

Hotel Seville (now The James New York)

22 East 29th Street (aka 18-20 East 29th Street; 15-17 East 28th Street;
90-94 Madison Avenue), Manhattan
Tax Map Block 858 Lot 17 in part

Built: 1901-04; Addition: 1906-07

Architect: Harry Allan Jacobs; Addition: Charles T. Mott

Style: Beaux Arts

Proposed Action: Proposed for Commission's Calendar December 12, 2017



Hotel Seville, LPC, 2017

The Hotel Seville is an elegant early 20th-century Beaux-Arts style hotel, prominently located at the corner of Madison Avenue and East 29th Street north of Madison Square. Dominant decorative features include a highly ornamented base and crown; sculptural limestone accents; decorative curved metal window bays; and an ornate cornice supported by large console brackets.

Like similar hotels built north of Madison Square, the Hotel Seville complemented and supported the neighborhood's evolution from affluent residential blocks into a bustling commercial and business district. The hotel was popular with permanent residents and visitors, particularly tourists and those on business trips. It was moderately priced and located near department stores, public transportation, theaters and for the business traveler, near office buildings and commercial showrooms.

Harry Allan Jacobs (1872-1932) designed the original corner section of the hotel constructed in 1904 for an investor and railroad promoter from upstate New York. Jacobs began his New York practice in 1900 after his graduation from Columbia's Architecture program and the Ecole des Beaux-Arts. During his thirty-year career he designed many New York City buildings including the Hotel Marseilles (1902-05) at Broadway and West 103rd Street and the Andrew Freedman Home (1922-24) at 1125 Grand Concourse in The Bronx, both New York City Landmarks.

In 1906 following the hotel's immediate success, Louis C. Raegner, a prominent lawyer and subsequent owner, commissioned New York City architect Charles T. Mott (1855-1934) to design a through-block annex on the lots west of the hotel. Although a story shorter than the original building, this annex continued the original design and architectural features. Over the years the hotel continued to capitalize on its location and mid-range services.

In 1987 with increased tourism in the neighborhood, the hotel was updated and renamed the Carlton. Recent alterations have addressed windows and remodeling at the lower floors. This handsome building, today known as The James New York, remains a striking example of a Beaux Arts style hotel with finely crafted details that enliven the facades. With its corner location it continues to be a significant contributor to the streetscape along Madison Avenue.