



**Brooklyn Borough President Antonio Reynoso**  
Brooklyn Borough Hall  
209 Joralemon Street, Brooklyn, NY 11201

City Planning Commission  
120 Broadway, 31<sup>st</sup> Floor, New York, NY 10271  
[calendaroffice@planning.nyc.gov](mailto:calendaroffice@planning.nyc.gov)

**Uniform Land Use Review Procedure (ULURP) Application**

74 BOGART STREET REZONING – C250064ZMK

IN THE MATTER OF a zoning map amendment from a M1-2 to a M1-4A zoning district to facilitate new 7-story, approximately 240,000 square foot art storage development, is being sought by 74 Bogart LLC at 74 Bogart Street, Williamsburg, Community District 1, Brooklyn.

BROOKLYN COMMUNITY DISTRICT 1

**RECOMMENDATION**

☐ APPROVE  
☒ **APPROVE WITH  
MODIFICATIONS/CONDITIONS**

☐ DISAPPROVE  
☐ DISAPPROVE WITH  
MODIFICATIONS/CONDITIONS

**RECOMMENDATION FOR: 74 BOGART STREET REZONING – C250064ZMK**

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 with the following conditions:

- The applicant makes a significant contribution toward ongoing maintenance of Gilbert Ramirez Park;
- The applicant explores viable means to program and bring visual interest to the ground floor uses through display of art, activation of event space, and pop-up activities; and
- The applicant continues to attempt to lease up adjacent commercial space within CubeSmart.

July 23, 2025

BROOKLYN BOROUGH PRESIDENT

DATE

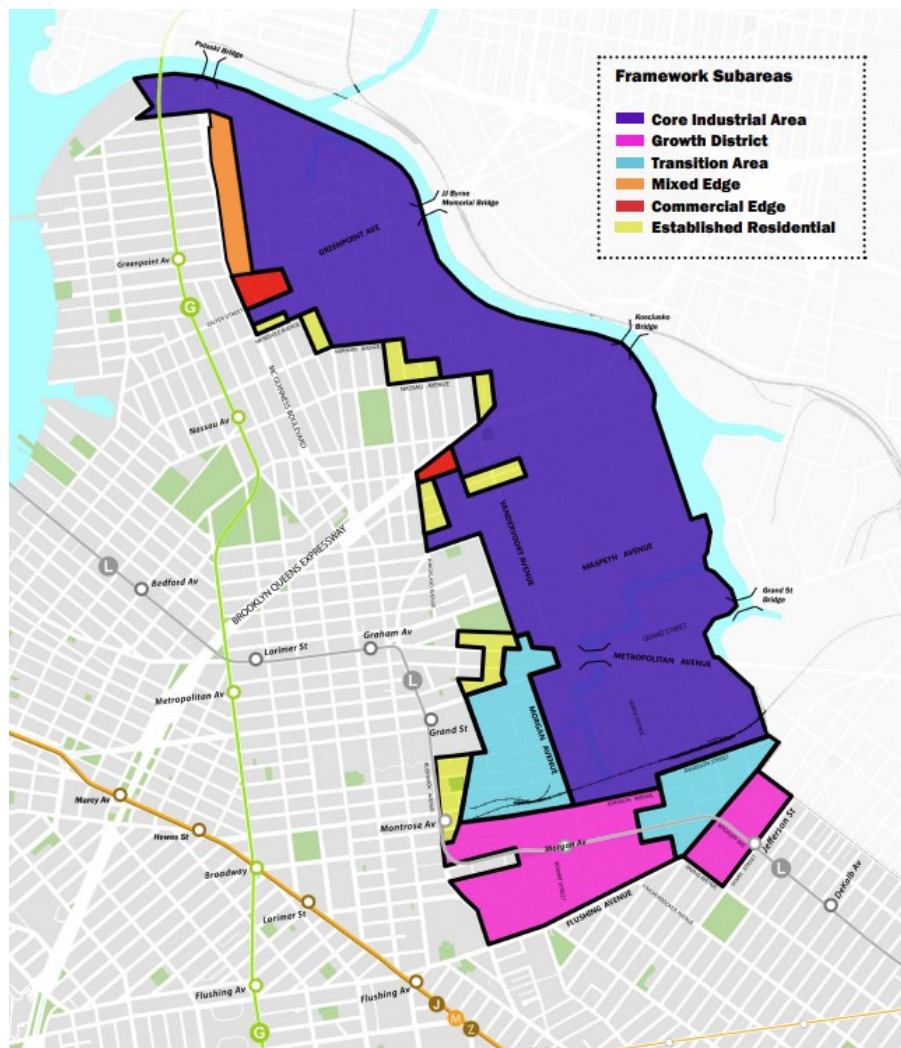
## RECOMMENDATION FOR: 74 BOGART STREET REZONING – C250064ZMK

