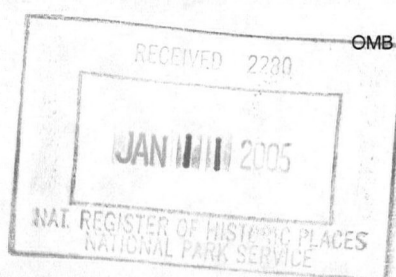


United States Department of the Interior  
National Park Service

## National Register of Historic Places Registration Form



OMB No. 10024-0018

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

### 1. Name of Property

historic name Seville Hotel

other names/site number Hotel Seville; Carlton Hotel

### 2. Location

street & number 22 East 29<sup>th</sup> Street [ ] not for publication

city or town New York [ ] vicinity

state New York code NY county New York code 061 zip code 10016

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] nomination [ ] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements as set forth in 36 CFR Part 60. In my opinion, the property [X] meets [ ] does not meet the National Register criteria. I recommend that this property be considered significant [ ] nationally [ ] statewide [X] locally. ([ ] see continuation sheet for additional comments.)

[Signature]  
Signature of certifying official/Title

12/18/04  
Date

New York State Office of Parks, Recreation & Historic Preservation  
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria. ([ ] see continuation sheet for additional comments.)

[Signature]  
Signature of certifying official/Title

Date

State or Federal agency and bureau

### 4. National Park Service Certification

I hereby certify that the property is:

- [X] entered in the National Register  
[ ] see continuation sheet  
[ ] determined eligible for the National Register  
[ ] see continuation sheet  
[ ] determined not eligible for the National Register

[ ] removed from the National Register

[ ] other (explain)

[Signature]  
Signature of the Keeper

2/24/05  
date of action

Edson Beall

New York County, New York  
County and State

| Ownership of Property<br>(check as many boxes as apply) | Category of Property<br>(Check only one box)    | Number of Resources within Property<br>(Do not include previously listed resources in the count) |                   |
|---------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------|
| <input checked="" type="checkbox"/> private             | <input checked="" type="checkbox"/> building(s) | Contributing                                                                                     | Noncontributing   |
| <input type="checkbox"/> public-local                   | <input type="checkbox"/> district               | <u>1</u>                                                                                         | <u>0</u>          |
| <input type="checkbox"/> public-State                   | <input type="checkbox"/> site                   | <u>          </u>                                                                                | <u>          </u> |
| <input type="checkbox"/> public-Federal                 | <input type="checkbox"/> structure              | <u>          </u>                                                                                | <u>          </u> |
|                                                         | <input type="checkbox"/> object                 | <u>          </u>                                                                                | <u>          </u> |
|                                                         |                                                 | <b>1</b>                                                                                         | <b>0</b>          |
|                                                         |                                                 |                                                                                                  | <b>TOTAL</b>      |

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

### Historic Functions

(enter categories from instructions)

DOMESTIC/hotel

### Current Functions

(Enter categories from instructions)

DOMESTIC/hotel

**Architectural Classification**  
(Enter categories from instructions)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/ Beaux Arts

### Materials

(Enter categories from instructions)

foundation stone

walls limestone, brick, terra cotta, copper

roof \_\_\_\_\_

other \_\_\_\_\_

(Describe the historic and current condition of the property on one or more continuation sheets)



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 1

Seville Hotel  
Name of Property  
New York County, New York  
County and State

7. Narrative Description

The Seville Hotel, now the Carlton Hotel, is a Beaux-Arts style building erected in two campaigns between 1901 and 1907. It is located on an L-shaped site with the original section of the hotel on the southwest corner of Madison Avenue and East 29<sup>th</sup> Street and a later wing to the west, extending from East 29<sup>th</sup> Street through the block to East 28<sup>th</sup> Street. The building is located in a mixed-use area with a variety of buildings on surrounding sites, including other hotels, commercial loft buildings, office buildings, apartment houses, rowhouses, and churches. Immediately to the west of the hotel, along the south side of East 29<sup>th</sup> Street, is a modern high-rise apartment house that is set back from the street wall. The apartment house site stretches through the block; on East 28<sup>th</sup> Street there is a large plaza. Farther west on 29<sup>th</sup> Street is Ely Jacques Kahn's Art Deco style office building at 259-263 Fifth Avenue. To the north of the hotel, on the north side of East 29<sup>th</sup> Street is the Episcopal Church of the Transfiguration, better known as "The Little Church Around the Corner," a nineteenth-century Gothic Revival style complex (National Register listed 6-4-73). Flanking the church on the corners of Fifth and Madison Avenues are loft buildings located on corner sites. To the south of the hotel, on the west side of Madison Avenue between East 29<sup>th</sup> and East 28<sup>th</sup> streets is a low-scale addition to the Seville, under construction in 2004, that will be the hotel's main entrance and lobby. This new addition is excluded from the nomination boundaries. At the northwest corner of Madison Avenue and East 29<sup>th</sup> Street, adjoining the new entrance structure and the 28<sup>th</sup> Street wing of the hotel is a seven-story commercial building. To the south, on the south side of East 28<sup>th</sup> Street are the Prince George Hotel (National Register listed) and the Hotel Latham. Along Madison Avenue, to both the north and south of the hotel, are commercial loft and office buildings dating from the early twentieth century. There does not appear to be the potential for an historic district in the area. With the exception of several small air shafts, the Seville occupies its entire lot. The building retains its integrity to a very high degree on the exterior. The nomination consists of one contributing building.

The Hotel Seville consists of the original twelve-story hotel on the corner of Madison Avenue and East 29<sup>th</sup> Street and an eleven-story addition that fronts on both East 29<sup>th</sup> and East 28<sup>th</sup> streets. The original building is an ornate, steel-frame structure with six bays on East 29<sup>th</sup> Street, four bays on Madison Avenue, and a single bay in the curved and chamfered corner. It has a tripartite massing with a three-story and basement base, a seven-story shaft, and a two-story crown. The basement of the hotel is faced in granite (now painted). The lower two-thirds of the first story is clad in rusticated limestone. The remainder of the first story and the second and third stories are clad in alternating bands of limestone and red brick, while the upper floors are red brick with white terracotta trim.

The Seville is entered through a portico located in the fourth bay from the corner on 29<sup>th</sup> Street. The slightly projecting portico has Doric pilasters, with a pair of Ionic columns set *in antis*. The pilasters and columns support an entablature capped by a heavy limestone attic. The entry doors are not original. To either side of the entrance are pairs of round-arch windows with concave enframements. Each window has a projecting keystone flanked by ornate oakleaf detail. A balustrade railing runs in front of each window. The windows are filled with metal multi-pane casements and fanlights that approximate the original wood window pattern. The bay closest to Madison Avenue has a large square opening with a heavy copper enframement that is ornamented with foliage and a central cartouche. This window is divided by wooden mullions into six lights – three vertical

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 2

Seville Hotel  
Name of Property  
New York County, New York  
County and State

windows capped by three small square transoms. An iron railing runs in front of the window. On Madison Avenue, another six-part square window is located closest to the corner, with three round-arch windows, identical to those on East 29<sup>th</sup> Street, located to the south. The basement is raised slightly above street level and is articulated by rectangular openings with replica wood compound windows that open onto an areaway.

