







TABLE OF CONTENTS

OVERVIEW	4
THE HISTORY	8
THE APARTMENTS	14
THE LOCATION	18
FEATURES AND SERVICES	22



Lobby at the Seven Park Avenue—one of Manhattan's best



OVERVIEW

The Seven Park Avenue serves as the gateway to the world's most prestigious boulevard—Park Avenue—and is poised mid-point between the offices, shops and theaters of Midtown Manhattan and the burgeoning tech, restaurant and hotel scenes in NoMad and the Flat Iron. Overlooking the Murray Hill Historic District where brownstone mansions border tree-lined streets, it is among New York's most elegant cooperatives.

Erected in phases between 1928 and 1953, the building's architects include Emery Roth who designed celebrated apartment houses on Central Park West such as the San Remo, Eldorado and Beresford (whose silhouette The Seven Park Avenue's distinctive water tower recalls). Roth also contributed the building's dramatic, multi-level lobby, a masterpiece of marble, terrazzo and trompe l'oeil – one of Manhattan's best. Recently restored and renovated, it and the building's halls reflect the pride of resident owners in their building's provenance.

Featuring apartments from studios to duplex and triplex penthouses, The Seven Park Avenue also offers an array of classic one-bedroom and larger units, several of which feature setback terraces with impressive skyline views. Its amenities are “white glove” with doormen and concierge, resident superintendent, large staff, adjacent garage and elegant roof deck, available for private parties, with view of the Empire State Building. Villa Berulia, the white tablecloth restaurant, is located on the premises.



The Seven Park Avenue is convenient to everything at Manhattan's center: Midtown's "Fortune 500" companies; the shops and restaurants at Grand Central Terminal; the cultural events at Bryant Park, New York Public Library and Morgan Library; Fifth and Madison Avenue shopping; "Club Row" with Princeton, Columbia, Yale, Cornell, Dartmouth, Penn, and Harvard Clubs; the farmers' market and restaurants of Union and Madison Squares; and lively social scenes at the Gansevoort Park, Ace, NoMad and W-Union Square Hotels.

Everything required by the busy New Yorker is within a one-block radius of The Seven Park Avenue, including the Lexington Avenue subway, multiple bus lines and several grocers, pharmacies and health clubs such as Equinox. Along Park Avenue the best steak may be enjoyed at Wolfgang's Steakhouse, the best cheeses at Artisanal Restaurant, the best sushi at the Kitano Hotel and the best fish at the Oyster Bar. Meanwhile, Grand Central, Penn Station and the Hamptons Jitney are only a brief walk away and LaGuardia and JFK Airports are readily accessible via the Queens-Midtown Tunnel.

The Seven Park Avenue permits up to 75 percent financing and subletting with board approval following three years' owner occupancy.

Top: Emery the Lion, named for The Seven Park Avenue's architect, surveys his domain from high on the building

Center: Roof deck overlooking Park Avenue

Bottom: View from The Seven Park Avenue

Opposite Page: Lobby as it ascends Murray Hill





Entrance detail

HISTORY

EMERY ROTH, ARCHITECT

For architect of The Seven Park Avenue, developer Vivian Green selected Emery Roth, designer of the most celebrated Manhattan apartment houses of the 1920s and 1930s. As a young man, Roth came from Europe and apprenticed under Richard Morris Hunt who was the first American architect to study at Paris' Ecole des Beaux Arts. Hunt became the designer for the most important residences in America, including houses for the Vanderbilt family on Fifth Avenue and at their estate in Asheville, North Carolina, where "Biltmore" was the largest house ever built in the United States. Roth applied his training to the homes of a new Manhattan elite that preferred the 20th-century services and conveniences of apartments to "old-fashioned" 19th-century town houses.

In New York's best locations, Roth designed buildings such as Central Park West's Beresford, Majestic and Eldorado and Park Avenue's 480, 784 and Ritz Tower. (At its opening in 1925, the Ritz Tower was the tallest residential building in the world.) These structures featured sculptural massing with set back terraces, elegant Renaissance-inspired ornament, Art Deco flourishes and—importantly—plans that represented the full maturity of the apartment as a desirable urban residence.

