



# BROOKLYN BOROUGH PRESIDENT ANTONIO REYNOSO

## UNIFORM LAND USE REVIEW PROCESS (ULURP) APPLICATION

ULURP NUMBER	C260149ZMK N260150ZRK
PROJECT NAME	200 Kent Avenue Rezoning
APPLICANT TEAM	206 Kent LLC & 206 Kent Investor LLC
PROJECT BRIEF	A zoning map amendment from M1-4 to M1-4A/R7X and zoning text amendment to map MIH (Appendix F) to facilitate the conversion and expansion of an existing non-residential 5-story building to a mixed-use 14-story, approximately 135,840 sf (143 DUs, 36 MIH) development, including 116,780 sf of residential floor area and 19,060 sf of commercial floor area, is being sought by 206 Kent LLC and 206 Kent Investor LLC at 200 Kent Avenue in Williamsburg, Community District 1, Brooklyn.
COMMUNITY DISTRICT	Brooklyn Community District 1
COUNCIL MEMBER	Council Member Lincoln Restler

## BROOKLYN BOROUGH PRESIDENT'S RECOMMENDATION

DATE	May 15, 2026		
<input type="checkbox"/>	FAVORABLE	<input type="checkbox"/>	UNFAVORABLE
<input checked="" type="checkbox"/>	FAVORABLE WITH MODIFICATIONS / CONDITIONS	<input type="checkbox"/>	UNFAVORABLE WITH MODIFICATIONS / CONDITIONS

Brooklyn Borough President Antonio Reynoso

## RECOMMENDATION FOR

### 200 Kent Avenue Rezoning - C260149ZMK N260150ZRK

BE IT RESOLVED that the Brooklyn Borough President, pursuant to Section 197-c of the New York City Charter, recommends that the City Planning Commission and City Council conditionally approve this application provided that the applicant:

- Makes every effort to identify light manufacturing tenants that can occupy the building's commercial spaces, including proactive outreach to Evergreen (North Brooklyn Business Exchange) and Greenpoint Manufacturing and Design Center (GMDC).
- Increase the amount and depth of affordability given the change in use, loss of manufacturing land, and location within a housing priority area, as identified in the 2025 Comprehensive Plan for Brooklyn.

BE IT FURTHER RESOLVED that the City Planning Commission should provide extra scrutiny to projects who overbuild in anticipation of future growth potential. While a prudent means for a growing city, this type of pattern could be viewed as speculative. 200 Kent Avenue is similar to other applications that have come in Brooklyn (like 47 Hall Street), wherein a building previously envisioned as manufacturing and office/commercial has failed to garner market interest despite significant investment and subsequently sought a rezoning. The Borough President requests the Department of City Planning to assess previous rezoning applications and identify any trends that warrant further policy action or restriction to discourage speculative development.

## PROJECT DESCRIPTION

The Project Area is located at 200 Kent Avenue in the Williamsburg neighborhood of Brooklyn Community District 1, and is coterminous with the Development Site, consisting of a single lot occupying the block bounded by North 3rd Street, Kent Avenue, Metropolitan Avenue, and River Street. For 60 years, dating to the 1961 Zoning Resolution, the Project Area and the majority of the surrounding area sat within an M3-1 manufacturing zoning district, reflecting the heavy industrial uses that made up the Williamsburg waterfront. In 2005, the Greenpoint-Williamsburg Rezoning rezoned much of the surrounding neighborhood to encourage residential and commercial uses, ushering in the Williamsburg and Greenpoint of today. As the neighborhood continued to change, the project area was eventually developed in 2018 into the existing five-story commercial building under the regulations of M3-1 zoning. The building contains approximately 44,814 square feet of commercial floor area, including a ground-floor Trader Joe's grocery store, four stories of office space, and 177 parking spaces (as required by M3-1 zoning). Much of the office space in the building is currently vacant, likely a consequence of the rise in hybrid and remote work following the Covid-19 Pandemic. The site was rezoned from M3-1 to M1-4 as part of the 2021 River Ring rezoning.

The surrounding area contains a mix of residential, commercial, and industrial uses. Building types range from one-story warehouses to mid- and high-rise mixed-use and residential buildings. The vacant site immediately west of the project area is planned for the River Ring development, a high-rise development that will include 1,050 new housing units. The surrounding area has several MX districts, zoning districts that permit a mix of residential and light industrial uses. Public transportation access in the area includes the B32 bus running along Kent Avenue, the NYC Ferry North Williamsburg landing located at North 5th Street Pier and Park, and the Bedford Avenue L station located approximately one-half mile east of the project area. Multiple Citi Bike stations are also located nearby.