### Project Description

The Project Area is an approximately 80,000 square foot block comprising a single tax and zoning lot, bounded by Bogart Street to the west, Ingraham Street to the north, Morgan Avenue to the east, and Harrison Place to the south. A rectangular block, it measures 400 feet long by 200 feet wide. The eastern portion of the Project Site is currently occupied by an approximately 193,785-gsf (160,000-zsf) self-storage facility (Cube Smart), while the western portion contains an open surface vehicle storage lot (currently used by Federal Express). Under the current M1-2 zoning, the existing self-storage facility building utilizes all permitted floor area on the Project Area.

The Project Area was originally zoned M1-1 with the 1961 Zoning Resolution (ZR) and was subsequently rezoned to M1-2 in 1965 (CP-19100). Adjacent sites are primarily M1-2, M1-1, and M3-1. The Project Area is located on block south of the North Brooklyn Industrial Business Zone (North Brooklyn IBZ). The Project Area was identified as part of a broader Growth District in the 2019 *North Brooklyn Industry & Innovation Plan* developed by the NYC Department of City Planning (DCP).

The “L” subway line runs alongside the southern boundary of the Project Area below Harrison Place. The Morgan Avenue Station is located immediately adjacent to the Project Site and has entrances at the intersection of Bogart Street and Harrison Place, and at Morgan Avenue and Harrison Place.



The Proposed Action would rezone 74 Bogart Street from an M1-2 district to an M1-4A district, a new zoning designation created under the City of Yes for Economic Opportunity legislation. The zoning map amendment would facilitate the development of an approximately 247,000-gross-squarefoot (gsf) building to be used for art storage. The Proposed Action would allow for an increase of permitted floor area on the Project Site by approximately 240,000 zoning square feet (zsf) that would allow for the development of a new art storage facility and allow for larger floor heights on the lower floors, benefiting the ability to store art and mimicking the form of potential neighboring businesses. The M1-4A zoning designation would allow for a commercial floor area ratio (FAR) of 5.0 to be developed as-of-right and would eliminate the requirement for accessory parking.

The Proposed Development would be seven stories, 118 feet tall, and would be purpose-built to house the fine art, antiques, and sculptures of private collectors, NYC museums, art galleries, fashion designers, artists, and other institutions. No accessory parking is proposed for this site, but the proposed building would include four loading berths (two accessed from Ingraham Street and two accessed from Harrison Place). Ingraham Street is a one-way street heading west. Along this street, designated larger trucks would back up into the loading berths at a 45-degree angle. Harrison Place is also a one-way street heading east. Along this street, smaller trucks would back into the loading berths at a 90-degree angle. There would be no curbside loading. All loading-related activities would be modeled after operations at the Applicant's two existing NYC facilities, with all loading scheduled to ensure it would not interfere with through traffic.

Though retail is allowed, no active uses are proposed on site. The applicant has indicated an intention to program the ground floor with public galleries that would be visible from the street while citing difficulty leasing up retail space at this location and concern over safety, security, and subsequent insurance risk by permitting additional entrances to the building that could jeopardize controlled access to high-valued art.

