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Uniform Land Use Review Procedure (ULURP) Application

347 FLUSHING AVENUE REZONING – C240275ZMK N240276ZRK

IN THE MATTER OF a private application for a zoning map amendment at 347 Flushing Avenue to rezone from M1-2 to M1-5 and R7-1/C2-4 and a zoning text amendments to add a new Mandatory Inclusionary Housing (MIH) Area to facilitate an eight-story commercial and community facility development and legalize an existing non-conforming residential use in the Williamsburg neighborhood of Brooklyn Community District 1.

BROOKLYN COMMUNITY DISTRICT 1

RECOMMENDATION

☒ **APPROVE**

☐ APPROVE WITH
MODIFICATIONS/CONDITIONS

☐ DISAPPROVE

☐ DISAPPROVE WITH
MODIFICATIONS/CONDITIONS

RECOMMENDATION FOR: 347 FLUSHING AVENUE REZONING – C240275ZMK N240276ZRK

Be it resolved that the Brooklyn Borough President, pursuant to Sections 197-c and 201 of the New York City Charter, recommends that the City Planning Commission and City Council approve this application.

May 12, 2025

BROOKLYN BOROUGH PRESIDENT

DATE

RECOMMENDATION FOR: 347 FLUSHING AVENUE REZONING – C240275ZMK N240276ZRK

Project Description

The Project Area is bounded by Classon Avenue, Flushing Avenue, and Kent Avenue. The Project Area is mapped with an M1-2 zoning district, which permits low-density light industrial uses and has a maximum Floor Area Ratio (FAR) of 2.0 for industrial and commercial uses and 4.8 FAR for community facility uses. The Project Area is within Brooklyn Community District (CD) 1, is entirely located in the Transit Zone, and is located in a FRESH zone. Existing uses in the Project Area include (1) an eight-story plus cellar and sub-cellar mixed-use commercial, community facility, and warehouse building (the Development Site), and (2) five seven-story residential buildings along Kent Avenue containing a total of approximately 30 dwelling units that were constructed in 2004 and permitted through a BSA variance.

The Surrounding Area retains much of its industrial character, but contains a mix of uses, including residential, commercial, industrial, and community facilities. Residential uses in the surrounding area include one- and two-family and multifamily residential buildings and mixed-use commercial and residential buildings. The existing housing within M1-2 zoning districts in the Surrounding Area is all nonconforming and either predates the 1961 Zoning Resolution or is permitted through BSA variances. The Surrounding Area contains one- to three-story industrial buildings, scattered vacant land, one- to six-story community facility buildings, self-storage, and commercial uses that are both in standalone commercial buildings and integrated into mixed-use buildings. The building across the street from the Project Area contains NYC Department of Environmental Protection uses. Classon Playground is located north of the Project Area. The Project Area is served by the B48, B57, and B62 bus lines and is approximately 5 blocks from the Flushing Avenue station on the G line. The Brooklyn Queens Expressway is located approximately one block from the Project Area.

The Proposed Development will result in no new construction. The Proposed Development Site contains the same building that was constructed as-of-right, but approvals for a zoning map amendment from M1-2 to M1-5 and R7-1/C2-4 and zoning text amendment to map MIH would facilitate interior renovations and a parking reduction. The current building on the Development Site is 60% leased and contains a mix of warehouse, community facility, retail, and office uses—known as “The W Mall” and “The W Offices”. The Proposed Development would not require parking but proposes 86 attended parking spaces at the sub-cellar level. The zoning map amendment would also legalize the five existing non-conforming residential buildings within the Project Area that are currently permitted by a BSA variance.

Community Board Position

Community Board 1 voted to approve the application on April 08, 2025.

Borough President ULURP Hearing and Public Comment

The Borough President held a hearing on this item on Wednesday, May 07, 2025. No members of the public provided testimony at the hearing, and the Borough President’s Office received no written testimonies via email.

Approval Rationale

The Borough President believes the proposed actions are appropriate. The change in zoning from M1-2 to M1-5 will increase the volume of jobs at the site and allow the property to attract additional office tenants within the building. This change in use would be facilitated by eliminating nearly 230 parking spaces (previously required), decreasing the amount of community facility space, and increasing the amount of

commercial square footage. The elimination of parking requirements on this site is in line with the Borough President's Comprehensive Plan for Brooklyn.

There are advantages to rezoning the adjacent parcel to bring it into conformity with zoning after a BSA variance was approved to allow housing. Without taking this action, any future redevelopment of the site would not be required to include MIH units. This should not be interpreted as broad support for manufacturing to residential rezonings nor requests to allow additional housing on manufacturing land through requests for variances throughout the borough; rather, this case in which an applicant sought zoning relief through BSA should be followed up with a sound planning approach to ensure policy is consistent.

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