



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of January 21, 2026

File #025-LTAB-043

APPLICANT: Kulvir Kaur / Raj Liquor & Gas, Inc. dba Raj Liquor & Gas

LOCATION: 3005 North Rockton Avenue

REQUESTED ACTION: The sale of packaged liquor (Class PKG) and the sale of tobacco products in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District.

EXISTING USE: Gas station and convenience store with the sale of packaged liquor and tobaccoproducts

PROPOSED USE: Gas station and convenience store with the sale of packaged liquor and tobaccoproducts

DIMENSIONS: 159.1 feet by 113.92 feet **SQUARE FOOTAGE:** 18,124 square feet

ADJACENT ZONING AND LAND USES:

NORTH:	C-2	Vacant building, Rockton Food Mart, Subway
EAST:	R-1	Single-family Residences
SOUTH:	R-1	Single-family Residences
WEST:	R-1	Single-family Residences

YEAR 2040 PLAN: C Commercial Retail

HISTORY: **File #025-LTAB-018:** The sale of packaged liquor and the sale of tobacco products in conjunction with a grocery store in a C-3, General Commercial Zoning District was approved on July 9, 2025 for the property located at 3118 North Rockton Avenue. This property is located three (3) blocks north west of the subject property.

File #023-LTAB-015: The sale of tobacco products in conjunction with a convenience store and gas station and the sale of package liquor (Class PKG) in conjunction with a convenience store and gas station in a C-2, Limited Commercial Zoning District was approved on July 122, 2023 for the property located at 3005 North Rockton Avenue. This property is the subjectproperty.

File #021-LTAB-002: The sale of packaged liquor and the sale of tobacco products in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was approved on March 3, 2021 for the property located at 3005 North Rockton Avenue. This property is the subjectproperty.

File #020-LTAB-073: The sale of tobacco products in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was approved on July 8, 2020 for the property located at 3121 North Rockton Avenue. This property is located two (2) blocks north of the subject property.

File #020-LTAB-002: The sale of packaged beer and wine in conjunction with a grocery store in a C-2, Limited Commercial Zoning District was approved on July 8, 2020 for the property located at 3118 North Rockton Avenue. This property is located 900 feet northwest of the subject property.

File #019-LTAB-016: A Modification of an existing liquor license to allow a full liquor license for the sale of packaged liquor in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was approved August 7, 2019 for the property located at 3135 North Rockton Avenue. This property is located three (3) blocks north of the subject property.

File #018-LTAB-023: The sale of beer and wine in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was approved on July 5th, 2018 for the property located 3135 North Rockton Avenue. This property is located three (3) blocks north of the subject property.

File #014-LTAB-032: The sale of packaged liquor and the sale of tobacco products in conjunction with a gas station and convenience store in a C-2 Limited Commercial District was approved on December 3, 2014 for the property located 3005 North Rockton Avenue. This is the subject property

File #012-LAB-006: The sale of packaged liquor in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was dismissed on June 19, 2012 by the Zoning Board of Appeals for the property located at 3005 North Rockton Avenue. This is the subject property.

File #011-LAB-002: The sale of packaged liquor in conjunction with a gas station and convenience store in a C-2, Limited Commercial Zoning District was denied on April 4, 2011 for the property located at 3135 North Rockton Avenue. This property is located 3 blocks north of the subject property.

File #024-94: A Modification of existing Special Use Permit #055-87 to add the sale of packaged liquor to the sale of gasoline service in a C-2, Commercial Community Zoning District was approved April 25, 1994 for the property located at 3005 North Rockton Avenue. This is the subject property.

File #055-87: A Special Use Permit for a gasoline station and a Variation for the rear yard building setback in a C-2, Commercial Community Zoning District was approved June 26, 1987 for the property located at 3005 North Rockton Avenue. This is 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 gas station and convenience store in a C-2, Limited Commercial Zoning District. Exhibit A shows that

the subject property is located on the northeast corner of the North Rockton Avenue and Overdene Avenue intersection. The parcel is mostly surrounded by residential uses with some commercial uses to the north (Exhibits B & C).

The Applicant, Kulvir Kaur, is President of Raj Liquor & Gas Inc. Within the Liquor Application, it is indicated that the on-premises day-to-day operation 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 that shows the existing layout of the site. The existing site consists of a 3,540 square feet building with three (3) tenant spaces and a self-service gas station with two (2) pump islands. Additionally, Exhibit E shows the subject property has sixteen (16) parking spaces, two (2) dumpster enclosures and existing landscaping.

Exhibit F shows the interior floor plan of the convenience store. The convenience store is 1,150 square feet. The convenience store requires five (5) parking spaces (using the four space per 1,000 square feet of retail space required for gas station uses). The site plan shows that there are sufficient parking spaces for the other two uses. Additionally, Exhibit F indicates there will be an eight (8) door walk-in cooler, a four (4) door cooler, coffee/soda station, shelving for general merchandise, and a wine and alcohol display area, a front counter with shelves, bathroom, mechanical room, and utility room. Exhibit F does not indicate where the tobacco products will be displayed. A revised floor plan will be required to indicate the areas in which tobacco will be sold.

Exhibit G is the Business Plan for Raj Liquor & Gas, Inc. The Applicant states, "Raj Liquor & Gas Inc is under the ownership of Kulvir Kaur and the management of Rajvinder Dayal" (Exhibit G). The Applicant states, "the business is designed to serve the Rockford community with premium beverage products, comprehensive tobacco selections, and professional service while maintaining full compliance with all City of Rockford liquor and tobacco regulations, Illinois state requirements, and Winnebago County regulatory requirements" (Exhibit G). The Applicant explains, "Raj Liquor & Gas, Inc. will operate a responsible, compliant liquor and tobacco retail establishment, strict adherence to age verification requirements (21+ for all products), providing local employment and tax revenue to the City of Rockford and Winnebago County, and maintaining high standards of customer service and regulatory compliance" (Exhibit G). Additionally, the Applicant states, "Raj Liquor & Gas, Inc. will build positive community relationships and contributing to neighborhood safety, contributing to the commercial vitality of the Rockton Avenue corridor, full compliance with all Illinois Liquor Control Commission regulations and full compliance with all City of Rockford and Illinois Department of Revenue tobacco regulations" (Exhibit G).

Furthermore, the Applicant explains, "approval of both the liquor license and tobacco retailer license applications will enable the operation of Raj Liquor & Gas Inc in accordance with all applicable laws and regulations,

servicing the Rockford community with quality products and professional retail service," (Exhibit G).

The Applicant did provide the hours and days of operation within Exhibit G, as Monday through Saturday 6:00 AM to 1:00 AM and Sunday 7:00 AM to 10:00 PM on Sunday. The Applicant indicated on the Liquor and Tobacco Applications that the amount of alcoholic sales will be 40% of gross annual sales of the business, tobacco product sales will be 10% of gross annual sales of the business, while food/non-alcoholic beverage sales 40% of sales, and general merchandise 5% of sales and revenue from other sources (gas sales) will be 15%. Staff would like to point out that this does not add up correctly. Furthermore, it is stated in Section 9 of the Business plan that sales will be 90% alcohol and 10% tobacco. Staff would like to see the correct numbers for the breakdown on the ratio of sales on an updated business plan.

Exhibit H is the Security Camera Plan for Raj Liquor & Gas, Inc. The Applicant states, "there are 36 security cameras inside and outside of the store" (Exhibit H). Additionally, Exhibit H shows floor plan with the location of the security cameras.

The Applicant indicated on the Liquor and Tobacco Applications they would not hire private security licensed by the State of Illinois will be hired upon written request of the Liquor Commissioner.

Exhibit I shows that there have been 62 calls for service for the Police Department in the past 24 months for 3005 North Rockton Avenue.

While posting the property, Staff observed lots of window signage and the parking lot in some disrepair. Additionally, Staff noticed that the perimeter of the landscaping area does not have curbing and is missing landscaping. The cinder blocks placed in lieu of curbing are broken, crooked and leaning. These blocks should be replaced with actual solid, concrete curbing and landscaping will need to be added.

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) and APPROVAL of the sale of tobacco products in conjunction with a gas station and convenience store in a C-2, Limited 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 revised interior floor plan that indicates the location of the tobacco products for Staff review and approval.
4. The sale of packaged alcohol and tobacco products shall be limited to the submitted floor plans.
5. Submittal of a landscaping plan with landscape species and sizes and with the cinder blocks removed and replaced with solid, concrete curbing for Staff's review and approval.

