

**Manhattan Community Board 4**  
(All Fields Must Be Completed)

NYS Liquor License/DOT Dining Out Stipulations Application

CORPORATION NAME		DOING BUSINESS AS (DBA)	
East West Cuisine Incorporated		HED NYC	
STREET ADDRESS		CROSS STREETS	ZIP CODE
461 W		23 St.	10011
Applicant <i>(Attach a list of all individuals that will be listed/associated with the license)</i>	NAME: Naruephon Wannajaro	ATTORNEY/ REPRESENTATIVE	NAME:
	PHONE: 4158496809		PHONE:
	EMAIL: billie@ewchospitality.com		EMAIL:
MANAGER	NAME: Naruephon	LANDLORD	NAME: Maxwell Real Estate Group
	PHONE: 4158496809		PHONE: 561-818-8882
	EMAIL: billie@ewchospitality.com		EMAIL: rick@maxwelle.com
APPLICATION TYPE ( <input checked="" type="checkbox"/> New York State Liquor License <input type="checkbox"/> Dept. of Transportation Dining Out )			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
	What is/was the name and address of establishment?	hed11 at 1800 Sutter st. San Francisco, CA 94111	
	What were the dates applicant was involved with this former premise?	5/1/2024	
<input type="radio"/> Corp Change/Class Change/Method of Operation Change/Removal	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="radio"/> YES	<input type="radio"/> NO
	If alterations or operational changes are being made, please describe/list all changes.		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	Please list/describe the nature of all the changes and attach the plans:		
METHOD OF OPERATION			
TYPE OF ALCOHOL	<input checked="" type="radio"/> Liquor/Wine/Beer & Cider <input type="radio"/> Beer & Cider <input type="radio"/> Wine/Beer & Cider		
ESTABLISHMENT TYPE	<input checked="" type="radio"/> Restaurant <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input type="radio"/> Bar/Tavern <input type="radio"/> Catering Establishment <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Club (Fraternal Organization – Members Only)		
Has applicant filed with the SLA? If yes, when? If no, when does applicant plan to file?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 foot radius of the establishment and the Public Interest Statement.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship within a 200 foot radius of the establishment.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes

**OPERATIONAL DETAILS (\*Closing time will be when establishment is vacated of all patrons)**

HOURS of Operation		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Indoors	-	11am-12am	11am-11pm	11am-11pm	11am-11pm	11am-11pm	11am-11pm
	Outdoors	-	-	-	-	-		
	Kitchen	-	9am-1130pm	9am-1130pm	9am-1130pm	9am-1130p	9am-1130pm	9am-1130pm
	Music (indoors)	-	11am-11pm	11am-11pm	11am-11pm	11am-11pm	11am-11pm	11am-11pm

If yes, what type(s)?  
(Circle all that apply)

BACKGROUND

LIVE MUSIC

DJ

JUKE BOX

KARAOKE

**OCCUPANCY**

	Capacity Pursuant to Certificate of Occupancy	Maximum Occupancy (Including Employees)	Number of Tables	Number of Seats	Number of Service-Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar
<b>INSIDE</b>	88	59	20	52		1	7
<b>OUTSIDE</b> <i>(Rooftop/Rear Yard/Patio/Terrace/Garden; within the premises)</i>	0	0	0	0	0	0	0
<b>DOT Dining Out: Sidewalk Cafe</b>			0	0	0		
<b>DOT Dining Out: Roadway</b>			0	0	0		

How frequently will the owner(s) be at the establishment?

Always

Will there be dancing?

YES  NO  No

Will applicant have bottle or table service for alcohol beverages other than wine?

YES  NO  No

Will applicant be hosting private promotional or corporate events?

YES  NO Yes

Will outside promoters be used on a regular basis? If yes, please describe.

YES  NO  No

Will applicant have a security plan? If yes, please attach.

YES  NO  No

Will security plan be implemented?

YES  NO  No

Will State certified security personnel be used?

YES  NO  No

Will New York Nightlife Association and NYPD Best Practices be followed?

YES  NO Yes

Does applicant agree to notify MCB4 prior to making changes to its method of operation?

YES  NO Yes

Will applicant be using delivery bicycles? If yes, how many? Please describe where delivery bicycles will be parked when picking up deliveries?

YES  NO  No

Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly marked with the name as described by NYC Law?	YES	<input checked="" type="radio"/> NO	N/A - No Delivery
Where will applicants' own delivery bicycles be parked when not making deliveries?	No delivery service		
If applicant is using third party delivery service, where will third party delivery bicycles park?	No delivery/Third party delivery service		
Where will applicant store its garbage containers when not in use?	Inside the restaurant		
Where will applicant lay out garbage containers and at what time?	11.00pm		

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes, West Chelsea
Does the building have a Certificate of Occupancy ("C of O") or a Letter of No Objection?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Is a Public Assembly permit required?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Are your plans filed with DOB?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
What is the zoning designation for this location?	Commercial Ground Floor with residential above(mixed-use		

Community Notification/Relations			
<b>NOTIFICATION:</b> List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each, please list both the organization and individual you contacted.	# 1	Maxwell Real Estate Group(Landlord) - Rick -561-818-8882	
	# 2	Council Chelsea Block Association -Sally-bccs.prez@gmail.com	
	# 3	400 West 23(North)/24 Streets - London Terrece Towers-Amy-amyklein724@gmail.com	
	# 4	Naked Eye Productions-Tina-Tina@Nakedeyeproductions.com	
	# 5	Chelsea W200 BA - Chelseaw200ba@gmail.com	
When did applicant post the notice that was provided?	1/31/2026		
Where did applicant post the notice that was provided?	Front window/Entrance of the premises		
Please provide dates when applicant met with the groups listed above.	2/10/2026		
Who was your contact person at each group you met with?	Nelly Gonzalez		
Will applicant provide a cell phone number to neighbors and respond to complaints that arise? If yes, please provide.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes, 415-849-6809
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicant's jobs webpage?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes



<b>BUILDING DESIGN</b>			
State the name and type of business previously located in the space.	Restaurant		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes, Dos Tres
Do you plan any changes to the existing façade? If yes, please describe.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Has the applicant/owner(s) read MCB4 ADA Guidelines Memo?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Is the entrance ADA Compliant?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Do you plan any changes to the existing façade? If yes, please describe.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Will applicant have a vestibule within the establishment?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Will applicant use a storm enclosure?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will applicant comply with the NYC noise code?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will the establishment have any of the following: (circle all that apply)	<input type="checkbox"/> FRENCH DOORS	<input type="checkbox"/> GARAGE DOORS	<input type="checkbox"/> WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will applicant close all windows, French doors, garage doors by 11 p.m. Friday and Saturday and 10 p.m. on all other days even if no music or amplified sound is played inside the establishment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will the kitchen exhaust system extend to the roof?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will the establishment have an illuminated sign?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Will the establishment have a pole-supporting canopy extending over the sidewalk?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Where will the air conditioner be located? What type is it?	Rooftop HVAC unit(RTU) Split system condenser on roof		
When was the air conditioner installed?	Yes		

**OUTDOOR PRIVATE PROPERTY – ROOFTOP, REAR YARD, TERRACE**

Has the applicant/owner(s) read MCB4 Rear Yard Rooftop Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo? If yes, which one(s)?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
Are the floorplans for the outdoor space(s) included?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant close and vacate the outdoor space(s) by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	<input type="radio"/> YES	<input type="radio"/> NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant prohibit patrons from drinking in any outdoor space(s)?	<input type="radio"/> YES	<input type="radio"/> NO	
Will there be no amplified music, as per the law?	<input type="radio"/> YES	<input type="radio"/> NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to post signs outside asking customers to respect the neighbors?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to train staff to encourage a peaceful environment?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants, apartments)	<input type="radio"/> YES	<input type="radio"/> NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	<input type="radio"/> YES	<input type="radio"/> NO	

DEPARTMENT OF TRANSPORTATION DINING OUT: SIDEWALK			
Has the applicant read MCB4 Sidewalk Café Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Yes
Will applicant be applying for sidewalk seating now or in the future?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	No
<b>If you answered no to the question above, jump to the next page</b>			
Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s) or adjacent sidewalk?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Will there be no amplified music, as per the law?	YES	NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	
Will there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will applicant agree to abide by all applicable fire codes, including not blocking fire escapes?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO	
Will the café have a 3 foot-wide serving aisle running the entire length of the sidewalk seating?	YES	NO	
Will the sidewalk seating have a platform?	YES	NO	
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will the sidewalk seating block subway grate, utility hardware or Siamese water connection?	YES	NO	
If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8-foot clear path of sidewalk between the perimeter of the café and the closes obstruction including construction barricades?			

**DEPARTMENT OF TRANSPORTATION DINING OUT: ROADWAY**

Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	<input checked="" type="radio"/> NO	No
<b>If you answered no to the question above, jump to the next page</b>			
Will the roadway structure extend on top of the curb or pedestrian refuge? By how much?	YES	NO	
Will the roadway structure have an ADA compliant ramp (not in the bike lane)?	YES	NO	
Will the roadway structure extend in the striped zone along the bike lane? By how much?	YES	NO	
Will the electric wires be brought over at the roof level?	YES	NO	
Will applicant dismantle and dispose of a shed that is no longer in use, along with its furniture?	YES	NO	
Will there be no music or amplifies sound in any outdoor seating, as per law?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will the Outdoor Dining Sidewalk & Roadway provide no standing space for drinking or smoking?	YES	NO	
Will the service and consumption of alcohol in the Outdoor Dining Sidewalk/Roadway only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s) or adjacent sidewalk?	YES	NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Will there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO	

**ADDITIONAL STIPULATIONS: (Office Use Only)**

- Applicant will submit a revised occupancy #s on page 2 of this form to MCB4 no later than 2/24/26

***To the extent any additional stipulation on pages 9 and 10 of this application conflicts with any response on pages 1 – 11 of this application, the stipulations on pages 9 and 10 control.***


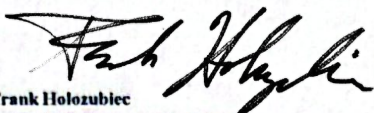
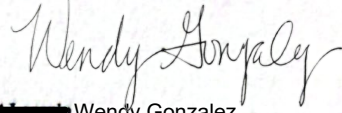
**ADDITIONAL STIPULATIONS: (Office Use Only), Continued**

<p>Additional stipulations are created and entered into the ACP+ account record according to the application / stipulation. These stipulations are incorporated in the method of calculation of the license fee. The stipulations in this block are fair and enforce agreements between ACP+ and applicant and may only be altered in a filing signed by the representative and applicant. These stipulations supersede any oral statements, representations, or promises made in connection with this application.</p>		
<p>Signature</p>	<p>Print Name</p>	<p>Date</p>
<p>[Signature]</p>	<p>Request Manager</p>	<p>11/31/26</p>

**To the extent any additional stipulation on pages 9 and 10 of this application conflicts with any response on pages 1 – 11 of this application, the stipulations on pages 9 and 10 control.**

<p>Manhattan Community Board 4 (MCB4) recommends:          (MCB4's recommendation is based on a vote taken at its  <u>3/4/26</u> full board meeting, with <u>45</u> members voting          in favor of the recommendation, <u>0</u> members opposed, <u>0</u>          members abstaining and <u>0</u> present but not eligible)</p>	<p><input checked="" type="checkbox"/> Denial unless all stipulations agreed to by applicant/owner are part          of the method of operation</p> <p><input type="checkbox"/> Denial    <input type="checkbox"/> Approval</p>
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**MCB4 REPRESENTATIVES**

 Nelly Gonzalez MCB4 Assistant District Manager	 Frank Holozubiec MCB4 BLP Committee Co-Chair	 <del>Frank Holozubiec</del> Wendy Gonzalez MCB4 BLP Committee Co-Chair
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**APPLICANT AGREEMENT WITH THE COMMUNITY**

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 representatives and applicant. These stipulations supersede any oral statements, representations, or prior iterations in connection with this application.

