



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:

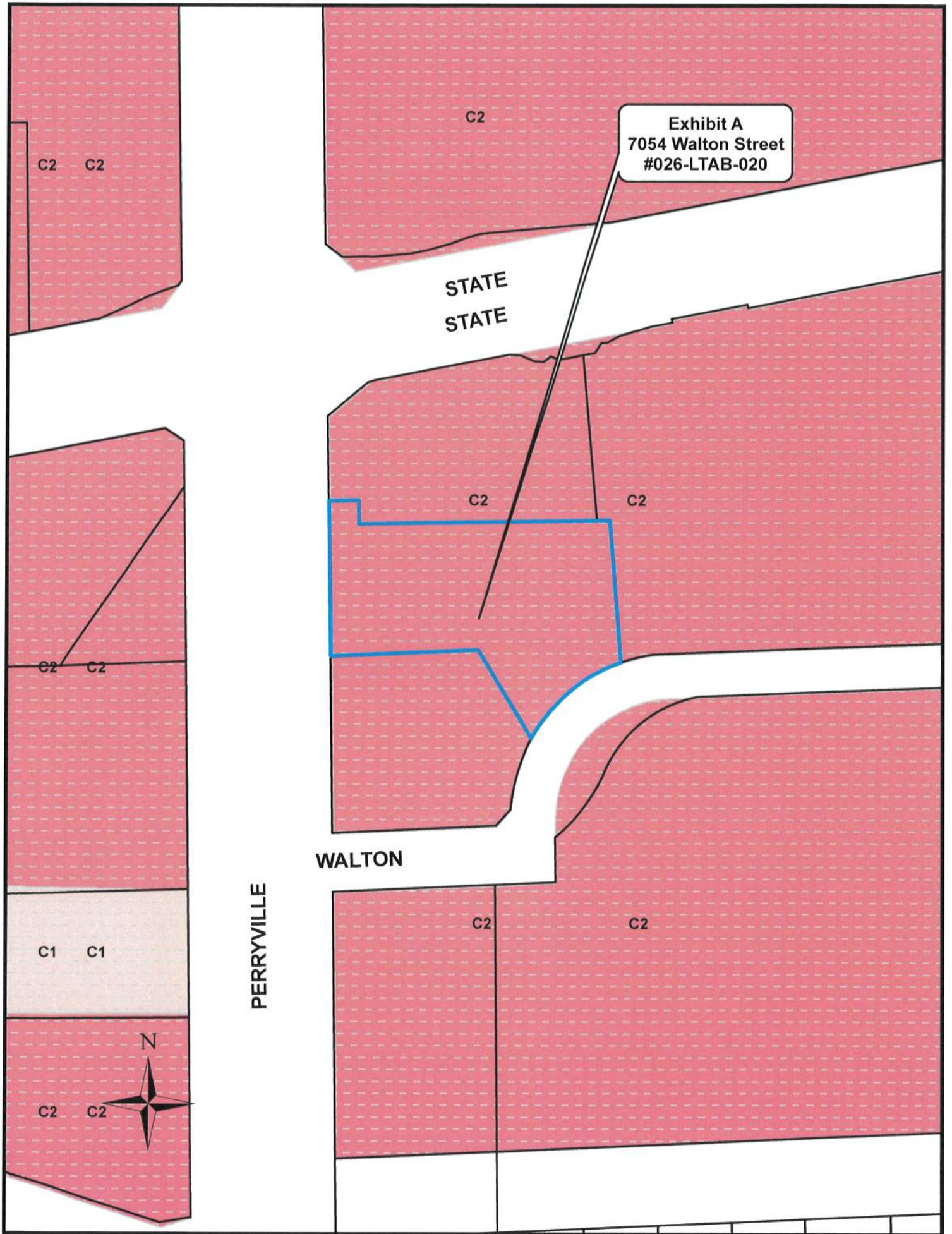
- TOTAL NUMBER OF CITY OF ROCKFORD VIDEO GAMING LICENSES ISSUED: 515
- TOTAL NUMBER OF AUTHORIZED VGTS IN THE CITY OF ROCKFORD NOT YET ISSUED: 62
- TOTAL NUMBER OF AUTHORIZED VGTS IN THE CITY OF ROCKFORD: $(515 + 62) = 577$
- IF WING SNOB IS APPROVED: $(577 + 5) = 582$

