WIRTZ REALTY CORPORATION BREAKTHRU BEVERAGE DISTRIBUTION FACILITY



CITY OF ROCHELLE

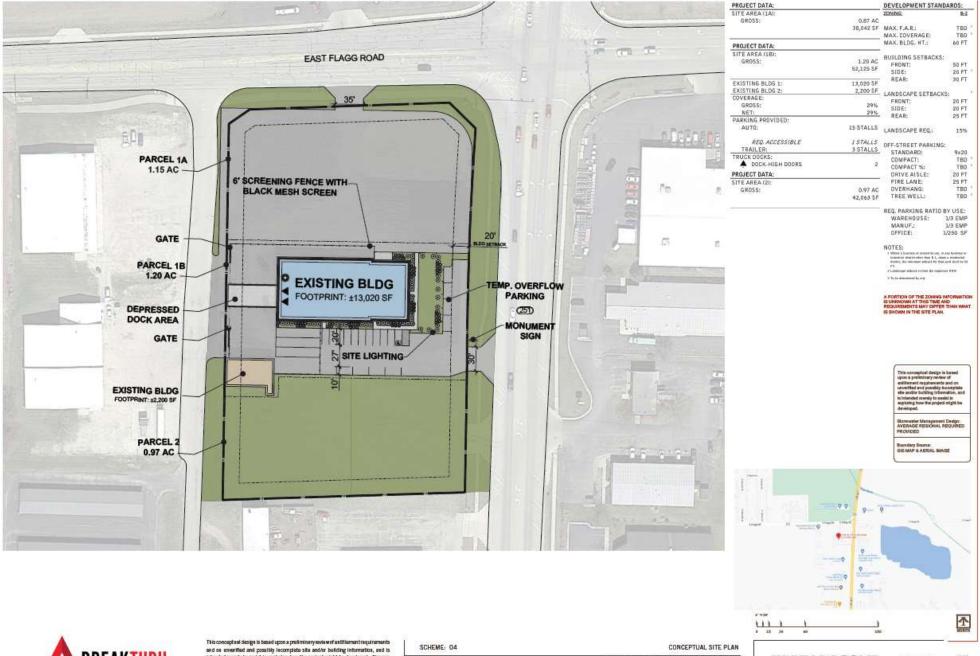
PETITION FOR SPECIAL USE PERMIT
TO B-2 TO PERMIT WAREHOUSING IN B-2

Status of Project

- CURRENTLY ZONED B-2
- CITY PROPOSING TEXT AMENDMENT TO ALLOW WAREHOUSING AS A SPECIAL USE IN B-2
- WIRTZ SEEKS SPECIAL USE TO REPURPOSE EXISTING BUILDING FOR DISTRIBUTION OF BEVERAGE PRODUCTS

Project Purpose

- Purpose of Project Establish permanent Rochelle distribution operation for Breakthru Beverage Group IL to service northwest Illinois locations. (Operations were moved from Rockford in 2021 into a temporary Rochelle location pending acquisition of a permanent facility.)
- 25 FTE's service Rochelle
- 40 Rochelle businesses served
- More than 2,750 Northwest IL businesses served





Into a ded manually to assist in exploring how the project might be developed. Signage shown is for illestrative purposes only and does not necessarily reflect municipal code compliance. All colors shown are for representative purposes only. Refer to material samples for actual color verification.



KEYNOTES

NEW FENCE

- PAINT AND PATCH EXISTING HETAL PANEL
- NEW SIDING MATERIAL AND INSULATION AT BASE SEE OPTIONS TO THE RIGHT DARK CREY
- 3 EYEBROWRAIN GUARD

- PROPOSED INDIGENOUS LANDSCAPING AT PERIMETER OF BUILDING
- PROPOSED INDIGENOUS LANDSCAPING AND SITE
- PROPOSED SIGNACE/BRANDING OPPORTUNITY SIZEA.OCATION NEED TO BE VERIFIED
- NEW ADA SIDEWALK TO FRONT ENTRY







This concepted design is based upon a profiminary review of extitioment requirements and as awardhed and possibly incomplete the anafect building information, and is intended manely to assist in exploring sow the project might be developed. Signage shown is for illustrative purposes only and does not necessarily infact municipal code compliance. All colors shown are for representables purposes only. Refer to material samples for actual color werification.

CONCEPT DESIGN

BREAKTHRU BEVERAGE ROCHELLE DEPOT ROCHELLE, IL - CH122-0203-00

Development Highlights

Fully rehabilitate existing vacant building and property with the following streetscape improvements:

- Improved façade elevation, with new base siding, repairs, and paint
- Landscaping and lighting improvements
- Parking lot repairs, sealcoat, and striping
- Attractive new identification signage
- Fenced rear truck court, with mesh screening

Low Traffic Impact:

- Ave of 1 semi-trailer delivery (before 6 AM), four days per week
- 6 box trucks out by 8 AM, back at end of day, 4 days per week

Parcel Modification – to fix encroachment

Breakthru Beverage Facts

Breakthru Beverage Group:

- Family Owned 4 Generations
- U.S. & Canada Operations
- 8,000 Associates
- Third Largest Wholesale Distributor in U.S.
- 1,000 Unique Suppliers (Wine, Spirits, Beer, Champ., Ready-to-Drink, NA)

Breakthru Beverage IL:

- Serving IL for more than 70 years
- 1,500 Associates
- 19,000 Customers
- 600,000 Deliveries & 14 Million Cases Delivered Each Year

Breakthru Beverage IL



As the state's oldest and most established distributor, Breakthru Beverage Illinois first began its operations out of a single warehouse in 1946. Today, Breakthru Illinois delivers to every corner of the state, utilizes the most innovative technology and employs the industry's most knowledgeable salesforce.

Parcel Modification – to fix encroachment

