



# NEW YORK PRINCE STREET

CONCEPT DESIGN: **GONZALEZ HAASE, AAS** BERLIN

LOCAL DESIGN & MANAGEMENT: **ROSSANA CAPURSO ATELIER, NEW YORK**

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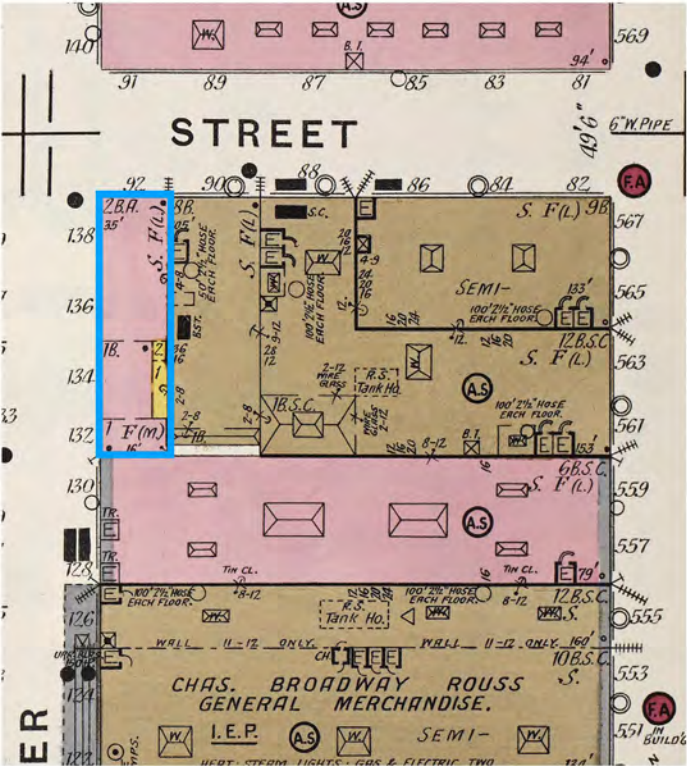
LANDMARK PRESERVATION COMMUNITY BOARD • FERRARI LIFESTYLE NEW RETAIL STORE FAÇADE • REPLACEMENT OF FAÇADE CLADDING, WINDOWS AND DOORS AND NEW SIGNAGE • 10 APRIL 2025

92 PRINCE STREET  
FERRARI LIFESTYLE FLAGSHIP STORE





92 Prince Street - Historic Images



1903 Sanborn map



1940 tax photo



1980 tax photo

92 Prince Street - Existing Approved Building



1994 approval (unrealized)



1998 approved elevation of existing building



Historic District Context - view on East Mercer Street





## Historic District Context



**133 Mercer**



**88, 90, 92 Prince Street**



**Historic District Context**



**View to south on Mercer Street**



**150 Mercer Street**



**158 Mercer Street**



## Historic District Context



**478 Broadway, 1874**



**101 Spring Street, 1870**



**148-150 Spring Street, 1909-1910**



## Historic District Context



**89 Mercer Street, approved  
1994**



**91 Greene Street,  
approved 1997**



**144 Spring Street, approved 2014  
(not constructed)**



## Approved New Buildings in the SoHo-Cast Iron Historic District



130 Mercer, 557 Broadway, approved 1996



107-111 Greene Street, approved 2002



151 Mercer Street, approved 2014



**Ferrari new store in foreign Landmark locations**



**Rome, Piazza di Spagna flagship store approved 2024 by Sovrintendenza Archeologica, Belle Arti e Paesaggio**



**London, Mayfair flagship store approved 2025 by City of Westminster, London Heritage.**



View from corner of Prince St. and Mercer St.



