



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, March 19, 2024

COMMITTEE MEETING NOTICE

AD 04

ROWELL, Shannon M, Agent  
Feu de Mer, LLC  
1830 N HUBBARD St #601  
Milwaukee, WI 53212

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

**Tuesday, March 26, 2024 at 09:40 AM**

The access code is <https://meet.goto.com/913368045>. If you wish to call in: +1 (408) 650-3123 and use Access Code: 913-368-045  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Patrons Dancing and Dancing by Performers as agent for "Feu de Mer, LLC" for "SeaFire Brasserie" at 500 E Erie St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with warrants or unpaid fines:**

**Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.**

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Date: 3/8/2024  
Officer: Plumley

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Tavern Inspection

Name of Premise: Sea Fire  
Address: 509 E Erie St  
Phone:

Owner: Feu De Mer LLC  
Owner address: 509 E Erie St  
City State Zip: Milwaukee WI 532  
Owner Phone: 414-617-2885  
Owner email:

Licensee/Agent: Shannon ROWELL  
Home Address: 1830 N Hubbard St #601  
City State Zip: Milwaukee WI 53212  
Phone: 414-617-2885  
Email: [hello.shannonpuetz@gmail.com](mailto:hello.shannonpuetz@gmail.com)

Preferred contact: Phone

Location currently open:  YES  NO

Projected open date: April 1<sup>st</sup>

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 8A-12A 24 hours Y N  
Mon: 8A-12A  
Tue: 8A-12A  
Wed:8A-12A  
Thu: 8A-12A  
Fri: 8A-12A  
Sat: 8A-12A

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

Alcohol:  Yes  No Class: #:  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #: 18922  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: #:  
 Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
2. What surrounds the location? (Check all the apply)
  - a.  Park
  - b.  School
  - c.  Youth Center
  - d.  Church
  - e.  Tavern(s) If so, how many
  - f.  Residential
  - g.  Other businesses
  - h.  Other:
3. Can you see from the outside of the location into the interior  Yes  No
4. Can you see the employees inside of the location from the outside  Yes  No
5. Are exterior windows free of signage  Yes  No
6. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: 2
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: 30 Days
21. Are there exterior cameras  Yes  No How many: 2
22. Are there interior cameras  Yes  No How many: 2
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

- 25. What is the planned capacity 300
- 26. What is the minimum number of employees That will be on premise 4
- 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No
  - a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No
- 28. Is the interior of the location neat and clean?  Yes  No
- 29. Does an interior camera face the entrance/exit?  Yes  No
- 30. Is there a lockable area that separates employees from customers?  Yes  No
- 31. Are emergency and non-emergency numbers posted near the phone?  Yes  No
- 32. Does the owner know how to contact their police district directly?  Yes  No
  - a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

- 33. How many security personnel are going to be employed: 0
- 34. How ill they be deployed: Interior Exterior
- 35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun
- 36. Will the security be managed by business  or contracted
- 37. Will they be armed  Yes  No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

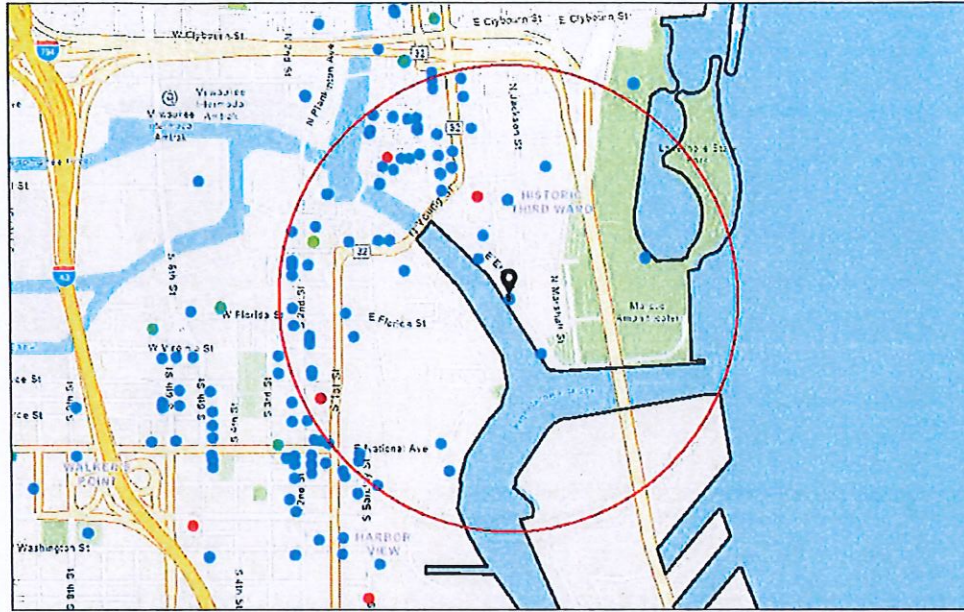
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Agent will consider hiring security for special events.

