

May 13, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 1, LPC-25-09556

92 Prince Street – SoHo-Cast Iron Historic District

Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 195 3742

Passcode: 579429

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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NEW YORK PRINCE STREET

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

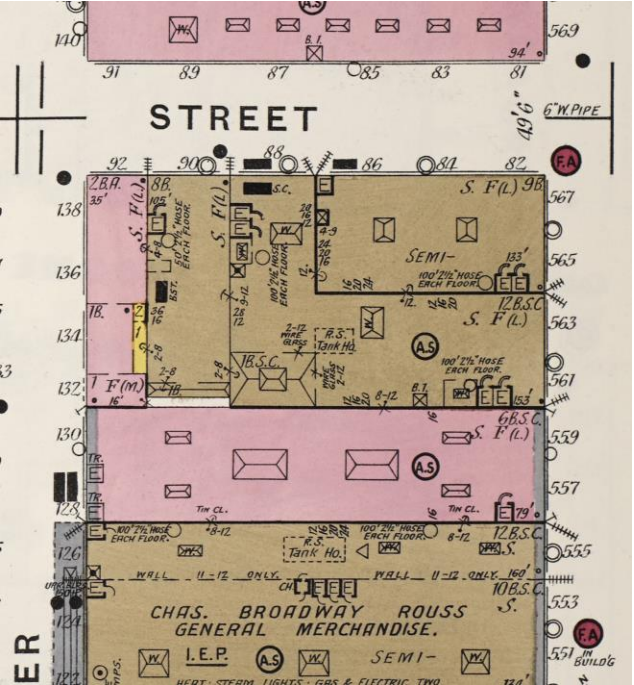
LOCAL DESIGN & MANAGEMENT: **ROSSANA CAPURSO ATELIER, NEW YORK**

LANDMARKS PRESERVATION COMMISSION • FERRARI LIFESTYLE NEW RETAIL STORE FAÇADE • REPLACEMENT OF FAÇADE CLADDING, WINDOWS AND DOORS AND NEW SIGNAGE • 13 MAY 2025

92 PRINCE STREET
FERRARI LIFESTYLE FLAGSHIP STORE



92 Prince Street - Historic Images



1903 Sanborn map



1940 tax photo

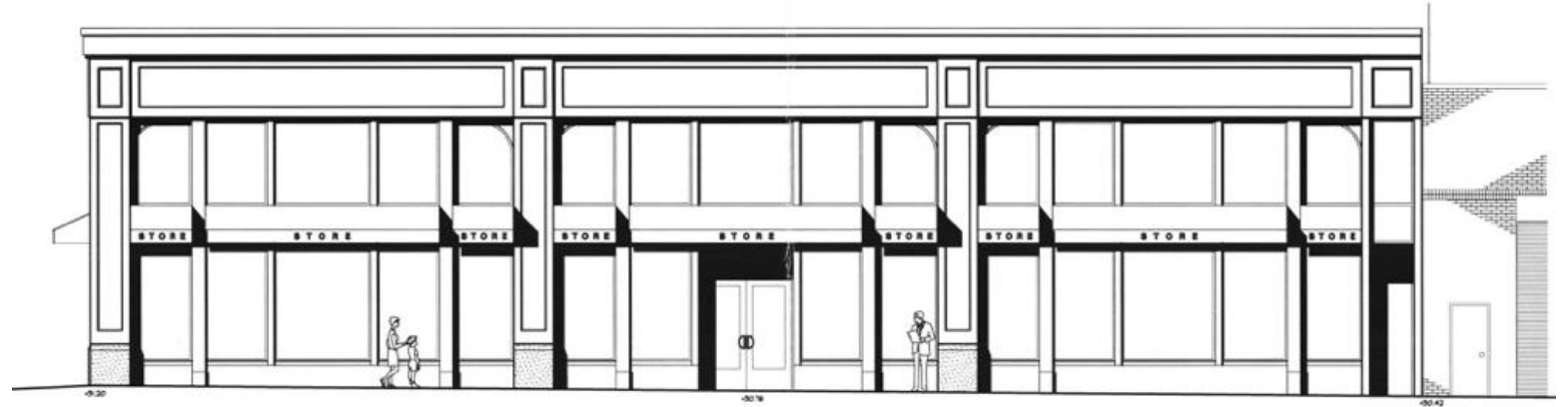


1980 tax photo

92 Prince Street – Existing Approved Building



1994 approval



1998 approved elevation of existing building

View from corner of Prince St. and Mercer St.



Existing



Proposed

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 – Storefront Glazing



Broadway between Prince and Spring Streets, 1912 (New-York Historical Society)



598 Broadway



Broadway and Spring Street, 1912 (New-York Historical Society)

Historic District Context – Approved New Buildings



89 Mercer Street, approved 1994



143 Spring Street, approved 2007



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

Historic District Context – Approved New Buildings



133 Mercer Street/555 Broadway
Approved 1996



107-111 Greene Street
Approved 2002



151 Mercer Street
Approved 2014

Historic District Context – Signage and Banners



Mercer Street



Greene and Spring Streets



View from Prince St.



Existing



Proposed

View from Mercer Street

Existing



Proposed



View from corner of Prince St. and Mercer St.

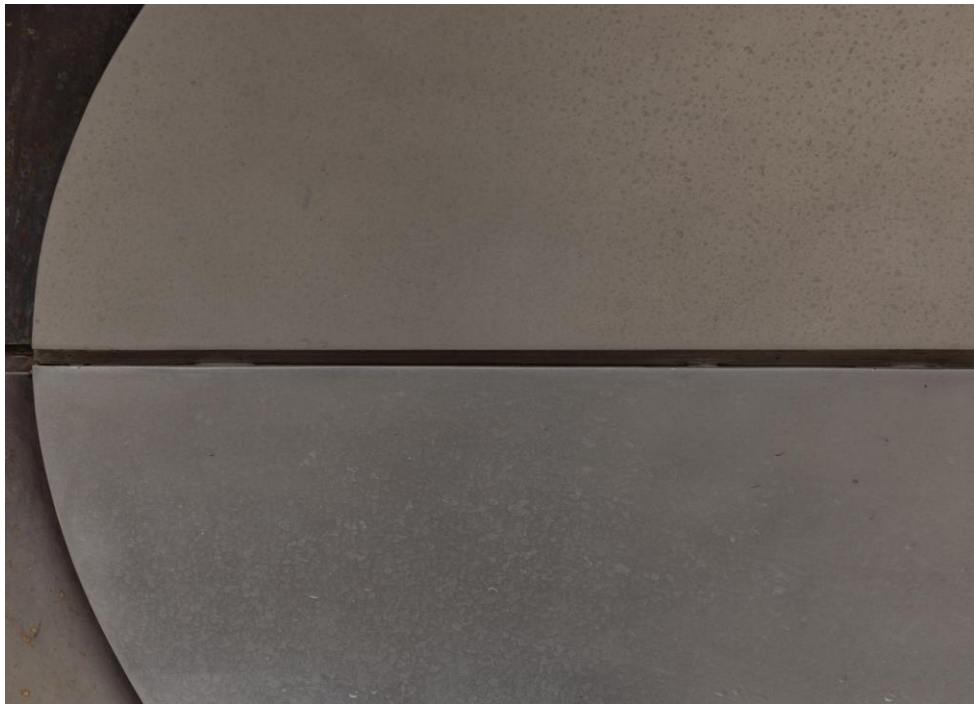
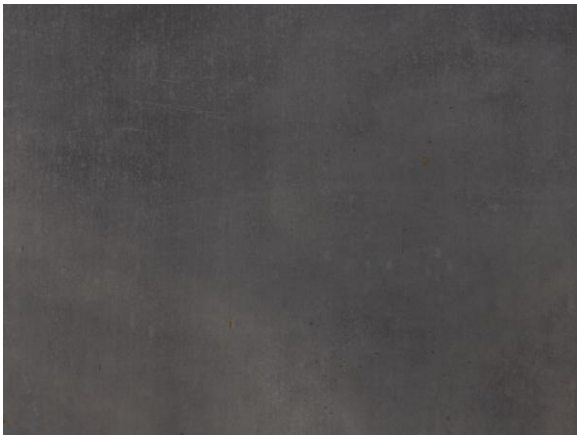


