

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



PERSPECTIVE - SOUTHEAST

KEYNOTES

- 1 PAINT AND PATCH EXISTING METAL PANEL WHITE
- 2 NEW SIDING MATERIAL AND INSULATION AT BASE SEE OPTIONS TO THE RIGHT DARK GREY
- 3 EYEBROW/RAIN CURB
- 4 PROPOSED INDIGENOUS LANDSCAPING AT PERIMETER OF BUILDING
- 5 PROPOSED INDIGENOUS LANDSCAPING AND SITE LIGHTING
- 6 PROPOSED SIGNAGE/BRANDING OPPORTUNITY SIZE/LOCATION NEED TO BE VERIFIED
- 7 NEW ADA SIDEWALK TO FRONT ENTRY
- 8 NEW FENCE



HARDIE BOARD VERTICAL SIDING



NICHIHA RIBBED SERIES



OKOSKIN GFR PANEL



This conceptual design is based upon a preliminary review of entitlement requirements and as warranted and possibly incomplete site and/or building information, and is intended merely to assist in exploring how the project might be developed. Signage shown is for illustrative 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.

CONCEPT DESIGN

BREAKTHRU BEVERAGE ROCHELLE DEPOT
ROCHELLE, IL - CH22-0203-00

WARE MALCOMB

12.01.2022

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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