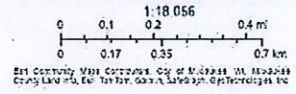
**Area of Interest (AOI) Information**

Area : 21,862,585.76 ft<sup>2</sup>

Feb 16 2024 15:30:15 Central Standard Time



- Alcohol Licenses (active)
- Class A Liquor and Malt
  - Class B Tavern
  - Class C Wine Retailer
  - Class B Fermented Malt Beverage
  - City Limits



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	77		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	District 4 Social LLC	District 4 Social	George S Prassas, Agt	233 E CHICAGO ST	Class B Tavern License		2/21/2024, 6:00 PM	1
2	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/29/2024, 6:00 PM	1
3	CIELITO LINDO, LLC	CIELITO LINDO	LORENZO R LOPEZ, Agt	733-39 S 2ND ST	Class B Tavern License	198	3/3/2024, 6:00 PM	1
4	ManCave Milwaukee, LLC	ManCave Milwaukee	Jeffrey L Taylor, Agt	706 N MILWAUKEE ST 106	Class B Tavern License		3/14/2024, 7:00 PM	1
5	NORTHERN LIGHTS PHOTO STUDIO AND EVENTS LLC	NORTHERN LIGHTS PHOTO STUDIO AND EVENTS	Anthony J Ralston, Agt	106 W SEEBOTH ST 103 & 103A	Class B Tavern License		3/19/2024, 7:00 PM	1
6	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2024, 7:00 PM	1
7	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2024, 7:00 PM	1
8	MWF, LLC	SUMMERFEST	MICHAEL H WHITE, Agt	100-200 N HARBOR DR	Class B Tavern License		4/11/2024, 7:00 PM	1
9	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	4/16/2024, 7:00 PM	1
10	Valentine Coffee Roasters Third Ward LLC	Valentine Coffee	ROBBIN V KASHEVARO F, Agt	189 N Milwaukee ST	Class B Tavern License		4/16/2024, 7:00 PM	1
11	WALL ST. STOCK BAR LLC	Wall Street Stock Bar	Charese A Gardner, Agt	219 S 2ND ST	Class B Tavern License		4/25/2024, 7:00 PM	1
12	Memento LLC	Bavette La Boucherie	Karen E Bell, Agt	217 N BROADWAY	Class B Tavern License		4/25/2024, 7:00 PM	1
13	ALLIE BOY'S BAGELRY & LUNCHEONETTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2024, 7:00 PM	1
14	KARAMPELAS INVESTMENTS INC	GYRO PALACE	NICK A KARAMPELAS, Agt	602 S 2ND ST	Class B Fermented Malt Beverage Retailer's License	75	5/7/2024, 7:00 PM	1
15	goRi Food Entertainment Inc	Char'd	Jongsoo Kim, Agt	222 E Erie ST 100	Class B Tavern License		5/9/2024, 7:00 PM	1
16	Milwaukee Artist Resource Network Inc	Milwaukee Artist Resource Network	Malaquias E Montoya, Agt	191 N Broadway 102	Class B Tavern License	150	5/15/2024, 7:00 PM	1
17	Stone and Brick LLC	Saffron	Fatima K Kumar, Agt	223 N Water ST 100	Class B Tavern License		5/16/2024, 7:00 PM	1