6. Installation of approved landscaping and concrete curbing by August 1, 2026.
7. The hours of operation and days will be 6:00 A.M. to 12:00 A.M. (Midnight) Monday through Saturday and Sunday 7:00 A.M. to 10:00 P.M.
8. Liquor sales hours must comply with the liquor code.
9. Licensee shall hire private security licensed by the state upon written request of the liquor commissioner.
10. There shall be no single serving sales of beer or wine in volumes of 16oz. or less.
11. 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.
12. The windows shall not be covered with bars or other devices that block the window.
13. The sale of water pipes and "huka" or "hookah" pipes are prohibited.
14. Window display signage is limited to 20% of window area.
15. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
16. All outstanding general ordinance fines must be paid prior to the issuance of the license.
17. All conditions must be met prior to issuance of license and establishment of use.

SC: DM 01/8/2026

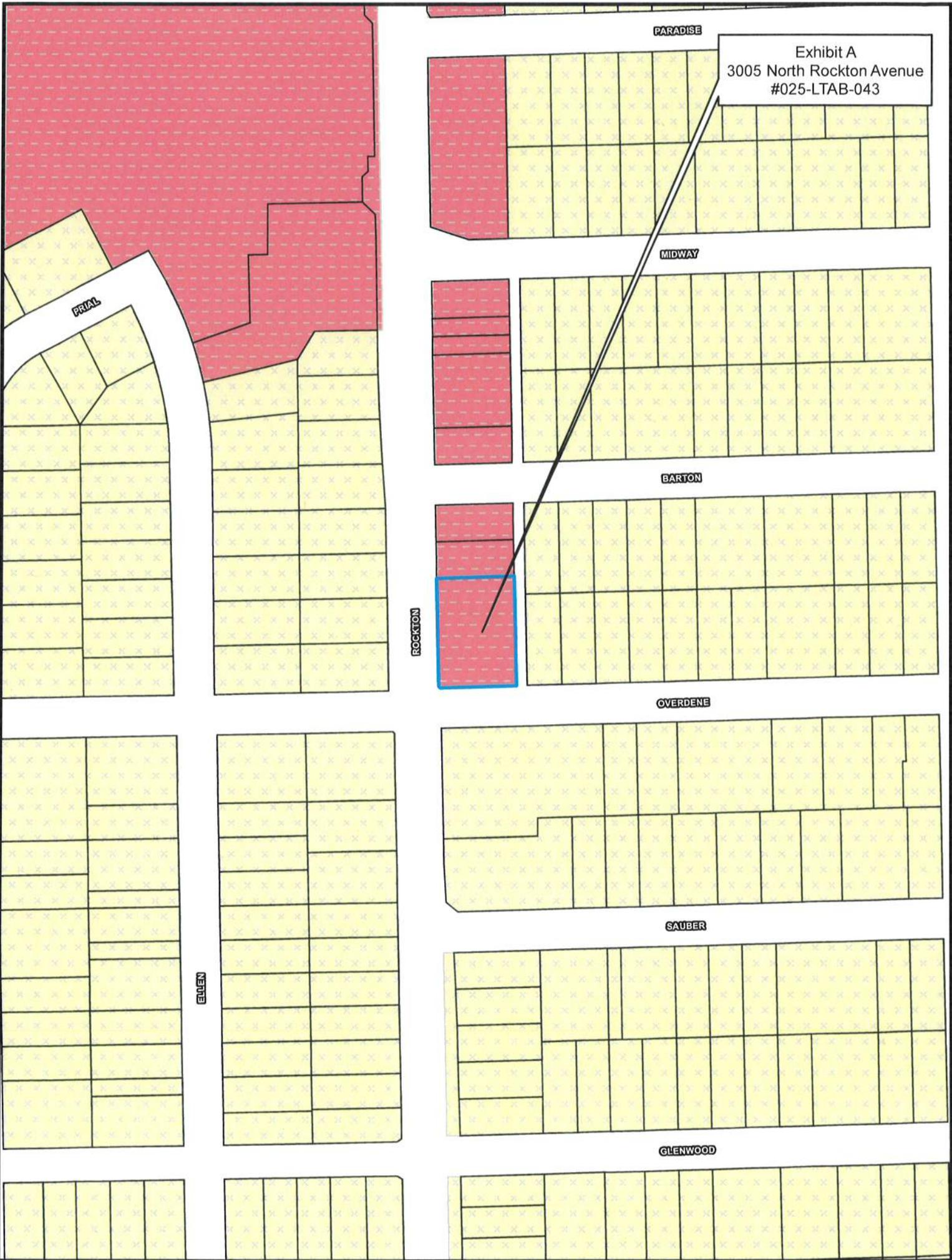


Exhibit A
3005 North Rockton Avenue
#025-LTAB-043

PARADISE

MIDWAY

BARTON

ROCKTON

OVERDENE

SAUBER

GLENWOOD

FRIAL

ELLEN

Exhibit B
3005 North Rockton Avenue
#025-LTAB-043