Existing



Proposed

**Stainless Steel
Façade Samples**

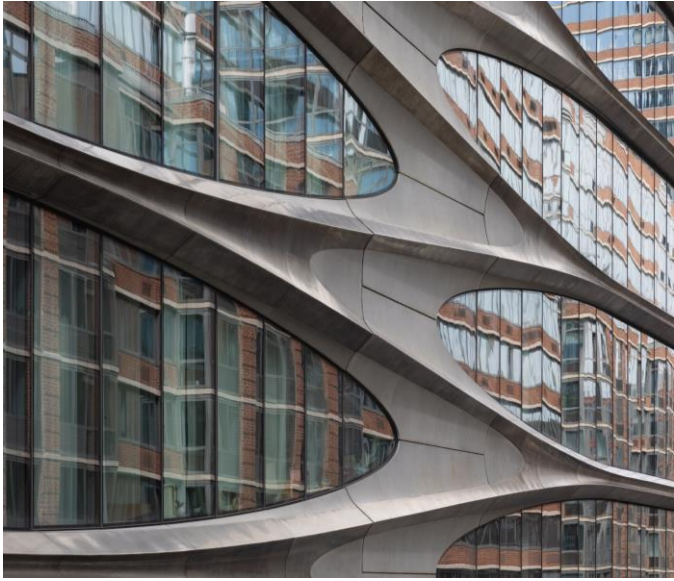
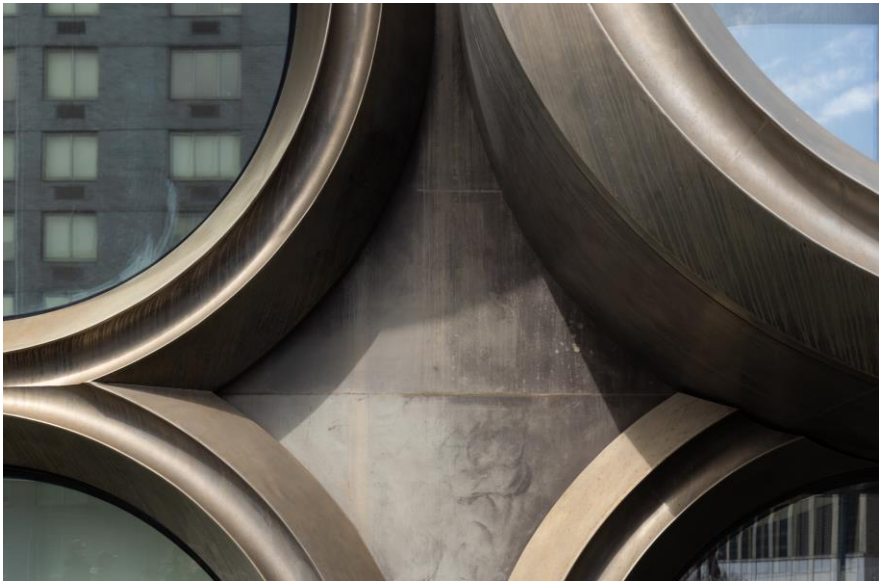