With the exception of a rectangular second-story window located just above the entrance, all of the windows on the second story of the Madison Avenue and East 29<sup>th</sup> Street facades have projecting balconies supported by the keystones of the windows below and by square-faced end brackets. Each balcony has an iron railing. There are also iron window guards in front of the windows on the third story. On East 29<sup>th</sup> Street, the window openings in the third and sixth bays (counting from the east) are wider than those of other bays, while on Madison Avenue the first and third bays (counting from the south) are wider. This rhythm of window sizes continues up the entire structure. The wide openings originally had central double-hung sash with fixed sidelights; a few of these are extant. The windows on the third story are separated by large oval terra-cotta panels with ornate foliate frames, each held in the mouth of a lion. The third-story of both facades is capped by a limestone cornice supported by console brackets. The cornice is ornamented with blocks and dentils.

On the three-story and basement portion of the hotel the corner is chamfered. A restored stair leads to an entrance door in the basement that originally led into a café. The first story of the corner is articulated by a round-arch window with balustrade railing and keystone. Flanking the keystone are several uncarved rough stone blocks. On the second story is a rectangular window with a balcony supported on the keystone of the first-story windows and on two blocks. The balcony has an iron railing. On the third story is a round-arch window. The second and third story windows have central double-hung sash and fixed sidelights. Just above the third-story window is a rounded hood with a keystone and Vitruvian wave molding that forms the base for a curved copper bay that extends from the fourth through the tenth floors. The bay is divided horizontally into three sections, with cornices projecting above the fifth and eighth stories and a pediment above the tenth story window. Between the other floors are paneled spandrels. The bay is flanked by tall slender fascies bound together by a twining vine. On each level, the bay has a wide central window flanked by narrower side windows (sash altered). To either side of the bay are wide expanses of keyed terra cotta with guilloche beltcourses above the fifth and eighth stories and a bracketed cornice above the tenth story. Each of the terra-cotta sections has concave recesses articulated by narrow rectangular windows. The eleventh and twelfth stories of the corner are chamfered. They are faced with terra cotta. The eleventh-story window has a modest lintel with a flat keystone. There are red brick panels to either side of the corner on these floors.

On East 29<sup>th</sup> Street, the shaft of the building has a fenestration pattern that echoes that of the windows on the base. In the first, second, fourth, and fifth bays are rectangular openings with modest projecting terra-cotta enframements with sills and lintels supported on brackets. Identical openings are located in the second and fourth bays of the Madison Avenue facade. The remaining bays on both 29<sup>th</sup> Street and Madison Avenue have projecting rounded copper bays with ornament similar to that on the corner bay. Guilloche panels extend from the bays at the fifth and eighth stories. The bays are set within concave terra-cotta frames keyed to the facade. Just to the south of the second bay on Madison Avenue and to the east of the second and fourth bays on East



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 3

Seville Hotel  
Name of Property  
New York County, New York  
County and State

29<sup>th</sup> Street are vertical rows of small rectangular windows. A cornice with Greek fret design runs above the tenth story. Above each bay the cornice projects out and is supported on large brackets.

The ornate two-story crown of the building consists of rectangular windows that are linked vertically by terra-cotta frames. The eleventh-story windows are capped by modest lintels with flat keystones. Between the windows on both street facades are boldly three-dimensional vertical foliate panels of terra cotta. Three of the four small rectangular bands of windows seen on the building shaft continue into the crown; the band on East 29<sup>th</sup> Street adjacent to the corner does not appear on the upper level. The building is capped by a heavy projecting metal cornice with blocks supported by enormous console brackets and dentils. There is an original one-story roof-top addition that is visible along East 29<sup>th</sup> Street. The south side of the building, visible, in part, from Madison Avenue is clad in a less expensive brick than the street elevations. It is articulated by rectangular windows with flat lintels and sills. There are two, three-sided angled bays on either side of the central light court.

The three-bay-wide addition (1906-07) which extends through the block from East 29<sup>th</sup> Street to East 28<sup>th</sup> Street is eleven stories tall with a design that is a simplified version of the main structure. On East 29<sup>th</sup> Street, the addition has a rusticated limestone base, with red brick, limestone, and terra cotta above. The basement has rectangular windows lit by an areaway. The first story is articulated by three compound round arches with keystones and restored sash. Panels with foliate detail and lion heads (somewhat less fearsome than those on the original building) separate the third floor windows. From the second story to the top story, the central vertical band contains rectangular windows with modest projecting enframements, while the end windows are in the form of metal bays in the same design as those on the original hotel. There is a modest terra-cotta cornice with Greek fret detail above the tenth story and a deeper metal block and dentil cornice above the eleventh story.

The East 28<sup>th</sup> Street facade is similar, but simpler than the facade on East 29<sup>th</sup> Street. This front has an entrance in the center that has become a service entry. It is flanked by a pair of non-historic storefronts. The facade above is red brick with terra-cotta trim. The central rectangular window on the second story has an ornate terra-cotta enframing with foliate detail. It is capped by a central cartouche flanked by cornucopias. Above this are single rectangular windows with shallow projecting terra-cotta enframements with lintels and sills resting on brackets. To the east is a vertical band of small rectangular windows. To either side is a three-sided, angled copper bay that extends from the second to the eleventh floors. The bay has paneled spandrels and concave, keyed terra-cotta frames. The facade has a modest metal cornice with blocks. The west side of the addition is visible from East 28<sup>th</sup> Street. The facade is clad in brick, has simple rectangular windows, and, in a modest light court, has three, three-sided angled copper bays with paneled spandrels. The east side of the extension is partially visible from Madison Avenue. It is also brick and has a pair of angled metal bays.

Only a few features of the ornate public rooms once located on the first story and the basement are extant. A lobby extended across most of the East 29<sup>th</sup> Street front of the original building, but only a small piece of its marble mosaic floor is extant, at the far east end, in what is now an enclosed stairway. Also overlooking 29<sup>th</sup> Street, adjoining the lobby in the addition, is a former parlor. Remnants of the plaster ceiling and mosaic floor have been preserved and covered over. The hotel's dining room stretched across the Madison Avenue frontage.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 4

Seville Hotel  
**Name of Property**  
New York County, New York  
**County and State**

The room had a plaster ceiling divided into panels. The ceiling has been severely damaged, with only some of the original Renaissance-inspired ornament extant. The room also had a marble mosaic floor that is partially extant. The ceiling and a portion of the floor have been preserved but covered. The center of the room has been incorporated into a two-story high space that includes the basement. Located behind the lobby is a dining area that has remnants of classically-inspired ceiling moldings. In the center of this space is an art-glass dome that will be restored along with its original plaster surround. The mosaic floor in this space is extant. To the west, in the addition, is the former "Tudor Room" with the remnants of a Gothic plaster ceiling with drip moldings and a skylight; the ceiling has been preserved and covered over.

