





1. Applicant: Sid and Nancy, LLC d/b/a: \_\_\_\_\_  
 2. Street Address (w/ or w/o street): 222 West 23rd St. 10011 ph: 212-255-4646 fax: 212-255-1887  
 3. Owner / Contact: Noel Ashman ph: 212-517-4516 fax: \_\_\_\_\_  
 4. Legal Firm / Contact: Terry Flynn ph: 718-945-1000 fax: 718-318-6162  
 5. Landlord Name / Contact: David Elder - Chelsea Hotel ph: 212-243-2700 fax: \_\_\_\_\_

6. Application Type: NEW Has applicant(s) / owner(s) / principle(s) owned or managed a similar business? Y / N  
 (Circle: NEW, TRANSFER, or ALTERATION; answer appropriate questions only.)  
 If YES: Name of premise(s)? \_\_\_\_\_  
 Premise address? \_\_\_\_\_  
 Dates of association? \_\_\_\_\_

TRANSFER: Prior license no.: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
 Any physical alterations / operational changes? Y / N If YES, list / show on reverse, or attach plans.

ALTERATION: Current license no.: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
 Describe changes on reverse (incl. hours, service, occupancy, ownership, clientele & other relevant info).

7. SLA Application: Filed? Y N If YES: Is a copy attached? Y / N If not, when will copy be sent to CB4? \_\_\_\_\_  
 Has a hearing date been set? Y / N If known, date of hearing: \_\_\_\_\_  
 If NO: When will SLA application be filed? \_\_\_\_\_

8. Public Interest: 500-foot hearing required? Y / N / NA If YES, please attach public interest statement.

9. Building Plans: Plans filed w/ DCB? Y / N Are plans attached? Y / N If not, when will plans be sent to CB4? \_\_\_\_\_

10. Public Assembly (PA): PA Permit required? Y / N If YES, when was PA Permit application filed? \_\_\_\_\_

11. Cabaret: Will you apply for a cabaret license? Y N If YES, when will you file? \_\_\_\_\_

12. Music:  Live-amplified  Live-acoustic  DJ  Video  Background  Jukebox  Karaoke  Other, describe: \_\_\_\_\_

13. Sound Control / Sound-proofing: Describe existing / planned provisions: \_\_\_\_\_

14. Special Events? Private parties or Promotional events? Y / N If YES, describe type and frequency? Corp Holiday parties  
 Will outside promoters be used? Y / N If YES, how often? \_\_\_\_\_

Music Y / N If YES, what type? Rock, 80's, Classic, House, Lounge

15. Admission: Cover charge, if any: No Minimum age, if any: 21+ Dress code, if any: \_\_\_\_\_

16. Entertainment: Any entertainment? Y / N If YES, describe type and frequency? DJ's

17. Sidewalk Café: Will you apply for sidewalk café license? Y N If YES, when will you file? \_\_\_\_\_

18. Patron Use of Outdoor Areas:  Backyard  Deck/terrace  Roof  Other area(s), describe: \_\_\_\_\_

19. Zoning: Primary zoning district: \_\_\_\_\_ Overlay (if applicable): \_\_\_\_\_

20. Building Type (Premises):  Residential  Commercial/Office  Mixed (Res./Com.)  Other, describe: \_\_\_\_\_

21. Adjacent Building(s):  Residential  Commercial/Office  Mixed (Res./Com.)  Other, describe: \_\_\_\_\_

22. Cert. of Occupancy: Does building have a C of O? Y / N If YES, is proposed occupancy permitted? Y / N

23. Exterior Conditions:  French Doors/Large Windows  Extended doorway  Lighting  Façade alteration, incl. signage

24. Local Notification: What organizations / community groups have you notified regarding your application? \_\_\_\_\_



f. If applying for an on premises license does the premises have a  YES  
VALID CERTIFICATE OF OCCUPANCY and ALL appropriate permits?  NO

**SUBMIT A COPY OF THE CERTIFICATE OF OCCUPANCY OR  
A LETTER FROM MUNICIPALITY STATING NONE IS NEEDED.**

g. Are the premises to be licensed divided in any way, by a public or private passageway,  
etc., over which the applicant does not have exclusive possession and control?  YES  
 NO

IF YES, describe:

