

**MURRAY HILL – (MIDTOWN EAST)  
MIXED-USE COMMERCIAL/RESIDENTIAL CARRIAGE HOUSE  
FOR SALE  
155 EAST 35TH STREET  
NEW YORK, NEW YORK, 10016, USA**



Courtesy [Turett Collaborative Architects](#) (© 2009)

**Location:** North side of 35th Street, between Lexington and Third Avenues.

**Block/Lot:** 0891-0034

**Lot Size:** 26.5' x 98.75' †

**Lot Area:** 2,616 SF

**Building Size:** Ground Level: 26.5' x 98.75' = 2,616 SF  
Upper Level: 26.5' x 90' = 2,385 SF

**Stories:** 2 + *plus mechanical cellar*

**Gross SF:** 5,001 SF

**Zoning/FAR:** R8B (FAR = 4X) *Additional development Rights Available + 5,466 SF*

**Assessed Value:** \$165,888 (10/11) Real Estate Taxes (@ 17.0880%) = \$28,347 (approx)

**ASKING PRICE: ~~\$7,900,000~~**

*Continued on reverse side —*

**REDUCED: \$5,999,995**

*For further information or to arrange an inspection, please contact:*

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**Description:** Circa 1901, 2-story Carriage House. As-of-right zoning allows redevelopment up to 6-stories and 10,000+ SF. Not subject to landmarks regulation. Not included within the Murray Hill Historic District. Includes Private Garage with Legal 15' Curb Cut and Ground-Level Commercial Certificate of Occupancy.

Well-suited for use as Foreign Government Offices, U N Mission, Consulate, NGO, and Diplomatic Residence.

Located in the geographic heart of Murray Hill, the most convenient and centrally located neighborhood in Midtown Manhattan. Adjacent to the Sniffen Court Historic District (see [map](#), [image](#)).

Excellent proximity to the United Nations Headquarters, Grand Central Station, Grand Central Market and Midtown Manhattan Central Business District offices and hotels.

Alternative uses include Single-Family Residence with Private Garage, Not-for-Profit, Medical, and Boutique Condominium.

Formerly the studio of the author and commercial photography pioneer Victor Keppler. †

Building is Vacant.

**Additional**

**Materials:** The following supporting materials, relating to redevelopment, will be available presently: (1) Zoning & Massing Study; (2) Proposed Floor Layouts; (3) Façade Concept Renderings.

**Owner/User Opportunity — Foreign Government • Not-For-Profit • Single-Family**

† Victor Keppler (1904-1987) was born in New York City on September 30th. He is best known for his commercial photography, which won him numerous awards throughout his career. He worked for several major advertisers, such as General Electric, Corning Glass, and DuPont. He also had photographs and cover art published in the *Saturday Evening Post*, *Ladies' Home Journal*, *Better Homes and Gardens*, and *Cosmopolitan*, among others. In 1961, he founded the Famous Photographers School in Westport, CT, where he became the director and president until his retirement in 1972. Keppler's artistry was recognized in many awards: Harvard Award (1944), Photographers Hall of Fame Award (1970), and five Gold Medal Awards from the Art Directors Club. Keppler also authored four books, the two most well known being *The Eighth Art: A Life of Color Photography* (1938), and *Victor Keppler: Man and Camera: A Photographic Autobiography* (1970).

Keppler was a pioneer in the world of commercial advertising, and made a name for himself as one of the foremost artists in color advertising photography. Using the carbo color process, he mastered techniques drawn from the latest trends in other visual art mediums to make images that were fresh and modern.

Sources:

[http://library.syr.edu/digital/guides/k/keppler\\_v.htm](http://library.syr.edu/digital/guides/k/keppler_v.htm)

*Contemporary Photographers*. First ed. New York, St. Martins Press, 1982

*New York Times*, "Victor Keppler, Author and Photographer." December 3, 1987.

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