

# Hotel Seville (now The James NoMad Hotel)

**22 East 29<sup>th</sup> Street (aka 18-20 East 29<sup>th</sup> Street; 15-17 East 28<sup>th</sup> 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:** Calendared: December 12, 2017;

Public Hearing: February 20, 2018



Hotel Seville, LPC, November 1, 2017

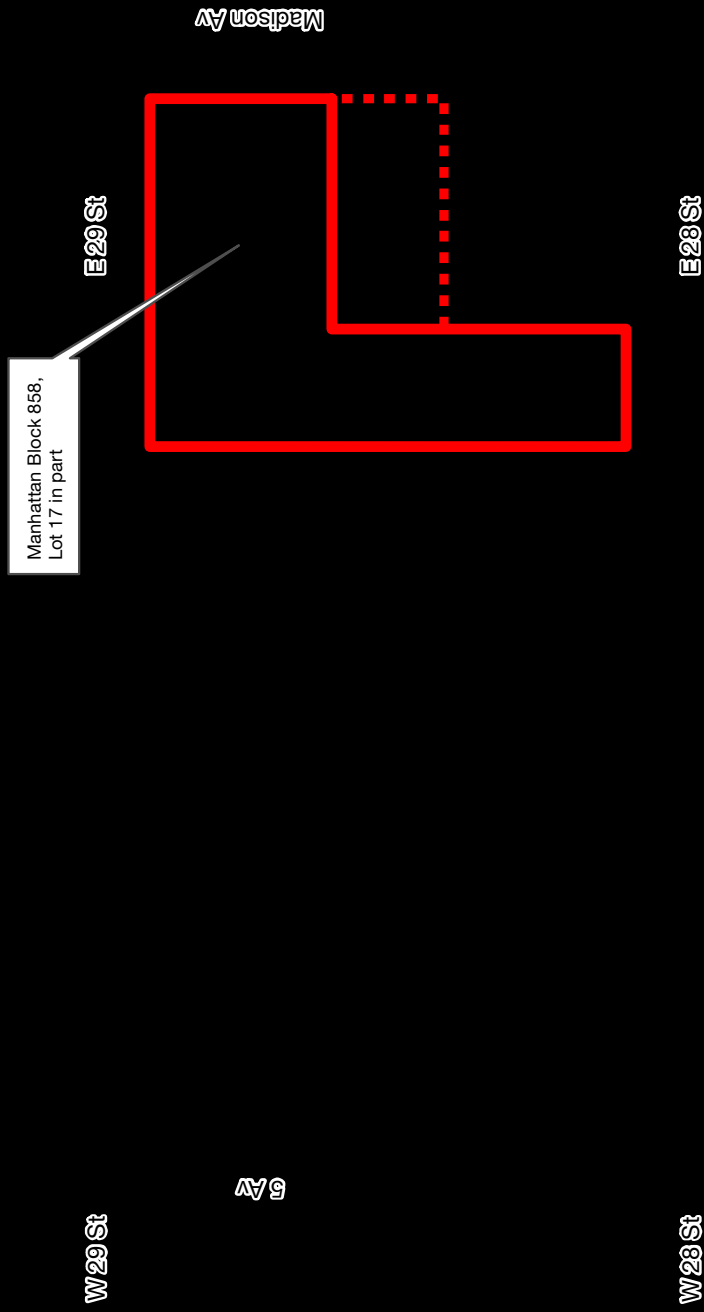
The Hotel Seville is a distinctive Beaux-Arts style hotel, notable for its elegant architecture and its importance within the development of New York City hotels during the early 20<sup>th</sup> century. Prominently sited at the corner of Madison Avenue and East 29<sup>th</sup> Street, the hotel exhibits the classical composition and exuberant ornamental features that were popular for hotels and apartment buildings at the time of construction. The building is particularly striking with its highly ornamented base and crown, horizontal stripes in red brick and limestone, contrasting bays of red brick and metal bowed windows, and sculptural ornament in the French Renaissance style.

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 for an investor from upstate New York. Jacobs began his New York practice in 1900 after attending Columbia's Architecture program and the prestigious Ecole des Beaux Arts. During his thirty-year career he designed many New York City buildings including the 1905 Hotel Marseilles at Broadway and West 103<sup>rd</sup> Street and the 1924 Andrew Freedman Home along the 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 convenient location and mid-range services.

The building has been updated over time to remain in hotel use, and alterations have replaced windows and remodeled the lower floors. This handsome building, today known as The James NoMad Hotel, remains a striking example of the Beaux-Arts style with finely crafted details that enliven the facades, and contributes significantly to the streetscape.



**Legend**

- Proposed Landmark Site
- Block 858, Lot 17
- Building Footprints
- New York City Tax Lots

Address: 22 East 29th Street (aka 18-20 East 29th Street; 15-17 East 28th Street; 90-94 Madison Avenue)  
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