[Empty box for describing premises division]

3. Premises (Interior)

a. On what floor(s) are the premises located? Basement How many room(s) on each floor? 1

b. Use of room(s)? Lounge

c. If more than one floor, what is the access between floors (i.e. stairs)? [Handwritten]

d. If more than one floor, is there interior access to the other floors including the basement?  YES  NO

e. How many bathrooms? 5

f. Location of bathrooms  
(include in diagram)

See Diagram

g. What is the maximum number of persons that can legally occupy the premises  
to be licensed pursuant to the current Certificate of Occupancy or Maximum Occupancy  
Certificate? 150

What is the maximum number of persons you anticipate occupying  
the premises to be licensed?

125

h. Number of tables? 28 i. Number of seats at tables? 141

j. Is the interior view unobstructed throughout?  YES  NO

IF NO, state reason:

Load bearing walls

k. Any openings to other parts of the building?  YES  NO

IF YES, describe:

[Empty box for describing openings]

continued on next page

4. BARS:

a. How many stand-up bars\* are located on the premises?  
(\*Stand-up bar is a bar where cash is exchanged.)

1

b. How many service bars\*?  
(\*Service bar is for wait staff exclusively.)

1

c. Describe all bars (length, shape, and location)

See Diagram

d. Any food counters?  YES  NO

If YES, describe:

\* See instructions for definition of stand-up and service bars

5. KITCHEN

a. Does premises have a kitchen?  YES  NO

If NO, does premises have a food preparation area?  YES  NO

If any, show on diagram.

b. Is food available for sale?  YES  NO

If YES, describe type of food and SUBMIT A MENU

All food out sourced by Local vendors

c. Is a chef employed at the premises?  YES  NO

If YES, list hours of day chef will devote to the premises:

6. HOTEL

a. Type of Hotel:  Transient  Apartment  Summer

b. How many floors? 9

c. How many rooms? 290

d. Is there a restaurant in the building(s) housing the proposed hotel?  YES  NO

**PROPOSED METHOD OF OPERATION**

All applicants for a license to sell alcoholic beverages must complete Section I

1. Select the type of establishment you are applying for from the list below (based upon your intended method of operation):

Bar/Tavern  Bed & breakfast  Cabaret  Catering Establishment

Club (i.e. Golf Club, Fraternal Organization)  Hotel  Night Club  Restaurant

Mixed Use (i.e. Restaurant/Night Club, Restaurant/Bar- List the percentage of time the establishment will be operated under each use)

2. Will any other business of any kind be conducted in said premises?  YES  NO  
(If YES, provide details on a separate sheet)

3. Will premises have music?  YES  NO 3a. if yes:  LIVE  RECORDED

What type of music? Explain in detail:

OSR

List the hours each day premises will have music in the boxes below:

Sunday	From:	6pm	To:	1am	Monday	From:	6pm	To:	1am
Tuesday	From:	6pm	To:	1am	Wednesday	From:	6pm	To:	1am
Thursday	From:	6pm	To:	1am	Friday	From:	6pm	To:	1am
					Saturday	From:	6pm	To:	1am

4. Will the premises permit dancing?  YES  NO

4a. If YES, describes:

4b. If YES, and are located in NYC, do you have a Cabaret permit issued by the City of New York?

YES  NO  PENDING

continued on next page







CONSTRUCTI  
217 Can  
New  
Teleph  
Fax

R.I.P. JOB #:

06-189

JOB TITLE:

STAR LOUNGE

ADDRESS:

216-234 W. 23RD.