The Proposed Actions include a zoning map amendment from M1-4 to M1-4A/R7X and a zoning text amendment to map Mandatory Inclusionary Housing (MIH) Options 1 and 2. The Proposed Actions would facilitate the enlargement of the existing commercial building into a 14-story mixed-use building containing approximately 93,529 square feet of residential floor area with up to 143 dwelling units (36 affordable via MIH), approximately 41,982 square feet of retail space, and 43 accessory parking spaces already located in the cellar. The existing building was originally designed for the podium to be vertically expanded without a major alteration, allowing for the Proposed Development to maintain and build upon the Trader Joes on the bottom floor and cellar parking. The Proposed Development is eligible for the FRESH zoning incentive and would receive an FAR bonus for the inclusion of the Trader Joes.

The Project Area is located within the Coastal Zone Boundary, a designated area for waterfront properties subject to review under the City's Waterfront Revitalization Program. The existing building, which will serve as a base for the proposed development, was constructed in 2018 and was not required to implement flood proofing measures. Thus, unless there is further guidance from the Department of Buildings, the proposed enlargement is not expected to trigger compliance with Appendix G of the New York City Building Code related to flood-resistant construction.

## **COMMUNITY BOARD POSITION**

Community Board 1 voted unanimously to approve this application on March 30, 2026, with the conditions that:

1. The applicant will follow through on its agreement to work with the appropriate council members to contribute to the beautification of the Grand Ferry Park.
2. There will be more than the minimum requirement for affordability.
3. The board requests a re-design of the bike parking in the Trader Joe's lot for better and safer access.

## **BOROUGH PRESIDENT PUBLIC HEARING**

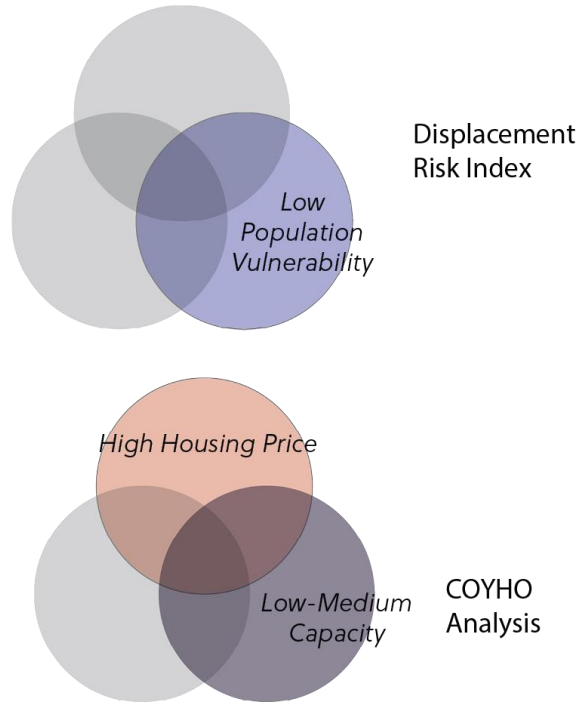
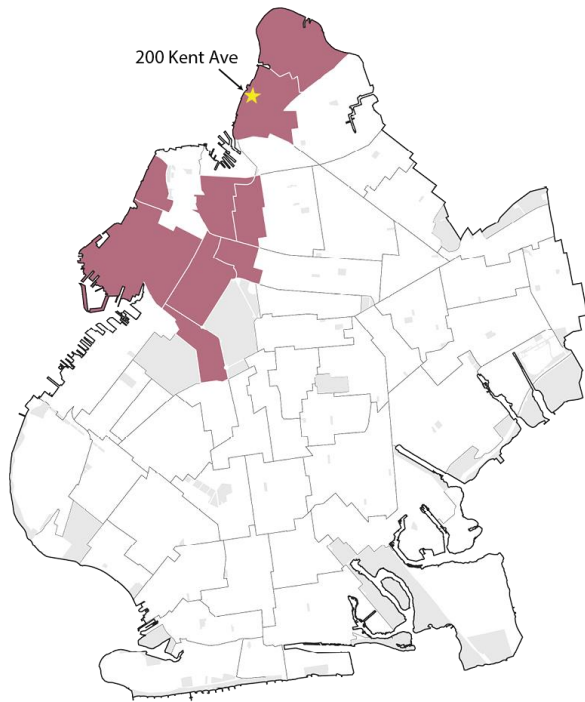
The Borough President held a hearing on this item on April 13, 2026. No members of the public provided testimony at the hearing, and the Borough President's Office received no written testimony via email.

## **APPROVAL RATIONALE**

Borough President Reynoso finds the proposed actions appropriate with additional modifications. While this application is aligned with aspects of the 2025 Comprehensive Plan for Brooklyn, it raises some questions about DCP's willingness to allow developers to rely on rezonings to correct for previous market investments quickly following new construction and the systemic dismantling of manufacturing zones by increasingly allowing uses that can outcompete for rent per square foot.