Given Roth's virtuosity, it would be natural for Green to choose him for a commission as prominent as The Seven Park Avenue, one of the first modern high-rise apartment buildings on Park Avenue in Murray Hill. At the time, this section of the thoroughfare was lined primarily with brownstone row houses and Beaux Arts mansions. For Green, Roth designed a cream-colored structure that was 23-stories tall and capped by an Italian Renaissance penthouse and water tower (signature elements of several of his best designs, including the Beresford and 480 Park Avenue). Across the façade were sprinkled whimsical gargoyles and Art Deco tile work. And from dual entrances on Park Avenue and 34th Street, a magnificent four-level lobby gently brought residents over the slope of Murray Hill to elevators ascending to their apartments. Characteristic of Roth's work, the lobby was a tour de force of different color marbles, terrazzo, frosted glass, wood paneling, trompe l'oeil, vaulted ceilings, chandeliers and brass fittings. To this day, it impresses both residents and visitors with its combination of eclectic styling and meticulous craftsmanship, befitting Green and Roth's ambitions to create a landmark expressing a new way of life for Park Avenue in Murray Hill.

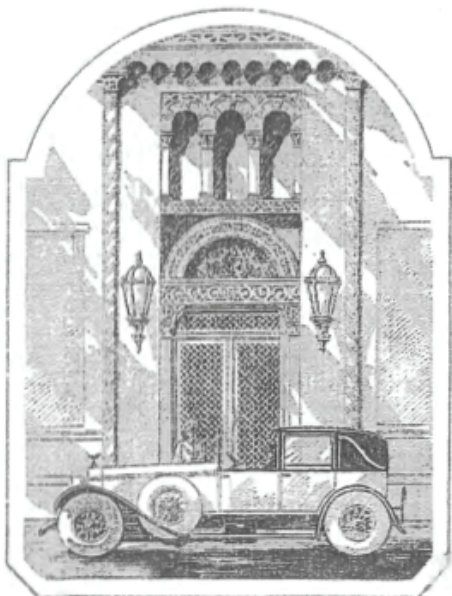


CONSTRUCTION

Site for The Seven Park Avenue was the northeast corner of Park Avenue and 34th Street. Diagonally across the avenue was the fashionable Vanderbilt Hotel where at the top Gwayne Vanderbilt built a magnificent “mansion in the clouds” overlooking Grand Central Terminal at Park Avenue and 42nd Street, terminus for his family’s railroad, the New York Central. The site was also just north of the 71st Regimental Armory whose 200-foot tall Sienna-inspired campanile was visible across the city. Surrounded by these landmarks and at the entrance to the socially prominent Murray Hill neighborhood, it was a conspicuous and important location—and prime for an apartment house as ambitious as Green and Roth envisioned.

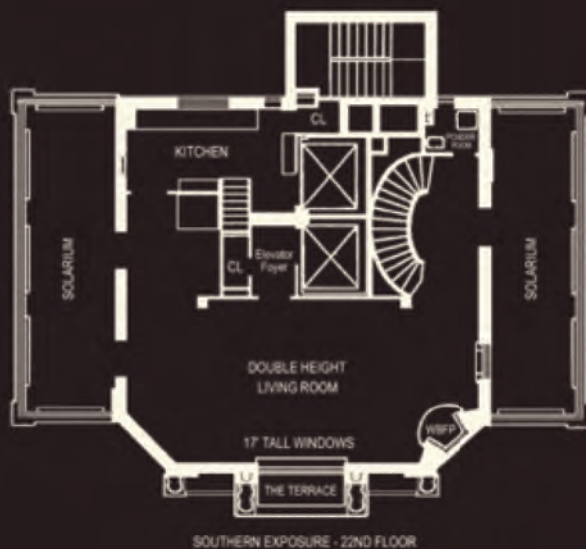
But Mrs. Robert Bacon, wife of a former United States Secretary of State, lived in a private house at the corner—and she refused to sell. Consequently, The Seven Park Avenue was built around her property in two wings, one facing Park Avenue, the other 34th Street, waiting until after World War II for the construction of a third and final wing.