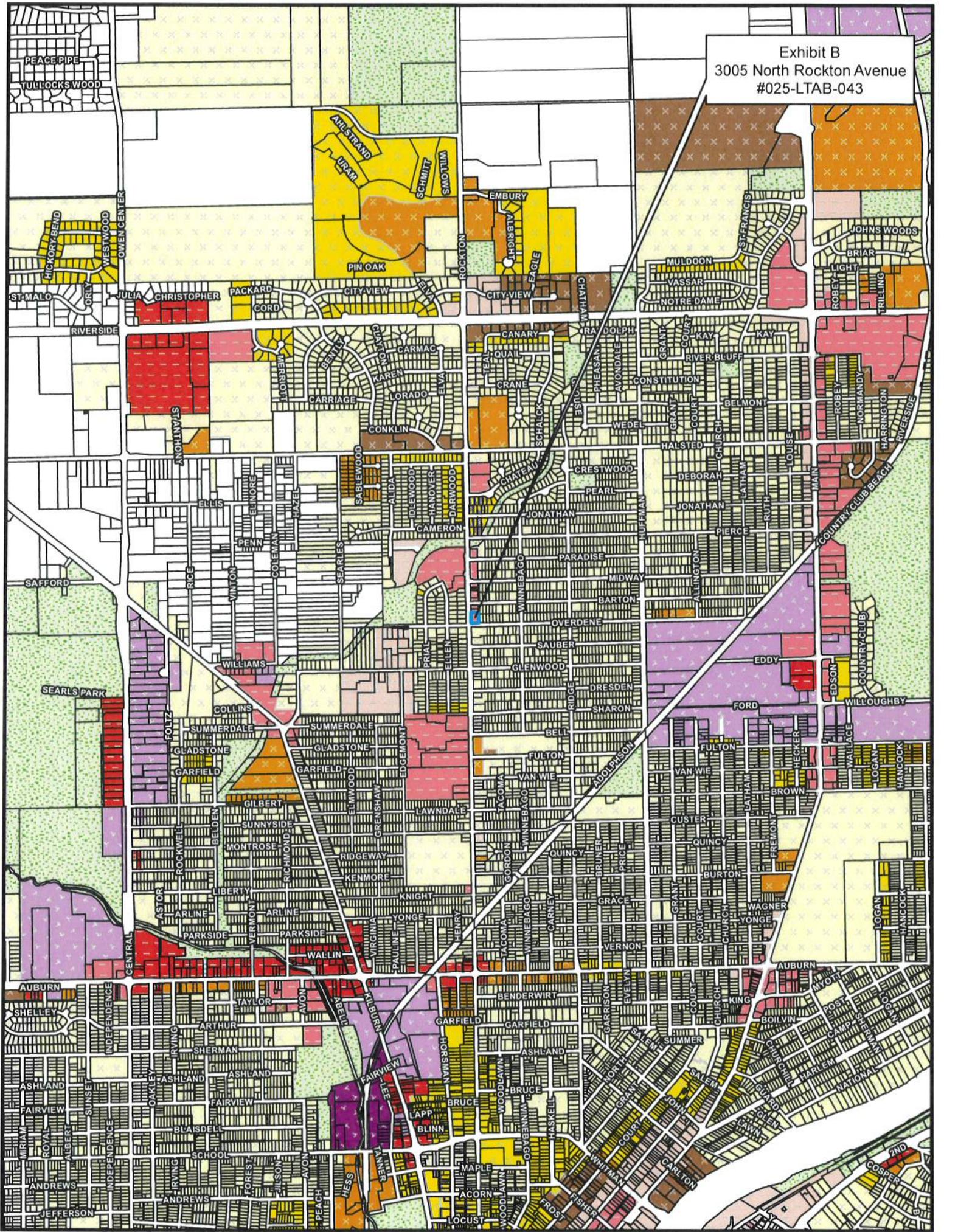
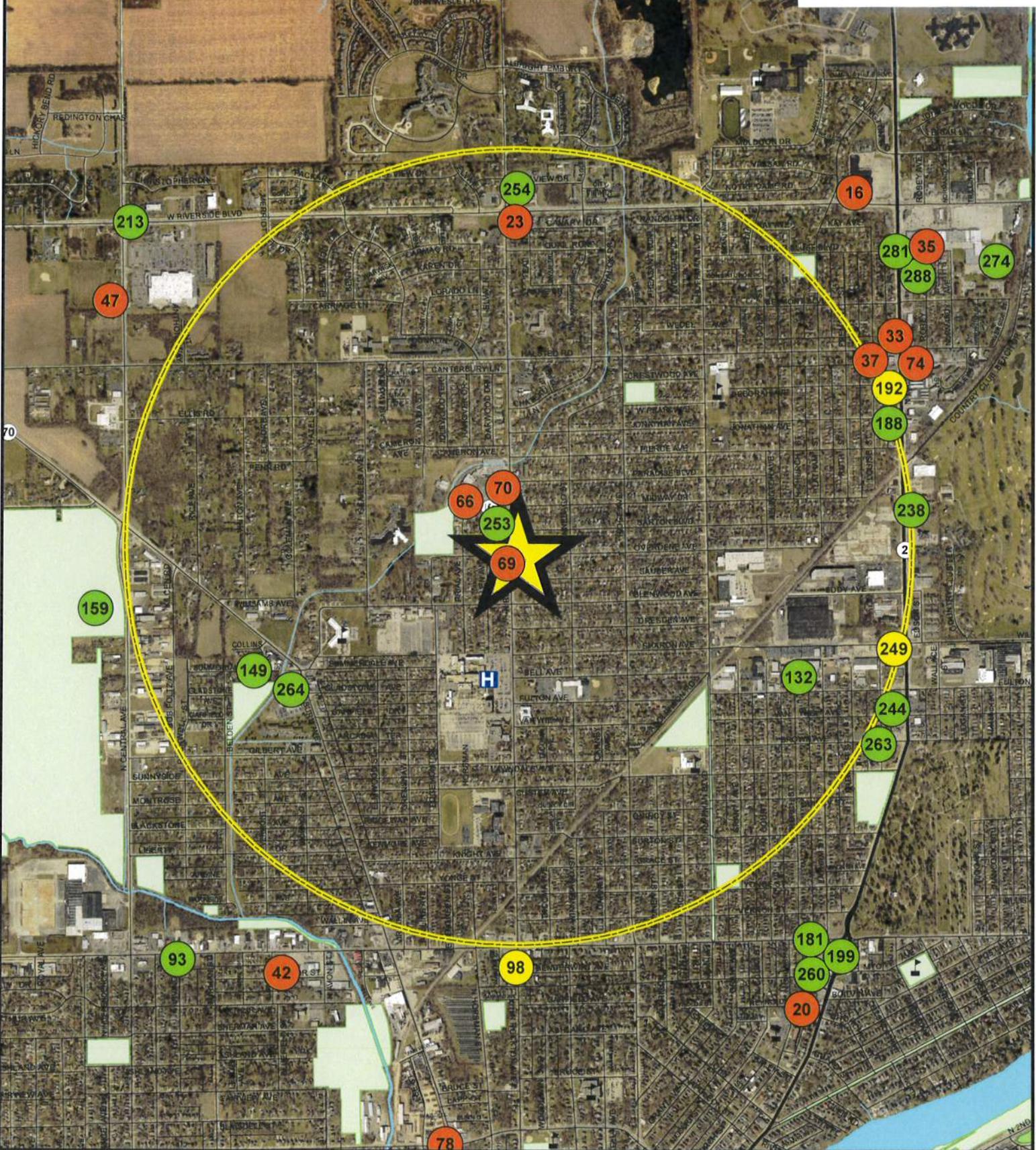


Exhibit C
3005 North Rockton Avenue
#025-LTAB-043



Raj Liquor & Gas Inc. - 3005 North Rockton Avenue



- 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

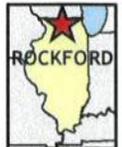
CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS-2025

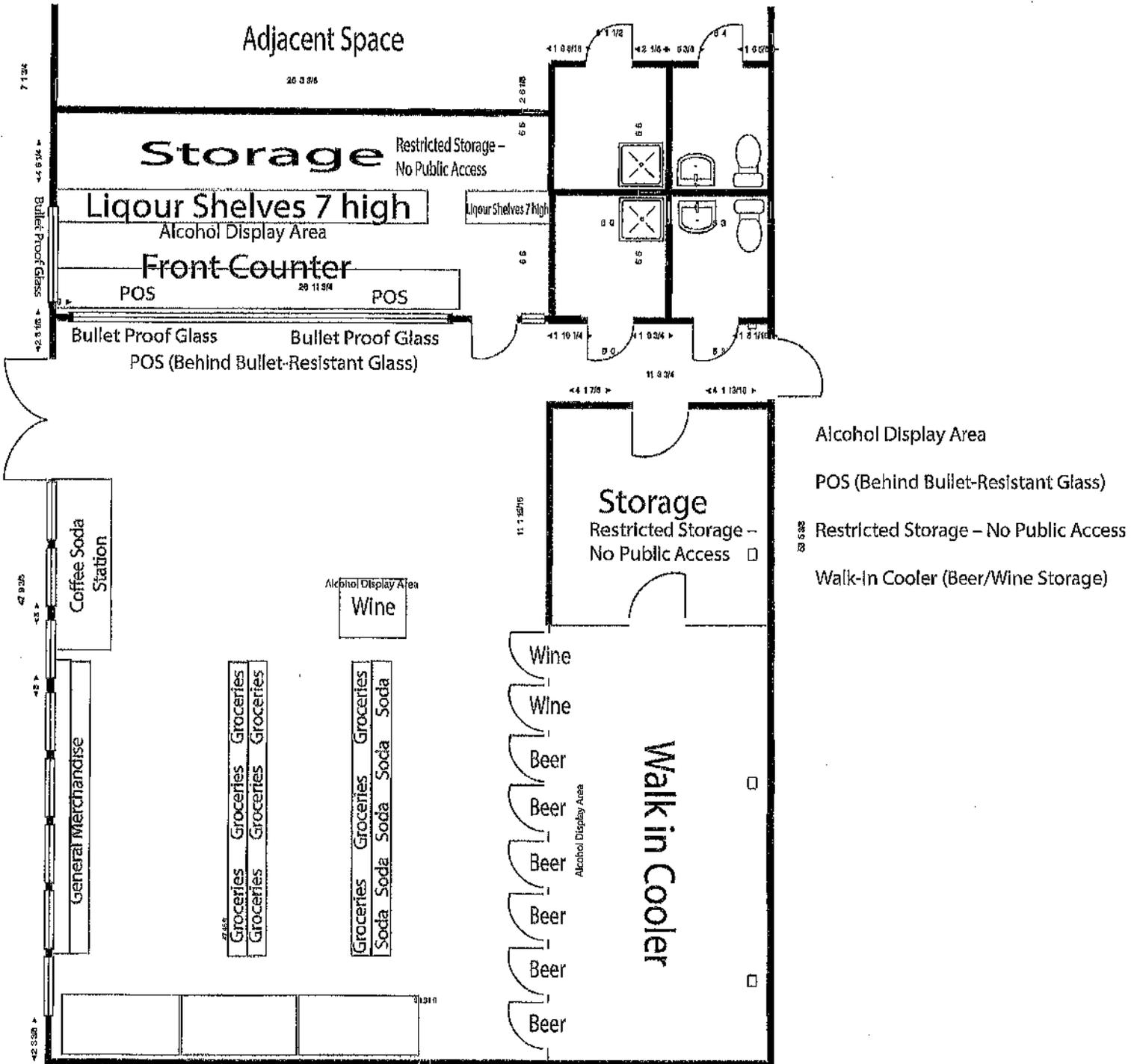
2025



SCALE
1" = 1.25 Miles
1" = 2.5 Kilometers



UNIT 3005 – LIQUOR LICENSE FLOOR PLAN Interior



Business Plan for Liquor License Application

Raj Liquor & Gas Inc – Liquor & Tobacco Retail Store

City of Rockford, Illinois

Executive Summary

This business plan outlines the proposed operation of a full-service gas station and liquor and tobacco retail store located at 3005 Rockton Avenue, Rockford, Illinois 61103. The establishment will operate as a premium off-premises retail establishment focused on beer, wine, spirits, and tobacco products sales to consumers for consumption off the premises. This business plan complies with all requirements established by the City of Rockford Liquor Commission, the City of Rockford Tobacco Commission, the Illinois Liquor Control Commission (ILCC), Illinois Department of Revenue (Tobacco), and Winnebago County regulations.

