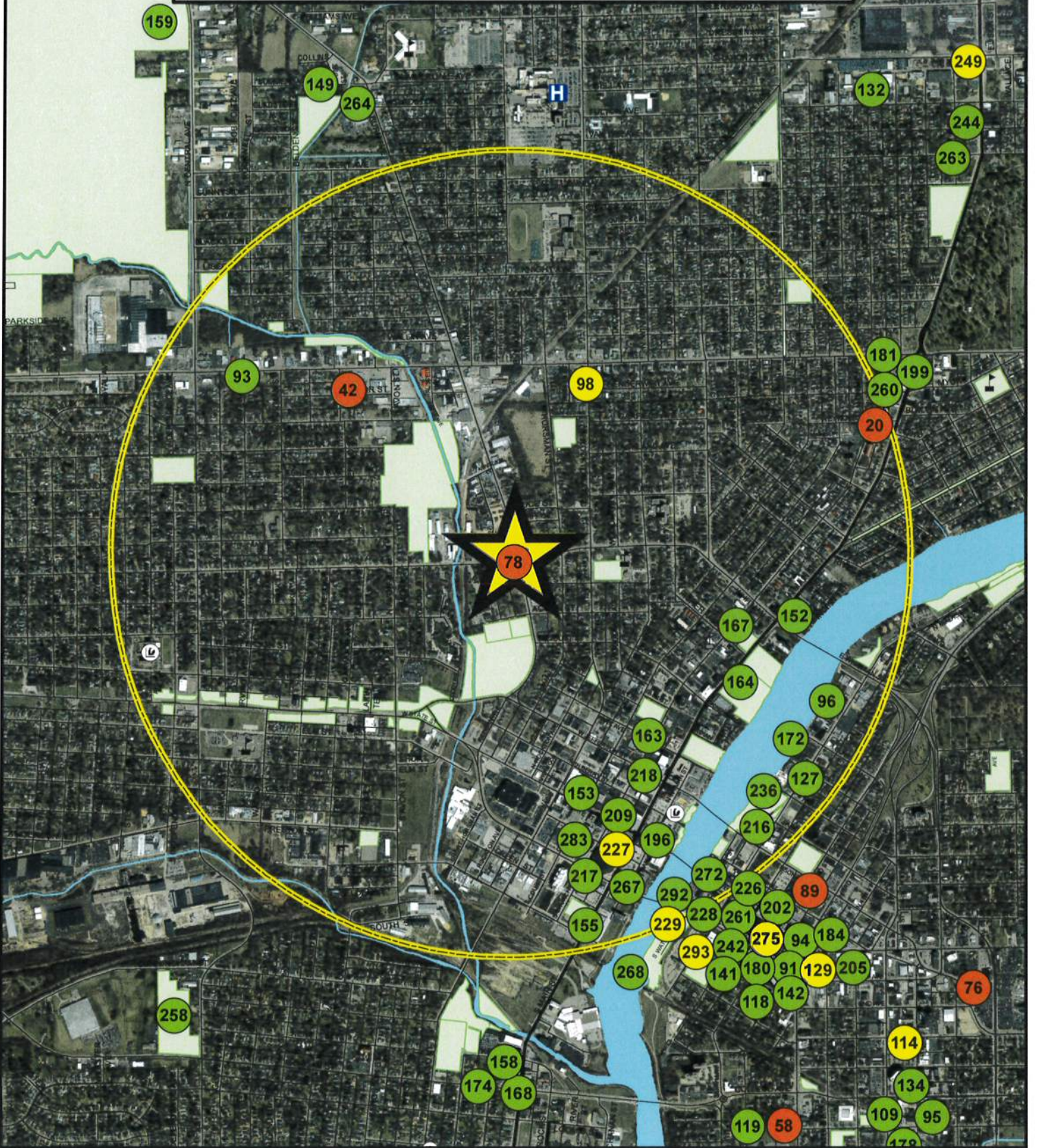


Exhibit C
922 Kilburn Avenue
#026-LTAB-018



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