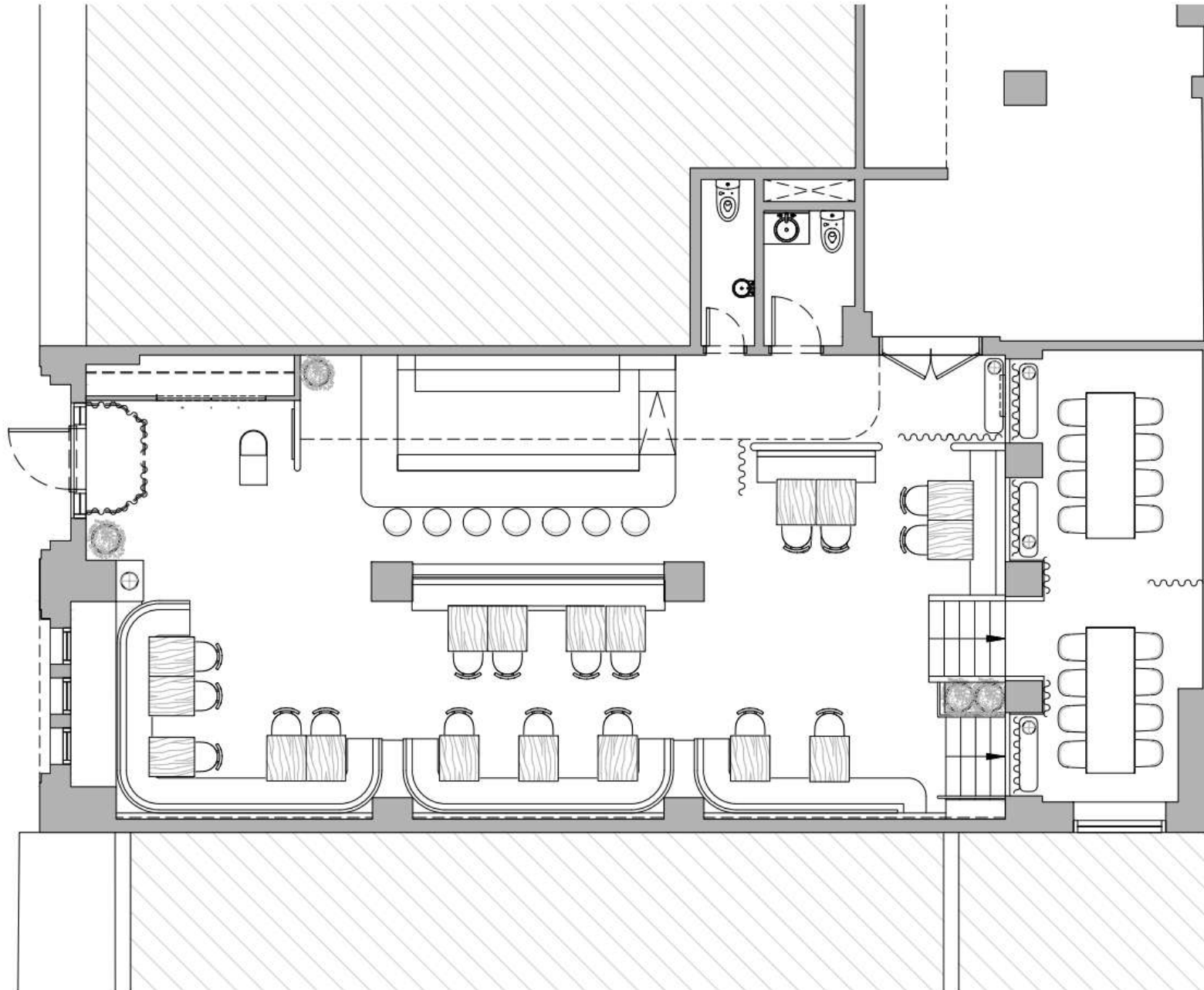
<p>SIGN HERE →</p>	<p>Naruephon Wannajaro          PRINT NAME OF APPLICANT</p>	<p>Naruephon Wannajaro          SIGNATURE OF APPLICANT</p>	<p>1/31/26          DATE</p>
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# hed NYC

461 W 23<sup>RD</sup> ST

100% Schematic Design Presentation (R2)

December 05, 2025









# BAR PERSPECTIVE VIEW

Bar Design & Materiality



Niche for Sculpture

THANK YOU.

