

107
EAST 34TH
STREET

PARK AVENUE & LEXINGTON AVENUE

MIDTOWN SOUTH

NEW YORK CITY

Vantage



AT THE BASE OF 7 PARK AVENUE, a residential tower at the corner of Park Avenue and 34th Street, lies a ~3,100 square foot second-generation restaurant opportunity at 107 East 34th Street. The space was formerly home to Villa Berulia, a beloved Italian institution that operated here for decades, and comes with proven food and beverage infrastructure in place. It is available for immediate possession. Ownership is seeking a lease agreement with a best-in-class operator to activate the space to its full potential.



Located at the heart of Murray Hill, the space sits at a natural crossroads for residents, commuters, and office workers moving through the neighborhood throughout the day. The 6-train is steps away, and both Penn Station and Grand Central Terminal are within easy walking distance.



For those seeking to plant roots in one of Manhattan's most established residential neighborhoods, this is a rare opportunity to step into a space with a proven dining legacy and a built-in local following.

SPACE DETAILS

GENERAL SPECS

- ★ Between Park & Lexington Avenues
- ★ Ground Floor F&B space at the base of a residential building

APPROXIMATE SIZE

Ground Floor 2,508 SF
Lower Level 600 SF

FRONTAGE

30 FT on East 34th Street

POSSESSION

Immediate

RENT

Upon Request

TERM

10 years+

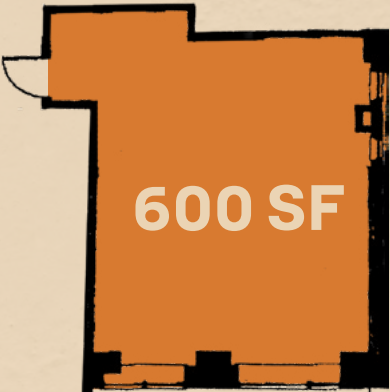
COMMENTS

- ★ Former Villa Beruila Italian Restaurant
- ★ First time available in 45 years
- ★ Entrance on East 34th Street
- ★ Base of Luxury Residential Co-Op: 7 Park Avenue
- ★ 70 Seat Dining Room (with Bar)
- ★ 20-30 person Private Dining Room
- ★ 12' hood + 8' hood
- ★ Walk-In Fridge within the kitchen
- ★ Admin Office
- ★ Ample Dry Storage / Double Height Ceilings in Lower-Level
- ★ Opportunity to extend Private Dining Room into private courtyard
- ★ Opportunity to extend bar into the coat check closet
- ★ Type I Venting, Black Iron

GROUND FLOOR



NON-CONTIGUOUS LOWER LEVEL STORAGE



107
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SPACE PHOTOS

MAIN DINING ROOM

Seats 70 guests (100 standing)
Including Bar Space



SEMI-PRIVATE BALCONY ROOM

Seats 11 guests
overlooking
main dining room



SEMI-PRIVATE ALCOVE ROOM

Seats 16 guests



PRIVATE DALMACIJA ROOM

Seats 35 guests
(45 standing)