Very little original detail survives in the basement. Some sections of the marble floor have been preserved and covered over and there are wood beams in the former men's café. The hotel originally had a rear entrance on 28<sup>th</sup> Street (now the service entrance) that led into a narrow, ornate Jacobean style lobby that is divided into two spaces. The lobby has plaster columns, low ceiling with panels outlined by brackets alternating with cherubs, and a niche with grape details on axis with the entrance. All of these details will be preserved and covered over. The room also has a wide marble mosaic floor with green and black marble mosaic borders. In the northwest corner of the lobby is a curving stair leading up to the first story. The stair has yellow marble walls and white marble stairs.

The building has four staircases that ascend the full height of the building from the first floor. Two of these staircases also lead down to the basement. The staircases have white marble treads and risers, as well as wrought-iron railings with wood handrails. The staircase located in what was the eastern end of the lobby (now partitioned as a separate space), has yellow marble walls on the first level and on the upper portion of the stair leading down has marble walls; the lower section originally had glazed white tiles (the remnants have been preserved and covered). A wide segmental-arch of plaster extends over the stairs up and down at the lobby level. The upper floors are laid out with double-loaded corridors. The rooms originally had wood doors with transoms above (extant on the second floor).



Seville Hotel

Name of Property

New York County, New York

County and State

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or that represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all boxes that apply.)

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location
- ☐ **C** a birthplace or grave
- ☐ **D** a cemetery
- ☐ **E** a reconstructed building, object, or structure
- ☐ **F** a commemorative property
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

## 9. Major Bibliographical References

### Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

### Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by historic American Building Survey  
# \_\_\_\_\_
- ☐ recorded by Historic American Engineering Record  
# \_\_\_\_\_

### Areas of Significance:

(Enter categories from instructions)

Architecture

Community Planning and Development

### Period of Significance:

1901-1907

### Significant Dates:

1904

1907

### Significant Person:

n/a

### Cultural Affiliation:

n/a

### Architect/Builder:

Jacobs, Harry Allen

Mott, Charles T.

### Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☐ Other repository: \_\_\_\_\_

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 1

Seville Hotel  
Name of Property  
New York County, New York  
County and State

8. Statement of Significance

The Seville Hotel, built in two sections between 1901 and 1907, is significant under National Register criteria A and C as a building closely associated with the development changes that occurred in the area north of Madison Square and east of Fifth Avenue in the early years of the twentieth century. It is a representative example of Beaux-Arts style design embodying the distinctive characteristics of a moderately-priced residential and transient hotel of the early twentieth century. The Seville is one of several hotels erected north of Madison Square, between Fifth and Madison Avenues in the early years of the twentieth century as that area was transformed from an affluent residential area into a commercial and business district. The hotel is among the most prominently sited of this group of hostelryes. At the time that construction began on the Seville, work was under way on the I.R.T. subway which would have a station stop on Park Avenue South (then known as Fourth Avenue) and East 28<sup>th</sup> Street, only a few minutes walk from the main entrance to the hotel on East 29<sup>th</sup> Street just west of Madison Avenue. The opening of the subway in October 1904, just about seven months after the opening of the hotel, made the Seville especially convenient for tourists and others who wished to stay at hotels. Less than two years later, construction began on an extension to the Seville. In addition to its location near the subway, the Seville's site on the corner of Madison Avenue and East 29<sup>th</sup> Street was convenient to New York City's department stores, theaters, and other places of entertainment, notably Madison Square Garden. The Seville was designed by the Beaux-Arts-trained architect Harry Allen Jacobs and its design is an especially dynamic example of Beaux-Arts hotel design. The addition to the west was designed by Charles T. Mott in 1906 and completed in 1907. It extends through the block from East 29<sup>th</sup> Street to East 28<sup>th</sup> Street. The overall design of the hotel typifies the handsome well-proportioned facades deemed appropriate for hotels that catered to people seeking quiet places to reside while in New York City.

In the mid-nineteenth century the area north of 23rd Street, on and just off of Fifth Avenue, developed into a prosperous residential neighborhood with mansions, rowhouses, and prestigious churches and other institutions. Madison Square, stretching from 23rd to 26th streets, between Fifth Avenue and Madison Avenue became an especially popular location for fine houses, with several mansions appearing on the east side of the park in the 1850s. Madison Avenue became an exclusive street that was restricted solely to residential construction. Most of the houses erected on Madison Avenue and the nearby side streets were put up by speculative builders in the Italianate style. As the residential population in the area increased, many prominent churches were erected, including the Episcopal Church of the Transfiguration, better known as "The Little Church Around the Corner" (National Register listed 6-4-73), on the north side of East 29<sup>th</sup> Street between Fifth and Madison avenues, Marble Collegiate Church (National Register listed 4-9-80) on the corner of Fifth Avenue and East 29<sup>th</sup> Street, St. Leo's R.C. Church on the north side of East 28<sup>th</sup> Street between Fifth and Madison avenues, and Rutgers Presbyterian Church on the southwest corner of Madison Avenue and East 29<sup>th</sup> Street, the eventual site of the Hotel Seville.

Hotels were not a new type of building in the Madison Square neighborhood in the first years of the twentieth century. The Fifth Avenue Hotel, one of the city's great hostelryes had been erected on Fifth Avenue between 23rd and 24th streets in the 1850s and several other hotels, including the Hoffman House, Brunswick,



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 2

Seville Hotel

Name of Property

New York County, New York

County and State

Albermarle, Gilsey Hotel (National Register listed 12-14-78), and Victoria had opened nearby in later decades.<sup>1</sup> In the first years of the twentieth century, a significant number of middle-class hotels appeared for the first time on the blocks east of Fifth Avenue. Several trends in New York's development contributed to the creation of a hotel district north of Madison Square: the opening of the I.R.T. subway with a station at Park Avenue South and East 28th Street in 1904; the rise of New York as the most popular tourist destination in America; the relocation of the city's shopping and entertainment districts at the turn of the century; and the development of garment-industry lofts and showrooms just north and south of 23<sup>rd</sup> Street.