Business Name: Raj Liquor & Gas Inc

Owner: Kulvir Kaur (100%)

Manager: Rajvinder Dayal

Location: 3005 Rockton Avenue, Rockford, IL 61103

Property Purchase Price: \$1,544,000

License Type: Off-Premise Retail Liquor License (1A) & Tobacco Retailer License

Property Classification: Commercial Retail Space

Total Square Footage: [To be confirmed by floor plan]

Section 1: Nature and Use of Licensed Premises

1.1 Business Description

Raj Liquor & Gas Inc will operate as a full-service gas station and liquor and tobacco retail store specializing in craft beers, premium wines, spirits, and a comprehensive selection of tobacco products including cigarettes, cigars, smokeless tobacco, and vaping products. The store will serve the greater Rockford community by providing access to a diverse selection of alcoholic beverages ranging from everyday products to premium and specialty items, combined with convenient tobacco retail services. All alcohol sales will be for off-premises consumption only and no consumption, serving, or production of alcohol will occur on the premises. All tobacco products will be sold in strict compliance with Illinois and City of Rockford tobacco retail regulations.

1.2 Licensed Premises Design and Layout

Retail Floor Plan Specifications:

- Main sales floor with organized beverage display areas
- Beer section with refrigerated cases
- Wine section with temperature-controlled storage
- Spirits section with locked display cases where applicable
- Point-of-sale counter with customer service area
- Secure storage area for inventory management
- Restroom facilities (employee use)
- Parking area in accordance with city requirements

Operational Areas Identified on Drawings:

- Sales display areas marked for beer, wine, and spirits
- Customer checkout counter clearly marked
- No bar or on-premises consumption areas
- All areas designated for beverage display or customer sales only
- Loading/unloading area for inventory deliveries

1.3 Hours of Operation

Proposed Operating Hours:

- **Monday through Saturday:** 6:00 AM to 1:00 AM
- **Sunday:** 7:00 AM to 10:00 PM

Hours will comply with all City of Rockford and Illinois state regulations governing off-premises retail liquor and tobacco sales. Extended morning hours (6:00 AM) accommodate

customer convenience for morning beverage and tobacco purchases. Extended evening hours align with entertainment demand and customer preferences.

Section 2: Market Analysis

2.1 Market Overview

Rockford Demographic Profile [1]

- **Population:** 147,183 (2025 projection)
- **Median Household Income:** \$53,328–\$62,500
- **Average Household Income:** \$71,994
- **Median Age:** 37.5 years
- **Racial Composition:** 50.1% White, 21.1% Black/African American, 20.6% Hispanic
- **Poverty Rate:** 21.87%
- **Cost of Living:** Approximately 25% below national average

Economic Indicators

Rockford is Illinois's third-largest city and serves as the county seat of Winnebago County. The city's economy has shown resilience with moderate income levels and a diverse demographic base. The establishment of Hard Rock Casino Rockford in August 2024 indicates growing entertainment infrastructure and increased consumer spending in the leisure category.

2.2 Beverage Alcohol Industry Performance

National Market Trends [1]:

- Liquor stores maintain 64% of spirits dollar sales nationally
- Off-premises retail channels (liquor stores, convenience stores) continue to dominate the alcohol beverage market
- Illinois saw strong industry recovery in FY24, with the ILCC generating \$19.5 million in license revenue

Rockford Market Indicators [1]:

- Video gaming revenue in Rockford: \$41.2 million in 2024 (up 3% year-over-year)
- Strong entertainment spending indicates consumer disposable income availability
- 96 establishments with video gaming licenses in Rockford demonstrate significant retail entertainment infrastructure
- Hard Rock Casino Rockford generated \$97.6 million in 2024, indicating strong consumer entertainment spending patterns

2.3 Competitive Analysis

Market Advantages:

- Strategic location at 3005 Rockton Avenue providing high visibility and accessibility
- Rockford's median household income supports discretionary spending on premium beverages
- Growing entertainment sector supports increased beverage sales
- Limited direct competition in immediate geographic area
- Established customer base in surrounding neighborhoods
- Cost of living 25% below national average supports competitive pricing strategies

Market Challenges:

- Rockton Avenue area has higher-than-average crime statistics, requiring enhanced security measures
- Economic softening noted in recent quarters with reduced consumer expendable income
- Competition from convenience stores gaining market share in spirits sales
- Presence of Hard Rock Casino may attract some entertainment spending away from retail channels

2.4 Target Market

Primary Target Audience:

1. **Residential Consumers** (ages 21+): Neighborhood residents seeking convenient access to everyday beverages
2. **Premium Consumers:** Customers seeking craft beers, premium wines, and specialty spirits
3. **Entertaining Hosts:** Consumers purchasing beverages for private events and gatherings
4. **Professionals:** Mid-to-upper-income professionals seeking quality products and knowledgeable service

Secondary Markets:

- Corporate clients for office events
- Small business owners for employee appreciation events
- Tourism-related customers visiting the area

Estimated Service Area: 2-3-mile radius encompassing neighborhoods surrounding 3005 Rockton Avenue

Section 3: Location Analysis

3.1 Site Characteristics

Address: 3005 Rockton Avenue, Rockford, IL 61103

Location Advantages:

- Primary commercial corridor in Rockford
- High-traffic roadway with excellent visibility
- Adjacent to established commercial and residential areas
- Convenient proximity to downtown Rockford (approximately 3 miles south)
- Close to Fairgrounds Park and recreational facilities
- Accessible public transportation routes

Property Details:

- Commercial retail space specifically suited for beverage sales
- Purchase price: \$1,545,000 (reflects established commercial property in established location)
- Parking availability for customer convenience
- Building meets all City of Rockford Building Department requirements

3.2 Zoning and Compliance

The proposed location at 3005 Rockton Avenue is zoned for commercial retail use and complies with:

- City of Rockford zoning ordinances
- Illinois state liquor license location requirements
- Distance requirements from schools, parks, and other sensitive locations
- Building code and safety requirements

Building Department Clearance: Applicant will obtain required Building Department clearance prior to license issuance.

3.3 Demographic Context

The Rockton Avenue corridor serves a diverse community with:

- Multi-generational households (median age 37.5 years)
 - Diverse cultural and ethnic backgrounds supporting varied beverage preferences
 - Mixed-income households (\$37,968–\$81,602 median income range)
 - Established residential neighborhoods within walking/short driving distance
 - Commercial services and entertainment amenities nearby
-

Section 4: Products and Services

4.1 Product Mix Strategy

Sales by Category (Projected):

Category	Percentage of Sales	Product Types
Beer	15%	Domestic, imported, craft, specialty, non-alcoholic
Wine	15%	Red, white, rosé, sparkling, dessert, fortified wines
Spirits	10%	Whiskey, vodka, gin, rum, tequila, liqueurs, specialty bottles
Food & Other Beverages	40%	Chips, Soda, Grocery items, Mixers, complementary products, accessories
Gas Station	15%	Gas
General Merchandise	5%	General Merchandise

4.2 Inventory Management

Inventory Control:

- Minimum inventory: \$150,000–\$200,000 depending on sales velocity
- Regular ordering from licensed Illinois distributors
- Seasonal adjustments to holiday demand
- Tracking specialty and high-demand items
- Removal of expired products by Illinois law
- Complete inventory audits quarterly

4.3 Target Product Mix Details

Beer Section:

- Domestic brands (Bud Light, Coors, Miller)
- Premium domestic (Stella Artois, Corona)
- Craft and microbrews
- Import selections
- Non-alcoholic options

Wine Section:

- California varietals (Chardonnay, Cabernet Sauvignon, Pinot Noir)
- International selections (French, Italian, Spanish)
- Budget-friendly options (\$8-\$15)
- Premium selections (\$30-\$100+)
- Specialty and organic wines
- Sparkling wines for special occasions

Spirits Section:

- Bourbon and Whiskey
- Vodka
- Gin
- Rum
- Tequila
- Specialty liqueurs and cordials
- Premium craft spirits

Section 5: Service and Operations

5.1 Food Service

Food Service Policy: None. This is an off-premises retail establishment. No food preparation, cooking, or serving will occur on the premises. No bar service or on-premises consumption permitted. Customers may not consume beverages on premises.