STAINLESS STEEL
COLOR GLASS BEAD

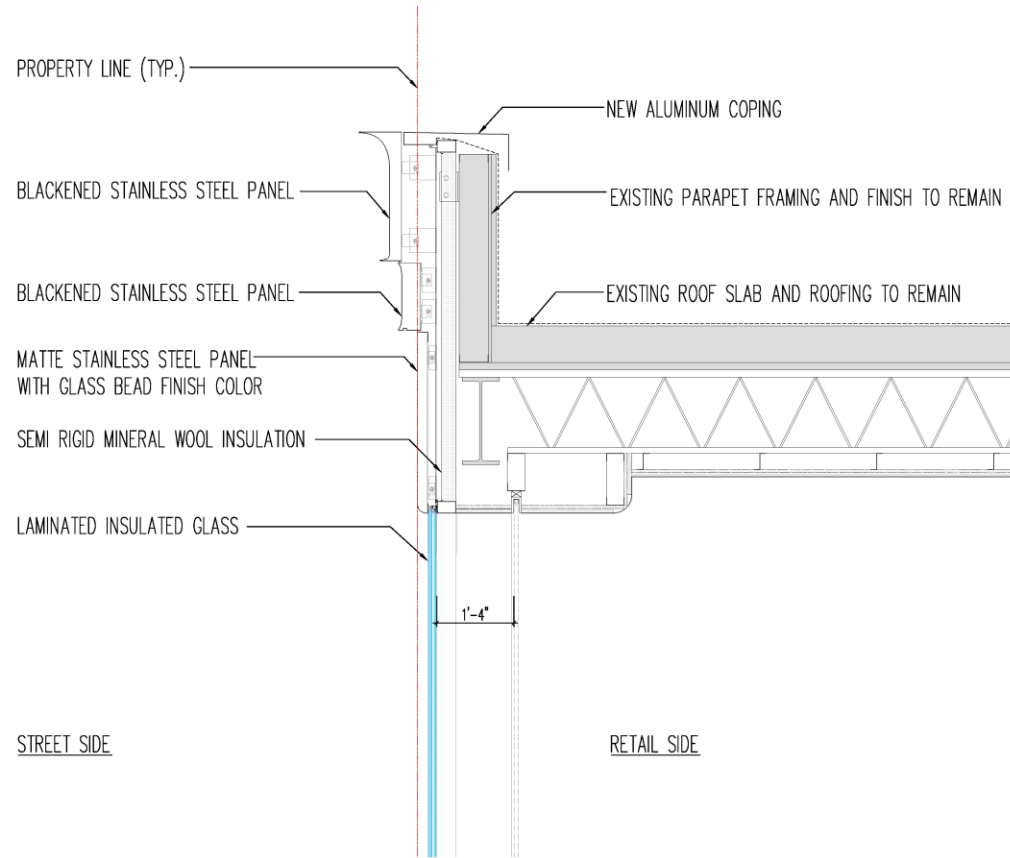


BLACKENED STAINLESS STEEL –
COLOR ORBITAL DARK PATINA

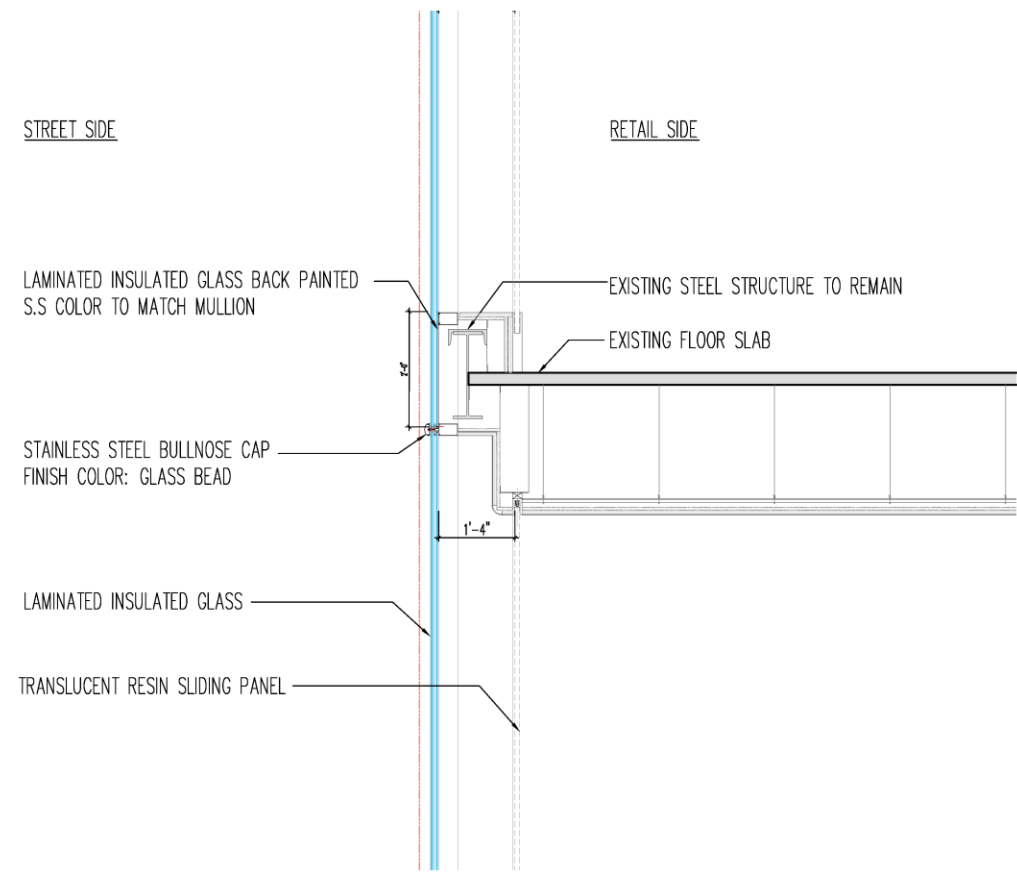
Reference images: Metal
520 W 28th Street by Zaha Hadid



Cornice details



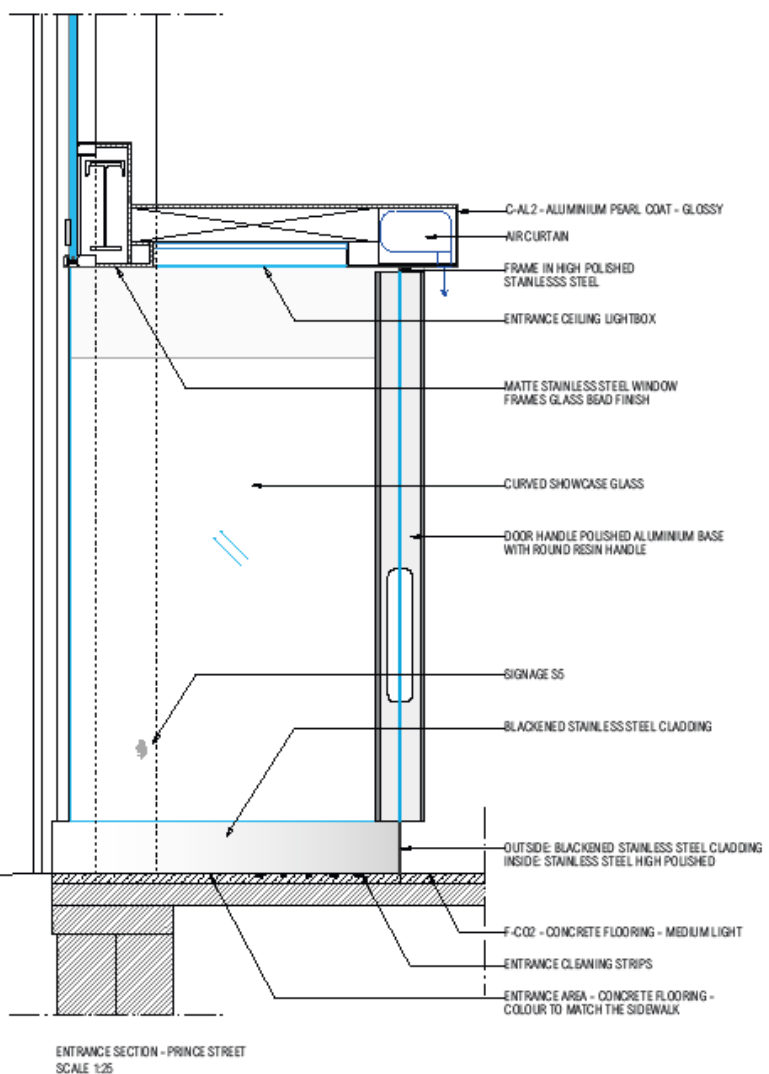
Spandrel detail – façade on Mercer Street