Land values rose dramatically on streets near the new I.R.T. subway line as construction proceeded in advance of a 1904 opening. The city's first subway ran from City Hall, north on Lafayette Street, Fourth Avenue, Park Avenue South, and Park Avenue to Grand Central Terminal where it turned westward to Times Square before continuing north up Broadway. The subway permitted people to live uptown and easily commute to jobs, shops, and entertainment facilities in downtown neighborhoods. The subway also made certain sections of the city far more accessible than they had been and raised the value of property in these areas. With a station at 28th Street and Park Avenue South, the area just north of Madison Square became far more convenient than it had been, leading to the redevelopment of the area with commercial buildings and a significant number of hotels. As is evident in the fact that construction began on the Seville in 1901, developers of hotels began new buildings in advance of the actual opening of the subway line. These builders were anticipating the opening of the subway, but other developments in New York assured them that their hostelrys would probably succeed even in the years before the subway was completed. The Seville was part of the first wave of redevelopment along Madison Avenue. When the *New York Times* discussed the changing character of Madison Avenue, the Seville was one of the few new buildings recorded, but the article assumed that new commercial buildings would rapidly replace the old houses.<sup>2</sup>

Beginning in the 1890s, New York City became the most popular mass tourist destination in the country.<sup>3</sup> As America's middle class increased in size and acquired increasing leisure time, travel became popular. As America's biggest city and major cultural center, New York attracted an increasingly large number of visitors every year. These visitors came to sample the city's varied offerings: its cultural attractions; its notorious nightlife; its enormous department stores; its elegant specialty shops; its multi-ethnic population; and its heterogeneous neighborhoods of skyscrapers, mansions, tenements and other types of buildings not found in most American communities. These visitors needed somewhere to stay and the area north of Madison Square proved to be popular. Tourists were not the only visitors to New York who need accommodation. New York also became the center for buyers and seller from all over the United States and from abroad who came to the city to visit showrooms and factories where they could order goods for their own businesses or sell items that

<sup>1</sup> M. Christine Boyer, *Manhattan Manners: Architecture and Style 1850-1900* (New York: Rizzoli, 1985), pp. 55-62.

<sup>2</sup> "Lower Madison Avenue Under New Influences," *New York Times*, April 16, 1905, p. 20.

<sup>3</sup> New York's importance as a mass tourist destination is discussed in Neil Harris, "Urban Tourism and the Commercial City," in William R. Taylor, ed., *Inventing Times Square: Commerce and Culture at the Crossroads of the World* (New York: Russell Sage Foundation, 1991), pp. 66-82.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 3

Seville Hotel  
Name of Property  
New York County, New York  
County and State

they manufactured. New York City's prominence as the center of the American garment industry attracted an especially large number of buyers. People who owned or worked in large and small department stores and dry goods establishments came to the city several times a year in order to view the latest fashions and fabrics. This is evident in a column the ran in the *New York Times* called "Arrival of Buyers," which listed the name of each buyer, where he or she was from, and the hotel where they were staying. For example, on August 1, 1904, two buyers settled into the Seville – M. H. Marks, a woollens merchant from Cincinnati, and G. F. Peabody, a dry goods dealer from Appleton, Wisconsin.<sup>4</sup>

The area north of Madison Square was a perfect location for hotels. The area was relatively quiet and safe so visitors would not be disturbed by noisy street life, it was convenient to the subway, and it was within walking distance or a quick subway ride of many of the city's attractions. In addition, streetcar lines ran along most of the avenues (although not along Madison Avenue) and many of the side streets, including a cross-town line that ran along East 28<sup>th</sup> and 29<sup>th</sup> Streets, passing right by the entrance to the Hotel Seville. Madison Square Garden, one of the city's premier entertainment centers, was located only a short distance south of the Seville, on Madison Avenue between East 26th and 27th Streets. In addition, the Seville and nearby hotels were close to the city's theater district which then centered along Broadway south of Times Square. A brochure published by the Seville accents the fact that the hotel is in "an exceptionally favored location," only a short block and a half from Broadway." The hotel was also centrally located for shopping. Many department and specialty stores were located south of Madison Square along the Ladies Mile, while others had opened on Fifth Avenue to the north of the square. The advertising brochure assured potential guests that "the Seville is very popular with ladies because of its nearness to the shopping district and theaters. The new Fifth Avenue shopping center and the leading Broadway stores are within walking distance of the hotel."

The main section of the Hotel Seville was erected on the corner of Madison Avenue and East 29<sup>th</sup> Street in 1901-04, opening just a few months before the subway. During the first years of the twentieth century several other hotels appeared in the neighborhood, transforming the low-scale blocks into streets of eleven and twelve story structures. Examples of hotels in the area include the Latham (Augustus N. Allen, 1904-06) at 4-8 East 28th Street, the Prince George (Howard Greenley, 1904-05 and Howard Greenley and Kenneth Murchison, 1912-14; National Register listed) at 10-20 East 28<sup>th</sup> Street, the Martha Washington at 27-31 East 29<sup>th</sup> Street (Robert W. Gibson, 1901-02), the Broztell at 3-7 East 27th Street (William H. Birkmire, 1903-05; now part of the Latham), and the Barstow (Angus S. Wade, 1904-05) at 17-19 East 27th Street.

The convenient location, promising success to a hotel investor, prompted Maitland E. Graves to invest in the construction of the Seville Hotel in 1901. Graves purchased a prominent corner site and commissioned an appropriately ornate structure. Initially, the main entrance to the hotel was planned on Madison Avenue, as is evident in a design published in *Architectural Record* in 1902, but it was soon moved to 29th street since this frontage was somewhat longer than that on Madison Avenue, permitting the architect to place impressive public rooms on the prestigious Madison Avenue frontage.<sup>5</sup> The new building replaced the Rutgers Presbyterian

<sup>4</sup> "Arrival of Buyers," *New York Times*, August 1, 1904, p. 9.

<sup>5</sup> "An Apartment Hotel," *Architectural Record* \_\_ (June 12, 1902), 236.



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Section** 8 **Page** 4

Seville Hotel  
**Name of Property**  
New York County, New York  
**County and State**

Church, erected in 1875, which had followed its prestigious congregation north to the Upper West Side, erecting a new building on the corner of Broadway and West 73<sup>rd</sup> Street in 1890. Construction of the hotel was not completed until 1904. This relatively lengthy building period probably occurred because in 1903 a foreclosure action was brought against Graves and he lost the property. The new syndicate of owners saw the project to completion.