Existing



Proposed



## View from Prince St.



**Existing**



**Proposed**



**View from Mercer Street**

**Existing**



**Proposed**



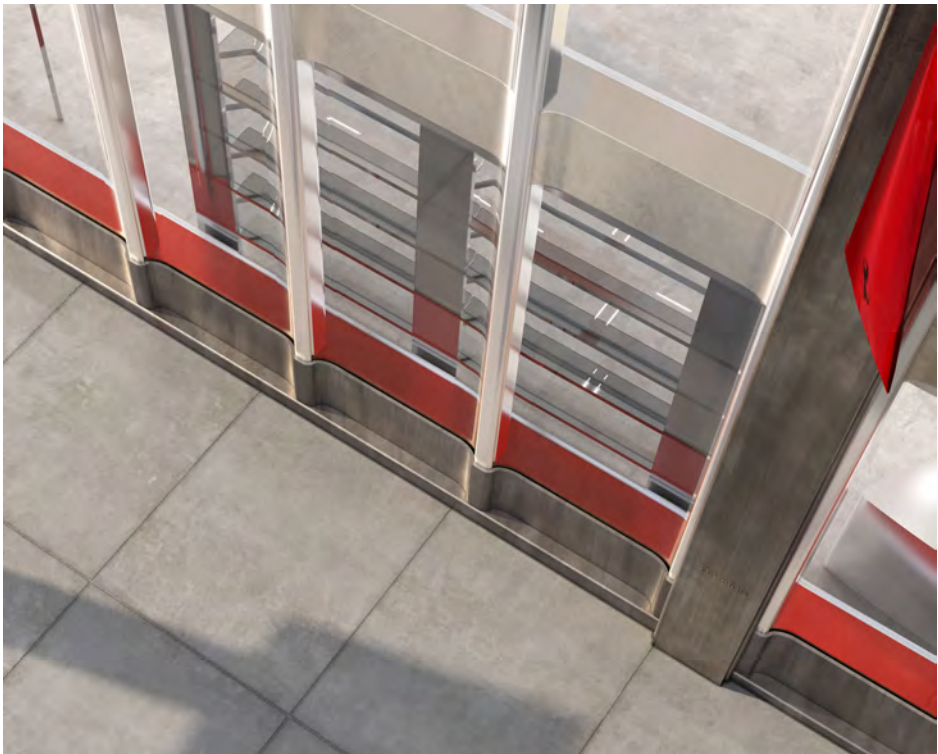


Renderings – views from Mercer Street