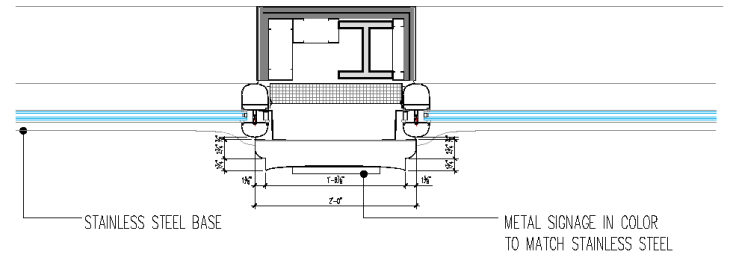
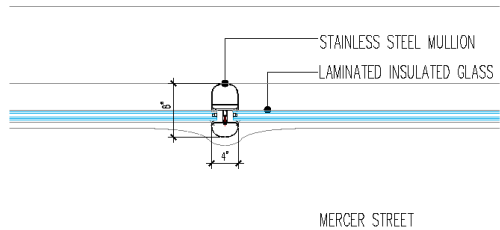
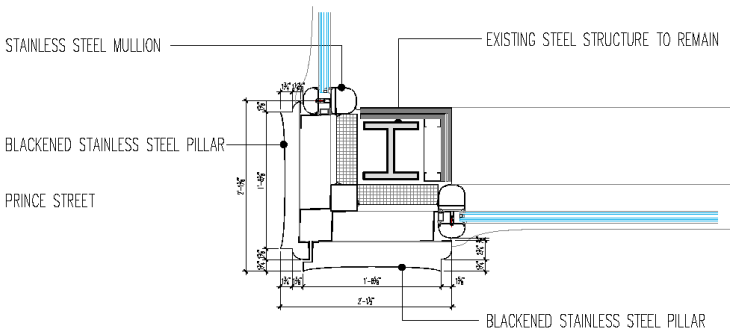
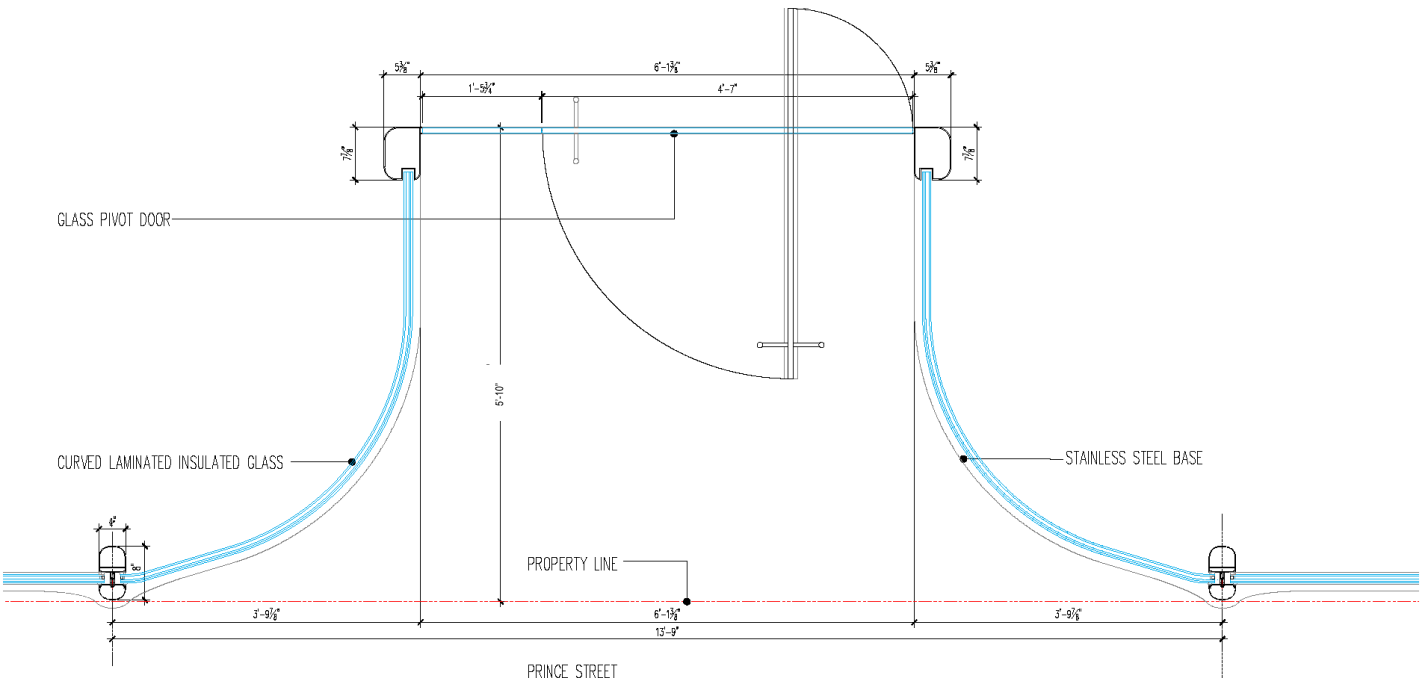
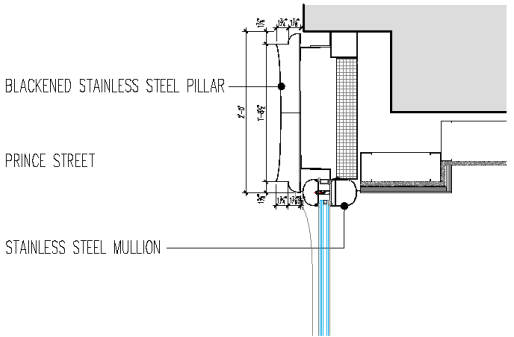
Renderings of top, spandrel and base detail



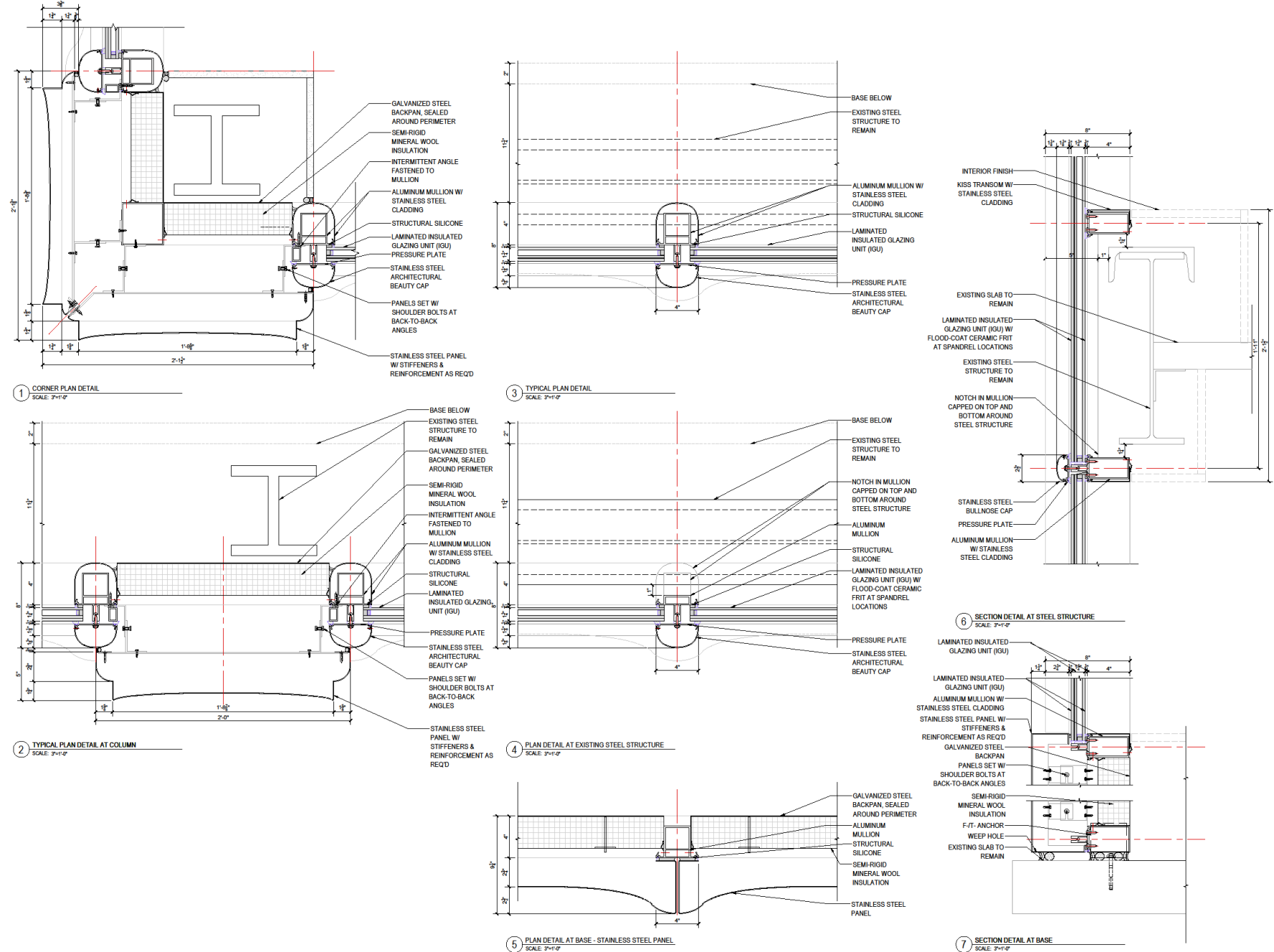
Front Façade detail on Prince St.