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MEET THE NEIGHBORS

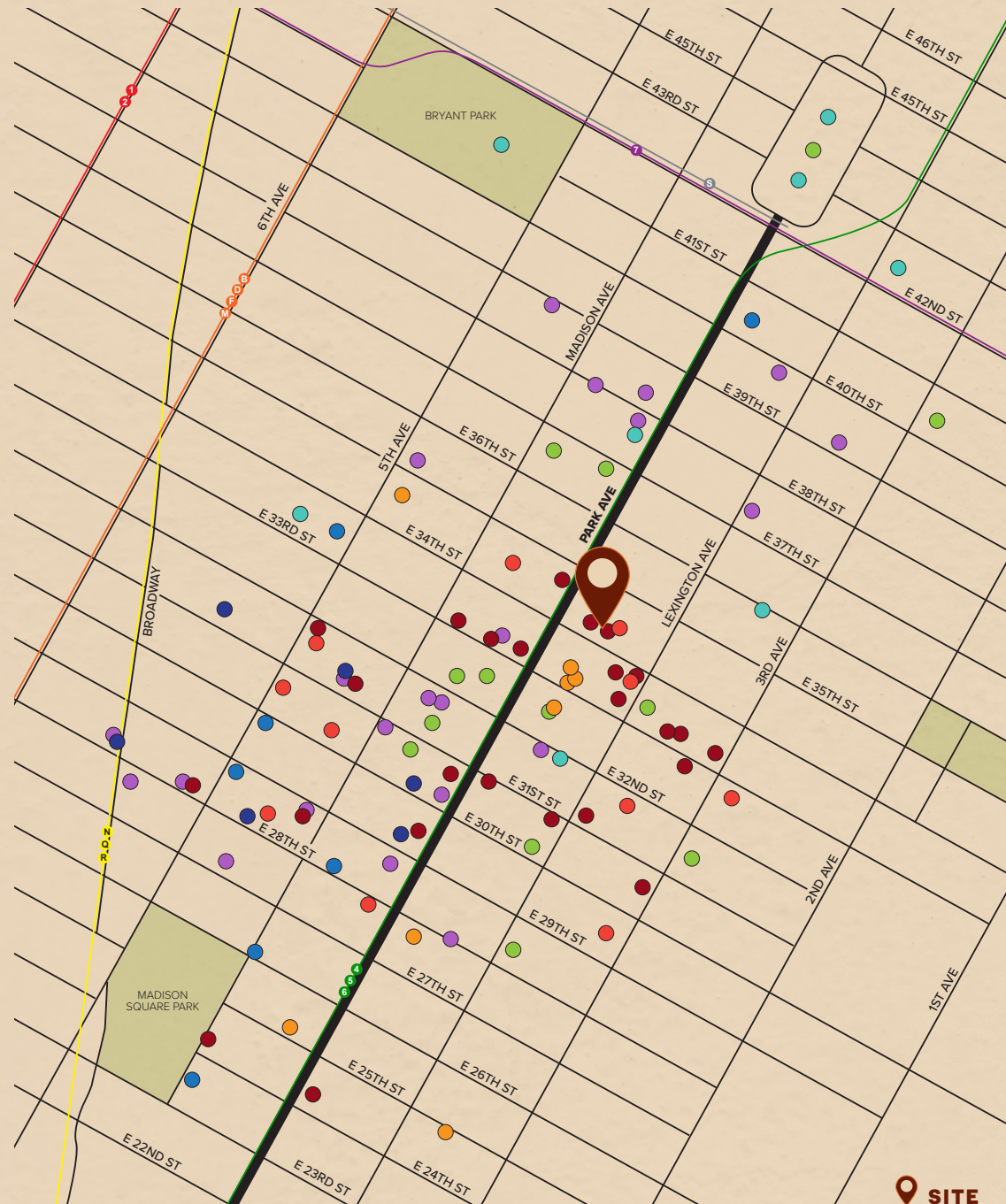
F&B



LIFESTYLE



POINTS OF INTEREST



● RESTAURANTS/DINING

Little Ruby's Café
2nd Ave Deli
Eleven Madison Park
Leonetta
Scarpetta
Café Carmellini
The Ainsworth
Gregory's
Utopia Bagels
Murray Hill Diner
Aromati Café & Wine Bar
Wolfgang Steakhouse
Omakase 33
One Two Thai
Medium Rare
Wolfgang Steakhouse
Nubiani
Felix Roasting Co
Her name is Han
Franchia Vegan Café
Villa Berulia
Miraj Healthy Grill
Fluffies Hot Chicken – Midtown
Vezzo NYC Thin Crust Pizza
Lenwich
Sabai Thai

● HOTELS

The Ritz-Carlton New York, NoMad (260 Keys)
The Fifth Avenue Hotel (149 Keys)
The Ned NoMad (167 Keys)
Arlo Nomad (248 Keys)
Hotel AKA NoMad (178 Keys)
The Shelburne Sonesta New York (325 Keys)
The Marmara Park Avenue (126 Keys)
Royalton Park Avenue (249 Keys)
Park South Hotel (131 Keys)
Hotel Park Ave NYC (189 Keys)
Hilton Garden Inn NY/Midtown Park Ave (232 Keys)
The Renwick Hotel (173 Keys)
Pod 39 (366 Keys)
Hotel 3232 (102 Keys)
The Prince Kitano New York (150 Keys)
Kimpton Ashbel New York (205 Keys)
U Hotel Fifth Ave (70 Keys)
Hyatt Centric Midtown Fifth Ave (162 Keys)
NH Collection (283 Keys)
HGU New York (90 Keys)
Hotel Seville NoMad (348 Keys)
The Evelyn (160 Keys)

● BARS/COCKTAILS

Nubeluz
Obvio
Ten11 Lounge & Bar
ART NoMad
Tavern29
Wine:30

● LIFESTYLE

JetSet Pilates
Equinox
New York Sports Club
Tone House NoMad
Solidcore
Enail
Bodyrok
Trader Joes
Kalustyan's
The Union League Club
JP Morgan Library & Museum
Grand Central Terminal