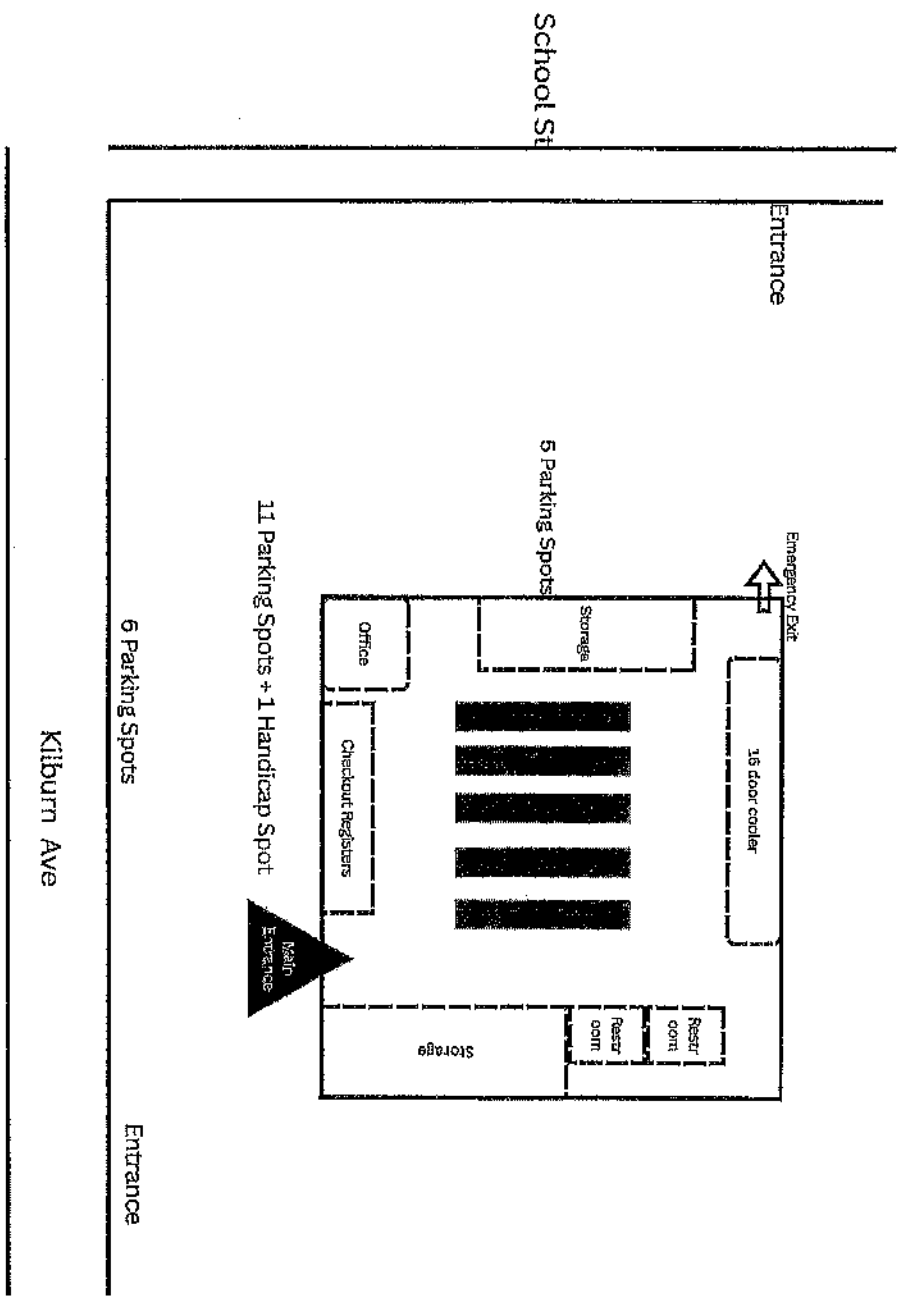
LIQUOR LICENSE LOCATIONS-2024

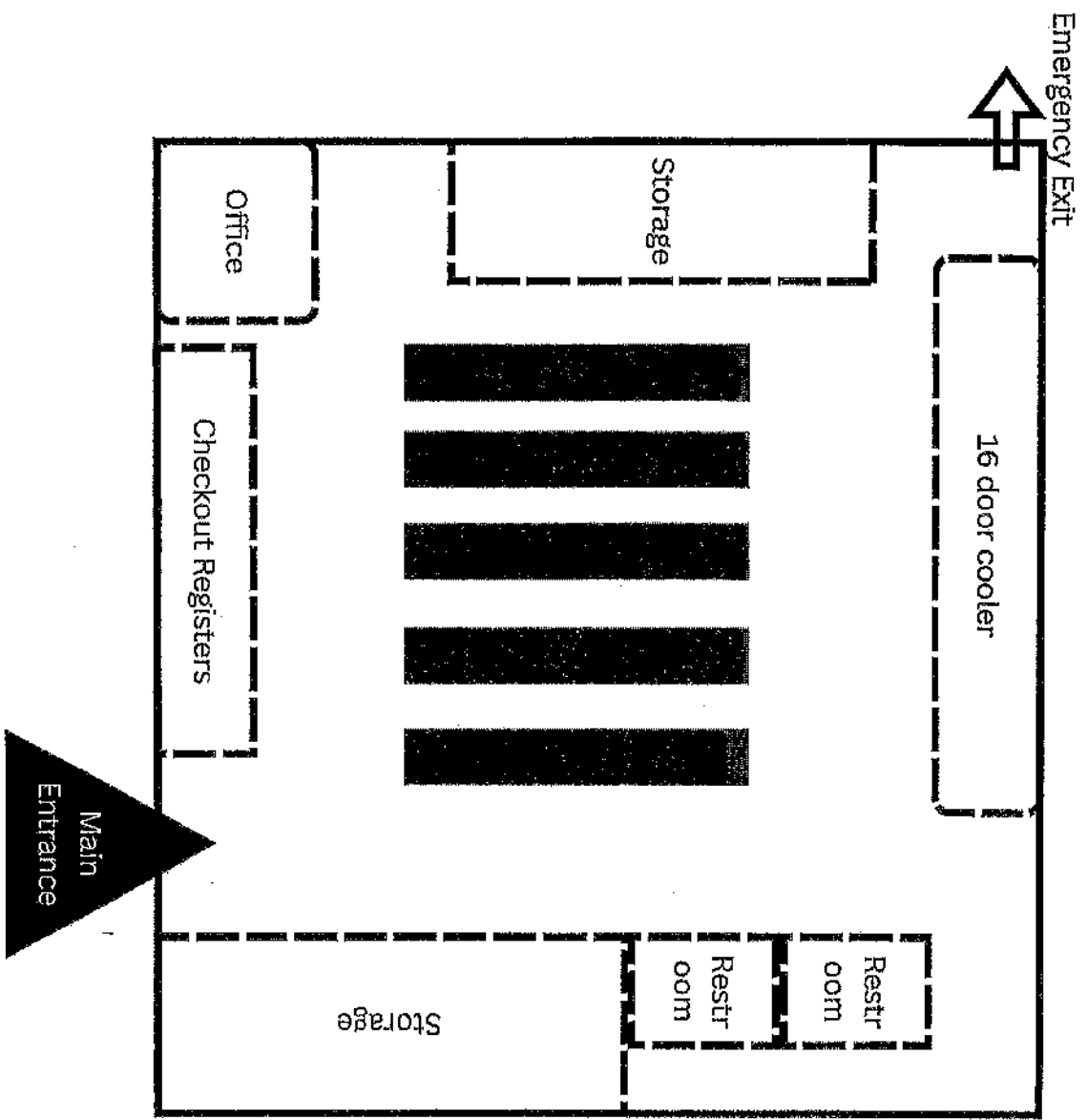
2024



SCALE
 1" = 10,000'
 1/8" = 1,250'

ROCKFORD





Maxmart Liquor LLC

Business Plan & Operational Details

RECEIVED

MAY 1 2026

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