18	NOBLE HOLDINGS MKE, LLC	Skylight Theatre Bistro	Kaelyn M Cervero, Agt	158 N BROADWAY	Class B Tavern License		5/24/2024, 7:00 PM	1
19	Indeed Brewing Company Wi, LLC	Indeed Brewing Company	Cullen Voss, Agt	530 S 2ND ST	Class B Tavern License		5/24/2024, 7:00 PM	1
20	Hungry Sailor, Inc	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	649 E Erie ST	Class B Tavern License	300	5/29/2024, 7:00 PM	1
21	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	5/30/2024, 7:00 PM	1
22	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2024, 7:00 PM	1
23	ROCK OF GIBRALTAR LLC	GIBRALTAR MKE	Evan C Burgess, Agt	131 N JACKSON ST	Class B Tavern License	129	6/10/2024, 7:00 PM	1
24	SCREAMING-TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2024, 7:00 PM	1
25	Owl Club LLC	Boone & Crockett / The Cooperage	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	685	6/15/2024, 8:46 AM	1
26	Kimpton Hotel & Restaurant Group LLC	Journeyman Hotel	Kathleen M Neufeld, Agt	310 E Chicago ST	Class B Tavern License		6/15/2024, 7:00 PM	1
27	EDISON MKE LLC	The Edison	David J Marcus, Agt	322 N BROADWAY	Class B Tavern License		6/18/2024, 7:00 PM	1
28	RILEY'S SANDWICH COMPANY LLC	Riley's Social House	John M Ludwig, Agt	411 E MENOMONEE ST	Class B Tavern License		6/19/2024, 7:00 PM	1
29	Radio Milwaukee Inc	88 Nine Radio Milwaukee	Cheryl M Bennett, Agt	220 E Pittsburgh AV	Class B Tavern License	198	6/26/2024, 7:00 PM	1
30	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2024, 7:00 PM	1
31	Toro MKE, LLC	2A Wine Merchants	Robert M Levin, Agt	577 E Erie ST	Class B Tavern License		7/11/2024, 7:00 PM	1
32	TUPELO HONEY HOSPITALITY CORPORATION	Tupelo Honey Southern Kitchen & Bar	Brandon P Rivas, Agt	511 N BROADWAY 100	Class B Tavern License		7/11/2024, 7:00 PM	1
33	The Loft on Broadway, LLC	The Loft on Broadway	MEI LYN NELSON, Agt	177 N BROADWAY 3rd Floor	Class B Tavern License		7/13/2024, 7:00 PM	1
34	Morel Restaurant LLC	Morel Restaurant	Jonathan S Manyo, Agt	430 S 2nd ST	Class B Tavern License		7/16/2024, 7:00 PM	1
35	Fivebirds LLC	The Starling	Tyler T Curran, Agt	102 N WATER ST	Class B Tavern License		7/26/2024, 7:00 PM	1



36	HTWA - Catalano Square	HTWA - Catalano Square	JAMES K PLAISTED, Agt	138 N Broadway	Class B Tavern License		7/28/2024, 7:00 PM	1
37	Vendetta Coffee Bar LLC	Vendetta Coffee Bar	William J Haley, Agt	524 S 2ND ST	Class B Tavern License	49	7/29/2024, 7:00 PM	1
38	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2024, 7:00 PM	1
39	JING'S CORPORATION	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2024, 7:00 PM	1
40	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/3/2024, 7:00 PM	1
41	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		8/7/2024, 7:00 PM	1
42	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2024, 7:00 PM	1
43	WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC	MEXICAN FIESTA	Ruben A Burgos, Agt	200 N HARBOR DR	Class B Tavern License		8/22/2024, 7:00 PM	1
44	Woori Corp	Kanpai	Jongsoo Kim, Agt	408 E Chicago ST	Class B Tavern License	99	9/3/2024, 7:00 PM	1
45	KRUZ, LLC	KRUZ	SERGE PELLICELLI, Agt	354 E NATIONAL AV	Class B Tavern License	160	9/4/2024, 7:00 PM	1
46	Next Act Theatre, Inc.	Next Act Theatre	Elizabeth F Amato, Agt	255 S Water ST	Class B Tavern License	417	9/18/2024, 7:00 PM	1
47	GO GROCER MKE, INC.	GO GROCER MKE	Edgar Rivera, Agt	415 E MENOMONEE ST	Class A Malt & Class A Liquor License		9/18/2024, 7:00 PM	1
48	Reign LLC	Reign	Shamia Washington, Agt	231 E BUFFALO ST	Class B Tavern License	250	9/19/2024, 7:00 PM	1
49	Picture Dis LLC	The Lower Level Lounge	STERLING O ODOM, Agt	207 E BUFFALO ST LL10	Class B Tavern License		9/19/2024, 7:00 PM	1
50	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	CHRISTIAN M DAMIANO, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2024, 7:00 PM	1
51	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2024, 7:00 PM	1
52	MILWAUKEE CANDLE COMPANY, LLC	Glassnote Candle Bar	Kevin J Goudzwaard, Agt	524 S 2ND ST 2	Class B Tavern License		9/28/2024, 7:00 PM	1

