BROOKLYN BOROUGH PRESIDENT ANTONIO REYNOSO

UNIFORM LAND USE REVIEW PROCESS (ULURP) APPLICATION

ULURP NUMBER	C260269ZMK
PROJECT NAME	150 Noll Street
APPLICANT TEAM	Noll Street Realty USA LLC
PROJECT BRIEF	An application for a Zoning Map Amendment to map a C2-4 overlay in a R6 district to facilitate an active ground floor commercial use in a five-story mixed-use building with 73,852 zoning square feet including 994 zsf of community facility space, 17,859 zsf of commercial space, and 81 dwelling units is being sought by private applicant Noll Street Realty USA LLC in Bushwick, Community Board 4, Brooklyn.
COMMUNITY DISTRICT	Brooklyn Community District 4
COUNCIL MEMBER	Council Member Jennifer Gutiérrez

BROOKLYN BOROUGH PRESIDENT'S RECOMMENDATION

DATE	October 16, 2026

☑ FAVORABLE	☐ UNFAVORABLE
☐ FAVORABLE WITH MODIFICATIONS / CONDITIONS	☐ UNFAVORABLE WITH MODIFICATIONS / CONDITIONS

Brooklyn Borough President Antonio Reynoso

RECOMMENDATION FOR

150 Noll Street – ULURP # C260269ZMK

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 approve this application.

PROJECT DESCRIPTION

The Project Area is in Bushwick Community District 4, at the intersection of Noll Street and Wilson Avenue. The surrounding area includes a mix of residential, commercial, and industrial uses. To the east, the neighborhood is primarily made up of two- to four-story residential buildings, with ground-floor retail concentrated along Wilson Avenue. Larger commercial and industrial uses are west and north of the Project Area.

The Project Area includes eight lots on the northern portion of Block 3154. The Development Site, located on Lot 26, is a 25,000-square-foot through lot and was recently developed as-of-right with a five-story mixed-use building containing 81 apartments and approximately 19,000 square feet of community facility space on the ground floor. The building also contains 41 below-grade parking spaces, accessed from Noll Street. The remaining properties within the Project Area include five mixed-use residential and commercial buildings ranging from two to five stories, each with existing ground-floor commercial uses that are non-conforming under the current zoning. The Project Area also includes two fully residential buildings ranging from two to four stories.

The Project Area is currently zoned R6. This zoning was established as part of the 2001 West Bushwick Area Rezoning, which changed portions of three blocks, including the Project Area, from manufacturing to residential zoning.

The applicant is requesting a zoning map amendment to add a C2-4 commercial overlay to the existing R6 district. The underlying residential zoning and permitted building size would remain unchanged, but the new commercial overlay would allow for ground-floor retail, service, and office uses.

The proposed commercial overlay is consistent with the Bushwick Neighborhood Plan, which identified this location for a C2-4 overlay to support and legalize ground-floor commercial activity around the intersection of Noll Street and Wilson Avenue.

COMMUNITY BOARD POSITION

Community Board 4 voted on September 16, 2026, to approve the application with a vote of 30 in favor, 0 against, and 0 abstaining.

BOROUGH PRESIDENT PUBLIC HEARING

The Borough President held a hearing on this item on Wednesday, October 14th, 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 recommends approval.

As the former Council Member who spearheaded the creation of the Bushwick Neighborhood Plan, Borough President Reynoso supports actions that realize its vision. By implementing a C2-4 commercial overlay on this block, the actions comply with one of the Neighborhood Plan's land-use recommendations, and legalizes currently non-conforming existing retail uses.

However, this approval includes a caveat regarding the Department of City Planning's (DCP) approach to neighborhood planning documents. The Bushwick Neighborhood Plan was conceived as a holistic, interconnected strategy for the entire district. Piecemeal implementation—where individual recommendations are advanced when convenient for private applicants while the broader, collective goals of the community are neglected—undermines the purpose of that planning process.

Moving forward, if DCP chooses to use the Bushwick Neighborhood Plan, DCP should consider the entirety of the Bushwick Community Plan. Specifically, the Borough President emphasizes that achieving the plan's balance requires a commitment to protecting manufacturing land while simultaneously planning for residential and commercial growth.

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