The architect of the Seville was Harry Allen Jacobs. Jacobs was born in New York City and studied architecture at the Columbia School of Mines and at the Ecole des Beaux-Arts in Paris. In 1896 he was awarded the prestigious Prix de Rome by the American Academy in Rome. He established his architectural office in New York in 1900 and the Seville is one of his earliest commissions. A year after he received the Seville commission, Jacobs designed another well-known, Beaux-Arts style hostelry, the Marseilles, located at 2689-93 Broadway on the southwest corner of West 103<sup>rd</sup> Street. Jacobs also designed several commercial buildings, the Neo-Gothic Friars Club (demolished), and was co-designer, with Joseph H. Freedlander, of the Andrew Freedman Home in the Bronx (National Register listed 8-24-87). He became best-known as architect for elegant townhouses erected on the Upper East Side, several in the National Register-listed Upper East Side Historic District (NR-listed 9-7-84). Jacobs' Beaux-Arts training is evident in the boisterous design of the Seville. The exterior of the hotel has the sculptural, three-dimensional quality of Beaux-Arts architecture, with its rusticated limestone base, red brick and white terra-cotta trim above, and three-dimensional sculptural ornament, such as the rounded copper bays, cartouches, large third-story panels ornamented with foliage and lion heads, an impressive entrance, and deep cornices supported by ornate brackets.

So successful was the Seville, that only two years after its opening construction began on an addition to the west that stretched through the block from East 29<sup>th</sup> Street to East 28<sup>th</sup> Street. Charles T. Mott designed the addition as a simplified version of the original structure. Although Mott was a prolific designer, especially of middle-class rowhouses, little is known about his life or work. He established an architectural office in Brooklyn in 1885 and moved to Manhattan two years later. His rowhouses can be found in Park Slope in Brooklyn and on the Upper West Side in Manhattan. Besides the Seville's addition, he is known to have worked on one other hotel, the Long Point on Seneca Lake in central New York. The addition had windows along its western facade, even though it overlooks midblock buildings. At the time the building was constructed, low-rise buildings lined both East 28<sup>th</sup> and East 29<sup>th</sup> streets, including St. Leo's R.C. Church and several rowhouses. Guests had views all the way to Fifth Avenue.

The original hotel building was a C-shaped structure with facades along Madison Avenue and East 29<sup>th</sup> Street and a wing extending along the western portion of the lot. Public rooms were located on the first floor and in the raised basement. The main entrance to the hotel was on 29<sup>th</sup> Street and there was a secondary entrance, into the basement, located in the buildings chamfered corner. On the first floor, the hotel had a large lobby, restaurant, and ladies' parlor, while downstairs was a café, barber shop, and ladies' hair salon. These rooms were elegantly appointed with plaster ceilings, marble, plaster, and tile walls, marble mosaic floors, and a stained-glass dome. On the upper floors were single rooms, with private or shared baths, and two- and three-room suites, all with baths. The addition added more rentable rooms and also expanded the size of the public rooms. The hotel appealed to both transient guests and to those who lived in the hotel on a long-term basis.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 5

Seville Hotel

**Name of Property**

New York County, New York

**County and State**

There were also a significant number of staff members who lived in the hotel. Most of these workers were Irish immigrants who served as maids.

Hotels flourished in the Madison Square area during the first decades of the twentieth century. However, as the city's entertainment and shopping districts moved north, the Seville and other nearby hotels lost their popularity and were neglected. While the exterior of the Seville remained unaltered, changes occurred to the interior and very few of the original architectural features of the public spaces survived intact. Beginning in the 1990s, as New York City became a popular international tourist destination, many old hotels were rehabilitated as tourist hotels. The Seville underwent a major upgrading in the early twenty-first century that included the restoration of the facade. As part of this project, the hotel was renamed the Carlton.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 9 Page 1

Seville Hotel

Name of Property

New York County, New York

County and State

9. Major Bibliographic References

"An Apartment Hotel," *Architectural Journal*, \_\_ (June 12, 1902): 236.

"Apartment Hotels in New York City," *Architectural Record* 13 (January 1903): 85-91.

"Hotel Seville, Madison Avenue and 29<sup>th</sup> Street, New York," *Architecture* 11 (January 1905): 12, plate 4.

"Lower Madison Avenue Under New Influences," *New York Times*, April 16, 1905, p. 20.

New-York Historical Society, Corsa Hotel Collection, miscellaneous brochures and articles.

Seville Hotel  
Name of Property

New York County, New York  
County and State

## 10. Geographical Data

Acreage of Property less than one acre

### UTM References

(Place additional UTM references on a continuation sheet.)

1 18 585600 4510680  
Zone Easting Northing

3 18             
Zone Easting Northing

2 18             
Zone Easting Northing

4 18             
Zone Easting Northing

### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By (see continuation sheet for author)

name/title Contact: Kathy Howe, Historic Preservation Specialist  
NYS Office of Parks, Recreation and Historic Preservation  
organization Field Services Bureau date July 12, 2004  
street & number Peebles Island, P.O. Box 189 telephone 518-237-8643, ext. 3266  
city or town Waterford state NY zip code 12188-0189

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location  
A **Sketch map** for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative **black and white photographs** of the property.

#### Additional items

(Check with SHPO or FPO for any additional items)

#### Property Owner (Complete this item at the request of the SHPO or FPO)

name Aaron Wolfson, The Carlton Hotel LLC  
street & number 22 East 29<sup>th</sup> Street telephone    
city or town New York state NY zip code 10016

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

**Estimated Burden Statement:** public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, D.C. 20503



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 10 Page 1

Seville Hotel

**Name of Property**

New York County, New York

**County and State**

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**10. Geographical Data**

**Verbal Boundary Description**

The boundary of this nomination is outlined on the attached Sanborn map.

**Boundary Justification**

The boundary of this nomination includes the entire parcel historically and currently associated with the building. Excluded from the boundary is the parcel on Madison Avenue where the 2004 addition has been built.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 11 Page 1

Seville Hotel

**Name of Property**

New York County, New York

**County and State**

---

**Form prepared by:**

Andrew S. Dolkart  
116 Pinehurst Avenue, S-11  
New York, NY 10033  
212-568-2480



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 11 Page 2

Seville Hotel

**Name of Property**

New York County, New York

**County and State**

**List of Photographs**

Hotel Seville

22 East 29<sup>th</sup> Street

New York County, NY

Photographer: Heather McGrath

Date of Photos: June 2004

Negatives on file: BCA, 158 West 27<sup>th</sup> Street, New York, NY 10001

1. Oblique view of the Madison Avenue and East 29<sup>th</sup> Street façades, looking southwest.
2. View of the Madison Avenue façade looking northwest. .
3. Madison Avenue view of the secondary façades and the new lobby annex. View looking northwest..
4. View of the main (East 29<sup>th</sup> Street) entrance, looking southwest.
5. View of the East 29<sup>th</sup> Street façade of the 1906-07 addition, looking southwest.
6. View of the East 28<sup>th</sup> Street façade of the 1906-07 addition, looking northeast.
7. View of the bottom four floors of the 1906-07 addition, East 28<sup>th</sup> Street façade, looking north.
8. Terra cotta detail, third floor, Madison Avenue façade.
9. Sheet copper oriel window bay with original wood windows, Madison Avenue façade.
10. Second floor balcony and railing.
11. Terra cotta window enframingent at the second floor of the East 28<sup>th</sup> Street façade of the 1906-07 addition.
12. First floor interior. Site of historic restaurant. Area under construction. View looking east.
13. First floor interior view. Area of historic bar. Stained glass dome removed for restoration. Plaster surrounding dome to be replicated to match original. Area under construction.
14. First floor interior view showing historic plaster ceiling under restoration. View looking west.