53	RAP US Corp.	Cafe India	RAKESH REHAN, Agt	605 S 1ST ST	Class B Tavern License		10/2/2024, 7:00 PM	1
54	Sweet Diner LLC	Sweet Diner	George S Prassas, Agt	239 E Chicago ST 103	Class B Tavern License		10/10/2024, 6:11 AM	1
55	Shakersmilwaukee Inc	Shakers Cigar Bar and World Cafe	ROBERT G WEISS, Agt	422 S 2nd ST	Class B Tavern License	144	10/12/2024, 7:00 PM	1
56	Caminobar LLC	Camino	CASEY A RATA CZAK, Agt	434 S 2nd ST	Class B Tavern License	48	10/29/2024, 7:00 PM	1
57	LA MERENDA, INC	LAMERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2024, 6:00 PM	1
58	VINO THIRD WARD, LLC	VINO THIRD WARD	Julie L Peck, Agt	102C N WATER ST	Class B Tavern License	41	11/22/2024, 6:00 PM	1
59	CIRCLE K LLC	CIRCLE K PANTRY	ZIAD W KAID, Agt	130 N WATER ST	Class A Malt & Class A Liquor License		12/9/2024, 6:00 PM	1
60	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2024, 6:00 PM	1
61	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2024, 6:00 PM	1
62	NACAR LLC	Riverfront Pizzeria Bar & Grill	ARTURO NAPOLES CARRERA, Agt	509 E ERIE ST	Class B Tavern License	300	12/15/2024, 6:00 PM	1
63	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2024, 6:00 PM	1
64	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2024, 6:00 PM	1
65	The Xenia Group, LLC	Tied House	Ralph A Weber, Agt	124 N Water ST	Class B Tavern License		12/17/2024, 6:00 PM	1
66	ALRBAR LLC	The Copper Turtle Brewery & Taverne	Jonathon A Stanley, Agt	153 N MILWAUKEE ST	Class B Tavern License		12/25/2024, 6:00 PM	1
67	COMPROV, INC	COMEDY SPORTZ	JOSHUA M LEFEVRE, Agt	420 S 1ST ST	Class B Tavern License	320	1/15/2025, 6:00 PM	1
68	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License	160	1/19/2025, 6:00 PM	1
69	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2025, 6:00 PM	1
70	ABSOLUTE SYNERGY HOSPITALITY, LLC	TOAST MILWAUKEE	Joseph A Sanchez, Agt	231 S 2ND ST	Class B Tavern License		2/4/2025, 6:00 PM	1
71	Onesto MKE, LLC	Onesto	David J Marcus, Agt	221-223 N Broadway	Class B Tavern License	288	2/6/2025, 6:00 PM	1

72	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2025, 6:00 PM	1
73	STRAIGHT AHEAD, INC	CAROLINE'S	CAROL R RUBITSKY, Agt	401 S 2ND ST	Class B Tavern License	136	2/6/2025, 6:00 PM	1
74	Smoke Shack Mke, LLC	Smoke Shack	David J Marcus, Agt	332 N Milwaukee ST	Class B Tavern License	91	2/6/2025, 6:00 PM	1
75	Bhatia Corp	Fine Vineyard	VARINDER P BHATIA, Agt	601-B S 1st ST	Class A Malt & Class A Liquor License		2/8/2025, 6:00 PM	1
76	TwoBirds, LLC	Fernweh/Ivy House	Tyler T Curran, Agt	906 S BARCLAY ST	Class B Tavern License	355	2/12/2025, 6:00 PM	1
77	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2025, 6:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Tuesday, March 19, 2024



# Notice of Public Hearing

Blank Notice

---

ROWELL, Shannon M, Agent

SeaFire Brasserie at 509 E Erie St

Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Patrons Dancing and Dancing by Performers

**Tuesday, March 26, 2024 at 9:40 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 3/26/2024 at 9:40 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