# hed<sup>11</sup>

## RESERVE LIST

Bottle

<b>Saint Emillon, Chateau Vieux Taillefer, Grand Cru, Bordeaux 2018</b>	<b>200 \$</b>
<b>Barolo, Sillvio Grasso, Annunziata-Vigna Plícotí, Piedmont, Italy 2018</b>	<b>145 \$</b>
<b>Roda I Reserve, Bodegas Roda, Rioja, Spain 2017</b>	<b>195 \$</b>
<b>Zínfandel, Robert Biale, Stagecoach, Napa 2021</b>	<b>135 \$</b>
<b>Syrah, Príde Mountain, Sonoma County, 2021</b>	<b>125 \$</b>
<b>Cabernet Sauvignon, Paradigm, Napa, 2019</b>	<b>180 \$</b>
<b>Cabernet Sauvignon, Larkmead, White Label, Napa 2021</b>	<b>195 \$</b>
<b>Cabernet Sauvignon, Valravn, Sonoma County, 2021</b>	<b>125 \$</b>

## WHITE WINES /SPARKLING/ ROSÉ

Glass

Bottle

<b>Prosecco, Case Paolín, Italy, NV</b>	<b>16 \$</b>	<b>80 \$</b>
<b>Sparkling Rosé, Maison Foucher, France, NV</b>	<b>17 \$</b>	<b>85 \$</b>
<b>Bourgogne Blanc, Val de Mer, France, 2022</b>	<b>17 \$</b>	<b>85 \$</b>
<b>Sauvignon Blanc, Groundwork, Central Coast, 2022</b>	<b>16 \$</b>	<b>65 \$</b>
<b>Union sacre orange dry Reísling (natural), Santa Barbara, 2022</b>	<b>18 \$</b>	<b>90 \$</b>
<b>Rose of Pinot Noir, Red Car, Sonoma Coast, 2023</b>	<b>18 \$</b>	<b>90 \$</b>

## RED WINE

Glass

Bottle

<b>Pinot Noir, Averaen, Oregon, 2022</b>	<b>17 \$</b>	<b>75 \$</b>
<b>Bourgogne Rouge, Danjean Berthoux, France, 2022</b>	<b>18 \$</b>	<b>95 \$</b>
<b>Gamay, Le Coeur de la reine, Tourraine, France, 2021</b>	<b>16 \$</b>	<b>80 \$</b>
<b>Cabernet Sauvignon, Turnbull</b>	<b>24\$</b>	<b>120 \$</b>

**WHITE WINES : DOMESTIC**

	Bottle
<b>Sauvignon Blanc, Easton</b> Sierra Foothills, 2022	<b>80 \$</b>
<b>Sauvignon Blanc, Groundwork</b> Central Coast, 2022	<b>65 \$</b>
<b>Pinot Blanc, Skylark</b> Mendocino, 202	<b>65 \$</b>
<b>Arneis, I brand</b> San Benito County, 2022	<b>80 \$</b>
<b>Cote du Coast, White Blend</b> Sans Liege, Paso Robles 2022	<b>75 \$</b>
<b>Gewurztraminer, Union Sacré</b> Arroyo Seco, 2022	<b>70 \$</b>
<b>Chardonnay, Hendry Barrel Fermented</b> Napa, 2022	<b>95 \$</b>

**CHAMPAGNE/ WHITE WINES  
: IMPORT**

	Bottle
<b>Champagne, Brut Nature, Sanger</b> France, NV	<b>90 \$</b>
<b>Champagne, Brice, Brut Rosé</b> France, NV	<b>110 \$</b>
<b>Chablís, Vel de Mer</b> France, 2022	<b>80 \$</b>
<b>Chardonnay, Domaine Zaferikas</b> Greece, 2021	<b>75 \$</b>
<b>Assyrtiko, Koutsogiannopoulos</b> Santorini, Greece, 2021	<b>80 \$</b>
<b>Pinot Grigio, La Cadalora</b> Trentino, Italy, 2021	<b>70 \$</b>

**RED WINES : DOMESTIC**

	Bottle
<b>Pinot Noir, Averæn</b> Willamette, Oregon	<b>75 \$</b>
<b>Red Blend, Sean Thackrey</b> Pleiades, California	<b>65 \$</b>
<b>Grenache, Skylark</b> Mendocino	<b>80 \$</b>
<b>Cabernet Sauvignon, Turnbull</b> Napa, 2021	<b>120 \$</b>

**RED WINES : IMPORT**

	Bottle
<b>Bourgogne Rouge, Maison Pascal Clement</b> Burgundy, 2021	<b>120 \$</b>
<b>Agíortiko, Troupis, Fteri</b> Peloponnese, Greece, 2021	<b>70 \$</b>
<b>Spatburgunder, Prinz</b> Rheingau, Germany, 2022	<b>75 \$</b>
<b>Límniona, Domain Zaferikas</b> Tirnavos, Greece, 2020	<b>80 \$</b>
<b>Nebbiolo, Seghesio</b> Langhe, Italy, DOC, 2021	<b>80 \$</b>

**DESSERT WINES**

	Glass
<b>Fernando De Castilla Vermouth</b> Spain, NV	<b>13 \$</b>
<b>Antique Amontillado Jerez Sherry</b> Spain, NV	<b>13 \$</b>



# DRINK MENU



## COCKTAILS

<b>Black Walnut Old Fahioned</b> Bourbon, Nocino, Rich demerara syrup	21 \$
<b>Blue Manhattan</b> Laird's Applejack and Amaro Pasubio blueberry vino amaro	21 \$
<b>Elder Spritz</b> Housemade Elderflower Kombucha , Fresh lemon juice	21 \$
<b>Apple Honey Smoky Rice</b> Honey, Smoked rice, Whiskey	18 \$
<b>Yuzu Vanilla</b> Gin, Yuzu, Lime, Egg white	18 \$
<b>Thai Basil Gimlet</b> Gin, Lime, Elderflower liqueur	18 \$
<b>Mae Mali</b> Jasmine syrup, Kaffir Lime leaves, Rum	18 \$
<b>Lemongrass pandan</b> Gin, Pandan, Tonic, Lemongrass	20 \$
<b>Cucumber Basil Mule</b> Muddled basil, Cucumber, Vodka, Ginger beer	18 \$
<b>Cherry Seed Amaretto Sour</b> Mahlab amaretto, Cask bourbon, Egg white, Lime	18 \$
<b>Coconut Margarita</b> 818 Tequila, Lime, Coconut milk, Thai herbal syrup, Tajin	19 \$