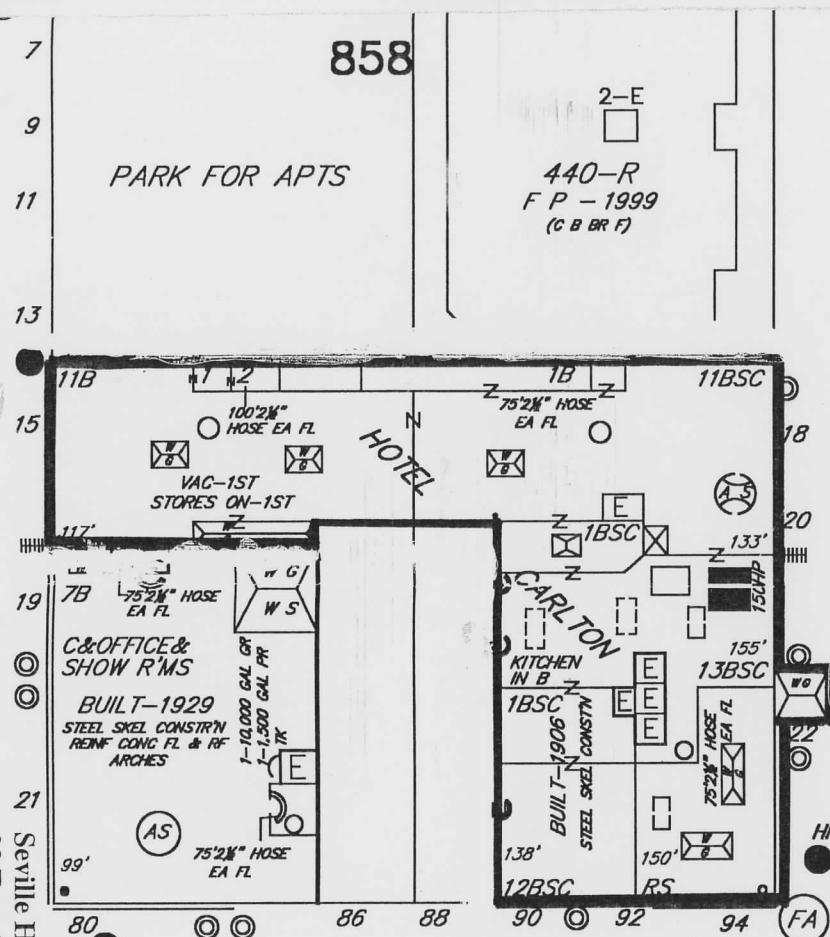
E 28th St

Z →

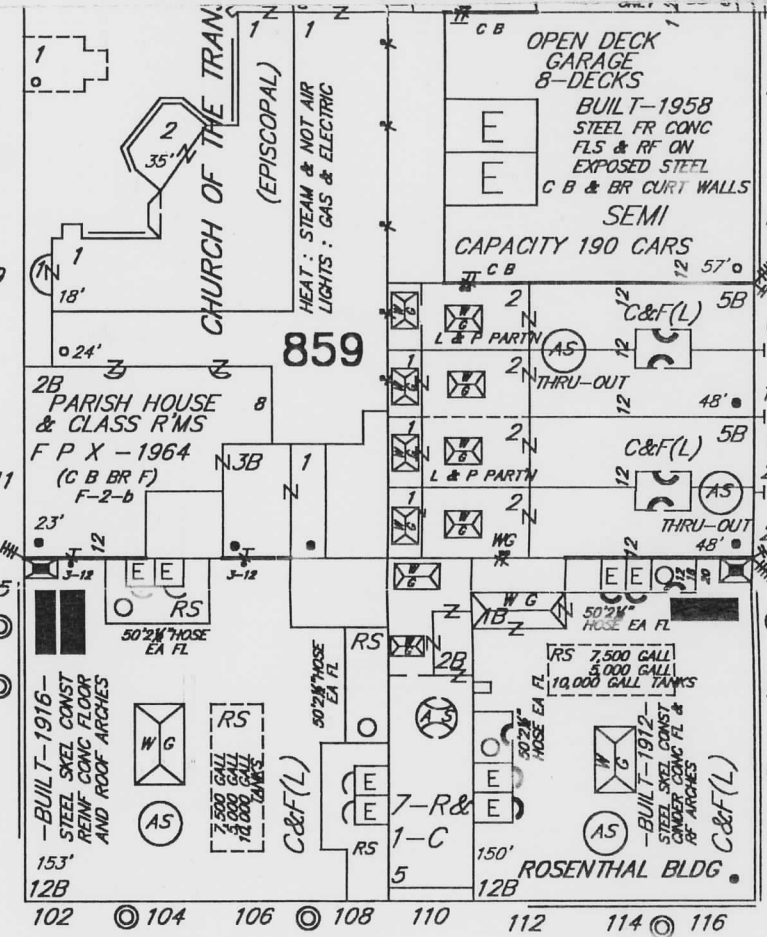
E 29th St

W 30th St

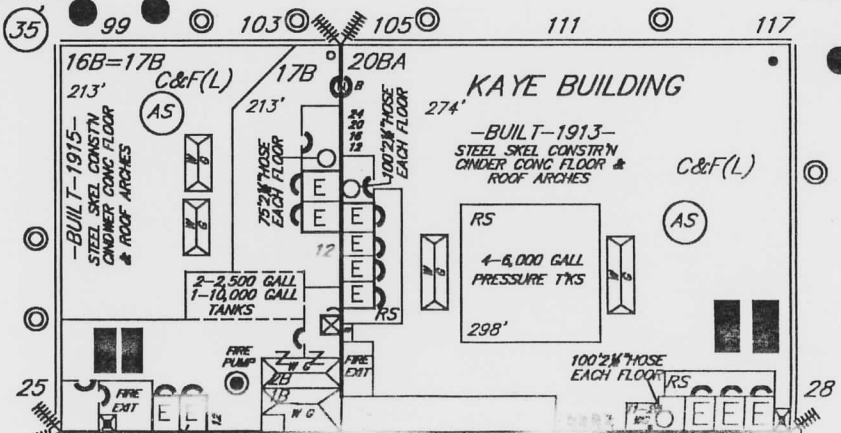
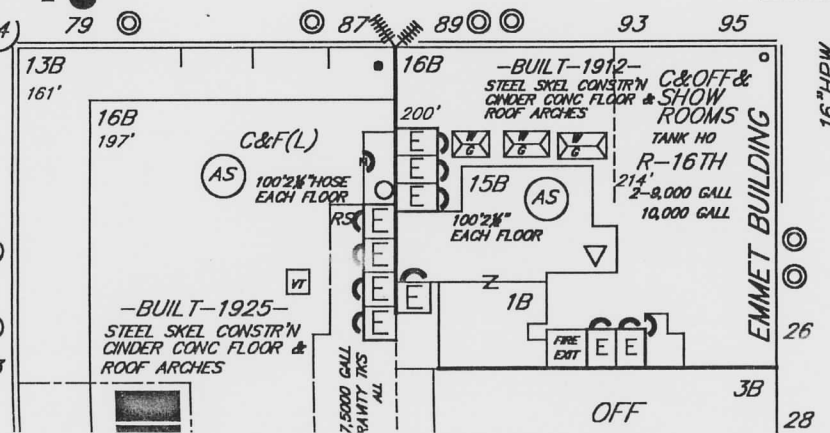
Seville Hotel  
22 East 29th Street  
New York County, NY  
Nomination boundary indicated by dark line  
Sanborn Map: Volume 4, p. 17 of Manhattan Land Book  
Scale: 1" = 50'



MADISON



AVENUE





UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Seville Hotel  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: NEW YORK, New York

DATE RECEIVED: 1/11/05 DATE OF PENDING LIST: 2/14/05  
DATE OF 16TH DAY: 3/01/05 DATE OF 45TH DAY: 2/24/05  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 05000088

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 2/24/05 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





Photograph 1  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York

Oblique view looking  
southwest.



# Photograph 2

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

Madison Avenue facade,  
view looking northwest.





Photograph 3

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

Madison Avenue view of the  
secondary facades and the  
new lobby annex. View  
looking north west.





Photograph 4

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

View of the main (East  
29<sup>th</sup> Street) entrance, looking  
south west.



Photograph 5

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

View of the East 29<sup>th</sup> St.

facade of the 1906-07  
addition, looking southwest.





Photograph 6  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York