---

## Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**















CURRENT OCCUPANT 601 E ERIE ST# 605 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 606 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 607 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 608 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 610 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 611 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 612 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 613 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 614 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 615 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 616 MILWAUKEE, WI 53202-6203  
CURRENT OCCUPANT 601 E ERIE ST# 617 MILWAUKEE, WI 53202-6203

Blank Notice

Total Records: 293

Radius 250.0 feet and Center of the Circle: 509 E Erie St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 www.milwaukee.gov/license e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

## 1. Type of Business

Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Riverfront Brasserie in Milwaukee's 3<sup>rd</sup> Ward

Do you have any experience operating this type of business?  No  Yes If yes, explain: Former restaurant owner

## 2. Business Operations

- a. Proposed Opening Date: 04/01/2024
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: Riverfront Pizzeria
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: It is one storefront in a condo building

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 6 Locations: Bar, Kitchen, Bathrooms  
Outside: 1 Locations: Either side of back exit door
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 3
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: street parking and lots in the area

b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_

c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:

What are their responsibilities? \_\_\_\_\_

Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_

List their licensing, certification, or training credentials \_\_\_\_\_

d. Will there be security cameras?  No  Yes If yes, how many? 2-4 and list locations: front door, back door, office and alcohol storage

e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>40</u> %	Food <u>60</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant   
  Cafe/Coffee Shop   
  Deli or Fast Food Restaurant   
  Private/Fraternal/Veterans Club  
 Night Club   
  Tavern   
  Cocktail Lounge   
  Teen Club  
 Banquet Hall   
  Sports Facility   
  Bowling Alley  
 Hotel/Motel : Number of Floors: \_\_\_\_\_   
  Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_   
 Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store   
  Corner Store   
  Supermarket   
  Convenience Store  
 Gas Station   
  Amusement/Phonograph Distributor   
  Recycling, Salvage or Towing  
 Used Car Dealer   
  Personal Service Establishment  
 (such as tattoo business, hair salon, tailor, etc.)   
  Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit   
  Cigarette & Tobacco   
  Gas Station   
  Extended Hours   
  Class "B" Tavern   
  Weights & Measures  
 Secondhand Dealer   
 Precious Metal & Gem   
 Other: \_\_\_\_\_

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 300 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: Mezzanine Storage

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: N. Jefferson Street

d. Describe Building:  Free Standing Building  Strip Mall  Other: Condo Building w/retailspace

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: Peter Renner Phone Number: 414-273-6637

Building Owner Address: \_\_\_\_\_

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

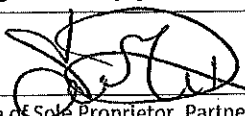
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8 am	12 AM	100	0-120	None
Monday	8 am	12 AM	100	0-120	None
Tuesday	8 am	12 AM	100	0-120	None
Wednesday	8 am	12 AM	100	0-120	None
Thursday	8 am	12 AM	100	0-120	None
Friday	8 am	12 AM	100	0-120	None
Saturday	8 am	12 AM	100	0-120	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

  
\_\_\_\_\_  
Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
(If there are no 20% or more shareholders,  
Corporate Officer-print name/title and sign)

\_\_\_\_\_  
Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: license@milwaukee.gov [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Feu de Mer, LLC

Premise Address: 509 East Erie Street Milwaukee, WI 53202

### Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

a) Are you taking out this application for anyone that may not be eligible for a license?  No  Yes

If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes

If no, list the name and address of the person(s) who will: \_\_\_\_\_

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business?  No  Yes

If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No  Yes If yes, list name and address: Paying Rent to Renner Architects / that's it

### Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building?  Own  Lease

b) Who owns the fixtures (for example, coolers, etc.)? Landlord

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes?  No  Yes

### Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins June '24 Ends May '27

b) Monthly rental \$ 8,500.00

c) Do you have an option to renew the lease?  No  Yes

d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes

e) For what length of time have you been guaranteed occupancy (number of years)? Three

### Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupant object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

### Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

### Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

### New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu





# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

**PREMISES ADDRESS:** 509 East Erie Street Milwaukee, WI 53202

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	___ Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

*Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.*

**PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe: Indoors: Microphone, & speakers

**LEGAL CAPACITY OF PREMISES**

300 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

[Signature]  
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Office Use Only.

