



IN THE MATTER OF a communication dated May 3, 2018, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the Hotel Seville (Block 858, Lot 17), by the Landmarks Preservation Commission on March 6, 2018 (Designation List No. 501/LP-2602), Borough of Manhattan, Community District 5.

Pursuant to Section 3020.8(b) of the City Charter, the City Planning Commission shall submit to the City Council a report with respect to the relation of any designation by the Landmarks Preservation Commission, whether a historic district or a landmark, to the Zoning Resolution, projected public improvements, and any plans for the development, growth, improvement or renewal of the area involved.

On March 6 2018, the Landmarks Preservation Commission (LPC) designated the Hotel Seville, now known as the James NoMad Hotel, located at 22 East 29th Street as a City landmark.

The site is located on the northeast corner of the block bounded by East 29th Street to the north, East 28th Street to the south, Madison Avenue to the east, and Fifth Avenue to the west and is within the Midtown neighborhood of Manhattan Community District 5. The landmark site occupies the southwest corner of Madison Avenue and 29th Street, and comprises the original Hotel Seville and an attached, mid-block annex, west of the original hotel with frontages to both 28th and 29th streets.

The original 12-story Hotel Seville was constructed between 1901 and 1904 by architect Harry Allen Jacobs. The 11-story annex was later added, designed by Charles T. Mott and constructed between 1906 and 1907. Collectively the development is representative of an early 20th century mid-priced hotel in the Beaux-arts style, which was popular in New York City at the time. The style's grandeur and association with elegance and continental sophistication appealed to middle-class residents and travelers.

The hotel building is characterized by an abundance of reinterpreted classical-style ornament, with an emphasis on molded ornament, boldly scaled details, contrasting materials, and carved sculptural elements. The composition exhibits a strong symmetry and regularity, and the building's sculpted lion heads, festooned cartouches, bays of bowed windows, ornamental metal, and stripes of limestone and red brick are just some of the features that illustrate the Beaux-arts

style. The Hotel Seville's highly ornamented overhanging cornice is a typically Beaux-arts style strong roofline.

The Hotel Seville is located centrally within a C5-2 zoning district, with a lot size of 17,895 square feet. The maximum floor area ratio (FAR) for a lot in the C5-2 district is 10.0. As such, the 17,895-square-foot zoning lot could be developed with 178,950 square feet of floor area. The existing development on the zoning lot contains approximately 185,785 square feet of floor area (10.38 FAR) and therefore the site has no unused development rights available for transfer.

Pursuant to Section 74-711 of the Zoning Resolution, landmark buildings or buildings within Historic Districts are eligible to apply for use and bulk waivers upon application to the LPC.

The subject landmark does not conflict with the Zoning Resolution. Furthermore, the Commission is not aware of any conflicts between the subject landmark designation and projected public improvements or any plans for development growth, improvement or renewal in the vicinity of the landmark.

MARISA LAGO, *Chair*

KENNETH J. KNUCKLES, *Esq.*, *Vice-Chairman*

ALLEN CAPPELLI, ALFRED C. CERULLO, III, MICHELLE R. DE LA UZ,

JOSEPH I. DOUEK, RICHARD W. EADDY, HOPE KNIGHT, ANNA HAYES LEVIN, ORLANDO MARIN, LARISA ORTIZ, *Commissioners*