## MOCKTAIL

<b>Mae Mali</b> Jasmine syrup, Kaffir Lime leaves	15 \$
<b>Yuzu vanilla</b> Yuzu, Lime, Egg white	15 \$



## BEER

<b>Singha, Thai beer</b>	9 \$
<b>Asahi Super dry</b>	9 \$
<b>Supporo Premium</b>	9 \$

## SOFT DRINK & TEA

<b>Thai Iced Tea</b>	7 \$
<b>Longan Iced Tea</b>	7 \$
<b>Chysanthemum Iced Tea</b>	6 \$
<b>San Pellegrino Sparkling water</b>	10 \$

## SAKE

<b>Tokubetsu Honjozo, Atago No Matsu</b>	14   75 \$
<b>Junmai Ginjo, Hakurakusei</b>	19   88 \$
<b>Junmai Daigonojo, Asia Toy Bijin</b>	39   195 \$
<b>Umeshi Plum Arogoshi</b>	22   115 \$
<b>Yuzu, Hojun</b>	22   115 \$

## HOT TEA & COFFEE

<b>Jasmin tea / pepper mint</b>	4 \$
<b>Chysanthemum flower</b>	4 \$
<b>Japanese green tea</b>	4 \$
<b>House Coffee</b>	5 \$

hed<sup>11</sup>

Winter 2026



## hed11 Winter Menu

**01** : Thai Style Shrimp with Tomyum mayo golden puff

Paired with : A handcrafted shot of our house-made Thai whisky

**Additional** : Thai Style Kumamoto Oyster with sour green chilli sauce and Ikura 2pcs (\$10)

**02** : Sea crab dip in Red Curry with Grilled Sticky rice

**Additional** : A5 Wagyu Uni Toast with Caviar and Thai Curry mayo 2pcs (\$40)

**03** : Fermented Beef Salad with Crispy Rice, Pickled Ginger & Fennel, Rangpur Lime

**Additional** : Lobster Padthai with banana blossom, Egg yolk and Ikura for 2 (\$49)

**04** : Winter Wild Mushrooms Yellow Curry

**Additional** : Yellow Tail Amberjack Sashimi with Nam prik and Tangerine for 2 (\$24)

**05** : Tenderloin Green Curry with Heart of Palm

+ Coconut, Pandan Jasmine Rice

**06** : Hong Kong Kale with Oyster Sauce & Crispy Garlic

**07** : Honey Kumquat Sorbet

**08** : Mango Sticky Rice Ice Cream with Puffed Rice

\$97 per person | + 69 wine pairing

A 20% service charge will be automatically applied to all checks in support of our hospitality team

hed<sup>11</sup>

Winter 2026



## hed11 Winter Menu

**01** : Thai Style Oyster with sour green chilli sauce and Ikura

Paired with : A handcrafted shot of our house-made Thai whisky

**02** : Sea Crab Dip in Red Curry with Grilled Sticky rice

**03** : Shrimp Toast with Grilled Pineapple-Apple Ajaad | Chicken skin with Cashew | Escargot in Thai pesto

**Additional** : A5 Wagyu Uni Toast with Caviar and Thai Curry mayo 2pcs (\$40)

**04** : Fermented Beef Salad with Crispy Rice, Pickled Ginger & Fennel, Rangpur Lime

**05** : Hokkaido Scallop Phlaa with Roasted Chili Jam, Pomelo, Lemongrass & Shallot

**06** : Winter Wild Mushrooms Yellow Curry

**Additional** : Lobster Padthai with banana blossom, Egg yolk and Ikura for 2 (\$49)

### **Khao-Gaeng - Main [ 7 - 9 ]**

**07** : Lychee Yum with Crispy Fried Sea Bass, Lon Dip, Fried Shallots & Anchovy

**08** : Hong Kong Kale with Oyster Sauce & Crispy Garlic

**09** : Tenderloin Green Curry with Heart of Palm

+ Coconut, Pandan Jasmine Rice

**10** : Honey Kumquat Sorbet

**11** : Young Coconut Brioche with Pandan Custard Mousse

\$139 per person | + 69 wine pairing

A 20% service charge will be automatically applied to all checks in support of our hospitality team

# 500 FOOT HEARING – PUBLIC INTEREST STATEMENT

**Applicant / Business Name:** Hed NYC (Thai Fine Dining – Tasting Menu)

**Address:** 461 West 23rd Street, New York, NY 10011

**License Type:** On-Premises Full Liquor License

To Whom It May Concern,

This statement is submitted in support of the Applicant's request for an **On-Premises Full Liquor License** at **461 West 23rd Street, New York, NY 10011**, and to demonstrate that granting this license will serve the **public convenience and advantage** and is in the **public interest**, consistent with the requirements of the New York State Liquor Authority's 500-foot rule.

The proposed establishment, **Hed NYC**, will be a **Thai fine dining restaurant** offering a **tasting menu-only dining experience** with an upscale and calm atmosphere. The restaurant will operate as a **destination dining concept**, and alcohol service will be secondary and complementary to the food service.

## Concept and Operations

- The restaurant will serve **lunch and dinner** only.
- **Hours of operation:**
  - Lunch: **11:00 AM – 3:00 PM**
  - Closed: **3:00 PM – 5:00 PM**
  - Dinner: **5:00 PM – 11:00 PM**
- The restaurant will be **closed every Monday** and open **Tuesday through Sunday**.

## Neighborhood Impact / Quality of Life Protections

The Applicant is committed to operating responsibly and maintaining a peaceful environment for neighbors and the surrounding community. In particular:

- **No outdoor space** will be used or requested (no sidewalk café, no roadway shed).