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Feu de Mer, LLC

Premises Address: 509 East Erie street Milwaukee, WI 53202

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):  
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):  
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  No  Yes  
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Meat, cheese, milk, fish, shellfish, dairy, poultry  
(Restaurant Food)

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 7  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_  
 Start date: \_\_\_\_\_  
 Name, Address & Phone Number of Architect: \_\_\_\_\_  
 Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

*JR* I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

*JR* I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

*JR* I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

*JR* I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

*JR* I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: *[Signature]*

Signature of Additional Partner: \_\_\_\_\_

GARAGE  
& RYSE

PARKING  
LOT  
(78 spots)

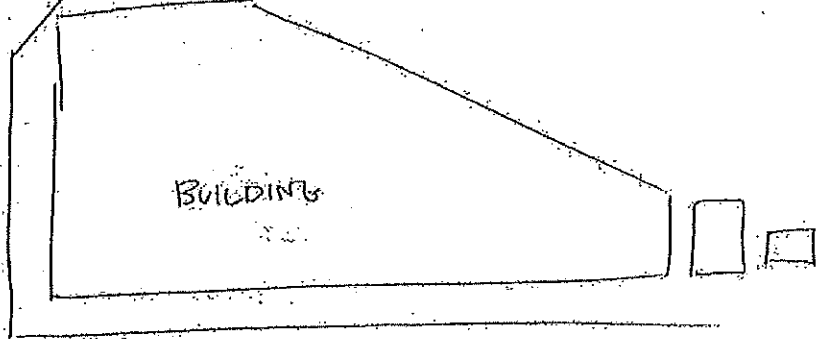
N. JEFFERSON

59 ft.

PARKING LOT  
(44 spots)

300 ft.