## Renderings - proposed base details





## Façade window detail



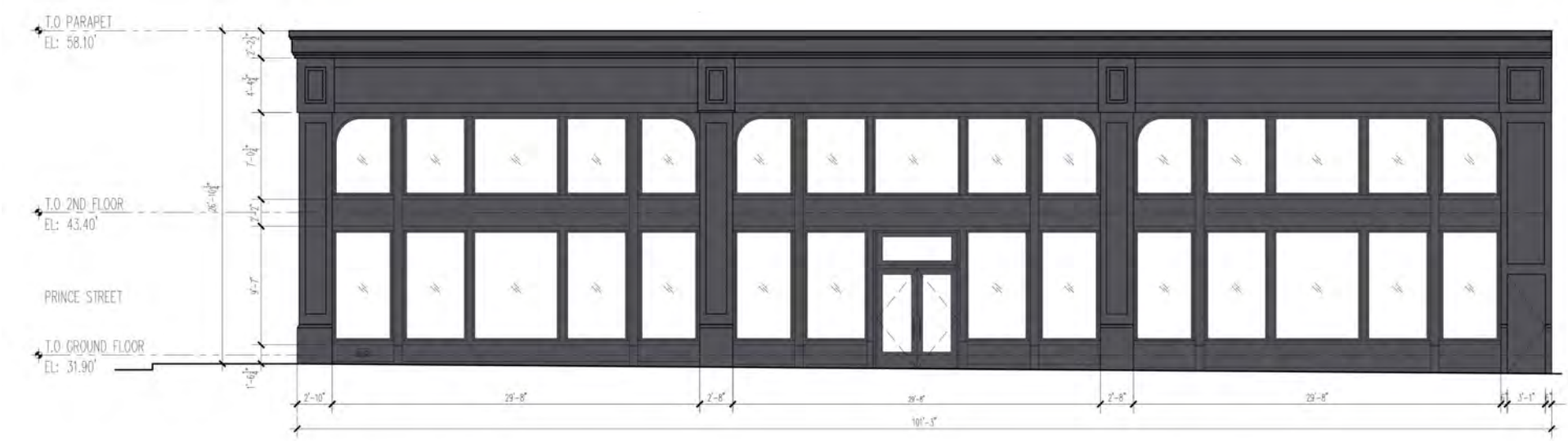


# Interiors

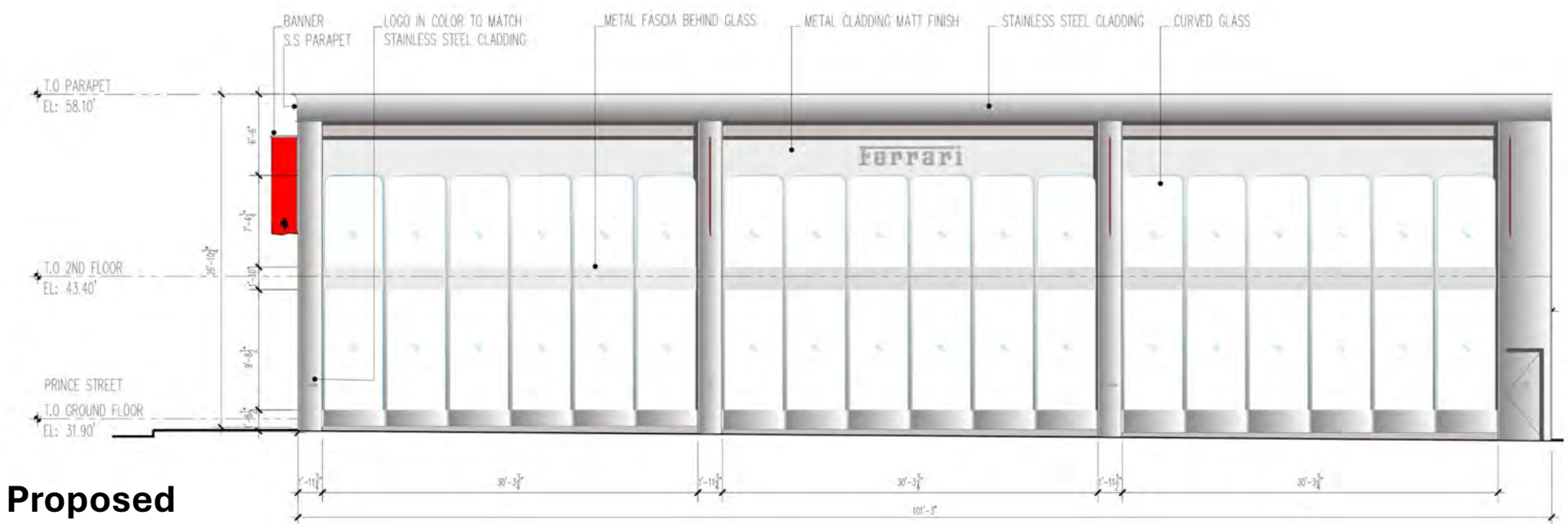




Elevations on  
Mercer Street



Existing



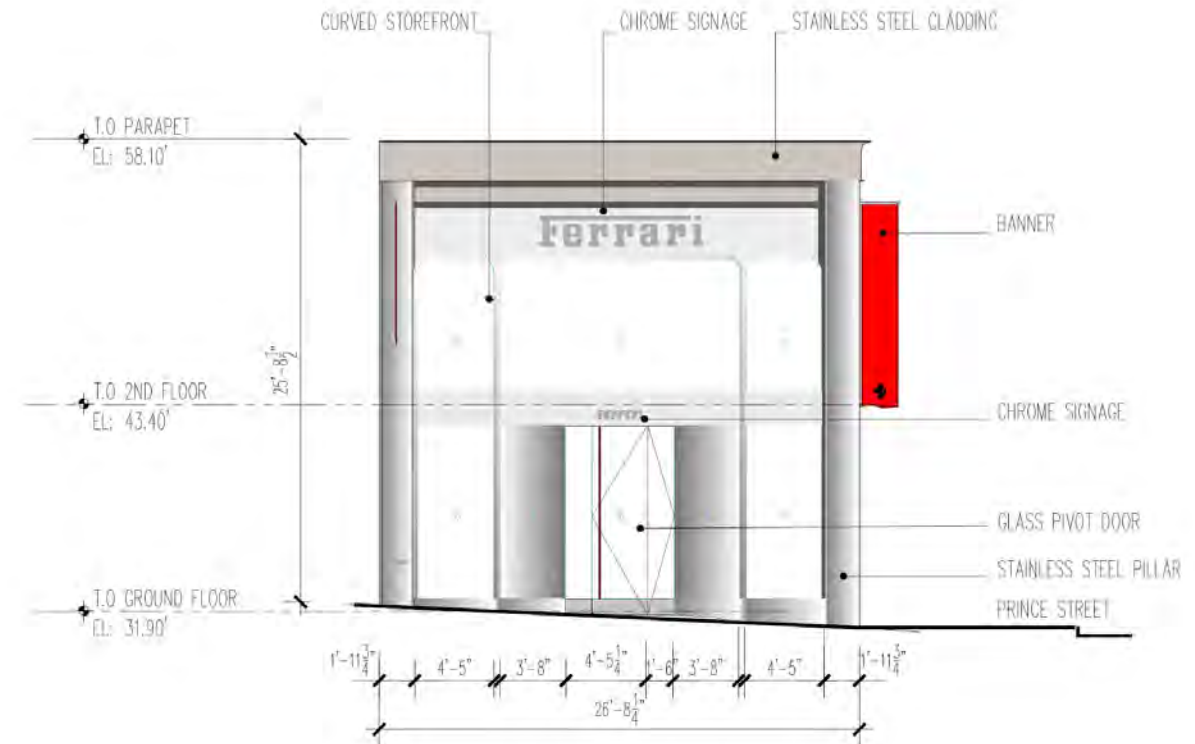
Proposed