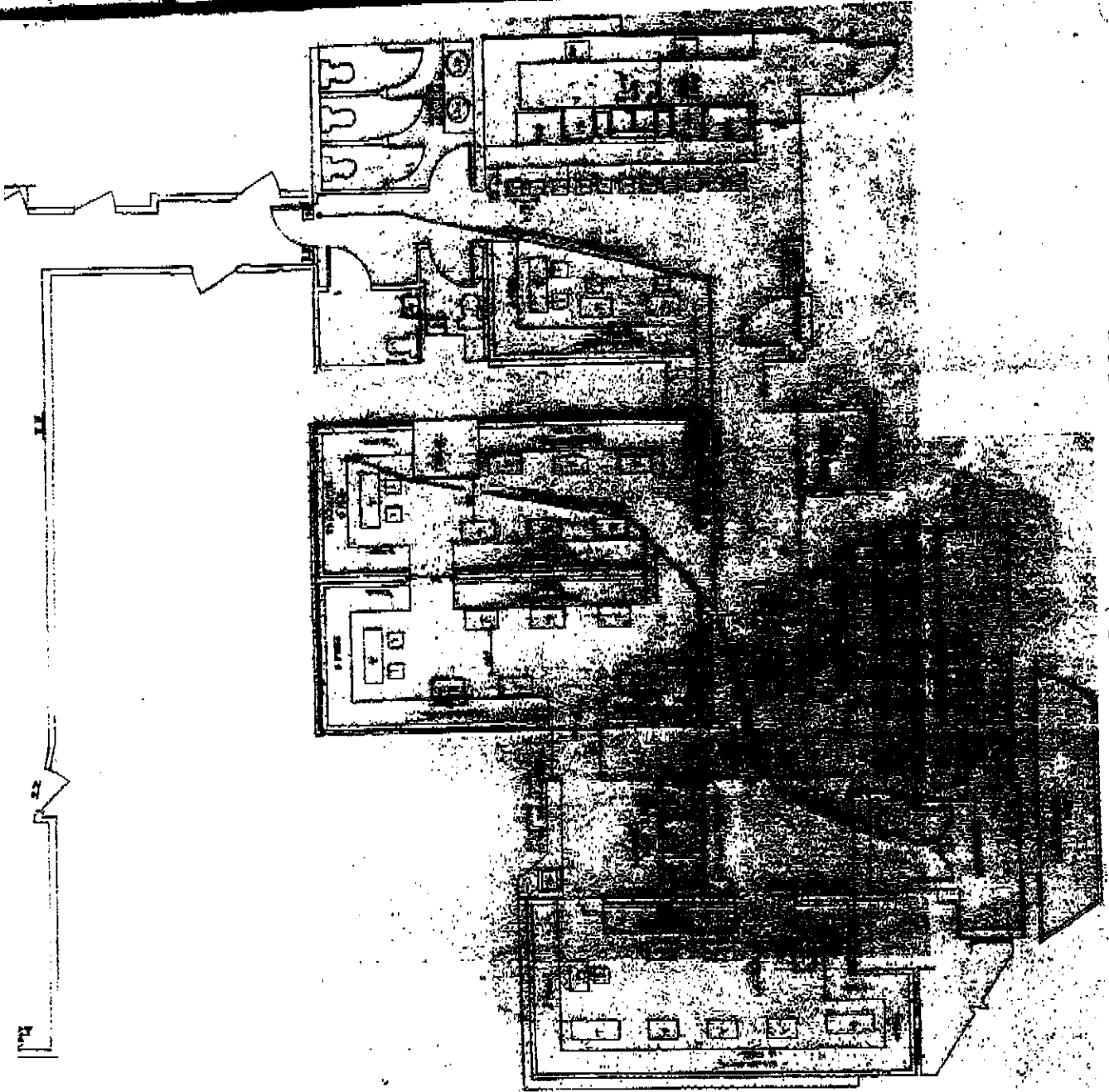
BY: J.A.B./JAG

DATE: 08.17.06

NYC DOB JOB #:

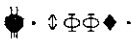
SHEET #

PA-1



KEY PLAN (NTS)