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



C2 C2

C2

Exhibit A
7054 Walton Street
#026-LTAB-020

STATE
STATE

C2

C2

C2 C2

C1 C1

C2 C2



WALTON

PERRYVILLE

C2

C2

Exhibit B
7054 Walton Street
#026-LTAB-020

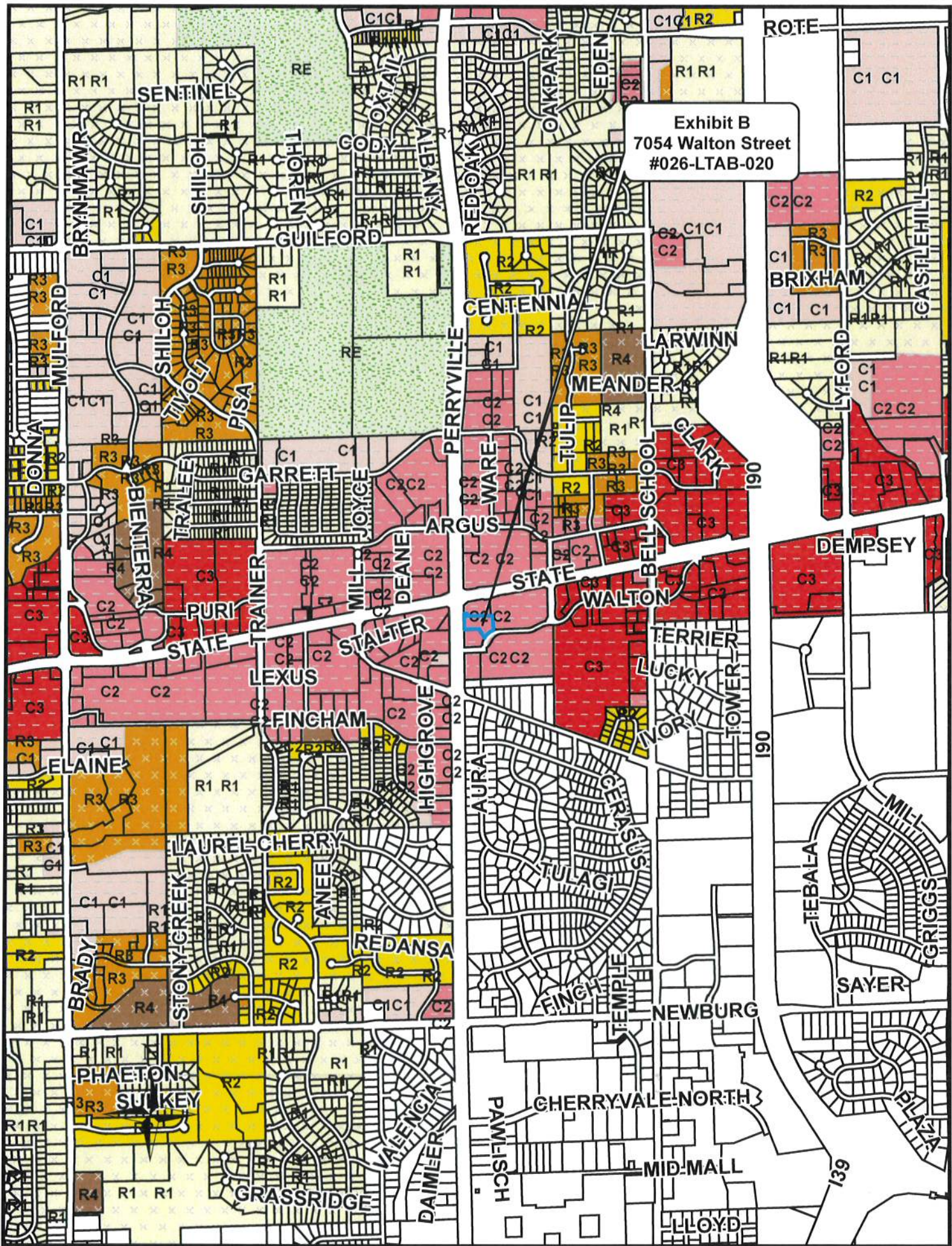


Exhibit C
7054 Walton Street
#026-LTAB-020

STATE
STATE

WALTON

PERRYVILLE



7054 Walton Street - Wings Rockford IL LLC

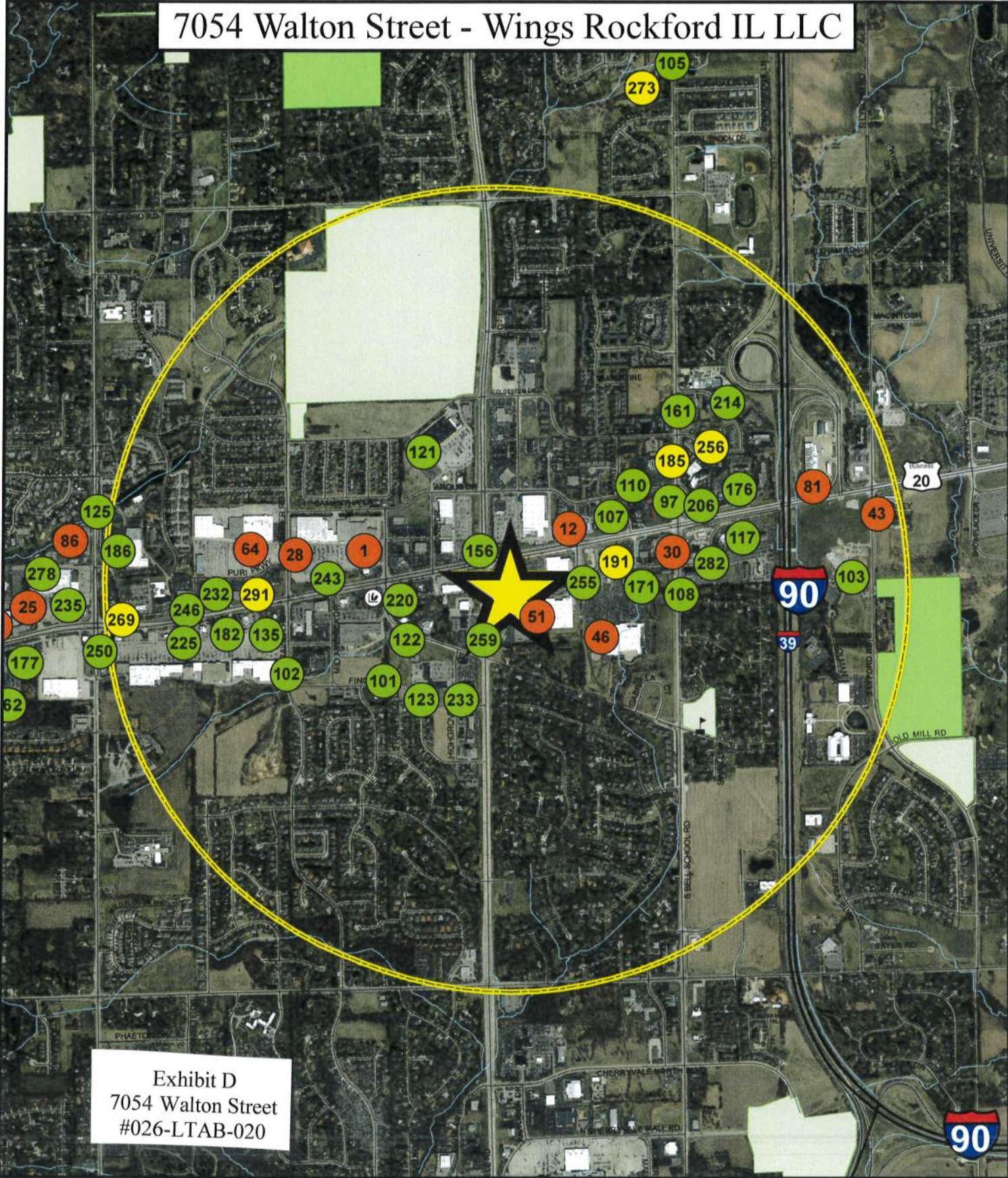


Exhibit D
7054 Walton Street
#026-LTAB-020