The 2025 Plan established Housing Priority Areas to provide geographic guidance for ULURP decisions, and 200 Kent Avenue falls within a New Capacity Priority Area and Amenity Rich Area. Drawing on data from the City's Displacement Risk Index (DRI) and the City of Yes for Housing Opportunity (COYHO) Market Study, New Capacity Priority Areas are neighborhoods with high housing prices, limited existing housing capacity, and low vulnerability to displacement. The Borough President supports rezonings that facilitate new housing in these areas because they are places where additional zoning capacity can expand supply and relieve market pressure without accelerating displacement, making them appropriate locations to accommodate growth.

# New Capacity Priority Areas

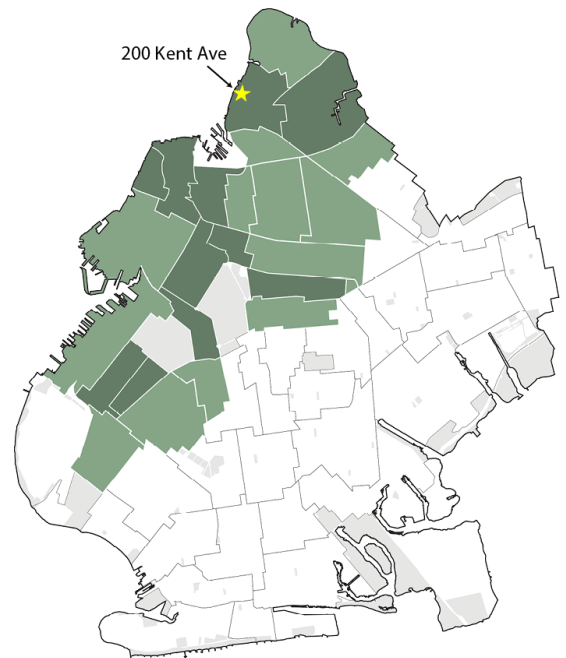


Amenity Rich Areas are neighborhoods within the top 20% of scores identified in The Comprehensive Plan for Brooklyn's Access to Opportunity Index. The index weighs access to quality education, transit, jobs and job resources, health and active living resources, and climate risk. It creates a composite score to build a map that approximates areas of higher and lower opportunity. Affordable housing production should be maximized in these areas to ensure more households have access to these neighborhoods.

Beyond the project's housing benefits, this application demonstrates the need for stronger planning and zoning protection for Brooklyn's manufacturing-zoned land. The Borough President is a longtime advocate for the industrial sector because of its relevance to racial and economic equity: industrial jobs have a diverse workforce, often do not require a college degree, and pay far better than retail commercial jobs.

In 2018, 200 Kent Avenue was developed as of right into retail and office space under M3-1 zoning because NYC's manufacturing zoning district allow higher-rent commercial uses to outcompete industry, despite strong demand for industrial space citywide. The project reflects a broader pattern across Brooklyn's manufacturing districts,

## Amenity Rich Areas



- Highest Access to Opportunity
- High Access to Opportunity

where non-industrial uses incrementally replace industrial activity, creating additional pressure for future rezonings and permanently reducing the city's industrial land supply. Once manufacturing land is converted into a non-industrial use, it rarely returns to industry.

The Borough President's recently released report, [\*Making More: Industry's Role in an Affordable, Livable City\*](#), calls for new manufacturing districts that require industrial space and for the Department of City Planning to map M3-A, the City of Yes zoning district with industrial mandates. These reforms are necessary to slow the continued erosion of the city's industrial land base and preserve space for industrial businesses and jobs.

The existing building was originally designed for the podium to be vertically expanded without a major alteration, perhaps anticipating a future zoning entitlement expansion. These kinds of investments in additional structural capacity add cost to deliver projects and come with the need for some skepticism about speculation. While the reality of office has shifted dramatically in the market following an evolution in shared working environments post-Covid in ways that could not have been predicted in 2018, the policy rationale should account for recent development.

This project is akin to an office-to-residential conversion. Even after updated provided through City of Yes for Housing, those kinds of conversions are only available to buildings built prior to 1990. The City's approach to rezoning is inconsistent, as experienced in projects like 47 Hall Street and similar proposals to convert projects that were recently constructed or invested in for commercial, office, and manufacturing uses. The Borough President encourages the City Planning Commission to weigh in on what timeframe is appropriate to consider a rezoning following significant alteration or construction activity. If this project, built in 2018, was seeking a pure conversion, independent a zoning change, it would not be allowed.

Ultimately, without additional guard rails, is the City in a position to overcorrect a bad development market? And in doing so, what use typically bears the burden? When that action comes at the expense of manufacturing zones in a slow crawl that allows commercial, then office, and subsequently housing, the approach to zoning policy is far too short-sighted. The Borough President encourages the applicant to exhaust every avenue to site light manufacturing uses within the program of the building to ensure a mix of tenants that contribute to the vitality of the neighborhood.

Given the proposed shift to allow more valuable housing uses that can generate more return per square foot, the Borough President requests that the applicant exceed MIH requirements. This is particularly relevant given previous investments made that allow for minimal disruption and lowered costs on site resulting from the ability to build atop the existing building.