Façade Plan Details



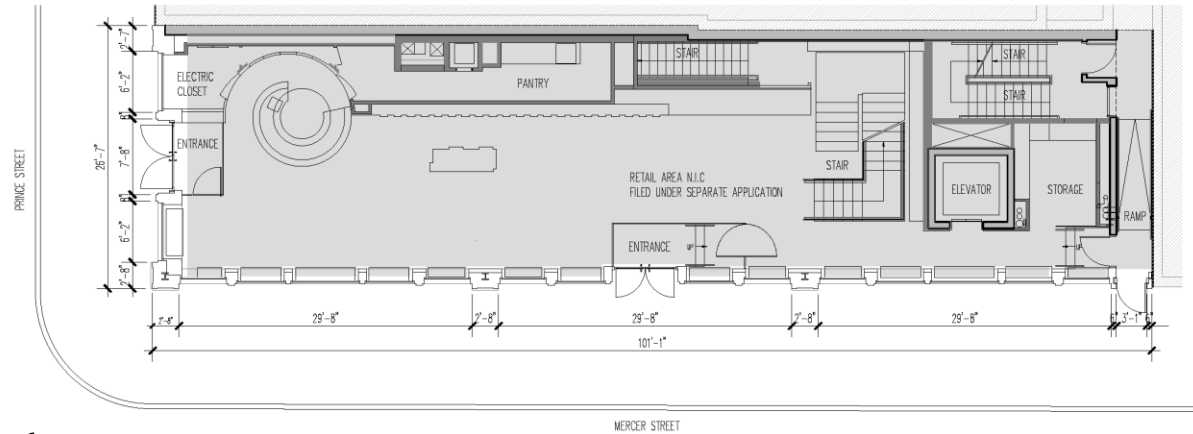
Façade details



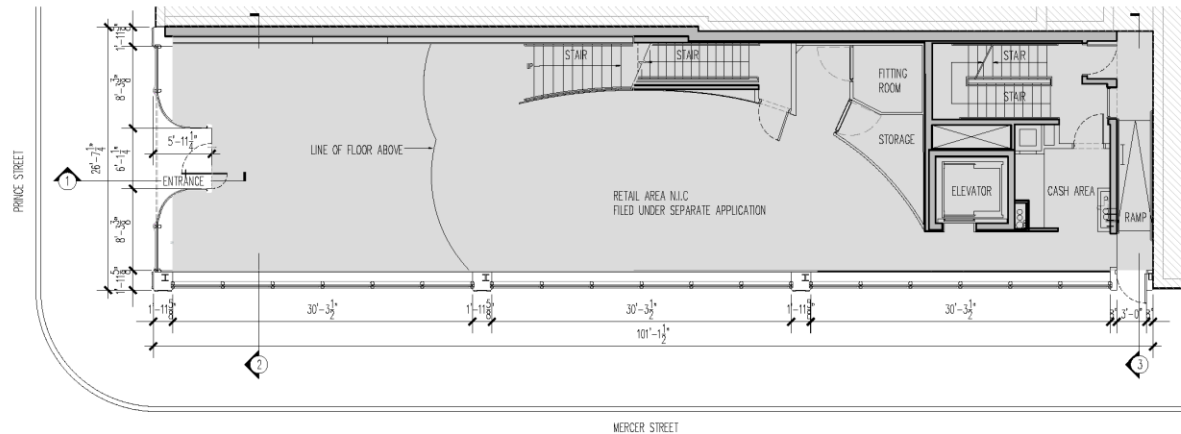
Interiors



First Floor Plan

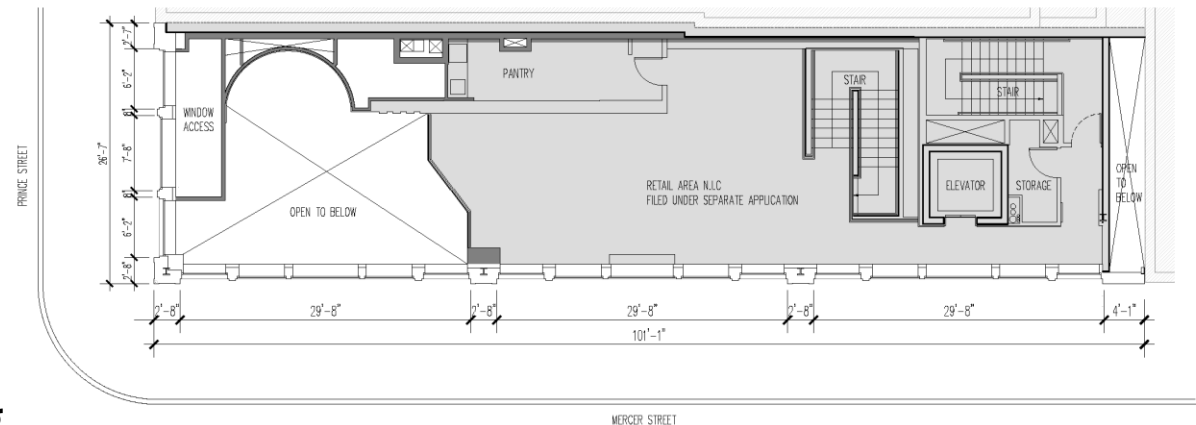


Existing

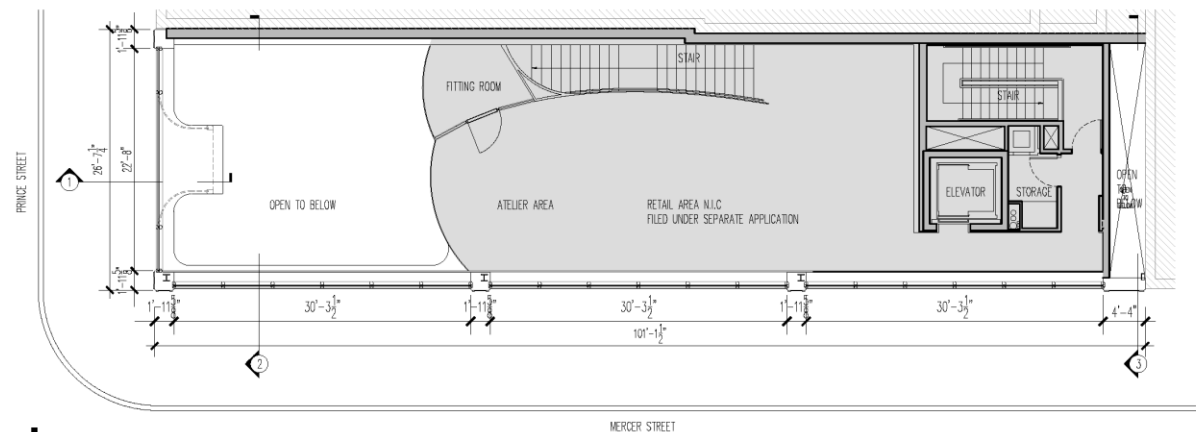


Proposed

Second Floor Plan