E. SUMMIT STREET



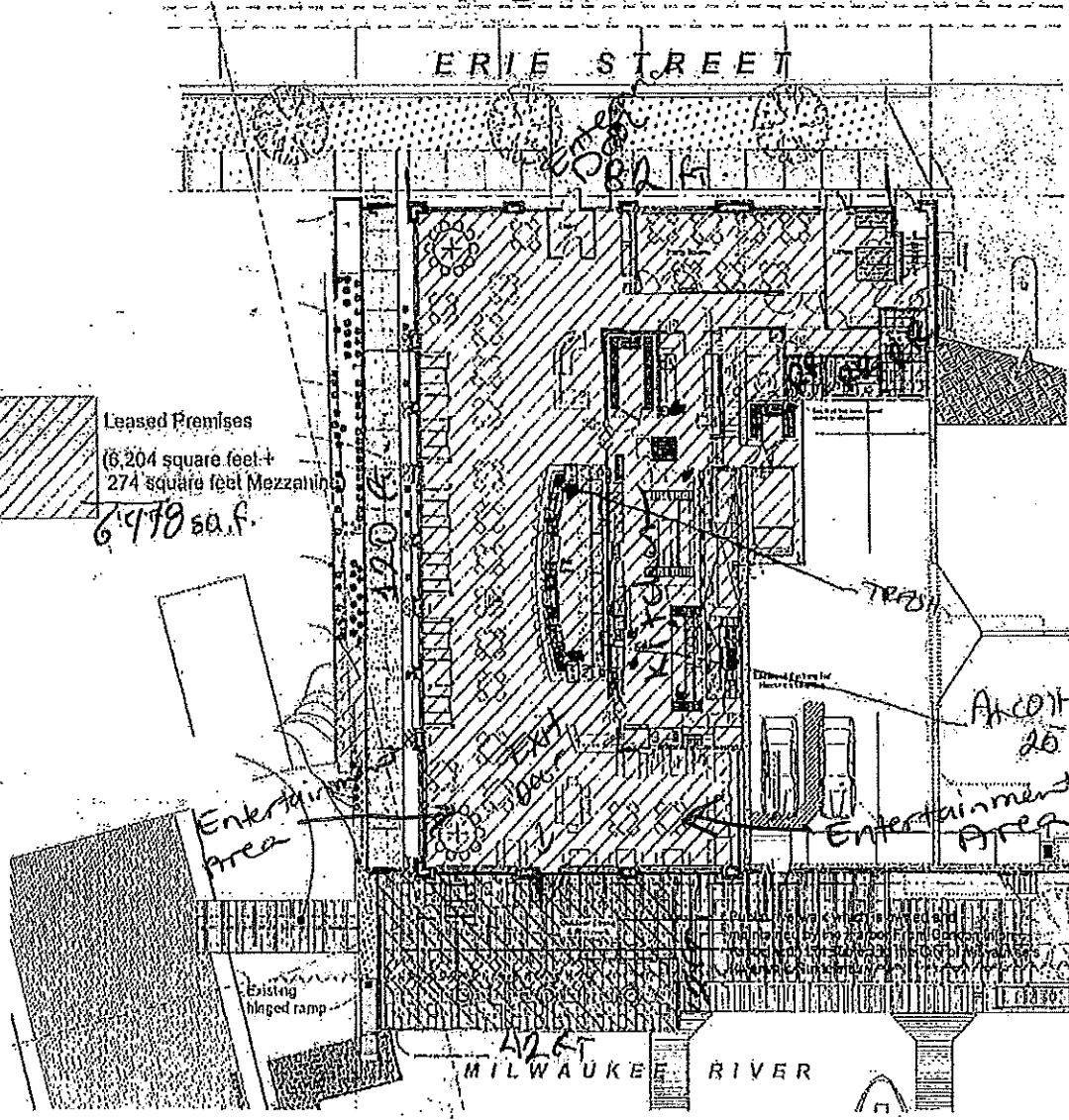
ERIE ST

ERIE STREET

N ↑

SeaFire Brasserie  
Feu de Mer, LLC  
Shannon Powell 2/16/24  
509 E. WEST. MILWAUKEE WI 53204

Leased Premises  
(6,204 square feet +  
274 square feet Mezzanine)  
6,478 sq. ft.



Alcohol Display  
20 ft.

MILWAUKEE RIVER

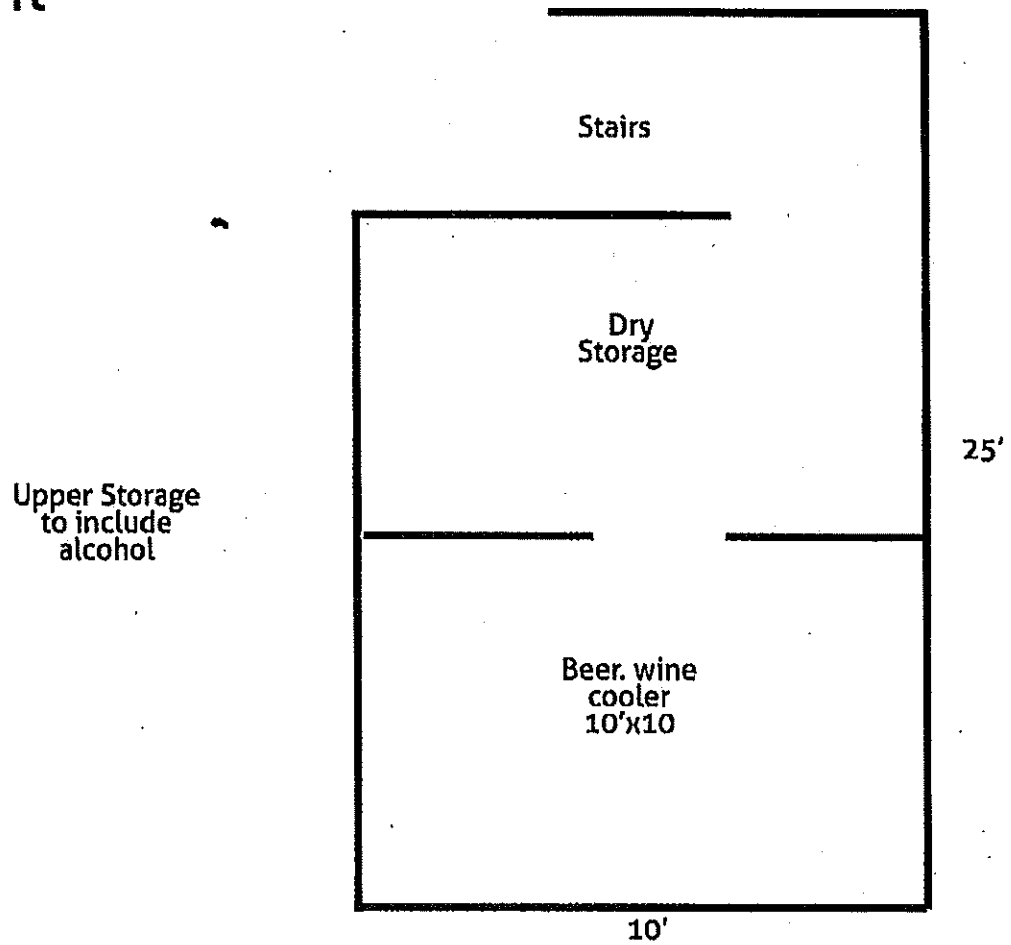
2/16/2024  
Sea Fire Brasserie  
Feu de Mer, LLC