- **No live music** will be provided. Only **low-volume background music** (soft jazz) will be played.
- The restaurant will not operate as a bar, lounge, or nightclub.
- The restaurant will **not offer delivery service**, and will not create delivery-related congestion or noise.
- The overall ambiance will be **quiet, upscale, and food-focused**, minimizing any negative impact to residents.

## **Public Interest Benefits**

Granting this license will support:

- A high-quality, food-driven restaurant that contributes positively to the local dining scene.
- Local economic activity through job creation and responsible hospitality operations.
- A controlled and well-managed establishment with a focus on customer experience and community respect.

For these reasons, the Applicant respectfully submits that the issuance of this On-Premises Full Liquor License is in the **public interest** and will not adversely affect the surrounding area.

Thank you for your time and consideration.

Sincerely,

**Naruephon Wannajaro**

Applicant / Owner

**Hed NYC**

461 West 23rd Street

New York, NY 10011

# 500-Foot Rule Diagram Package

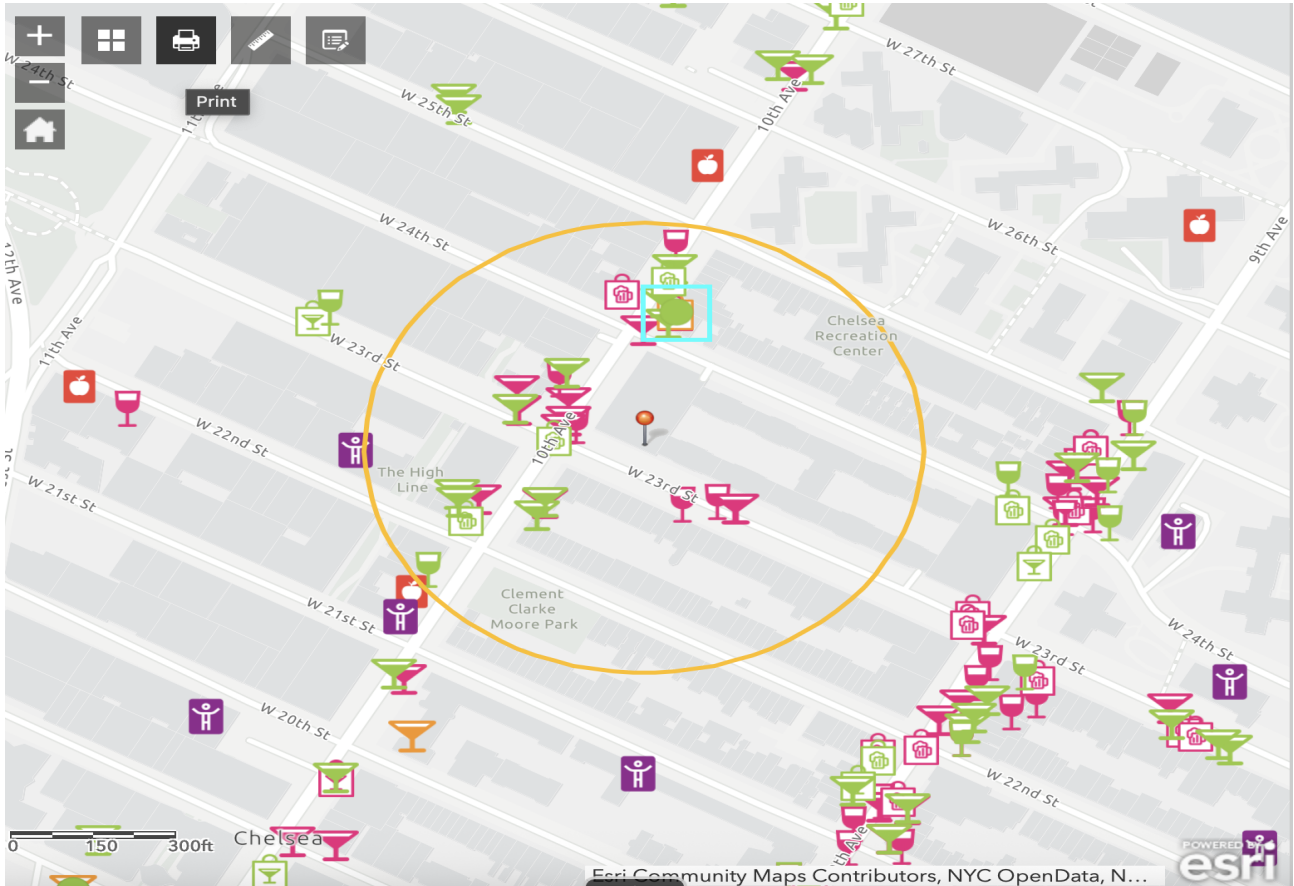
East West Cuisine Incorporated DBA HED NYC

461 West 23rd Street, New York, NY 10011

Main Entrance: W 23rd Street

Status categories provided by applicant from NYSLA LAMP search results: **Active**, **Pending**, and **Inactive**.