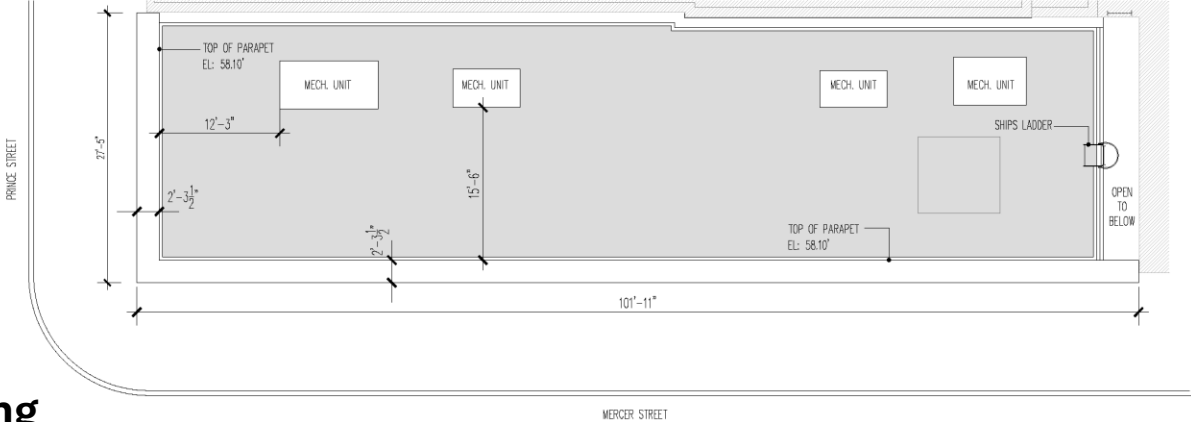


Existing

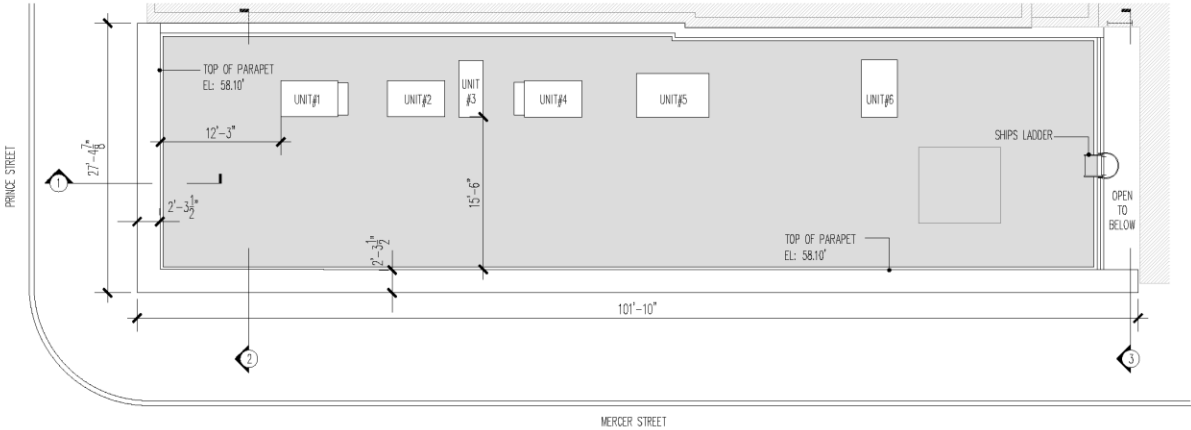


Proposed

Roof Plan

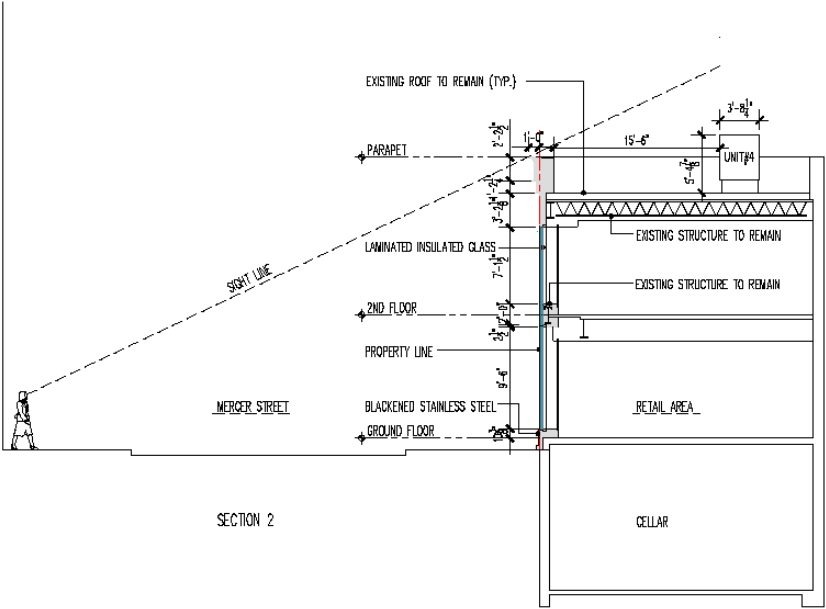
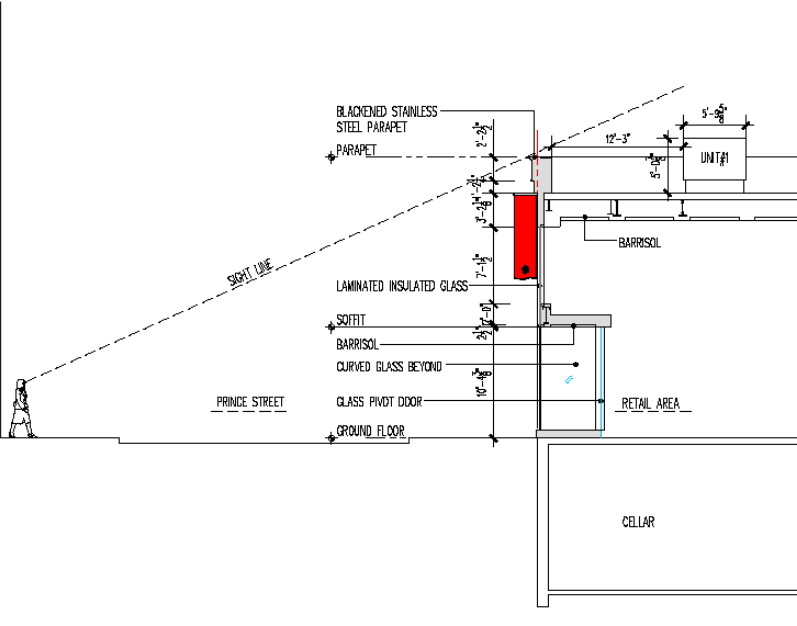


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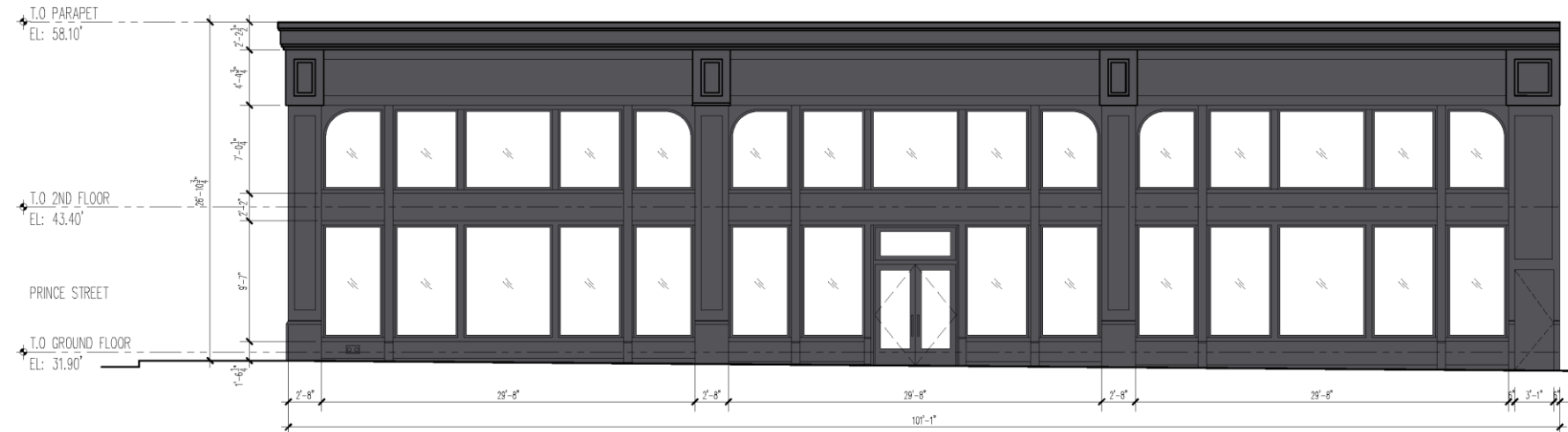