5.2 Entertainment

Entertainment Policy: No entertainment, live music, DJ services, or events will occur at the premises. This is a retail sales establishment only. The store will not host tastings, seminars, or events requiring special use permits.

5.3 Staffing

Owner/Manager: Kulvir Kaur & Rajvinder Dayal

- Full-time presence or designated manager on duty
- Training in responsible beverage service where applicable
- Knowledge of Illinois and City of Rockford liquor laws

Staff Members: [Number to be determined - estimated 3-5 full-time/part-time employees]

- All staff will receive training in:

- Age verification procedures (ID checking requirements)
- Refusal of service protocols
- Recognizing signs of intoxication (if applicable)
- Product knowledge and customer service
- Security and loss prevention procedures

Manager Background Checks: All managers and agents will complete required background checks per Illinois law.

5.4 Age Verification Procedures

ID Verification Protocol:

- Staff will request valid government-issued photo ID from all customers appearing under age 30
- Acceptable IDs: Driver's license, state ID, passport, military ID
- Invalid IDs will result in refusal of service
- Store will maintain refusal log per Illinois requirements
- Training on ID verification will be annual and mandatory
- No sales to minors under any circumstances

5.5 Responsible Beverage Service

Company Policy on Responsible Sales:

- No sales to intoxicated people (if on-premise service were permitted)
- Staff training on signs of intoxication and refusal protocols
- Signage posted regarding drinking and driving awareness
- Compliance with all Illinois Alcoholic Liquor Commission regulations
- Regular compliance audits and staff retraining

Section 6: Marketing and Customer Strategy

6.1 Marketing Plan

Brand Position: Premium, customer-focused neighborhood liquor store emphasizing product quality, knowledgeable service, and community relationships.

Marketing Strategies:

1. Community Engagement

- Local business partnerships
- Participation in community events
- Support for local charities and organizations
- Building relationships with neighborhood associations

2. Customer Experience

- Knowledgeable staff providing expert recommendations
- Organized product displays for easy browsing
- Loyalty program for repeat customers
- Special ordering services for hard-to-find items

3. In-Store Promotion

- Point-of-sale displays
- Seasonal promotions
- Educational materials about products
- Signage highlighting specials and new arrivals

4. Digital Presence

- Website with product information
- Email newsletter with promotions
- Social media engagement
- Online inventory information

6.2 Anticipated Sales Ratio

Off-Premises Sales Distribution:

- Off-premises sales: 100%
- On-premises sales: 0%
- No bar or tavern operations
- No consumption on premises
- Revenue from retail sales only

Section 7: Financial Projections and Feasibility

7.1 Capital Investment and Financing

Capital Requirements:

Item	Estimated Cost
Property Purchase	\$1,315,000
Initial Inventory	\$150,000
Store Fixtures/Pumps	\$185,000
Point-of-Sale System	\$15,000
Security System	\$20,000
Signage	\$10,000
Permits and Licenses	\$3,000
Professional Services	\$8,000
Working Capital (3 months)	\$150,000
Total Investment	\$1,856,000

7.2 Revenue Projections

Assumptions:

- Average transaction value: \$35
- Average transactions per day: 65
- Operating 365 days per year
- Gradual growth in customer base over first 12 months
- Seasonal variations (holidays, summer, special events)

Year 1 Sales Projection:

Month	Projected Sales	Notes
Month 1-3	\$330,000	Grand opening/ramp-up phase
Month 4-6	\$365,000	Steady growth/customer acquisition
Month 7-9	\$385,000	Summer season (entertainment), Hard Rock casino traffic
Month 10-12	\$435,000	Holiday season demand
Year 1 Total	\$1,515,000	Conservative projection

Years 2-3 Projection:

- Year 2: \$1,666,500 (full-year operations, established customer base)
- Year 3: \$1,833,150 (mature operations with steady growth)

7.3 Operating Expenses (Year 1, Annual)

Expense Category	Estimated Amount	Notes
Rent/Mortgage	\$120,000	Based on \$1,545,000 purchase
Utilities	\$36,000	HVAC, refrigeration, lighting
Insurance (General + Dram Shop)	\$28,000	Liquor liability minimum \$1M
Payroll (3-5 employees)	\$120,000	Salaries, taxes, benefits
Inventory Replacement	\$1136,250	COGS at ~75%
Security/Loss Prevention	\$8,000	Cameras, monitoring
Marketing	\$12,000	Local advertising, promotions
Supplies	\$6,000	Bags, cleaning, operational items
Licensing/Permits Renewal	\$2,000	Annual license renewals
Professional Services	\$3,000	Accounting, legal
Total Annual Expenses	\$1471,250	

7.4 Profitability Analysis (Year 1)

Line Item	Amount
Gross Revenue	\$1515,000
Cost of Goods Sold (75%)	\$(1136,250)
Gross Profit Margin	25% / \$378,750
Operating Expenses	\$(335,000)
Net Operating Income	\$43750

Analysis: Year 1 represents investment and market establishment phase. The business is below average profitability in Year 1 due to high financing costs on \$1.545M property investment and new business ramp-up. This is typical for retail establishments during initial operations.

Year 2 Projection (with stable operations):

- Revenue: \$1,666,500
- COGS: \$(1,249,875)
- Gross Profit: \$416,625 (25% margin)
- Operating Expenses: \$350,000 (improved efficiency)

- **Net Income: \$66,625** (debt service impact)

Note: Long-term financial sustainability depends on ongoing revenue growth, cost control, and successful debt servicing on property investment. This business model requires a 5-10 year horizon for full financial recovery.

7.5 Financing Strategy

Funding Sources:

- Owner equity investment: \$450,000
- Commercial real estate financing: \$1,236,000 @ 6.5%
- Working capital line of credit: \$150,000 for inventory management
- Term: 15-20 years typical for commercial real estate

Debt Service Capacity: The business must generate sufficient cash flow to service mortgage payments, typically \$100,000-\$150,000 annually depending on financing terms.

7.6 Break-Even Analysis

Monthly Break-Even Point: Estimated \$120,000-\$130,000 in monthly sales required to cover operating expenses (excluding principal on debt service).

Current Projected Average Monthly Sales: \$126,250 (Year 1), indicating near break-even operational performance once debt service is considered.

Section 8: Risk Analysis and Mitigation

8.1 Market Risks

Risk: Competition from convenience stores gaining spirits market share

Mitigation:

- Focus on premium and specialty products convenience stores do not stock
- Develop relationships with customers seeking expert recommendations
- Offer personalized service beyond basic retail operations

Risk: Economic downturn reducing consumer discretionary spending

Mitigation:

- Develop budget-friendly product selection
- Implement loyalty programs to retain price-sensitive customers
- Adapt product mix based on market conditions

8.2 Operational Risks

Risk: High crime area on Rockton Avenue may deter customers

Mitigation:

- Implement comprehensive security measures (cameras, lighting, alarm system)
- Maintain professional, welcoming store environment
- Build positive community relationships
- Consider security guard presence during high-risk hours if needed

Risk: Regulatory changes or license suspension

Mitigation:

- Maintain strict compliance with all liquor license regulations
- Train staff thoroughly on age verification and legal requirements
- Maintain accurate records for audit compliance
- Establish relationship with city licensing officials

8.3 Financial Risks

Risk: High initial capital requirement (\$1.236M) creates substantial debt burden

Mitigation:

- Conservative financial projections built into business planning
- Multiple financing sources to diversify risk
- Contingency reserves for operating expenses
- Regular financial monitoring and adjustment

Section 9: Compliance and Legal Requirements

9.1 Local License Requirements (City of Rockford)

Application Requirements Addressed:

- ✓ **Detailed Business Plan:** This document describes nature, use, and operations of licensed premises
- ✓ **Days and Hours of Operation:** Specified in Section 1.3 (6 AM–1 AM Mon-Sat; 7 AM–10 PM Sunday)
- ✓ **Food Service Hours:** Not applicable (no food service)
- ✓ **Proposed Entertainment:** None (off-premise retail only)
- ✓ **Target Audience:** Defined in Section 2.4 (residential consumers ages 21+)
- ✓ **Food vs. Alcohol Sales Ratio:** 90% alcohol / 10% tobacco products (no food service)

- ✓ **Cover Charge:** Not applicable (retail sales, no establishment fee)
- ✓ **Tobacco Retail License:** Separate tobacco retailer license required for tobacco product sales
- ✓ **Combined Operations:** Both liquor and tobacco retail per City of Rockford regulations

9.2 Site Plan and Floor Plan Requirements

Floor Plan Specifications (to be provided with application):

- Accurate scale drawing at 1/4" scale minimum (8.5" x 11" or 11" x 17")
- Total square footage of premises clearly labeled
- Square footage of each room/section identified
- Location of all beverage display areas clearly marked
- Location of all tobacco product display areas clearly marked (behind counter or locked display)
- Point-of-sale counter location marked (for age verification capability)
- Restroom facilities identified
- Parking area delineation (if on-site)
- No bar areas (this is off premises only)
- Loading/unloading areas for inventory marked
- Dimensions and layout meeting City of Rockford requirements
- Age verification station at point-of-sales
- Storage areas for tobacco products compliant with tobacco regulations

9.3 Building Department Clearance

Required: Building Department clearance from City of Rockford must be obtained prior to license issuance per City ordinance.

Compliance Elements:

- Building code compliance for commercial retail use
- Fire safety requirements met
- ADA accessibility requirements
- Parking requirements satisfied
- Signage compliance

9.4 Health Department Permit

Required: Winnebago County Health Department permit required for premises handling beverages (even for off-premises retail per county regulations).

Contact: Winnebago County Health Department, 401 Division Street, Rockford, Illinois, 815-720-4100

Compliance Elements:

- Health permit obtained prior to opening
- Health department permit number provided to City of Rockford Legal Department
- Health inspections passed

9.5 Insurance Requirements

Dram Shop Liability Insurance (Liquor Liability Insurance):

- **Minimum Coverage:** \$1,000,000
- **Policy Holder:** Applicant/Business entity name (must match license application)
- **Type:** Certificate of Insurance (not Declaration page)
- **Coverage:** Must clearly show liquor liability coverage
- **Requirement:** Must be in force at premises at all times
- **Submission:** Copy must be provided with license application

General Commercial Insurance: Also recommended

- Property coverage on inventory and fixtures
- Commercial general liability
- Worker's compensation if employees are hired

9.6 State of Illinois Requirements

Illinois Liquor Control Commission (ILCC) Requirements for Liquor License:

After obtaining local City of Rockford liquor license, applicant must submit it to ILCC:

1. Illinois Retailer's Liquor License Application (1A):

- Fee: \$750.00
- Must be submitted after local license issuance
- Contact: LCC.Licensing@illinois.gov

2. Required Liquor License Documentation:

- Copy of local City of Rockford liquor license
- Proof of purchase of business (bill of sale or property deed for property purchase)
- Certificate of insurance (dram shop/liquor liability - \$1M minimum)
- Sales Tax/Illinois Business Tax (IBT) number
- Federal Employer Identification Number (FEIN)
- Articles of Organization (LLC filing) with Illinois Secretary of State

3. Illinois Department of Revenue - Tobacco License:

After obtaining local City of Rockford tobacco retailer license, applicant must:

1. **Tobacco Retailer Registration with Illinois Department of Revenue:**
 - o Registration required to sell tobacco products at retail in Illinois
 - o Contact: tax.illinois.gov or Illinois Department of Revenue
 - o No state license fee (local City of Rockford tobacco license covers local requirements)
 - o Registration certifies compliance with tobacco sales regulations
2. **Tobacco License Requirements (City of Rockford + State):**
 - o Separate local tobacco retailer license from City of Rockford
 - o Age verification requirement (21+ for tobacco products)
 - o Point-of-sale display compliance (products behind counter or locked display)
 - o Prohibition on sale to minors with severe penalties
 - o Signage requirements regarding age restrictions
 - o Annual renewal with City of Rockford
3. **Business Entity Documentation (for both liquor and tobacco):**
 - o LLC articles of organization filed with Illinois Secretary of State
 - o Ownership documentation for Kulvir Kaur (100%)
 - o Manager appointment documentation for Rajvinder Dayal
 - o All required with Illinois Secretary of State

9.7 Background Checks and Character Requirements

Owner - Kulvir Kaur (100% ownership):

- Personal background check required per Illinois liquor law
- Background check required per City of Rockford tobacco regulations
- Must demonstrate good moral character
- No disqualifying criminal convictions per Illinois law
- Fingerprinting may be required by City of Rockford
- Completion of any required owner training/certification

Manager/Agent - Rajvinder Dayal:

- Background check required per Illinois Liquor Control Commission
- Separate background checks may be required for tobacco sales
- Must complete manager application and certification per Illinois law
- Good moral character requirement

- Fingerprinting may be required by City of Rockford
- Age 21+ required for both liquor and tobacco sales positions
- Training certification in responsible beverage service and tobacco age verification

Ownership Documentation:

- Kulvir Kaur holds 100% ownership as principal owner
- LLC operating agreement documenting ownership structure
- All ownership documentation filed with Illinois Secretary of State

9.8 Bulk Sales Release (if applicable)

If this location previously had a liquor license, applicant may need to obtain "Bulk Sales Release Order" from Illinois Department of Revenue.

Contact: REV.BulkSales@illinois.gov

Section 10: Timeline for License Approval

Estimated Timeline (Subject to Regulatory Review):

Milestone	Timeline
Property acquisition and financing	Month 1-2
City of Rockford application submission	Month 3
City review period (30-60 days typical)	Month 3-4
Public hearing (if required)	Month 4
Local license issuance	Month 4-5
State ILCC application submission	Month 5
State review and issuance	Month 5-6
Store opening	Month 6-7

Section 11: Management and Ownership

11.1 Business Structure

Legal Entity Type: Limited Liability Company (LLC)

Business Name: Raj Liquor & Gas Inc

Ownership Information:

- **Owner:** Kulvir Kaur
- **Ownership Percentage:** 100%
- **Role:** Principal Owner
- **Residency:** Hanover Park, Illinois

Manager Information:

- **Store Manager:** Rajvinder Dayal
- **Position:** Full-Time Store Manager/Agent
- **Role:** Day-to-day operational management
- **Responsibility:** Compliance with liquor and tobacco regulations, staff supervision, inventory control

11.2 Management

Store Manager - Rajvinder Dayal:

- Full-time on-site manager responsible for day-to-day operations
- Primary responsibility for compliance with liquor license requirements
- Manager certification and training per Illinois Liquor Control Commission requirements
- Staff supervision and ongoing compliance training
- Inventory management and merchandising
- Customer service and community relations
- Point-of-sale system management and reconciliation
- Age verification protocol enforcement
- Tobacco sales compliance and documentation

Owner - Kulvir Kaur:

- Overall business ownership and strategic direction
- Final authority on policy and compliance matters
- Financial management and accounting oversight
- License renewal and regulatory compliance
- Community engagement and relationship building

Operating Management:

- Regular staff meetings for compliance training
- Quarterly inventory reviews

- Monthly financial analysis
- Annual license renewal preparation

Section 12: Community Relations and Public Benefit

12.1 Community Commitment

This business commits to:

1. Responsible Business Practices:

- Full compliance with all liquor laws and regulations
- Strict age verification for all customers
- Professional, courteous staff
- Clean, well-maintained premises

2. Community Engagement:

- Local employment creation (3-5 jobs)
- Support for local community organizations
- Participation in neighborhood events
- Positive relationship with City of Rockford Police Department

3. Area Enhancement:

- Professional appearance and maintenance of premises
- High-quality products and service
- Convenient access for neighborhood residents
- Investment in commercial corridor

12.2 Public Benefit

This business provides:

- Local employment opportunities
 - Tax revenue to City of Rockford and Winnebago County
 - Convenient retail service to neighborhood residents
 - Professional customer service standards
 - Support for local economic development
-

Section 13: Supporting Documentation

The following documents will be submitted with this business plan:

Liquor License Application (City of Rockford):