Shannon Rowell

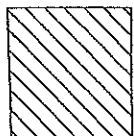
509 E Erie St, Milwaukee, WI 53202



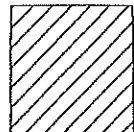
282 sq ft



ERIE STREET



Portion of riverwalk licensed by Unit 06



Leased Premises  
(6,204 square feet +  
274 square feet Mezzanine)

Extension of River Walk that is anticipated will be completed Spring of 2018

Existing hinged ramp

Restaurant Boat Parking Area

MILWAUKEE RIVER

Private boat slips

Floating wharf sections attached to railroad tracks that are in turn attached to the vertical piers supporting the former railroad bridge - installed by Tenant in spring and removed by Tenant each fall and stored by Tenant each winter. and is subject to the Wisconsin Dept. of Natural Resources permit #3-SE-2003-41-0981MW most recently amended October 27, 2017 which allows the Landlord the option to leave the piers in year round



Existing former Union Pacific Railroad bridge approach now owned by the City of Milwaukee and being converted into "Trestle Park"

Sea Five Brasserie  
Foude Mer, LLC  
Shannon Rowell  
2-10-24

Exhibit C

# SeaFire Brasserie

## Snackies

WOOD ROASTED PORK BELLY - curried roasted apples - cilantro oil - squid crisp - \$15

PRAWNS AL AJILLO - wood roasted prawns in garlic with toast \$18

CHARCOAL KISSED A-5 WAGYU - charred strip loin Japanese A-5 wagyu seared table side in a live charcoal - herb salad \$28

CHARRED RADICCHIO & BROCCOLINI - garlic and balsamic marinated radicchio and broccolini - charred and served citrus sauce - croutons - \$17

YELLOWTAIL CRUDO - hamachi - epazote ponzu - espelette - shokupan - Ossetra caviar \$18

MEATS \$ BREADS \$ FROMMAGE - local sausage - cheeses & homemade bread \$22

## Wood Roasted

SCALLOPS IN THEIR SHELL - scallops with corn cake - crispy prosciutto - roasted red peppers couli - flowers - \$38

BONE-IN CÔTÉ BOUF - market availability bone-in dry Aged - crusted in gold - \$68

WHOLE FISH HERB CRUSTED - market local herbs - citrus - Celtic salt - M/P

POULET VIN À LA PROVENÇALE - half Wilson farms chicken - evo - tarragon - lavoge - elderflower - garlic - honey - citrus - \$38

AVEC DU COCHON - pork belly confit - pomme de soufflé - sunchokes/asparagus ragu - red mole - \$38

CAULIFLOWER STEAK - beluga lentils - asparagus ribbons - Parmesan vuolute - pickled onions - flowers - \$32

PRIMAL BURGER - dry aged steak burger - cheddar cheese \$22

SAUSAGE PIZZA - Grappie's sausage - house tomato ragout \$24

MARGHERITA PIZZA - house tomato ragout - truffled mozzarella - basil \$23

PIZZA BIANCA SHROOMS TRUFFLES - local wild shrooms - bachamel sauce - pecorino - oregano - \$25

## Legume Verts

WEDGE SALAD - \$22 iceberg lettuce - crispy pork belly - tomatoes - blue cheese dressing - radish.

SHOOTS SPRING SALAD \$20 - spring greens - shoots - berries - champagne vin

CREAMED KALE / DUCK PROSCIUTTO \$22

SMOKED SALMON SALAD - house wood smoked salmon - avocado - strawberry - asparagus - grapefruit vinaigrette - \$24

## Côtés

FINGERLINGS SPOTS CONFIT IN FOIE GRASS - \$18

SUMAC CARROT W/ CURRIED YOGURT NAAN - \$16

HEN OF THE WOODS MUSHROOM STEAKS - \$18

POMME FRITTES - \$12

## DOUX

UBE TRES LECHES CAKE \$10

EGG NEST \$10

DEE'S BLUEBERRY COFFEE CAKE \$10