- 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



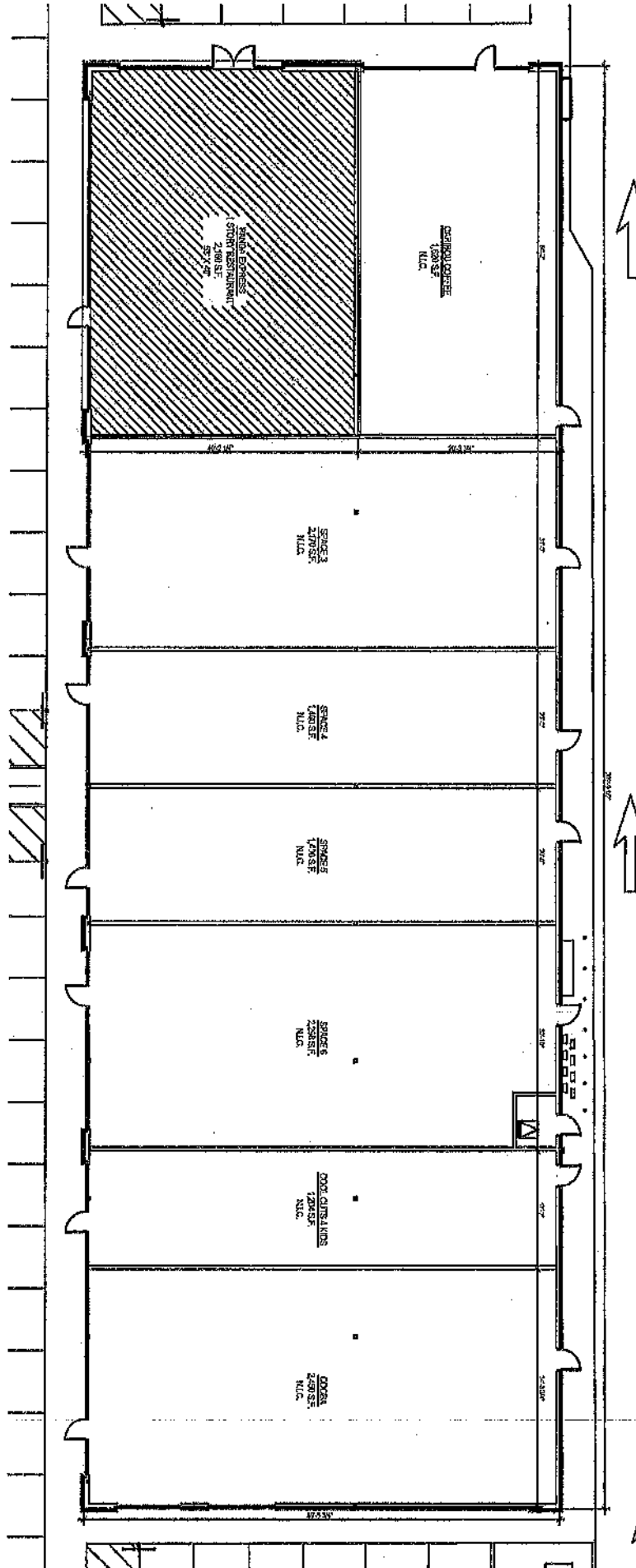


Exhibit F
 7054 Walton Street
 #026-LTAB-020

NO.	DATE	REVISIONS
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

WING SNOB
 PROPOSED TENANT BUILD OUT
 7054 WALTON ST, ROCKFORD

ST. ARCHITECTS INC.
 1000 W. WALTON ST. SUITE 100
 ROCKFORD, IL 61102
 TEL: 815.398.1234
 FAX: 815.398.1235
 WWW.STARCHITECTS.COM

LIFE SAFETY
 FLOOR PLAN
 G-1

- FLOOR PLAN KEY NOTES**
1. PROVIDE METALLIC FINISHES, SEE DETAIL, I.M.C.O. PROVIDE WOOD DOOR TO SPINNAKERS - DETAIL WALL SYSTEM.
 2. REPAIR EXIST DRIVEWAY AS REQ. & PROVIDE 1/4" DRYWALL. PULL UP WITH SUELT OVERLAP ABOVE, PROVIDE CROWN. PROVIDE 3/8" BRONZE METAL EXTERIOR SECURITY.
- GENERAL NOTES**
1. ALL Voids BETWEEN FLOORING, WALLS CEILING AND FURNITURE WILL BE SEALED WITH SILICON SEQUANT.
 2. EXISTING WALL TO BE REMOVED WITH BRIDGING ON EXISTING STRUCTURE BUILDING.
- 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