● RESIDENTIAL

Windsor Court
Anagram NoMad
Madison House
The Dylan
295 Fifth Avenue
The Knox NYC
The Murray Hill
The Murray Park
Laurence Towers
Prism at Park Avenue South Apts.
Biltmore Plaza

● CULTURAL INSTITUTIONS

The Morgan Library
Scandinavia House
Sniffen Court, Landmarked Mews
Korean Culture Center
Empire State Building
Met Life Tower
Chrysler Building
Grand Central Station Clock
New York Public Library

● SCHOOLS/UNIVERSITIES

Baruch College
New York School of Interior Design
Baruch College Campus High School
CUNY Graduate Center
NYU Langone Health (Administrative/Clinical Campus)
Success Academy High School for the Liberal Arts
Manhattan Academy for Arts and Language
Unity Center for Urban Technologies
Murray Hill Academy

● OFFICE BUILDINGS / MAIN TENANTS

1 Madison Avenue New York, NY 10010 (1.3M SF)
Coinbase, IBM, FanDuel, Alidoro, Charlie Bird, Sigma Computing, Harvey A.I.
350 5th Ave New York, NY 10118 (2.9M SF)
LinkedIn, Workday, Newcleo, Starbucks
WeWork (multiple locations) (287K SF)
277 Fifth Avenue (13K SF)
261 Fifth Avenue (403K SF)
41 Madison (including Regus Nomad) (582K SF)
101 Park Avenue (including Convene) (1.2M SF)



107
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F&B NEIGHBORS



LIFESTYLE NEIGHBORS



EQUINOX PARK AVE



JETSET PILATES



SOLACE



THE UNION LEAGUE CLUB



ENAIL



DOVER STREET MARKET



BODYROK MURRAY HILL



THE MORGAN LIBRARY & MUSEUM

HOTEL F&B NEIGHBORS



▲ **THE SHELBURNE SONESTA NEW YORK**
(325 Keys)
Take Care Restaurant (Three Meal Period)
Vintage Green Rooftop (Outdoor/Rooftop Lounge)



▲ **HOTEL PARK AVE NYC**
(189 Keys)
Park Rose (Three Meal Period)
Seed Library NYC (Cocktail Lounge/Bar)
Golden Child (Outdoor/Rooftop Lounge)

THE MARMARA PARK AVENUE
(126 Keys)
Tuti (Three Meal Period)
Balcon Rooftop Bar (Outdoor/Rooftop Lounge)



▲ **POD 39**
(366 Keys)
Arthur & Sons (Dinner Service)
Artie's Backroom & Rooftop (Cocktail Lounge/Bar)



▲ **THE PRINCE KITANO NEW YORK**
(150 Keys)
Hillside Café (Breakfast + Lunch Service)
Roof At 66 Park (Outdoor/Rooftop Lounge)
Hakubai (Dinner Service)



◀ **THE RENWICK HOTEL**
(173 Keys)
Agency of Record
(Breakfast + Dinner Service/Cocktail Lounge)



▲ **PARK SOUTH HOTEL**
(131 Keys)
Rosehill Rooftop (Outdoor/Rooftop Lounge)
Brewr (All Day Café) / Stone & Soil (Cocktail Lounge/Bar)
Skewr (Dinner Service)

HOTEL 3232 ▶
(102 Keys)
The 86 (Cocktail Lounge/Bar)
Sushi Suite 1001 (Dinner Service)
Sushi By Bou NoMad (Lunch + Dinner Service)



◀ **ROYALTON PARK AVENUE**
(249 Keys)
The Ivy Room (Breakfast + Lunch Service/Cocktail Lounge)
Penthouse On Park (Lunch + Dinner Service/Rooftop Lounge)
Simona Sundeck (Outdoor/Rooftop Lounge)

MURRAY HILL BY THE NUMBERS



26K

RESIDENTS
IN MURRAY HILL



\$117.6K

MEDIAN HOUSEHOLD INCOME



20K

STUDENTS
AT BARUCH COLLEGE
(1 BLOCK AWAY)



2.5M+

ANNUAL VISITORS
TO THE EMPIRE STATE BUILDING
(3 BLOCKS AWAY)