## Elevation on Prince Street



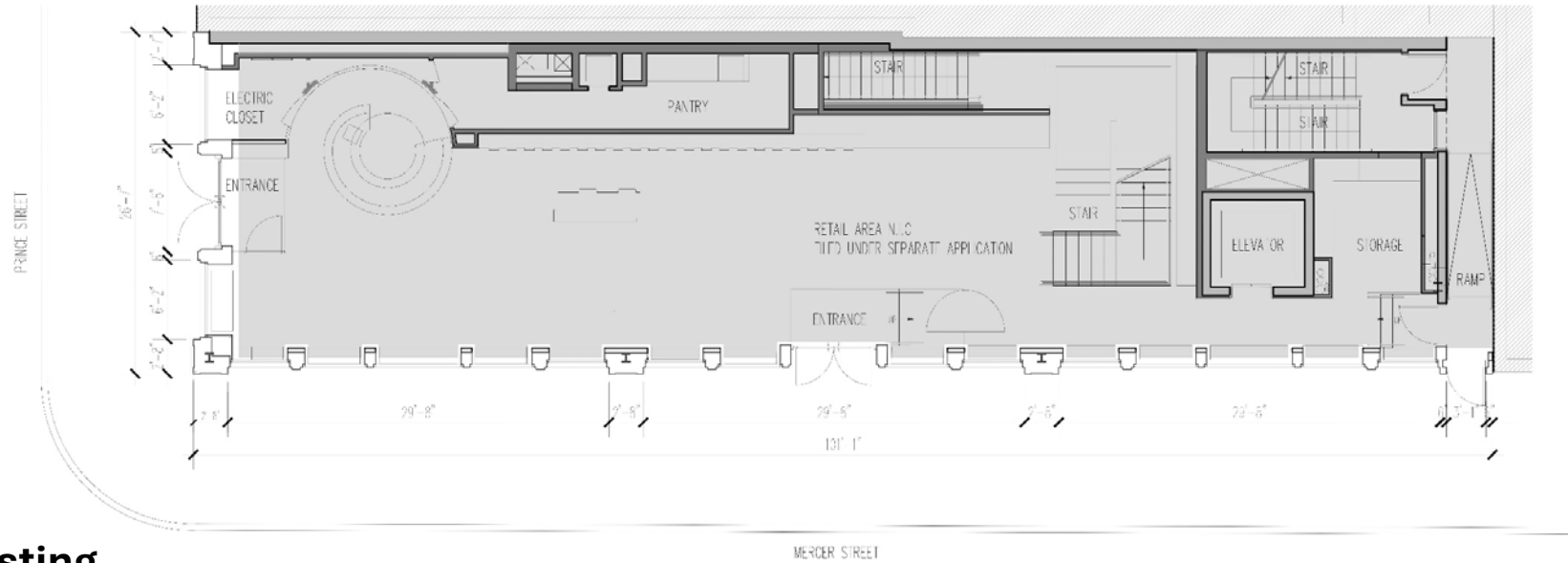
**Existing**



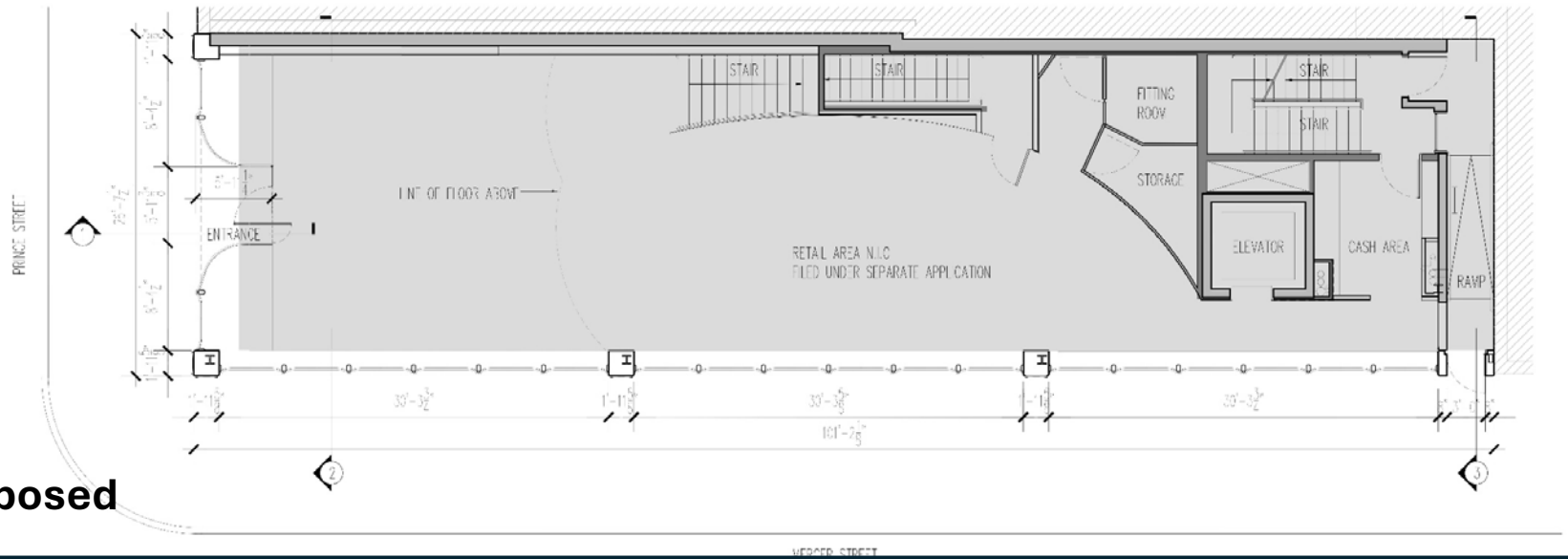
**Proposed**



First Floor Plan



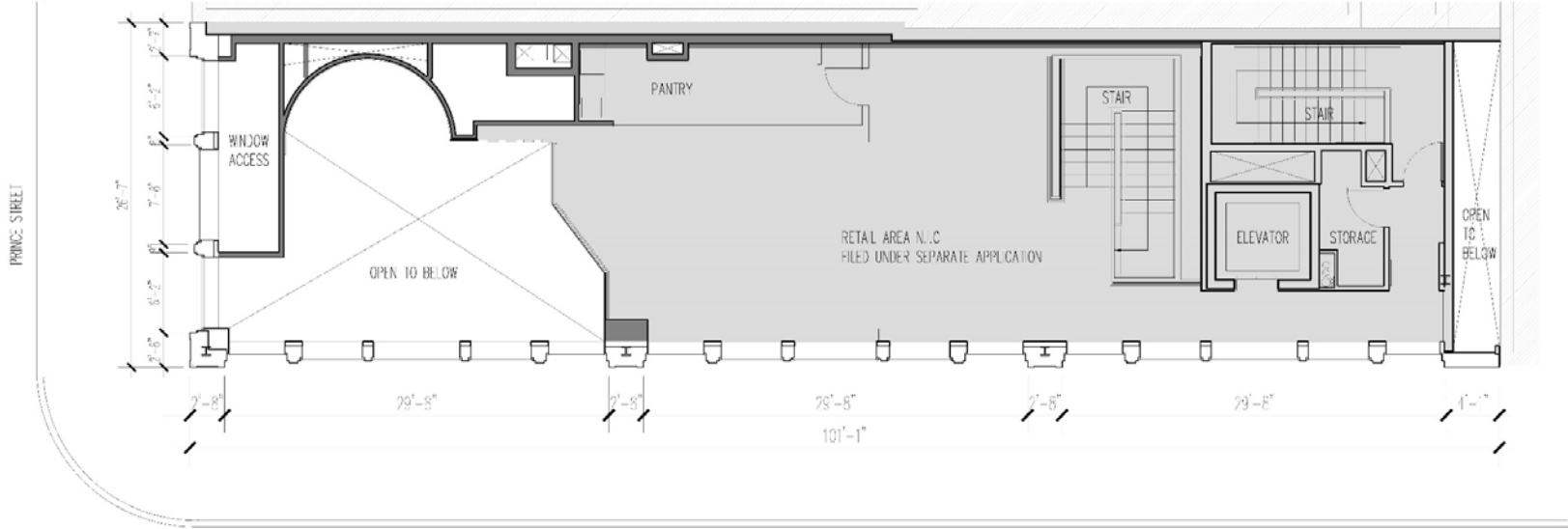
Existing



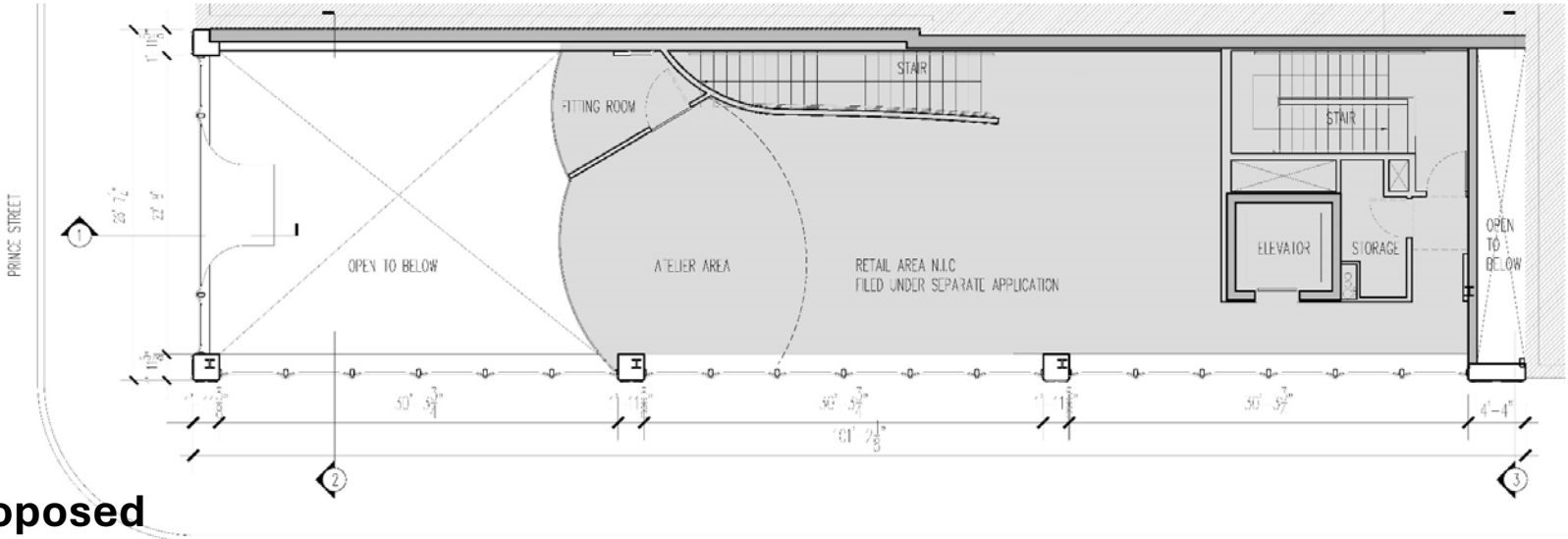