View of the East 28<sup>th</sup> Street  
facade of the 1906-07  
addition, looking northeast.





Photograph 7  
Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

View of bottom four  
floors of the 1906-07  
addition, East 28<sup>th</sup>  
Street facade. View  
looking north.



Photograph 8

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

Terra cotta detail, third  
floor, Madison Avenue  
facade.





Photograph 9  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York

Sheet copper oriel window  
bay with original wood  
windows, Madison Avenue  
facade.



Photograph 10  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York  
Second floor balcony  
and railing.





Photograph 11

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

Terra cotta window  
enframement at the  
second floor of the East  
28<sup>th</sup> Street facade of the  
1906-07 addition.



Photograph 12

Hotel Seville

22 East 29<sup>th</sup> Street

New York County

New York

First floor interior, site of  
historic restaurant. Area  
under construction.

View looking east.





Photograph 13  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York

First Floor interior view.  
Area of historic bar. Stained  
glass dome removed for  
restoration. Plaster surround-  
ing dome to be replicated to  
match original. Area under  
construction.  
View looking southeast



Photograph 14  
Hotel Seville  
22 East 29<sup>th</sup> Street  
New York County  
New York

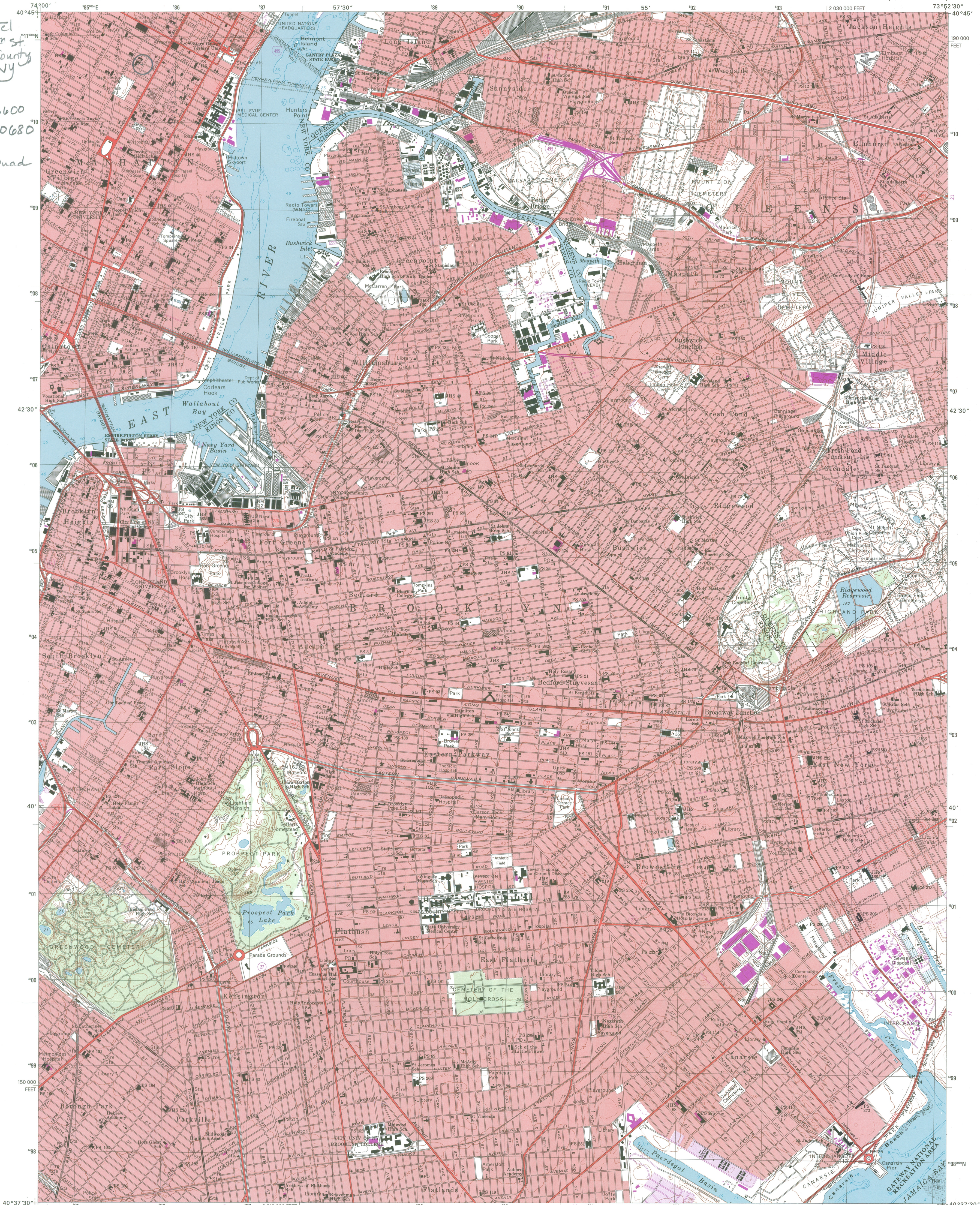
First floor interior view  
showing historic plaster  
ceiling under restoration.  
View looking west