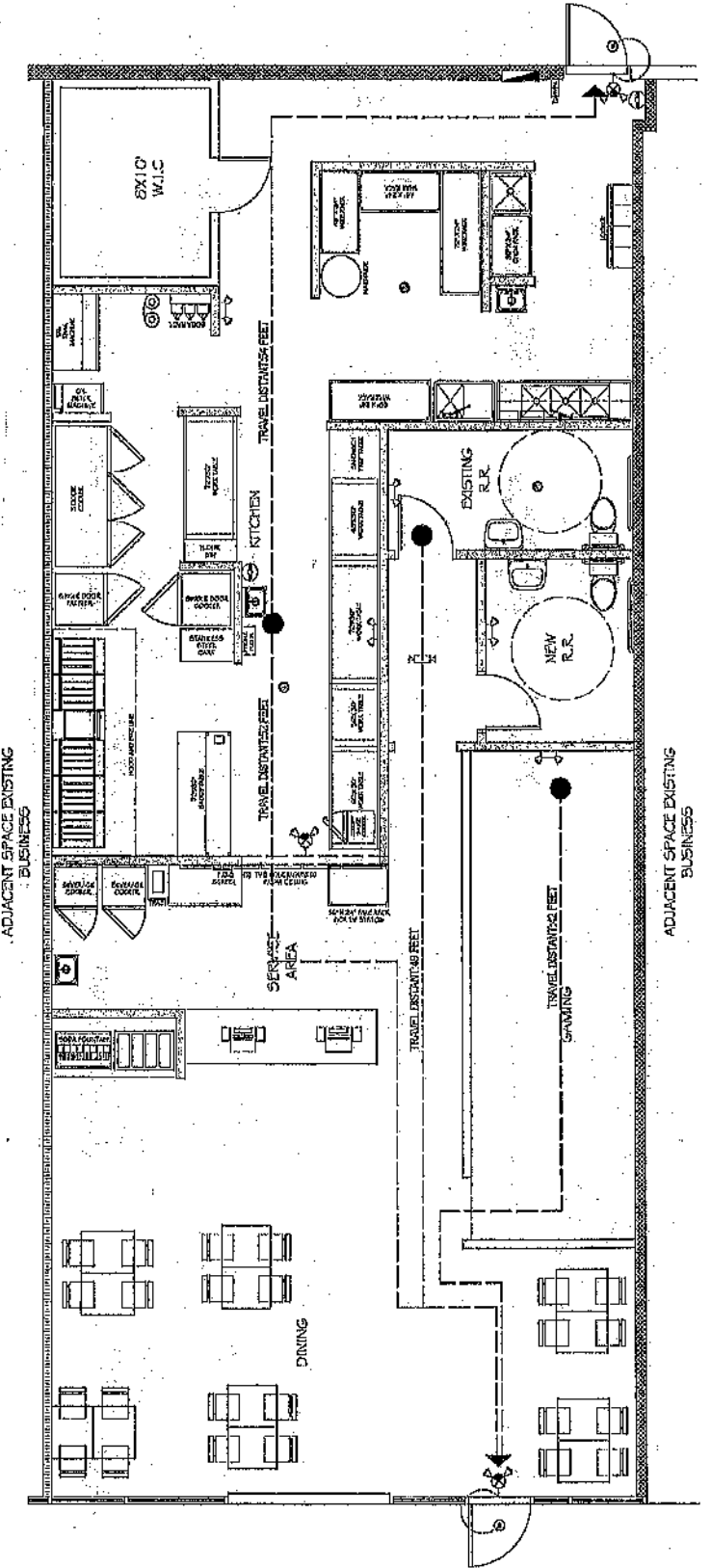
DOORS = 0.2 PER OCCUPANT
 STAIRS = 1.0 PER OCCUPANT
 MINIMUM TRAVEL DISTANCE
 BUSINESS - MAX TRAVEL DISTANCE = 200 FT

- 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



ADJACENT SPACE EXISTING BUSINESS

ADJACENT SPACE EXISTING BUSINESS

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MAY 8 2026

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

RECEIVED

MAY 8 2026

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