## Map (500-foot radius) — Applicant Provided Screenshot



### Legend (to match application style)

Green Martini	OP License (Active)
Pink Martini	OP License (Inactive)
Green Wine	RW/TW License (Active)
Pink Wine	RW/TW License (Inactive)
Pending	May be shown separately (if used on map)

## Active Establishments (within 500 feet)

#	Entity Name	Address	License ID
1	CVS ALBANY LLC	500 W 23RD ST, New York, NY 10011	0082-21-122346
2	RODA 18 REST CORP	214 10TH AVE, New York, NY 10011	0340-25-106960
3	MERMAID CHELSEA LLC	227 10TH AVE, New York, NY 10011	0340-21-116830
4	210 EMPIRE LLC	210 10TH AVE, New York, NY 10011	0340-23-137619
5	SDFL LLC	505-507 W 23RD ST, New York, NY 10011	0340-25-104545
6	FAT RADISH THREE LLC & TFR MANAGEMENT LLC	242 10TH AVE, New York, NY 10001 (SEE NOTES)	0340-21-117583
7	10 Ave Finest Deli LLC	244 10TH AVE, New York, NY 10001	0524-25-23934
8	BOTTINO CORP	246-248 10TH AVE, New York, NY 10011	0340-23-131646
9	MANHATTAN MAHARAJA LLC	207 10TH AVE, New York, NY 10011	0340-23-135327
10	AUNT PAUL INC	205 10TH AVE (22nd & 23rd Streets), New York, NY 10011	0340-22-106968
11	GALLERIA GOURMET MARKETPLACE INC	203 10TH AVE, New York, NY 10011	0081-24-101210
12	LONDON GROCERY CORP	252 10TH AVE, New York, NY 10001	0081-23-122187
13	PINYIN KITCHEN INC	254 10TH AVE, New York, NY 10001	0340-22-114467
14	SONNY LOU INC	195 10TH AVE, New York, NY 10011	0240-23-139506

## Pending Establishments

#	Entity Name	Address	Notes
1	10 Ave Finest Deli LLC	244 10TH AVE, New York, NY 10001	Pending (also appears as Active)

## Inactive Establishments

#	Entity Name	Address	License ID
1	KEM REST INC	214 10TH AVE, New York, NY 10011	0240-20-100310
2	NY FAST GOURMET PREMIER LLC	470 W 23RD ST, New York, NY 10011	0240-14-100336
3	AZ HOLDING CORPORATION	225 10TH AVE, New York, NY 10011	0340-21-119539
4	210 TENTH AVENUE LLC	210-212 10TH AVE, New York, NY 10011	0340-15-108993
5	THE RED CAT LLC	227 10TH AVE, New York, NY 10011	0340-17-105080
6	WINE GROUP MANHATTAN INC	465 W 23RD ST, New York, NY 10011	0240-19-112645
7	AZ HOLDING CORPORATION	225 10TH AVE (23 & 24 Streets), New York, NY 10011	10240-12-100376
8	MAXVER LLC	461 W 23RD ST, New York, NY 10011	0340-23-133592
9	LDV 23 LLC	461 W 23RD ST, New York, NY 10011	0340-15-106684
10	KEM REST INC	214 10TH AVE, New York, NY 10011	0340-23-130886
11	505-23 BAR INC	505-507 W 23RD ST, New York, NY 10011	0340-18-101603
12	242 TENTH AVENUE LLC	242 10TH AVE (24th & 25th Streets), New York, NY 10011	00840-16-101153
13	505 REST CORP	505-507 W 23RD ST, New York, NY 10011	0340-23-130691
14	SARAH FRUITS & VEGGIES CORP	244 10TH AVE, New York, NY 10001	0081-21-103426

15	A & R PETROLEUM INC	239 10TH AVE, New York, NY 10001	0081-13-101937
16	HAMPTONS OF HIGH LINE CORP	244 10TH AVE, New York, NY 10001	0081-17-101680
17	SONNY LOU INC	253 10TH AVE, New York, NY 10011	0240-15-111267
18	LANNIE & YOU CORP	207 10TH AVE (22nd & 23rd Streets), New York, NY 10011	0040-13-105630

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**Notice to Residents – Liquor License Application for East West Cuisine Incorporated, 461 W 23rd Street**

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Esther Tanglian &lt;esther@ewchospitality.com&gt;

Thu, Jan 29, 2026 at 12:34 PM

To: billie@ewchospitality.com

Cc: negonzalez@cb.nyc.gov

Bcc: 300 West BA <chelseawest300ba@gmail.com>, chelseaw200ba@gmail.com, brianscottweber@gmail.com, andrew@gvshp.org, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, education@pennsouth.coop, jeanemuniz@gmail.com, dnehila@gmail.com, westchelseaba@gmail.com, bkd8@cornell.edu, dwbeard421@me.com, wade2084@gmail.com, hoffmandonj@hotmail.com, neil@neiselkirk.com, dwatersh@gmail.com, fdenthunter@gmail.com, Resimke@gmail.com, Lttanews@gmail.com, tenants@lta.info, andyhummm@aol.com, amyklein724@gmail.com, w400ba@gmail.com, kjacobnyc@gmail.com, sandraljacobus@gmail.com, david@dlessler.com, mig91360@yahoo.com, phyllis.waisman@gmail.com, 300wba@gmail.com, eleanor@quiltedcorner.com, albertrtaylor@mac.com, cott@habitatmag.com, davidssloss@gmail.com, palmermarshall@yahoo.com, glowe@wohlfarth.com, info@2324chelsea.com, thuypham.200w23w24BA@gmail.com, 200west22streetba@gmail.com, dianne2ns@gmail.com, pjcooke@me.com, pamelaa@angel.net, savvyflix@gmail.com, Tina@nakedeyeproductions.com, maybin.jennifer239@gmail.com, susanb1011@aol.com, west25thstreetproject@gmail.com, m@melissa-stern.com, germanygerald@aol.com, beacon195@aol.com, robert.simon2267@gmail.com, mwalshny@gmail.com, ccba1001920@gmail.com, wborock@hotmail.com, judyklein999@gmail.com, mglassman63@gmail.com, bvh.drf@gmail.com, antonellacipollone2000@yahoo.it, mattbrob@aol.com, Paul Groncki <pgroncki@gmail.com>, kimon@w15ba.com, steve@w15ba.com, info@w15ba.com, "ccba.veep@gmail.com" <ccba.veep@gmail.com>, ccba.prez@gmail.com


To whom it may concern,

My name is **Naruephon Wannajaro**, and I am the new tenant at **461 West 23rd Street, New York, NY**. I am reaching out to notify you that I am applying for a **New Liquor, Wine, Beer & Cider License** for a new restaurant that will be opening at this location.