4

PRIMARY/SECONDARY
EDUCATIONAL INSTITUTIONS
PROXIMATE TO OPPORTUNITY



700K+

DAILY EMPLOYEES
IN MIDTOWN MANHATTAN



10+

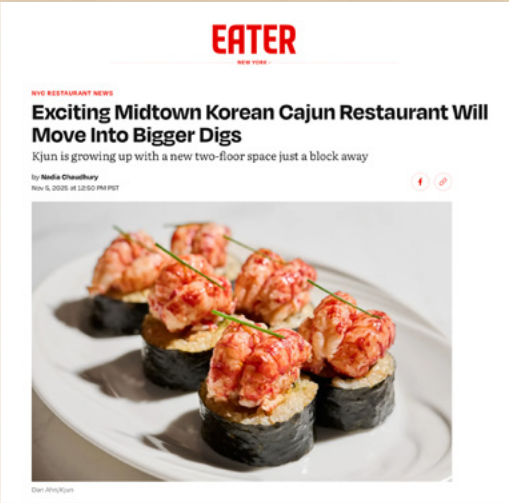
HOTELS
IN THE IMMEDIATE
TRADE AREA



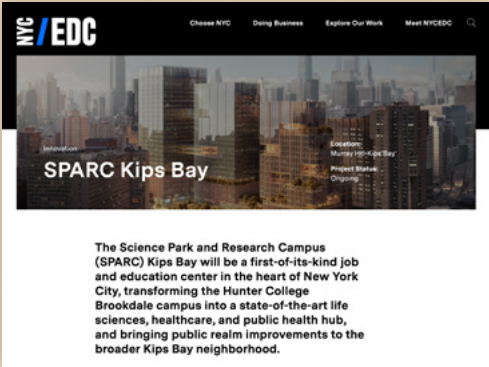
150+

BUSINESS
ON KOREATOWN'S
32ND STREET
(1 BLOCK SOUTH)

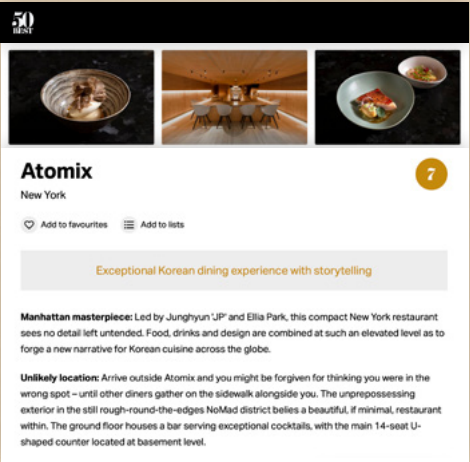
MURRAY HILL HEATS UP



Kjun earns 8.5/10 from The Infatuation (highest-rated restaurant in Murray Hill) expands to bi-level space on Lexington Avenue (Jan-26)



\$1.6 billion SPARC Kips Bay life sciences campus — 4,500 CUNY students and a new ambulatory care center coming to East 25th Street beginning Feb-26



Atomix at 104 East 30th Street named #1 Restaurant in North America in 2025 and #7 in 2026



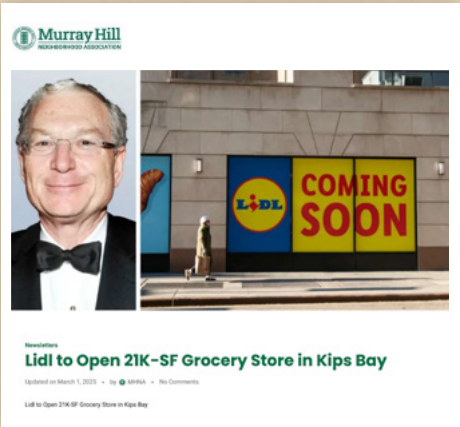
218 Madison Avenue 2026 delivery of 25 new luxury condos at Madison and East 36th Street Developed by RYBAK Development

40 East 35th Street: 37 new condos topping out on a 180K SF 18-story building between Park and Madison Avenues completion in 2027 developed by Continuum Co.

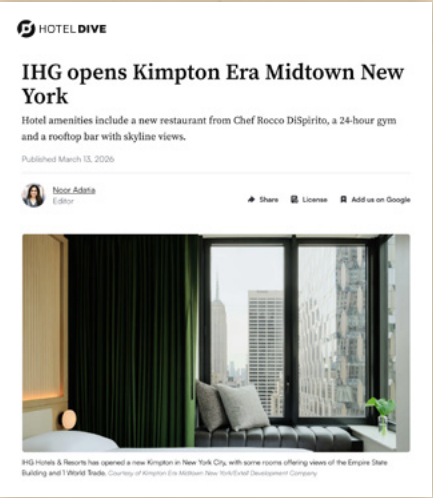
The Dian, 162 East 36th Street: 160 new boutique rental units in a 22-story Art Deco building completion Spring 2026 developed by Gilar



Hydrogen Fitness signs 15-year flagship lease (145 E 32nd St) — the premium brand locks in a 17,000 SF luxury gym space and is their first location in New York City (Apr-26)



Lidl signs 15-year lease at 155 East 31st Street (corner of 32nd & Third Avenue): the German grocery newest NYC location comes directly to Murray Hill