- Proof of Property Ownership/Purchase (bill of sale or closing statement)
- Floor plan and site plan (drawn to scale)
- Certificate of Insurance (Dram Shop Liability, minimum \$1M)
- Articles of Organization for Raj Liquor & Gas Inc (LLC filed with Illinois Secretary of State)
- Owner background check authorization (Kulvir Kaur)
- Manager/Agent application and background check (Rajvinder Dayal)
- Building Department pre-approval or clearance
- Health Department compliance documentation
- Proposed signage samples
- Manager résumé and experience documentation (Rajvinder Dayal)
- Financial statements and proof of capitalization
- Photo identification of owner (Kulvir Kaur) and manager (Rajvinder Dayal)
- Ownership documentation (100% Kulvir Kaur)

Tobacco Retailer License Application (City of Rockford):

- Tobacco retailer license application form (City of Rockford)
- Owner background check (Kulvir Kaur) - separate from liquor
- Manager/Cashier training documentation on age verification
- Photo identification of owner and manager
- Floor plan showing tobacco product display/storage location
- Point-of-sale age verification procedures documentation
- Signage compliance documentation (age restrictions, warning signs)

State of Illinois Liquor License (ILCC):

- Illinois Retailer's Liquor License Application (1A)
- Copy of local City of Rockford liquor license (after issuance)
- Certificate of Insurance (Dram Shop Liability)
- Proof of business purchase
- Federal Employer Identification Number (FEIN)
- Illinois Business Tax (IBT) number / Sales Tax Certificate
- Articles of Organization (LLC documentation)

Illinois Department of Revenue - Tobacco Registration:

- Tobacco retailer registration form
- Copy of local City of Rockford tobacco license (after issuance)
- Business Entity documentation

Section 14: Conclusion

This comprehensive business plan demonstrates the viability and compliance of the proposed off-premises retail liquor and tobacco store at 3005 Rockton Avenue, Rockford, Illinois, operated as Raj Liquor & Gas Inc. The business is designed to serve the Rockford community with premium beverage products, comprehensive tobacco selections, and professional service while maintaining full compliance with all City of Rockford liquor and tobacco regulations, Illinois state requirements, and Winnebago County regulatory requirements.

Raj Liquor & Gas Inc, under the ownership of Kulvir Kaur and management of Rajvinder Dayal, is committed to:

- Operating a responsible, compliant liquor and tobacco retail establishment
- Strict adherence to age verification requirements (21+ for all products)
- Providing local employment and tax revenue to the City of Rockford and Winnebago County
- Maintaining high standards of customer service and regulatory compliance
- Building positive community relationships and contributing to neighborhood safety
- Contributing to the commercial vitality of the Rockton Avenue corridor
- Full compliance with all Illinois Liquor Control Commission regulations
- Full compliance with all City of Rockford and Illinois Department of Revenue tobacco regulations

Approval of both the liquor license and tobacco retailer license applications will enable the operation of Raj Liquor & Gas Inc in accordance with all applicable laws and regulations, serving the Rockford community with quality products and professional retail service.

References {#references}

[1] Demographic and Market Data Sources:

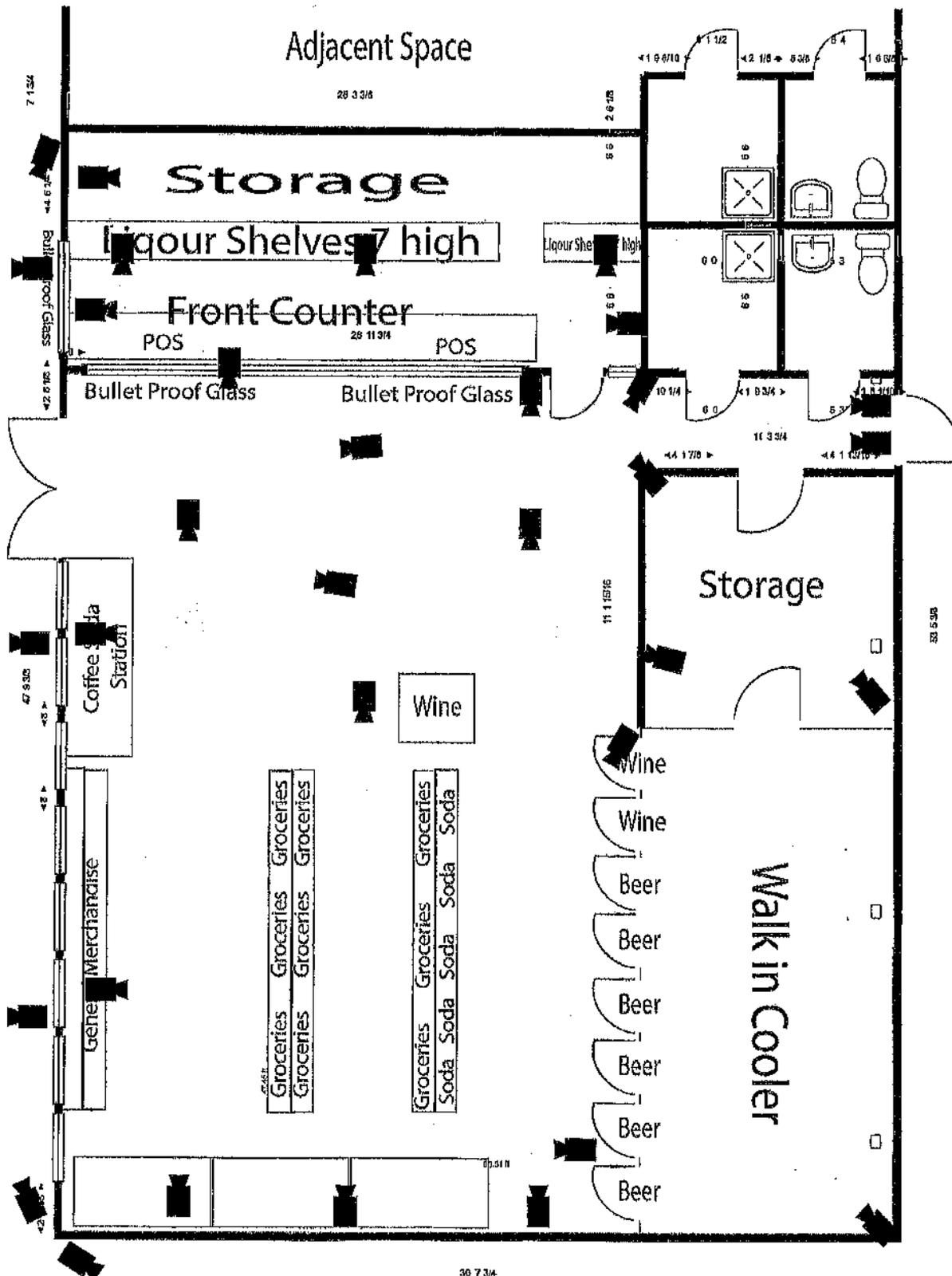
- World Population Review. (2025). Rockford, IL - Demographics. <https://worldpopulationreview.com/us-cities/illinois/rockford>
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- Greater Rockford Chamber of Commerce. (2025). Demographics. <https://www.rockfordchamber.com/economic-development/demographics/>

- Rock River Current. (2025). Slot revenue rose 3% in Rockford in 2024.
<https://www.rockrivercurrent.com/2025/01/slot-revenue-rose-3-in-rockford-in-2024/>
- Illinois Liquor Control Commission. (2024). FY24 Acts and Doings Report.
<https://ilcc.illinois.gov/statutory-reports/annual-acts-and-doings-report/>
- Bahr Anderson Law. (2025). Illinois State Liquor License Information.
<https://www.bahrandersonlaw.net/liquor-license-law/>
- City of Rockford. (2024). Liquor License Application Requirements.
<https://rockfordil.gov/DocumentCenter/View/751/>
- Winnebago County Clerk. (2024). Liquor License Application Checklist.
https://wincoil.gov/images/departments/County_Clerk/Liquor_License_App_Check_List.pdf
- State of Illinois Liquor Control Commission. (2024). Application for State of Illinois Retailer's Liquor License.
<https://ilcc.illinois.gov/content/dam/soi/en/web/ilcc/sitecollectiondocuments/retailer-application.pdf>

Security Cameras Plan

- (a) - There are 36 Security Cameras in the Store and out Side.
- (b) - There are 9 security Cameras out Side Front and back Side the Store.
- (c) - 5. Security Cameras behind the Counter.
- (b) 5. Security Cameras IN Side the Cooler and Storage Room
- (E) 15 Security Cameras in Side the Storeroom
- (F) and 2 cameras on the Carpet