WEST 23RD STREET

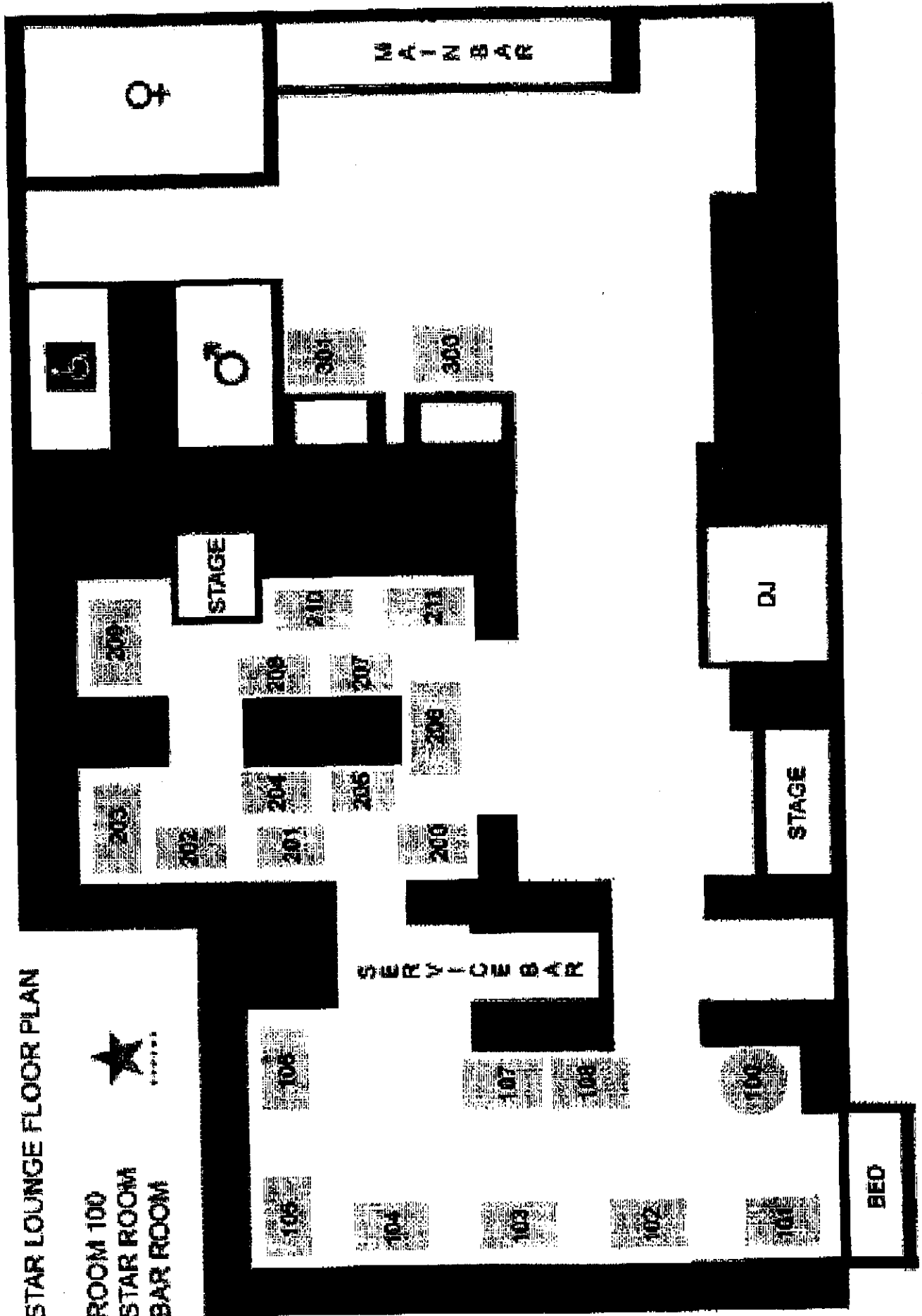


STAR LOUNGE FLOOR PLAN

ROOM 100  
STAR ROOM  
BAR ROOM



© n v . . . . . L o M L o P x 6 T o e . n z j s o . g n o . d i i . . . . . T



222 WEST 23RD STREET NEW YORK NY 10011

No. 4297

ISSUE DATE <b>03/24/09</b>	EXPIRATION DATE <b>02/18/10</b>	CERTIFICATE NO. <b>101918445</b>
PREMISES <b>222 WEST 23 STREET</b>		BORO <b>MANHATTAN</b>
BLOCK/LOT <b>772 / 64</b>		

THE CITY OF NEW YORK • DEPARTMENT OF BUILDINGS



# PLACE OF ASSEMBLY CERTIFICATE OF OPERATION

ISSUED TO <b>SERENA BAR-LOUNGE</b>	ZIP
ADDRESS <b>222 WEST 23RD STREET</b>	

Permission is hereby granted to occupy premises as a PLACE OF ASSEMBLY.