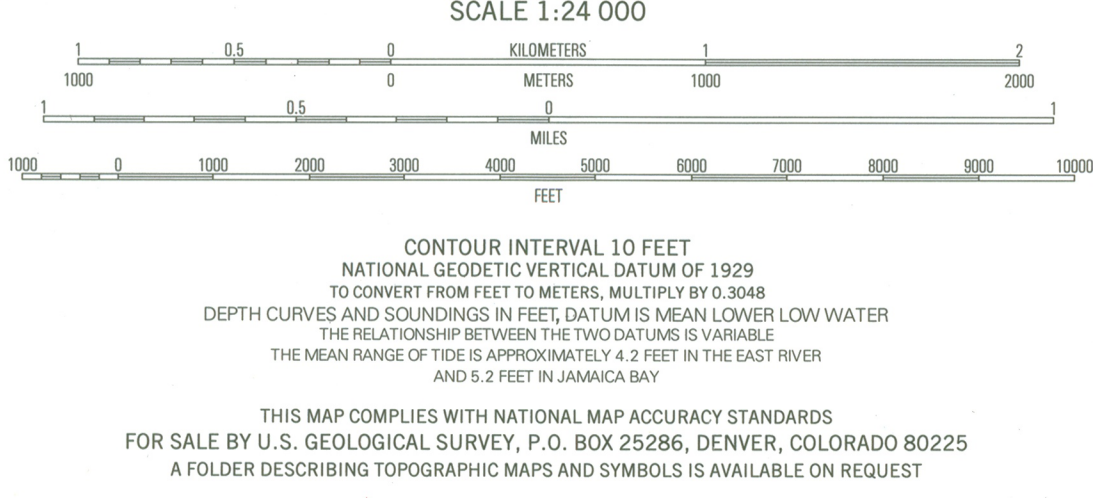
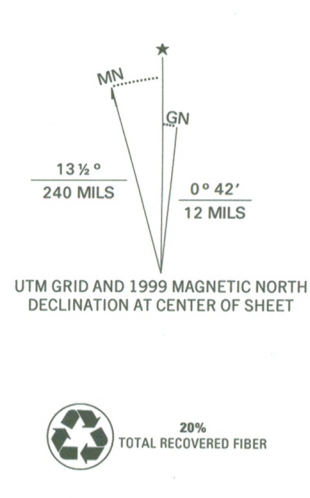
Seville Hotel  
22 East 29th St.  
New York County  
NY

Zone: 18  
Easting: 585600  
Northing: 4510680

USGS  
Brooklyn Quad  
1:24000



Produced by the United States Geological Survey  
Topography compiled 1966. Planimetry derived from imagery taken 1977 and other sources. Photomaps using imagery dated 1995; no major culture or drainage changes observed. Survey control current as of 1967. Boundaries, other than corporate, revised 1999  
Selected hydrographic data compiled from NOS charts 275 (1964), 542 (1967), and 745 (1966). This information is not intended for navigational purposes  
North American Datum of 1927 (NAD 27). Projection and 10,000-foot ticks: New York coordinate system, Long Island zone (transverse Mercator)  
1000-meter Universal Transverse Mercator grid, zone 18  
North American Datum of 1983 (NAD 83) is shown by dashed corner ticks. The values of the shift between NAD 27 and NAD 83 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software  
There may be private inholdings within the boundaries of the National or State reservations shown on this map  
Entire area lies within New York City  
Information shown in purple may not meet USGS content standards and may conflict with previously mapped contours



ROAD CLASSIFICATION

|                                   |                                              |
|-----------------------------------|----------------------------------------------|
| Primary highway<br>hard surface   | Light-duty road, hard or<br>improved surface |
| Secondary highway<br>hard surface | Unimproved road                              |

Interstate Route U.S. Route State Route

|   |   |   |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | 9 |

ADJOINING 7.5' QUADRANGLE NAMES

BROOKLYN, NY  
1995

NIMA 6265 III NW-SERIES V821







## The New York City Landmarks Preservation Commission

1 Centre Street, 9<sup>th</sup> Floor North, New York NY 10007 TEL: 212-669-7922 FAX: 212-669-7797

<http://nyc.gov/landmarks/>



RONDA WIST  
EXECUTIVE DIRECTOR  
[rwist@lpc.nyc.gov](mailto:rwist@lpc.nyc.gov)

August 23, 2004

Ms. Ruth Pierpont, Director  
New York State Office of Parks Recreation  
and Historic Preservation  
Historic Preservation Field Services Bureau  
Peebles Island  
P.O. Box 189  
Waterford, New York 12188-0189

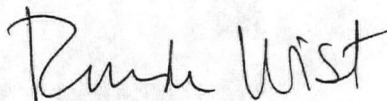
Re: Seville Hotel, 22 East 29<sup>th</sup> Street, New York, New York

Dear Ms. Pierpont:

I write on behalf of Chair Robert B. Tierney in response to your request for comment on the eligibility of the Seville Hotel in Manhattan for the State and National Registers of Historic Places.

The Commission has reviewed the materials submitted by the Historic Preservation Field Services Bureau and recommends that the Seville Hotel appears to meet the criteria for inclusion on the State and National Registers of Historic Places.

Sincerely yours,

  
Ronda Wist

cc: Robert B. Tierney, Chair  
Mary Beth Betts



AARON WOLFSON

ONE STATE STREET PLAZA  
NEW YORK, NEW YORK 10004  
PHONE (212) 344-5210  
FAX (212) 363-8459

November 29, 2004

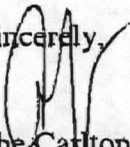
Ms. Kathleen Howe  
Historic Preservation Field Services Bureau  
P.O. Box 189  
Waterford, New York 12188-0189

Re: Hotel Seville, National Register Nomination

Dear Kathy:

I am the owner of the Carlton Hotel (former Hotel Seville) located at 22 East 29<sup>th</sup> Street in New York City. I support the proposed State and National Register listing of the Carlton Hotel.

Sincerely,

  
The Carlton Hotel, LLC  
Aaron Wolfson

Cc: Nissi Herzberg, The Carlton Hotel, LLC  
Claudia Kavenagh, BCA