UNIT 3005 – LIQUOR LICENSE FLOOR PLAN (Cameras)



**32 Cameras
CCTV System**

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
25-263929	12/05/2025 01:25:07 AM	3005 N ROCKTON AVE	TRAFFIC STOP	ADV - ADVISED / ADV - ADVISED NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
25-210393	09/25/2025 03:15:04 PM	3005 N Rockton Ave	CUSTOMER MANAGEMENT DISPUTE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
25-186877	08/28/2025 12:00:24 AM	3005 N ROCKTON AVE	TRAFFIC STOP	NRPT - NO REPORT	Rockford Police Department
25-178561	08/18/2025 10:43:27 AM	3005 N ROCKTON AVE	FOLLOW-UP	NRPT - NO REPORT	Rockford Police Department
25-174915	08/14/2025 08:02:02 AM	3005 N Rockton Ave	RK-SEX OFFENSE	RPT - REPORT	Rockford Police Department
25-173120	08/11/2025 11:56:47 PM	3005 N ROCKTON AVE	FOLLOW-UP	NRPT - NO REPORT	Rockford Police Department
25-166930	08/04/2025 08:09:36 AM	3005 N Rockton Ave	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
25-136432	06/28/2025 07:33:24 AM	3005 N Rockton Ave	CRIMINAL TRESPASS	RPT - REPORT / RPT - REPORT	Rockford Police Department
25-136431	06/28/2025 07:32:47 AM	3005 N Rockton Ave	911 DUPLICATE CALL	RE-ASSIGN/CHANGE OF CALL(UNIT) / DUP - DUPLICATE	Rockford Police Department
25-093082	05/05/2025 07:14:05 PM	3005 N Rockton Ave	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
25-093080	05/05/2025 07:10:20 PM	3005 N Rockton Ave	ARMED ROBBERY JUST OCCURRED	RPT - REPORT	Rockford Police Department
25-091807	05/04/2025 01:16:29 AM	3005 N Rockton Ave	SUSPICIOUS INCIDENT	NRPT - NO REPORT	Rockford Police Department
25-048265	03/10/2025 05:54:07 AM	3005 N Rockton Ave	ALARM - BURGLAR	0001 - FALSE ALARM - SUB ERROR / 0001 - FALSE ALARM - SUB ERROR	Rockford Police Department
25-014343	01/22/2025 12:34:50 AM	3005 N Rockton Ave	ALARM - BURGLAR	0001 - FALSE ALARM - SUB ERROR / 0001 - FALSE ALARM - SUB ERROR	Rockford Police Department
25-002553	01/04/2025 07:40:41 PM	3005 N Rockton Ave	TRAFFIC STOP	ADV - ADVISED	Rockford Police Department
24-285619	12/24/2024 04:37:13 PM	3005 N Rockton Ave	CRU	RPT - REPORT	Rockford Police Department
24-283969	12/22/2024 12:21:30 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-283033	12/20/2024 04:34:48 PM	3005 N Rockton Ave	DISORDERLY	CALLER CANCELLED	Rockford Police Department
24-276741	12/12/2024 05:55:11 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-267237	11/28/2024 11:53:56 PM	3005 N Rockton Ave	SUSPICIOUS VEHICLE	NRPT - NO REPORT	Rockford Police Department
24-262373	11/22/2024 12:17:42 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-239601	10/23/2024 12:17:47 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-213220	09/20/2024 11:06:29 PM	3005 N ROCKTON AVE	BATTERY JUST OCCURRED	DUP - DUPLICATE	Rockford Police Department
24-213041	09/20/2024 07:23:06 PM	3005 N Rockton Ave	911 INFORMATION	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
24-180893	08/13/2024 10:59:05 AM	3005 N Rockton Ave	CIVIL PROCESS	NRPT - NO REPORT	Rockford Police Department
24-179658	08/11/2024 09:33:20 PM	3005 N Rockton Ave	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department

24-179644	08/11/2024 09:03:55 PM	3005 N Rockton Ave	THEFT REPORT	RPT - REPORT	Rockford Police Department
24-177294	08/08/2024 07:26:24 PM	3005 N Rockton Ave	FOLLOW-UP	NRPT - NO REPORT	Rockford Police Department
24-174749	08/05/2024 04:59:38 PM	3005 N Rockton Ave	SUSPICIOUS PERSON	UTL - UNABLE TO LOCATE	Rockford Police Department
24-171814	08/02/2024 05:20:36 AM	3005 N Rockton Ave	DISORDERLY	RPT - REPORT / RPT - REPORT	Rockford Police Department
24-167496	07/27/2024 07:25:13 PM	3005 N Rockton Ave	FOLLOW-UP	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
24-167473	07/27/2024 06:51:27 PM	3005 N Rockton Ave	THEFT JUST OCCURRED	RPT - REPORT / RPT - REPORT	Rockford Police Department
24-167350	07/27/2024 04:03:04 PM	3005 N Rockton Ave	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
24-167349	07/27/2024 04:02:47 PM	3005 N Rockton Ave	DISORDERLY	NRPT - NO REPORT	Rockford Police Department
24-166668	07/26/2024 07:36:20 PM	3005 N Rockton Ave	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
24-166659	07/26/2024 07:28:17 PM	3005 N Rockton Ave	DISORDERLY	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
24-137942	06/24/2024 02:48:43 PM	3005 N ROCKTON AVE	CRU	RPT - REPORT	Rockford Police Department
24-130896	06/16/2024 09:48:31 AM	3005 N Rockton Ave	WELFARE CHECK	NRPT - NO REPORT	Rockford Police Department
24-130143	06/15/2024 11:28:49 AM	3005 N Rockton Ave	ACCIDENT PROPERTY DAMAGE	NRPT - NO REPORT	Rockford Police Department
24-126423	06/11/2024 02:38:08 AM	3005 N Rockton Ave	WELFARE CHECK	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
24-119287	06/02/2024 05:02:56 PM	3005 N Rockton Ave	CRU	RPT - REPORT	Rockford Police Department
24-119092	06/02/2024 12:17:56 PM	3005 N Rockton Ave	AGGRESSIVE PANHANDLER	NRPT - NO REPORT	Rockford Police Department
24-116042	05/29/2024 06:26:32 PM	3005 N Rockton Ave	MISCELLANEOUS ROUTINE	RPT - REPORT	Rockford Police Department
24-109899	05/22/2024 12:00:15 PM	3005 N Rockton Ave	CRU	RPT - REPORT	Rockford Police Department
24-106600	05/18/2024 01:02:42 PM	3005 N Rockton Ave	CUSTOMER MANAGEMENT DISPUTE	CALLER CANCELLED	Rockford Police Department
24-105010	05/16/2024 03:18:50 PM	3005 N Rockton Ave	PUBLIC COMPLAINT ROUTINE	UTL - UNABLE TO LOCATE	Rockford Police Department
24-095614	05/05/2024 08:34:01 AM	3005 N Rockton Ave	WELFARE CHECK	ADV - ADVISED	Rockford Police Department
24-084923	04/22/2024 11:46:10 AM	3005 N Rockton Ave	PUBLIC COMPLAINT ROUTINE	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
24-079902	04/15/2024 08:37:35 PM	3005 N Rockton Ave	DISORDERLY	UTL - UNABLE TO LOCATE	Rockford Police Department
24-069934	04/04/2024 03:12:13 AM	3005 N Rockton Ave	ALARM - BURGLAR	NRPT - NO REPORT	Rockford Police Department
24-064346	03/27/2024 12:20:51 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
24-060976	03/22/2024 04:36:10 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
24-055335	03/20/2024 12:15:22 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department

24-054640	03/14/2024 12:05:41 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-053173	03/12/2024 12:12:19 PM	3005 N Rockton Ave	CIVIL PROCESS	NRPT - NO REPORT	Rockford Police Department
24-046675	03/04/2024 12:18:41 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-042924	02/28/2024 04:46:09 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
24-041129	02/26/2024 12:03:55 AM	3005 N Rockton Ave	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
23-289504	12/31/2023 06:21:46 PM	3005 N Rockton Ave	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
23-286095	12/26/2023 03:46:12 PM	3005 N Rockton Ave	CRIMINAL TRESPASS	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
23-269906	12/03/2023 07:36:37 PM	3005 N Rockton Ave	TRAFFIC STOP	NRPT - NO REPORT	Rockford Police Department