OCCUPANCY	STORY	NO. OF PERSONS
<b>EATING &amp; DRINKING</b>	<b>CEL</b>	<b>150</b>

This certificate is subject to the strict observance of the laws, rules and regulations enacted for the protection of the public, in so far as they are applicable to this place of assembly, and continues in force for the period specified, unless sooner suspended or revoked. Approved seating plans must be available on-site for inspection by the Department of Buildings or Fire Department.

BOROUGH COMMISSIONER  
**MAGDI MOSSAD, P.E.**

**SHALL BE FRAMED AND MOUNTED IN A LOCATION THAT IS CONSPICUOUSLY VISIBLE TO A PERSON ENTERING THE ESTABLISHMENT PER NYC ADMINISTRATIVE CODE §28-117.1.1**

# Cocktails

# Menu

## LUSITANIA

Citron Vodka, Schnapps, Passion Fruit, and a Touch of Lime  
\$12

## PASSIONATE SCREW

Absolut Kurant, Passion Fruit and Cranberry \$11

## PINK BITCH

Absolut Citron, Raspberry Puree with Fresh Lemon Juice  
and Cane Sugar  
\$11

## MARGARITA DE SERENA

Patron Silver, Cointreau, Mango and Fresh Lime  
\$12

## FLIRTINI

Raspberry Cosmo with a Float of Champagne \$12

## MOJITO ABAJO

Bacardi Rum, Sugar, Crushed Mint and Fresh Lime \$12

## CAIPIRINHA

Cachaça Rum, Sugar and Muddled Lime \$10

## THE BROWN TAO

TAO Liqueur with Sweet Vermouth and  
a Lemon \$9

## HENDRICK'S RUBY SLIPPER

Hendricks Gin, Cassis, Tonic Water \$9

## WARM SALAD OF BABY LETTUCE, NEW POTATOES AND WILD MUSHROOMS

with Red Wine Vinigrette  
\$7

## PAN CUBANO With Roast Pork, Pepper Jack Cheese and Mojo

\$8

## GRILLED SHRIMP With Miso Ginger Marinade

\$15

## SCOTTISH SMOKED SALMON SANDWICHES

With Capers & Lemon on Seven Grain Bread

\$12

## CORNEAL CRUSTED CHICKEN FINGERS With

Spicy Sweet Potato Dip

\$12

## GUACAMOLE/SALSA With Corn Chips

\$8

## CUCUMBER & CREAM CHEESE SANDWICHES

With Watercress, on White Bread

\$6

## SERENACHOS With Melted Cheese, Salsa,

Guacamole and Sour Cream

\$8

## TANDOORI CHICKEN SKEWERS With Chunky Raita

and Spicy Mango Nut Chutney

\$11

## BRIE DE MEAUX, CHEVRE, SOMERSET STILTON

With Grapes and Assorted Crackers

\$12

# Wine

# Bottle Service

## WHITE WINE

POUILLY FUISSE  
'99 Louis Jadot, France  
Bottle \$68

SAUVIGNON BLANC  
'01, Babich, New Zealand  
Bottle \$40 Glass \$9

CHARDONNAY  
'00 Pennautier, France  
Bottle \$34 Glass \$8

PINOT GRIGIO  
'99, Delle Venezie, Verona, Italy  
Bottle \$34 Glass \$8

## RED WINE

SHIRAZ  
'00, BIN 555, Wyndham Estates, NZ  
Bottle \$40 Glass \$9

MERLOT  
'99, Domaine de Moullines, France  
Bottle \$34 Glass \$8

MONTEPULCIANO  
'99, Masciarelli, Italy  
Bottle \$40 Glass \$9

## BOTTLES

ABSOLUT

STOLICHNAYA

TANQUERAY

SKYY

\$200

BOMBAY SAPPHIRE

BELVEDERE

CHOPIN

KETEL ONE

ZYR

\$225

CHAMPAGNE

CRISTAL  
Bottle \$360

CUVÉE DOM PERIGNON  
Bottle \$295

LA GRANDE DAME  
Bottle \$290

MOET & CHANDON  
Bottle \$90

VEUVE CLICQUOT PONSARDIN  
Bottle \$90 Glass \$16

SCHRAMSBERG, MIRABELLE  
Bottle \$64 Glass \$10

20% Gratuity For All Parties Of 6+ or Checks Over \$10