From its inception, The Seven Park Avenue was closely followed in the New York press that heralded it as an important example of the new apartment houses transforming Manhattan’s most desirable neighborhoods. Elegant renderings of the building showed it rising around the Bacon house whose low roofs emphasized the new structure’s dramatic height. Roth’s design, the drawings promised, represented the future of stylish Manhattan life.



Top: Building wings surround Mrs. Bacon’s house, 1930s (Source: New York Public Library)

Bottom: Rendering from original brochure

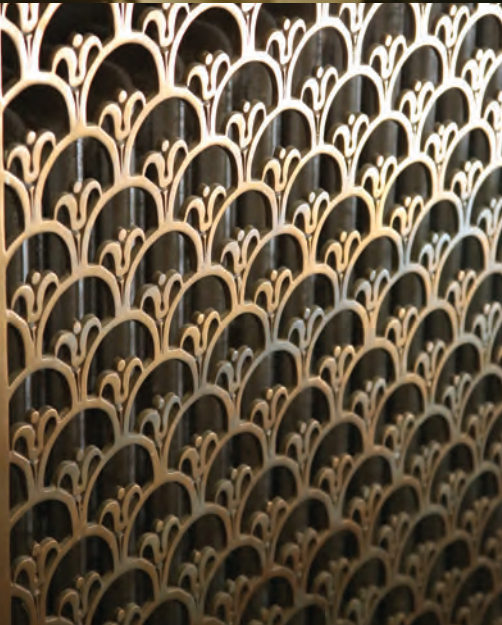


When The Seven Park Avenue’s first two wings were completed they were carefully photographed from both Park Avenue and the air. The images fulfilled the renderings’ promise. This was a building unique to Park Avenue in Murray Hill, rivaling the 71st Regimental Armory’s tower across the street and complementing the Vanderbilt Hotel as the gateway to its “aristocratic” neighborhood. Aerial views made an additional point: The Seven Park Avenue’s gleaming form, towering above brownstone streets, took its place with the new Chrysler Building as a transformative element in the Manhattan skyline. Twentieth-century New Yorkers now lived and worked in the iconic towers that defined the city for the rest of the world.

In 1953, The Seven Park Avenue’s final wing was built on the former Bacon property. It complemented the building’s earlier sections with cream-colored brick and terraced penthouses but its simplified elevations and wide picture windows suggested post-World War II changes in New York architectural tastes. Designed by David Moed and built by the Tishman Construction Company (to this day one of the most important builders in the United States as displayed by their work at One World Trade Center), it extended The Seven Park Avenue tradition of amenity and service: It was advertised as “completely air conditioned,” a milestone for its time.

Above: First and second floors of triplex penthouse

Note: Plans not to scale



LIFESTYLE

When The Seven Park Avenue opened in 1931, it was presented to prospective residents as both “fashionable” and “aristocratic.” Fashionable because it was on Park Avenue and aristocratic because of its Murray Hill neighborhood, historically the home to families listed in the Social Register. Monthly rentals in the building were three hundred twenty dollars for a one-bedroom suite at a time when a salaried worker might earn twelve dollars per week. Clearly, the building was designed for New Yorkers who were both fashionable and aristocratic, leading to its frequent mention in newspaper social pages.

Over the decades, The Seven Park Avenue was home to New Yorkers engaged in business, the arts, academia, design, publishing, real estate, fashion, communications, advertising, philanthropy and the professions, as it is to this day. Notable residents included Gitta Alpar, the world-renowned soprano who appeared at the Metropolitan Opera; the radio and television star Arthur Godfrey; Kate Smith, one of the most popular singers in the United States (whose rendition of Irving Berlin’s “God Bless America” inspired President Franklin Delano Roosevelt to introduce her to the King and Queen of England simply as “America”); Fred J. Zeitz, president of Martin’s, the upscale New York and suburban department store chain; Robert L. Mallet, president of the Pfizer Foundation; Gerson Leiber, the modernist painter;

Top: Apartment of Russel Wright (Source: Library of Congress)

Center: Gitta Alpar, Metropolitan Opera star

Bottom: Lobby grillwork



and Judith Leiber, the fashion industry icon whose elegant minaudieres were carried by every First Lady of the United States from Mamie Eisenhower to Laura Bush.