Proposed

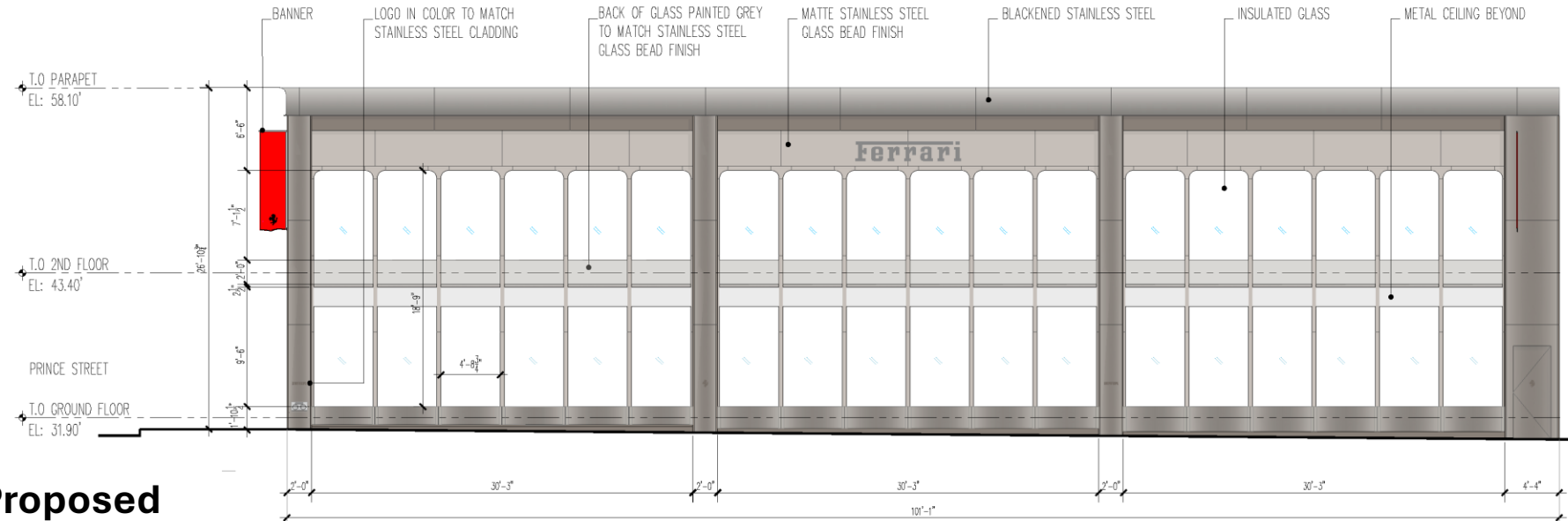
Building Sections



Elevations on
Mercer Street

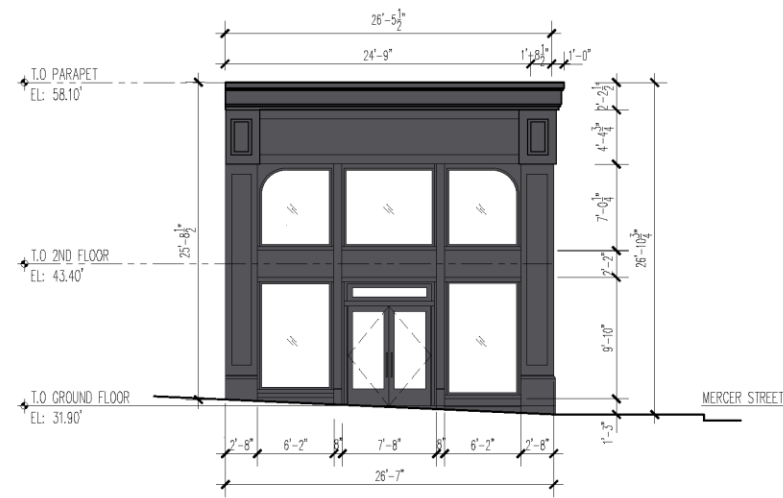


Existing

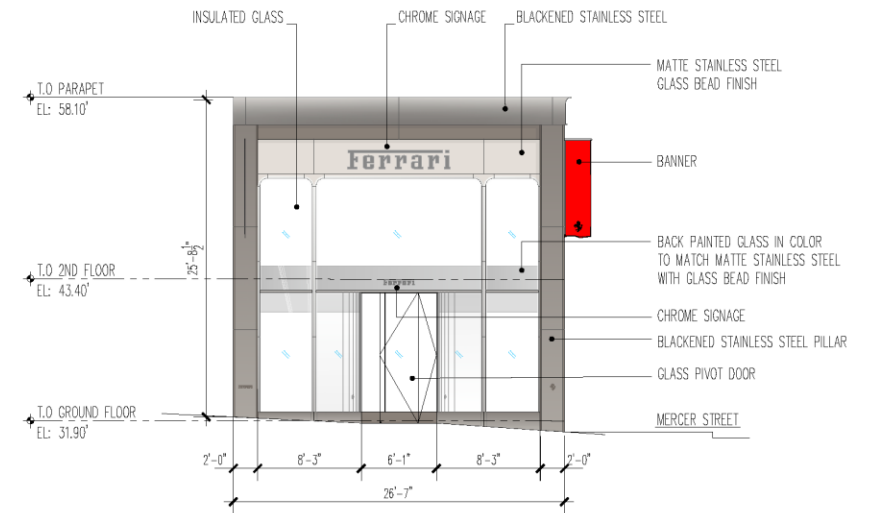


Proposed

Elevation on Prince Street

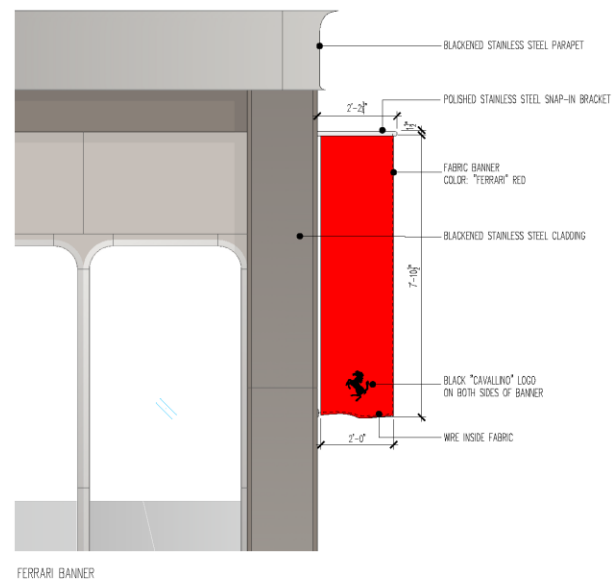
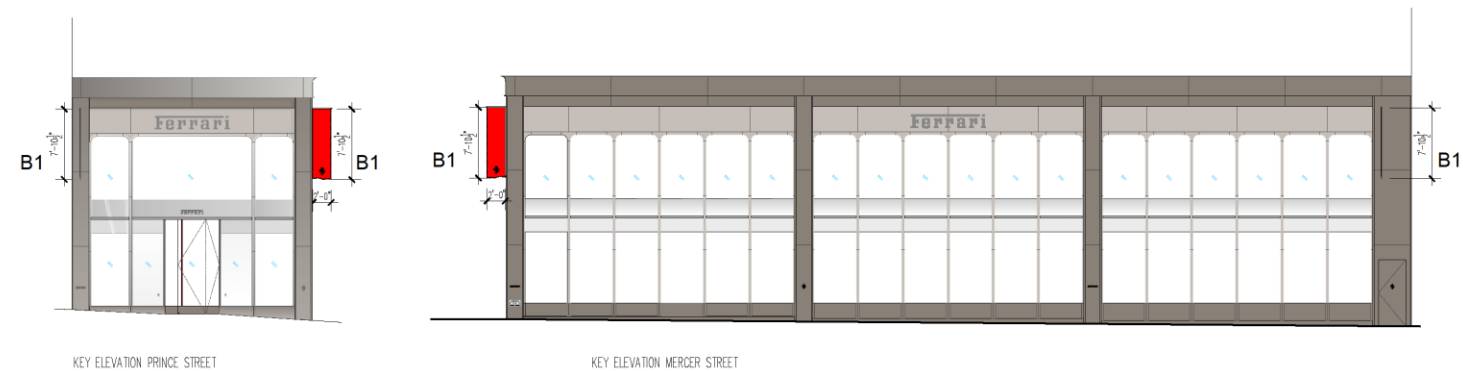