Proposed



Second Floor Plan



Existing

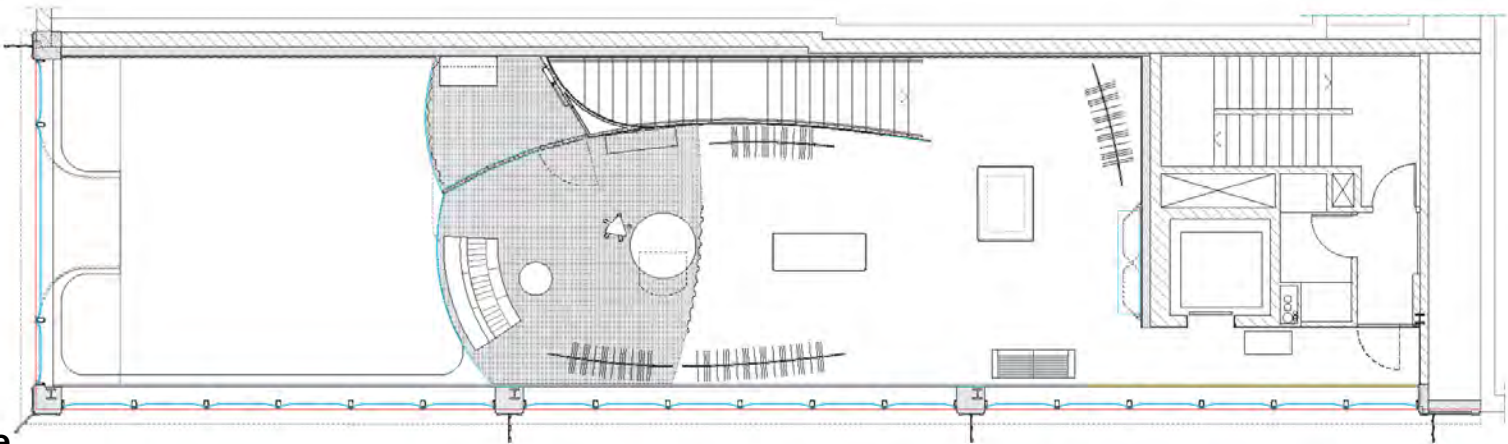


Proposed

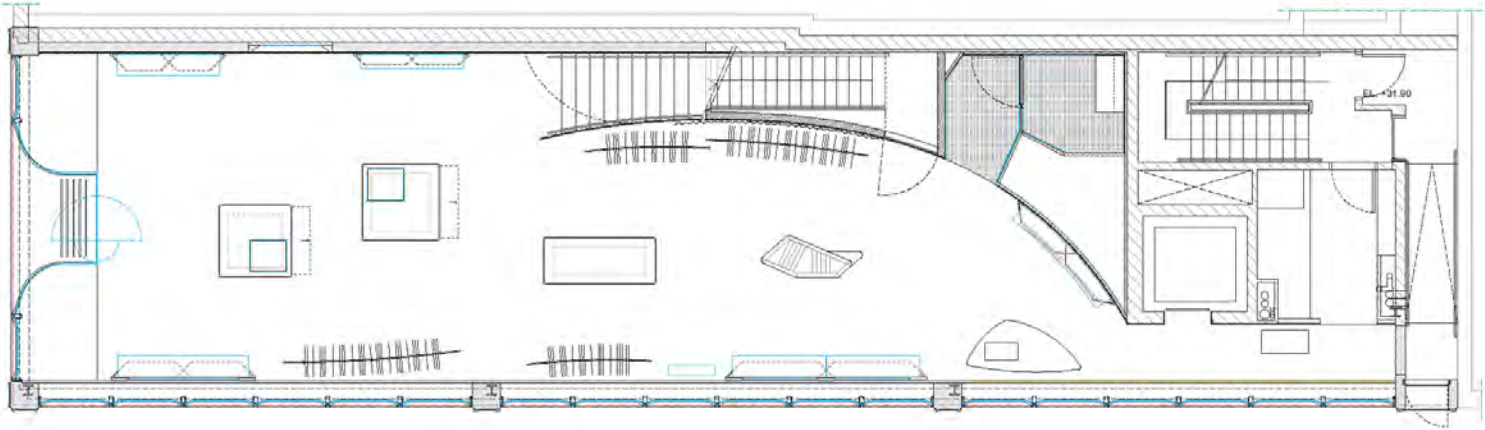


Proposed interior layouts

Mezzanine

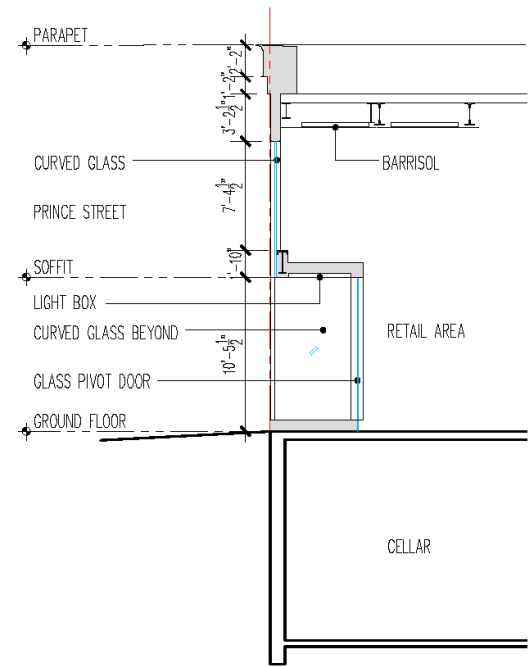


First Floor