Another prominent resident was Russel Wright, one of America's premier industrial and furniture designers from the 1930s through 1950s. While living at The Seven Park Avenue he used his apartment as a design showcase, demonstrating the durability and adaptability of The Seven Park Avenue's architecture over time.

TODAY

The Seven Park Avenue became a cooperative in 1982. Since then, its board of directors has restored the lobby to its original magnificence, renovated all of its hallways in a manner complementing Roth and Moed's architecture, planted surrounding sidewalks with flower beds and trees and constructed a beautiful landscaped roof deck that overlooks Park Avenue with view of the Empire State Building—improvements made in concert with the building's careful maintenance as expected by resident owners.

As it has always been, The Seven Park Avenue is one of the most desirable and convenient addresses in Manhattan, a position assured by new developments to its immediate north, south, east and west supporting business, technology, science, social media and culture, placing it at the “crossing” of New York City's future.

Top: The Seven Park Avenue and the Chrysler Building, 1930s (Source: New York Public Library)

Center: Russel Wright in residence (Source: Library of Congress)

Bottom: Lobby carving





THE APARTMENTS

A CHOICE OF “CLASSIC” OR “MODERN”

Because The Seven Park Avenue was built in stages between 1928 and 1953 it offers apartments of both “Classic” (Pre-World War II) and “Modern” (Post-World War II) design.

“Classic” apartments by Emery Roth feature beamed and coved ceilings with arched passageways. “Modern” apartments by Alfred Moed feature clean lines and wide picture windows. Both styles of apartment enjoy hardwood floors and nine-foot high ceilings.

Over the years, some resident owners have combined units to create larger homes, including simplexes and duplexes, expanding The Seven Park Avenue’s range of choice in sizes and types of apartments.

“CLASSIC”

16



Top: Floor-through combination apartment

Bottom: Apartment with south and east exposures

Note: Plans not to scale

“MODERN”



Top: Duplex penthouse

Bottom: Apartment with south and west exposures

Note: Plans not to scale



LOCATION

LOCATION, LOCATION, LOCATION

The three requirements of the best real estate have always been “location, location, location.” Unquestionably, The Seven Park Avenue is one of Manhattan’s best-located cooperatives, midpoint between both established and new centers for offices, shopping, restaurants and culture, most of which are within walking distance of the building. And with ongoing and proposed developments to its north, south, east and west, the primacy of its address is assured.

PARK AVENUE

The world’s most prestigious boulevard, Park Avenue, is where fine apartments, hotels and offices extend northward from The Seven Park Avenue. This is truly Manhattan’s “Gold Coast” where flowering trees and seasonal plantings ornament the city and enhance its residents’ quality of life.

MURRAY HILL

An attractive and sought-after neighborhood for more than a century, Murray Hill surrounds The Seven Park Avenue. It has recently seen blocks of its fine brownstone and limestone mansions officially designated as an historic landmark district, guaranteeing its quality into the future. At the same time it offers important cultural institutions such as The Morgan Library, Scandinavia House and City University Graduate Center, Murray Hill provides every neighborhood service along Third Avenue, just two blocks from The Seven Park Avenue.

Left: View of Park Avenue from The Seven Park Avenue

Right: View of Empire State Building





And with the nearby Queens-Midtown Tunnel, The Seven Park Avenue's residents enjoy ready access to JFK and LaGuardia Airports as well as Hamptons Jitney service to Eastern Long Island.

GRAND CENTRAL TERMINAL-MIDTOWN

The heart of Midtown Manhattan, Grand Central Terminal at 42nd Street, is a short walk from The Seven Park Avenue. Surrounded by headquarters for "Fortune 500" companies, it offers transportation connections to the entire city, Westchester, Connecticut and soon Long Island via a new link to Penn Station. Inside the iconic structure itself are a multitude of shops (including one of the largest Apple stores in the world), restaurants (such as the world-famed Oyster Bar) and a dazzling European-style food hall, easily available to The Seven Park Avenue's residents.