This email is being sent as part of the Community Board 4 (CB4) notification process.

**Business Information****Proposed Business Name:** East West Cuisine Incorporated DBA hed NYC**Address:** 461 West 23rd Street, New York, NY 10011**Type of Business:** Full-service restaurant**Planned Opening:** April 2026 (approx.)**Community Board 4 Meeting**

Manhattan Community Board 4 – Business Licenses &amp; Permits Committee Meeting

 **Tuesday, February 10th, 2026** **6:30 PM** **Zoom Webinar**

(Zoom link will be provided separately by the Community Board)

**Contact**

If you have any questions or concerns, please feel free to contact me:

**Name:** Naruephon Wannajaro**Email:** [billie@ewchospitality.com](mailto:billie@ewchospitality.com)**Phone:** 415-849-6809

Thank you for your time and consideration.

Yours sincerely,

**Naruephon Wannajaro**

461 W 23rd Street

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Billie Wannajaro

*Owner*

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**Notice to Residents – Liquor License Application for East West Cuisine Incorporated, 461 W 23rd Street**

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**Esther Tanglian** <esther@ewchospitality.com>

Sat, Jan 31, 2026 at 6:52 PM

To: billie@ewchospitality.com, negonzalez@cb.nyc.gov

Bcc: 300 West BA &lt;chelseawest300ba@gmail.com&gt;, chelseaw200ba@gmail.com, brianscottweber@gmail.com, andrew@gvshp.org, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, education@pennsouth.coop, jeanemuniz@gmail.com, dnehila@gmail.com, westchelseaba@gmail.com, bkd8@cornell.edu, dwbeard421@me.com, wade2084@gmail.com, hoffmandonj@hotmail.com, neil@neilsekirk.com, dwatersh@gmail.com, fdenthunter@gmail.com, Resimke@gmail.com, Lttanews@gmail.com, tenants@ltta.info, andyhummm@aol.com, amyklein724@gmail.com, w400ba@gmail.com, kjacobnyc@gmail.com, sandraljacobus@gmail.com, david@dlessor.com, mig91360@yahoo.com, phyllis.waisman@gmail.com, 300wba@gmail.com, eleanor@quiltedcorner.com, albertrtaylor@mac.com, cott@habitatmag.com, davidsloss@gmail.com, palmermarshall@yahoo.com, glowe@wohlfarth.com, info@2324chelsea.com, thuypham.200w23w24BA@gmail.com, 200west22streetba@gmail.com, dianne2ns@gmail.com, pjcooke@me.com, pamelaa@angel.net, savvyflix@gmail.com, Tina@nakedeyeproductions.com, maybin.jennifer239@gmail.com, susanb1011@aol.com, west25thstreetproject@gmail.com, m@melissa-stern.com, germanygerald@aol.com, beacon195@aol.com, robert.simon2267@gmail.com, mwalshny@gmail.com, ccba1001920@gmail.com, wborock@hotmail.com, judyklein999@gmail.com, mglassman63@gmail.com, bvh.drf@gmail.com, antonellacipollone2000@yahoo.it, mattbrob@aol.com, Paul Groncki &lt;pgroncki@gmail.com&gt;, kimona@w15ba.com, steve@w15ba.com, info@w15ba.com, "ccba.veep@gmail.com" &lt;ccba.veep@gmail.com&gt;, ccba.prez@gmail.com

Dear Sir or Madam,

Hope you all are doing well. Nice to e-meet you!

I am writing this email to attach the **full application package** under East West Cuisine Incorporated, 461 W 23rd Street for your review, along with the following supporting materials:

- Full application form
- Floor plan
- Restaurant design / renderings
- Beverage menu
- Wine list
- Sample food menu

We are planning to open **Hed NYC**, a **Thai fine dining restaurant** offering a **tasting menu only**, serving **lunch and dinner**.**Hours of Operation**

- **Lunch:** 11:00 AM – 3:00 PM
- **Dinner:** 5:00 PM – 11:00 PM
- **Closed every Monday**
- **Open Tuesday – Sunday**

**Additional Details**

- **No outdoor space requested** (no sidewalk seating, no shed in the street)
- **No live music** — only **soft jazz background music**
- **No delivery or Third parties service**
- The overall atmosphere will be **calm, upscale, and quiet**
- We will **not** be using or modifying anything in front of the building (no structure or setup) — only a **small restaurant sign**

Please let me know if you require any further information or have additional questions.

Yours sincerely,

**Naruephon Wannajaro**

461 W 23rd Street

--

Billie Wannajaro

*Owner*

EW/C.

East West Cuisine Hospitality  
88 Hardie Place, San Francisco, CA 94108  
Text (+1) 415.849.6809  
hed verythai | hed 11

[Quoted text hidden]



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Esther Tanglian (*she/her/hers*)*Marketing & Events Coordinator*

EW/C.

East West Cuisine Hospitality  
88 Hardie Place, San Francisco, CA 94108  
Text (+1) 936.289.2635  
hed verythai | hed 11

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**6 attachments** **Floor plan and design hed NYC.pdf**  
871K **Winter 2026-11course.pdf**  
1728K **Beverage Menu.pdf**  
66K **Winter 2026-8Course.pdf**  
2417K **Wine list 2025.pdf**  
3415K **NYS Liquor License Application form\_HEDNYC.pdf**  
7264K