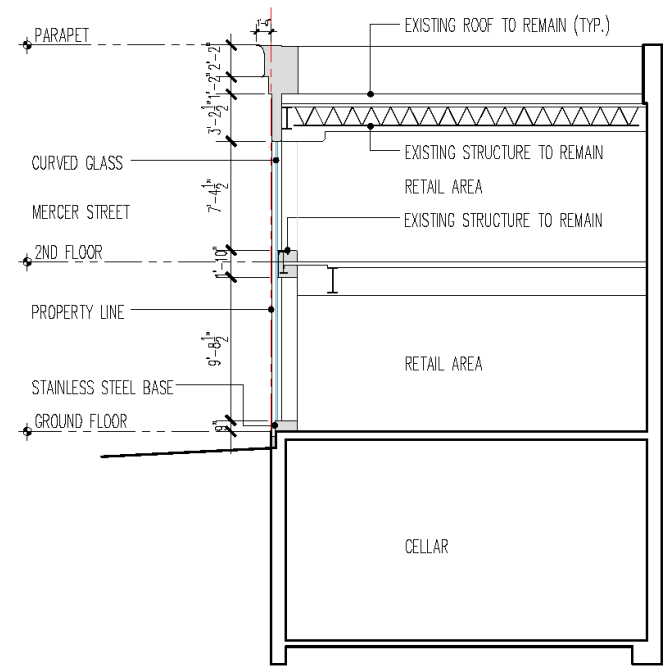




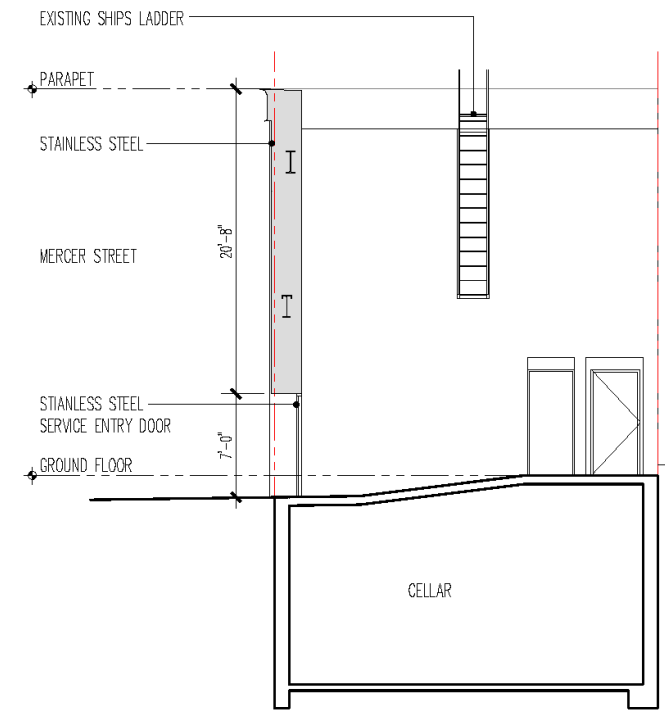
# Building Sections



SECTION 1



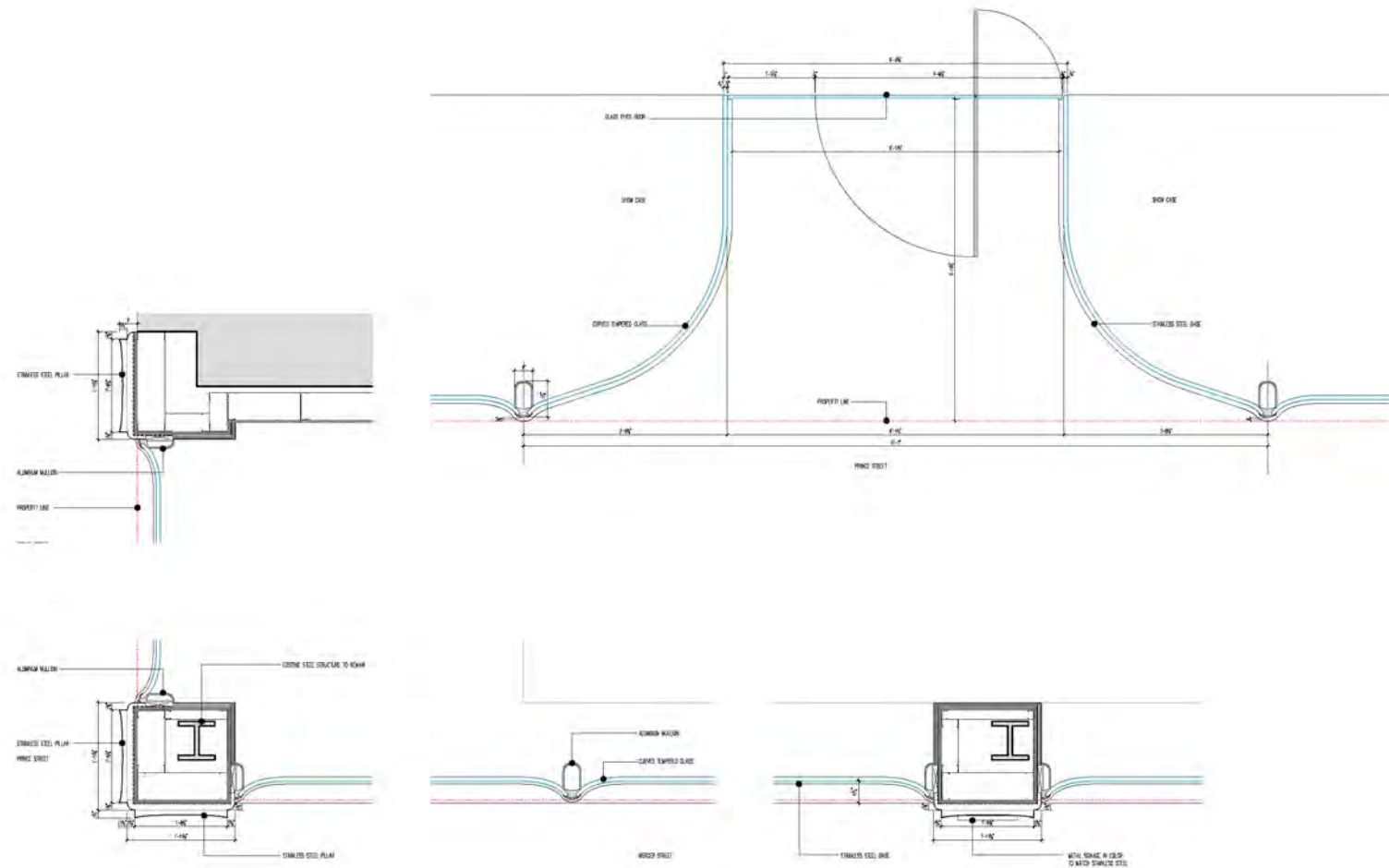
SECTION 2



SECTION 3

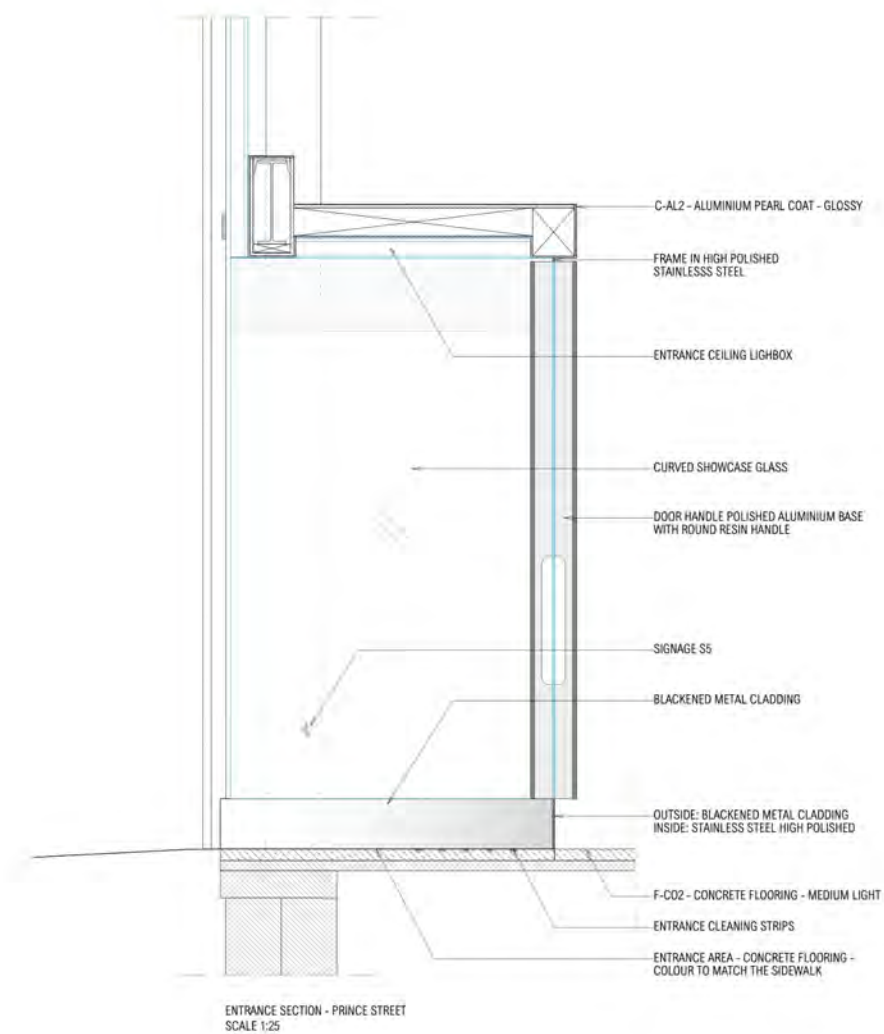
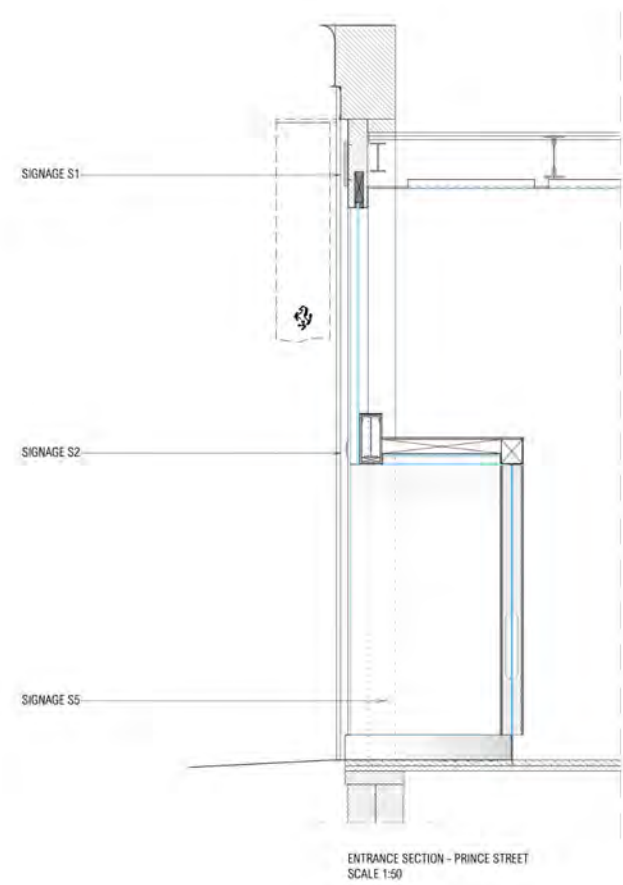