THE PLAZA DISTRICT

Just north of Grand Central is the Plaza District with Fifth and Madison Avenue shopping and the city's best hotels, restaurants and offices. Here are Central Park, the Plaza Hotel, Rockefeller Center, the Museum of Modern Art and the Waldorf-Astoria Hotel – to name only a few of its landmarks – convenient to The Seven Park Avenue.

BRYANT PARK

Recently emerging as a prime location for financial headquarters such as the new Bank of America Building, Bryant Park is located behind the landmark New York Public



Top: Park Avenue's Helmsley Building

Center: Entrance, Kitano Hotel and Restaurant, Park Avenue

Bottom: Brownstones, Murray Hill



Library at Fifth Avenue and 42nd Street. A multi-million dollar renovation has brought amenities and activities, film festivals and seasonal markets to the park while the library itself is about to undergo a \$300-million revitalization project that will create a cutting edge research facility with enhanced public spaces for exhibitions and events—a few blocks from The Seven Park Avenue

NOMAD AND FLAT IRON-UNION SQUARE

NoMad (acronym for the area North of Madison Square) and the Flat Iron-Union Square areas are burgeoning centers for technology, social media and design, powerful new drivers of New York's economy. Accompanying their development are lively new social scenes at the Gansevoort Park, Ace, NoMad, Gramercy Park and W-Union Square hotels, all near The Seven Park Avenue.

FUTURE DEVELOPMENTS

North, south, east and west, new developments promise that The Seven Park Avenue's convenient location will grow even stronger in the future. Projects such as the \$4-billion multi-use complex and park at the East River and 36th Street, the East River Science Park on First Avenue and 29th Street, planned towers in the blocks surrounding Penn Station and the \$15-billion Hudson Yards project on 34th Street (new world headquarters for Coach, Inc.) will provide a diverse array of professional, recreational and shopping opportunities to The Seven Park Avenue's residents. And around Grand Central Terminal new skyscrapers are planned that will accommodate 21st-century global business just blocks from The Seven Park Avenue.

Top: Bryant Park and New York Public Library

Center: The Flat Iron Building

Bottom: Eataly at Madison Square

*The
Seven Park Avenue*

THE SEVEN PARK AVENUE FEATURES AND SERVICES

THE BUILDING

Architecture by Emery Roth and David Moed
Building Listed on National Register of Historic Places
Choice of “Classic” and “Modern” Apartments
Magnificent Lobby
Doorman
Concierge
Resident Superintendent
Large Staff
Roof Deck Overlooking Empire State Building (Available for Private Parties)
Adjacent Garage
Villa Berulia Restaurant
On-Premises Dry-Cleaning, Laundry and Tailoring Service
Central Laundry Room
Video Security System
Package Room
Bicycle Room
Individual Storage Units (Reservation Basis)

SERVICES WITHIN ONE-BLOCK RADIUS OF THE SEVEN PARK AVENUE

Lexington Avenue Subway
Select and Express Cross-Town Bus Service
Madison Avenue and Lexington Avenue Bus Service
Grocers, Pharmacies and Health Clubs (including Equinox)
Restaurants including renowned Wolfgang’s Steakhouse and Artisanal
United States Post Office
United Parcel Service

MURRAY HILL FEATURES

Officially Designated Historic Landmark District
The Morgan Library
City University of New York Graduate Center
Scandinavia House and Restaurant
Kitano Hotel, Restaurant and Jazz Club
Union League Club
Collectors Club
Lord and Taylor, Fifth Avenue
Third Avenue Shopping and Services
Hamptons Jitney Service
Midtown Tunnel Access to La Guardia and JFK Airports
Thirty-Fourth Street – Wall Street Ferry Service
Thirty-Fourth Street Heliport

WITHIN WALKING DISTANCE OF THE SEVEN PARK AVENUE

Midtown and “Fortune 500” Companies
Grand Central Terminal
Plaza District
Fifth and Madison Avenue Shopping
New York Public Library
Bryant Park
Madison Square
Union Square and Farmers Market
Gansevoort Park, Ace, NoMad, W-Union Square and Gramercy Park Hotels
Penn Station
Herald Square
“Club Row” (Princeton, Columbia, Yale, Penn, Cornell, Dartmouth, Harvard, etc.)
New York University Medical Center