The 529-room Kimpton Era Midtown opens with four food and beverage concepts including Bar Rocco from celebrity chef Rocco DiSpirito (Mar-26)

107 EAST 34TH STREET

TRANSPORTATION/ACCESSIBILITY



3

SUBWAY LINES
SERVING 33RD STREET
STATION



6.16K

ANNUAL RIDERS
THROUGH 33RD STREET
STATION (2024)
37TH OF 423 STATIONS CITYWIDE



28K

DAILY BUS COMMUTERS
ON 34TH STREET



600K+

DAILY PASSENGERS
THROUGH PENN STATION
(10 MINUTE WALK)



750K

DAILY RIDERS
THROUGH GRAND CENTRAL TERMINAL
(10 MINUTE WALK)



5

EXPRESS BUS ROUTES
SERVING 33RD/34TH STREET



1

NYC FERRY PIER
AT EAST 34TH STREET
(2 MINUTE WALK)



3

CITI BIKE STATIONS
WITHIN 3 BLOCKS
OF PARK AVENUE
E 33rd / Park Ave
E 32nd / Park Ave
E 31st / 3rd Ave

THE 34TH STREET BUSWAY

NYC is converting 34th Street into a dedicated busway from Third to Ninth Avenue.

WHAT IT MEANS FOR 107 EAST 34TH STREET

A faster, more reliable M34 means more people moving through the 34th Street corridor every day.

107 East 34th Street sits steps from the 33rd Street 6 train entrance and has direct frontage on 34th Street. Tenants here are positioned to capture a more active, more accessible corridor right at their doorstep.

28K
DAILY M34 RIDERS

6AM-10PM
RESTRICTION HOURS DAILY

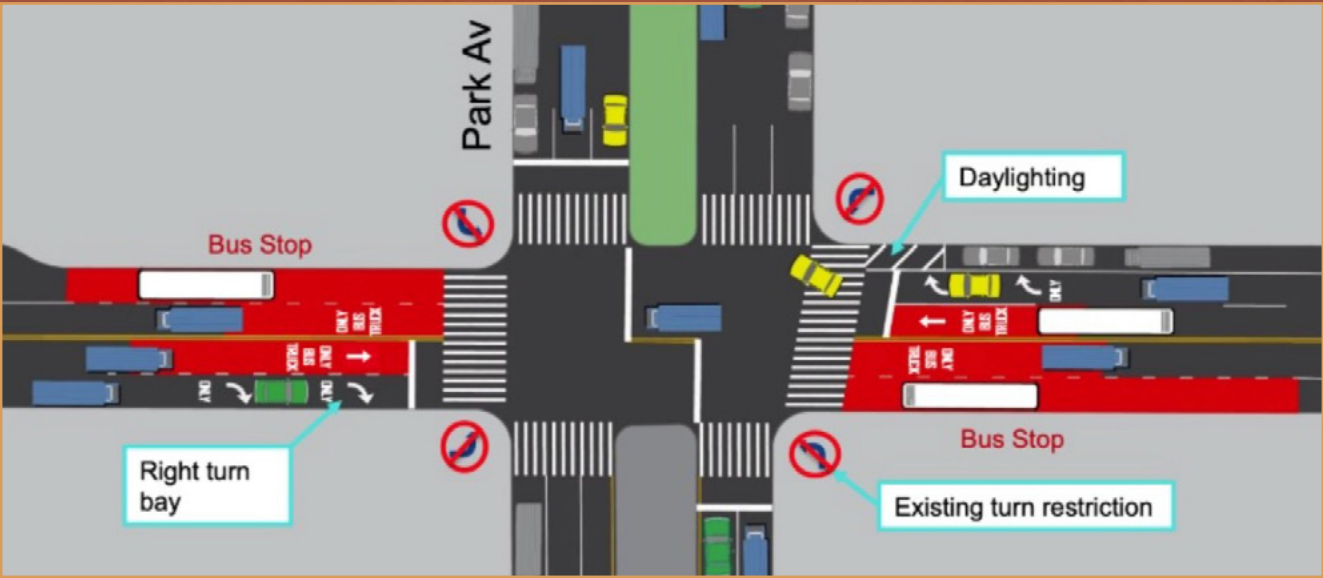
FALL 2026
TARGET COMPLETION

WHAT A BUSWAY DELIVERS

24% FASTER BUS SPEEDS ON THE CORRIDOR

42% FEWER CRASHES SINCE 2019 LAUNCH

~60% FEWER INJURIES ALONG THE ROUTE



Source: New York YIMBY (Jun-26)

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