Existing

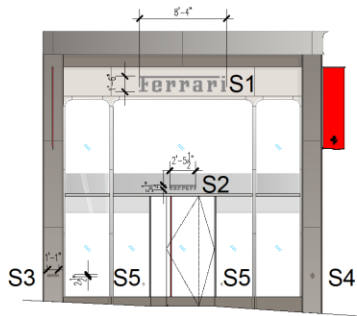


Proposed

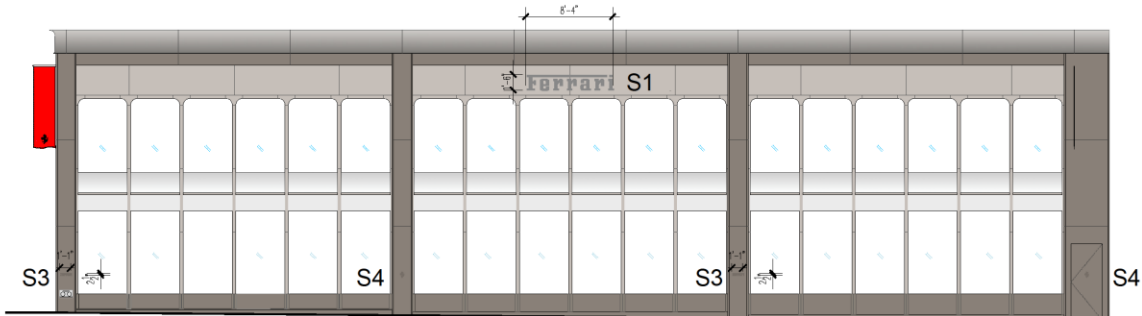
Proposed Banner



Proposed Signage

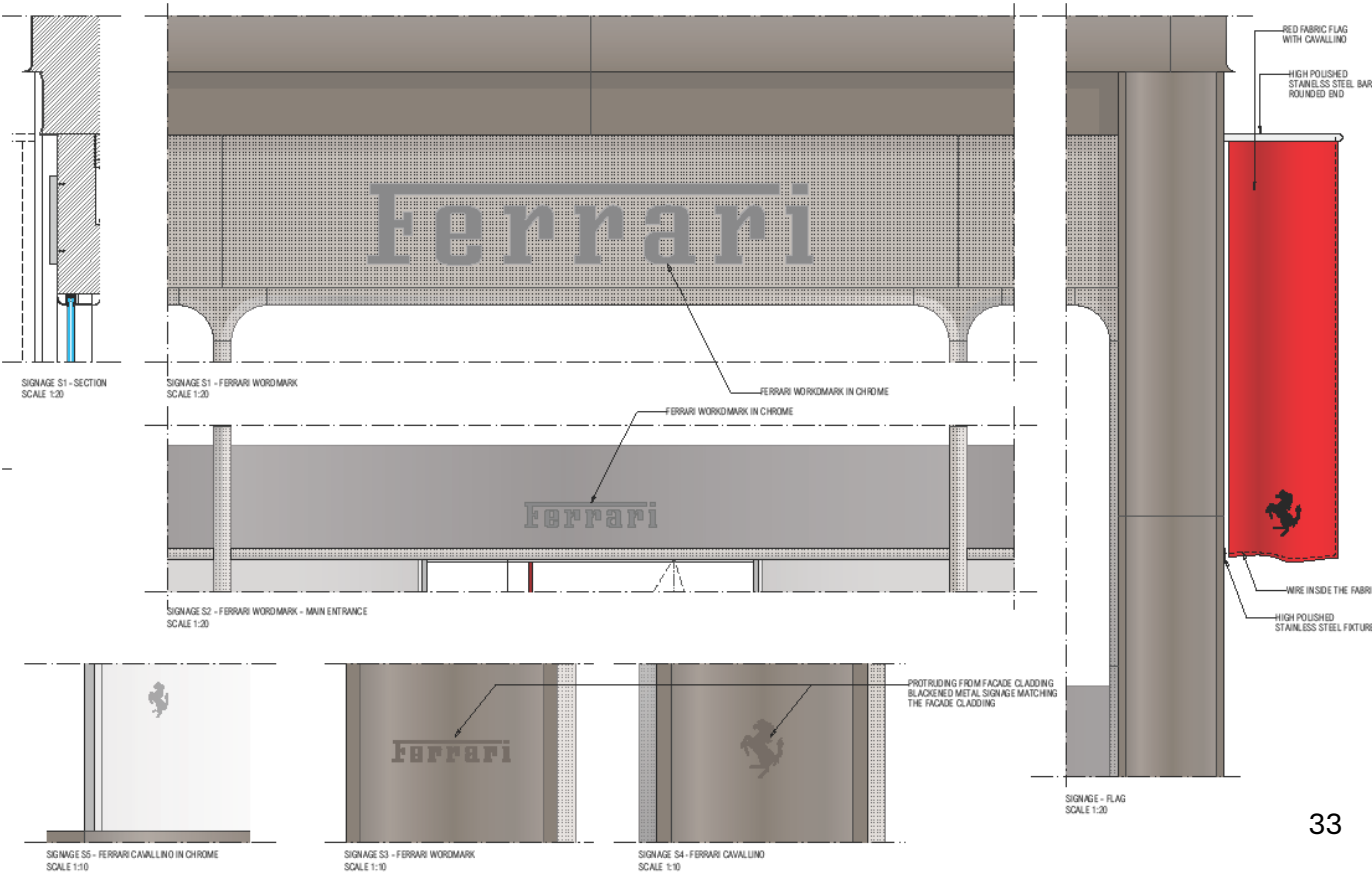


KEY ELEVATION PRINCE STREET



KEY ELEVATION MERCER STREET

S1		S1: FERRARI LOGO SIZE: 8'-4" X 1'-6" FINISH: POLISHED CHROME
S2		S2: FERRARI LOGO SIZE: 2'-5 1/2" X 5-1/2" FINISH: POLISHED CHROME
S3		S3: FERRARI LOGO SIZE: 1'-1" X 2-1/2" FINISH: BLACKENED STEEL
S4		S4: "CAVALLINO" PRANCING HORSE LOGO SIZE: 6-1/2" HIGH FINISH: BLACKENED STEEL
S5		S5: "CAVALLINO" PRANCING HORSE LOGO SIZE: 4" HIGH STAINLESS STEEL-POLISHED CHROME



Movable window treatment

Diagrams of different configurations & translucent Resin panel sample



2 Sliding panels centered in the bay



2 Sliding panels each floor on the side



4 Sliding panels each floor on the side



Night View on Prince street



Night View on Mercer street



FERRARI LIFESTYLE

Design
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.

Façade Consultants
SOCOTEC, Inc.

MEP
E4P ENGINEERING

Structural
THE EIPEL ENGINEERING GROUP

Elevator Consultant
VDA ASSOCIATES



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