## Façade Plan details

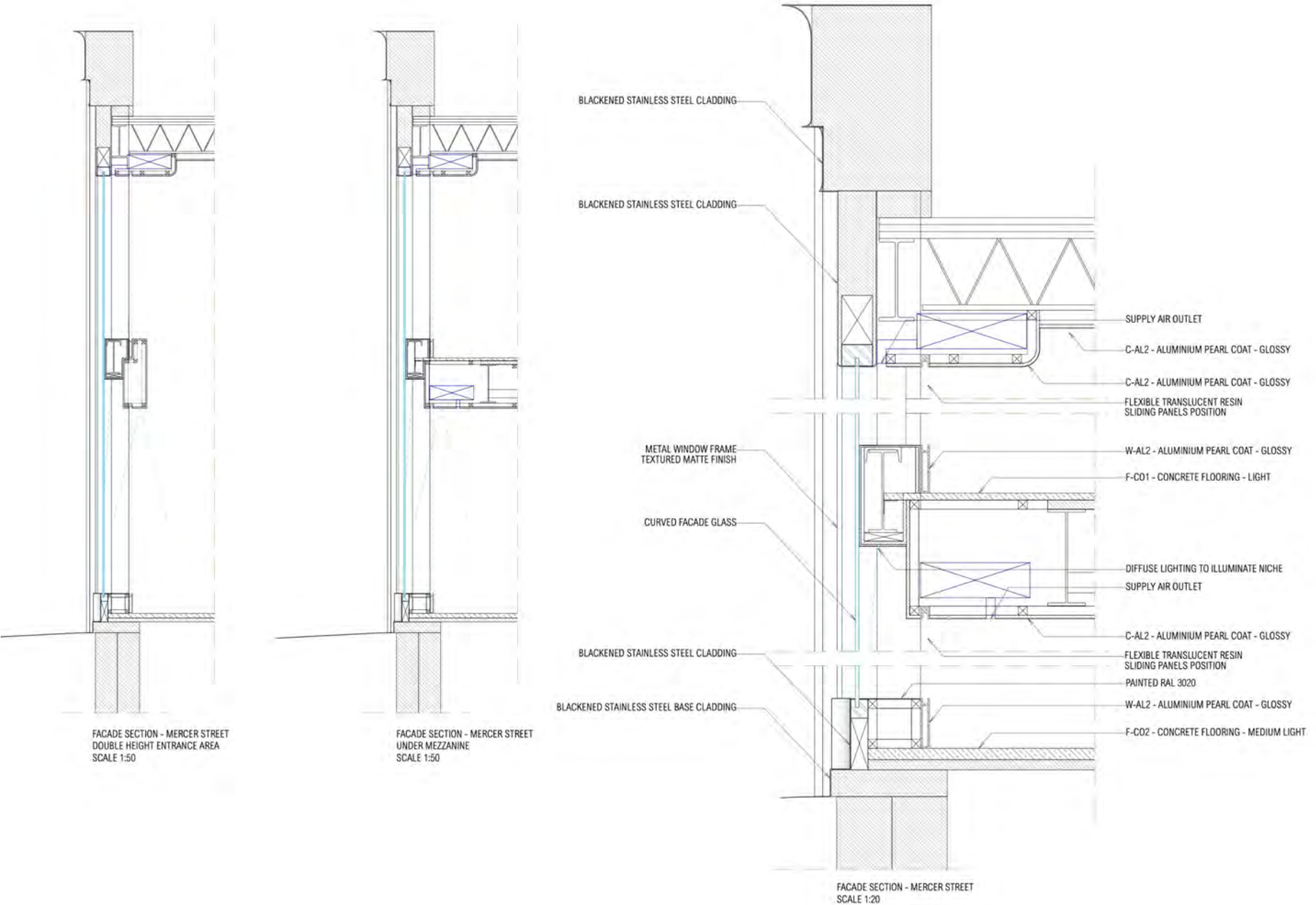




# Entrance Wall Sections

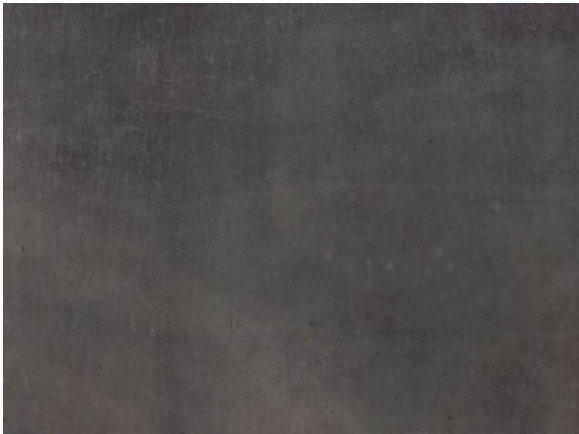


Wall sections



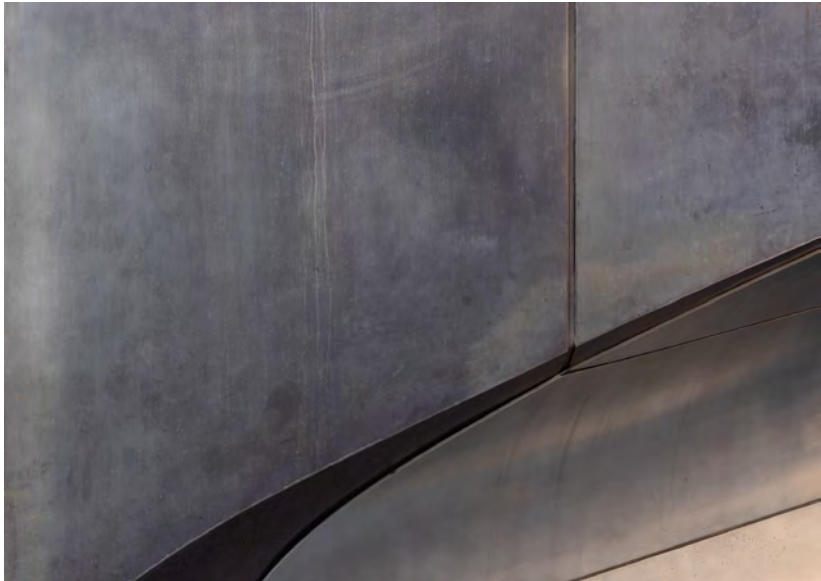
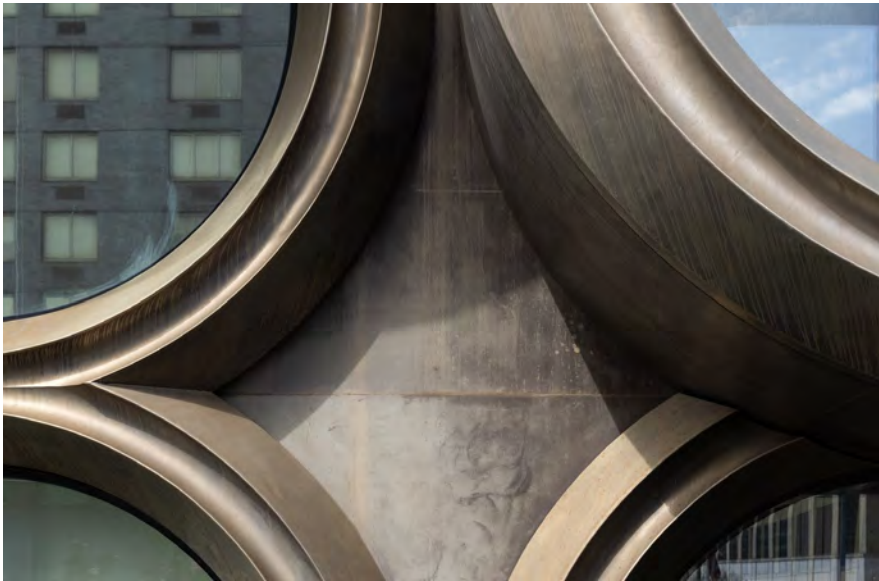