### **Community Board Position**

Community Board 1 voted to conditionally disapprove the application on June 10, 2025. The CB provided the following conditions/modifications, directing the applicant to:

- Work with local schools to promote art education and career development to the extent that is satisfactory to the board and CB1 Education committee;
- Work with the Parks Department and make a significant contribution, in an amount and of a kind acceptable to the Parks Department and the CB1 Parks committee, toward ongoing maintenance and capital improvement of Gilbert Ramirez Park;
- Look into providing a pedestrian entrance on Morgan Avenue, enhanced landscaping (and tree canopy) on the property, solar paneling on the roof or a green roof, and permeable surfacing on the sidewalks and in the parking lot to improve overall urban design and sustainability of the site;
- Use local artists for the outside artwork;
- Explore the possibility of utilizing 100%-electric power sources; and
- Provide ongoing communication with the community board and the relevant committee regarding its plans and progress on these conditions/modifications.

### **Borough President ULURP Hearing and Public Comment**

The Borough President held a hearing on this item on Wednesday, July 16, 2025. Ten members of the public provided testimony at the hearing, and the Borough President's Office received 41 written testimonies via email.

## **Approval Rationale**

Borough President Reynoso believes that the proposed actions are appropriate. The rezoning will facilitate a use compatible with the intended manufacturing use of the area, including the identification as a “Growth District,” which the Borough President emphasizes for expansion and growth of industrial uses and businesses. The Borough President’s Office received some comments focused on the perception of job intensity for the site. While the proposed project does not include a high density of jobs on site, the specialized art-handling jobs help to support private art collectors, museum collections, small local galleries, and the artist communities to which these spaces are connected. It is important to note that, as employment and cultural hubs, more intense manufacturing uses are also compatible as co-located or standalone facilities in transit-rich areas.

This site has taken care to minimize traffic intrusions, curb cuts, and eliminate the need for on-site parking. Similar to the Borough President’s review of 41 Richards Street, other zoning districts, including M1-5, could accommodate a similar buildout to this proposed project. In this application, the M1-4A district appears to be well-tailored to North Brooklyn, as the applicant is not pursuing a retail footprint for programmatic concerns. As observed within this application, the issue with M1 districts is not the restriction on uses, but rather the prohibitive parking requirements. The modest form changes afforded by M1-4A help to create a more compatible building form and street wall height to respond to a mix of uses. As stated in the Borough President’s ULURP recommendation on M-Zone changes within City of Yes for Economic Opportunity:

“The Borough President believes the proposed Transition Districts and existing M Districts provide sufficient flexibility for introducing non-manufacturing uses in manufacturing districts—manufacturers who want to expand their businesses face challenges with insufficient floor area and burdensome parking requirements, not with limitations on permitted uses. Additionally, the Borough President hesitates on introducing another district with no size limitations on non-manufacturing uses, which feels particularly aggressive in the current retail and commercial real estate market.

Borough President Reynoso recommends that DCP repurpose the capacity and time spent on developing a new, unmapped non-manufacturing district on amending deficiencies in the already-mapped zoning districts identified by already-existing manufacturing businesses in the city.”

In this case, the proposed M1-4A district is well-suited to the conditions identified in the *North Brooklyn Industry & Innovation Plan*. However, the Borough President remains concerned that the new M1A districts are ill-suited to address the deficiencies of M1 districts citywide.

The Borough President encourages the applicant to invest in placemaking, security, and the public realm via Gilbert Ramirez Park. Given the community’s stated preference for active ground floor uses and the applicant’s stated hesitation on retail uses, an investment of this type would advance all parties’ goals. The Borough President received testimony from neighboring small businesses on the value of a well-kept facility’s ability to enhance a commercial corridor through added building and streetscape maintenance, lighting, and pedestrian activity. The effort to generate additional activity throughout the Project Area also would benefit from continued efforts to lease up retail frontage within the Cube Smart on the other portion of the rezoned lot. The applicant has also made commitments to enhance local art through education and programming offered at local schools.

Borough President Reynoso encourages DCP to develop additional zoning solutions for M1 zones that allow business to expand more easily and operate more effectively as a part of their NYC Industrial Plan.

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