**Stainless Steel  
and Aluminum  
Façade Samples**





Reference images: Metal  
520 W 28<sup>th</sup> Street by Zaha Hadid

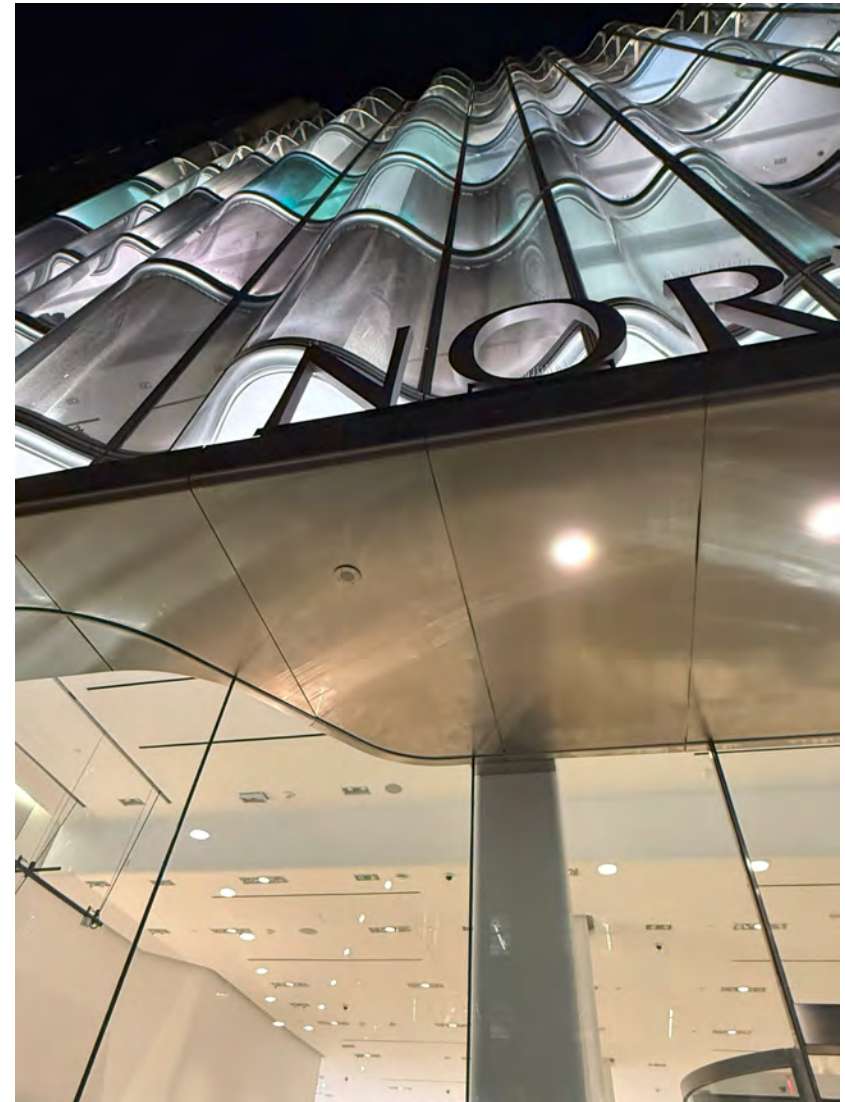




## Reference images: Glass



**Art & Cultural Center – Hong Kong**  
**By So-Il Architect**



**Nordstrom - NYC**

## Front Façade detail on Prince St.

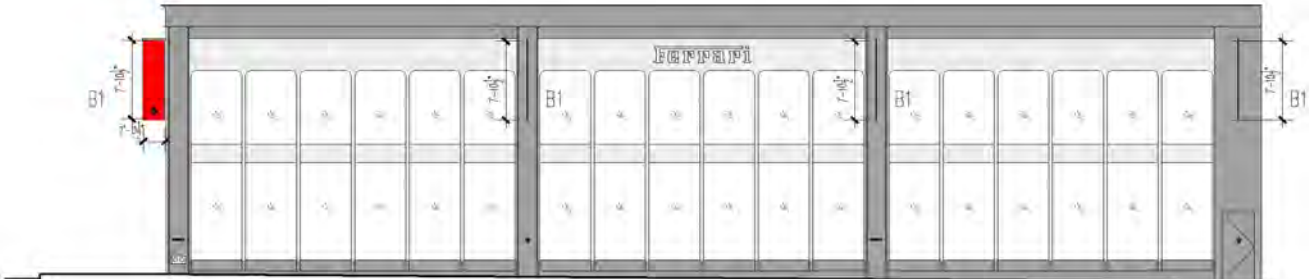




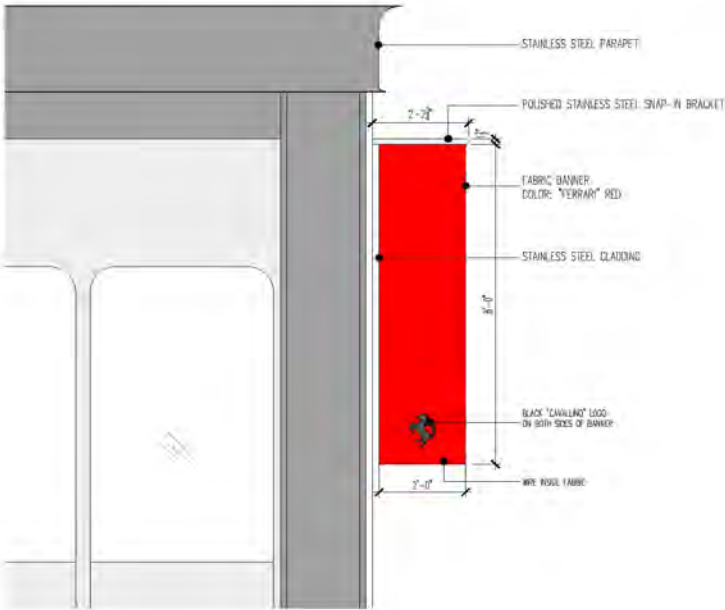
Proposed Banner



KEY ELEVATION PRINCE STREET



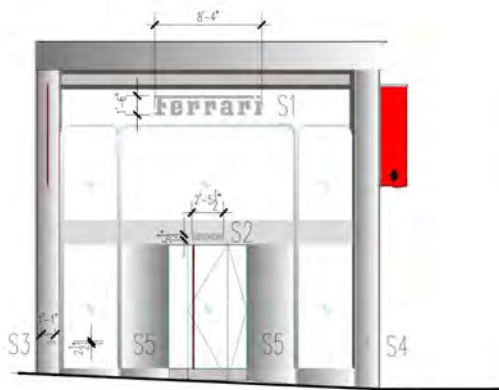
KEY ELEVATION MERCER STREET



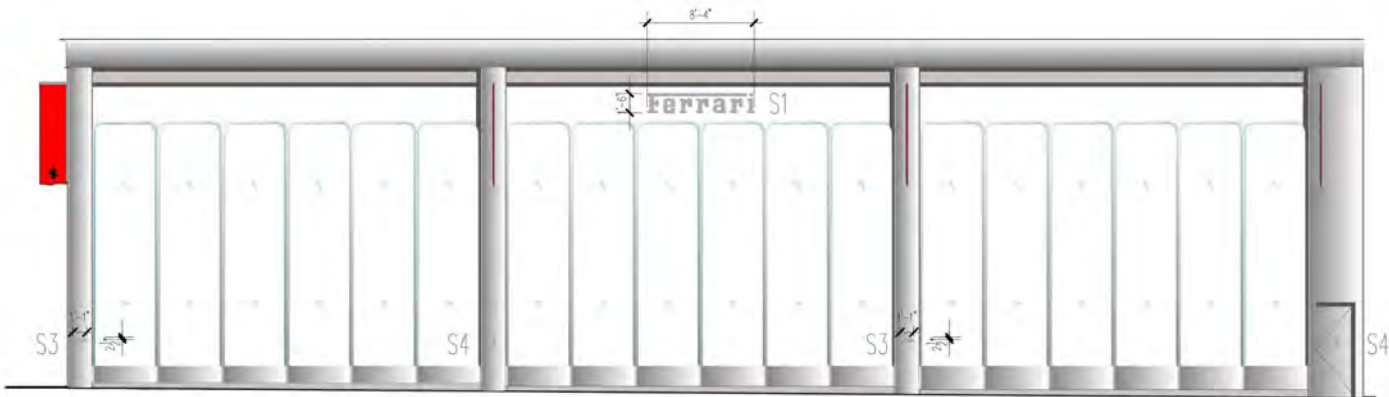
FERRARI BANNER



Proposed Signage



KEY ELEVATION PRINCE STREET



KEY ELEVATION MERCER STREET

S1: FERRARI LOGO  
SIZE: 8'-4" X 1'-6"  
FINISH: POLISHED CHROME



S2: FERRARI LOGO  
SIZE: 2'-5 1/2" X 5-1/2"  
FINISH: POLISHED CHROME



S3: FERRARI LOGO  
SIZE: 1'-1" X 2-1/2"  
FINISH: BLACKENED STEEL



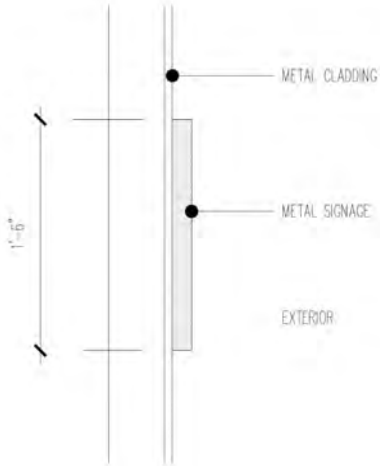
S4: "CAVALLINO" PRANCING HORSE LOGO  
SIZE: 6-1/2" HIGH  
FINISH: BLACKENED STEEL



S5: "CAVALLINO" PRANCING HORSE LOGO  
SIZE: 4" HIGH  
VINYL IN COLOR TO MATCH POLISHED CHROME



SIGN TYPES





FERRARI LIFESTYLE

Design concept  
GONZALEZ HAASE AAS, BERLIN

Local design & management  
ROSSANA CAPURSO ATELIER NYC

Architect of Record  
MARINA SASSU, RA, AIA

LPC Consultant  
HIGGINS QUASEBARTH & PARTNERS

Code Consultant  
METROPOLIS GROUP INC.

MEP  
E4P ENGINEERING

Structural  
THE EIPEL ENGINEERING GROUP

Elevator Consultant  
VDA ASSOCIATES

