Project Description (LR Item 3)
Project ID: 2023K0231

150 Noll Street

May 2026

1. Introduction

Noll Street Realty USA, LLC (the "Applicant") requests a discretionary action from the City Planning Commission (CPC) for a zoning map amendment to include a C2-4 overlay on the existing R6 zoning district (the "Proposed Action") over Block 3154, Lots 7501, 29-33, 35 and 36 (the "Project Area") in the Bushwick area of Brooklyn Community District 4.

The Proposed Action is requested to facilitate ground floor commercial use at 150 Noll Street (Block 3154, Lot 7501; the "Development Site") where commercial use is not permitted as-of-right, as well as legalizing existing commercial uses within the remainder of the Project Area. No additional floor area is proposed for the Projected Area.

The Proposed Development would comprise a five-story (with basement and cellar) mixed-use building with 73,852 zsf (108,118 gsf; FAR 2.95), including 994 zsf (994 gsf; FAR 0.04) of community facility space and 17,859 zsf (17,878 gsf; FAR 0.71) of commercial space. The building would contain 81 dwelling units and 41 below-grade parking spaces, accessible via a new curb cut along Noll Street.

2. Background

The Development Site and surrounding blocks were originally mapped as M1-1 manufacturing districts under the 1964 Zoning Resolution. Over time, a series of rezonings shifted the area toward residential use. In March 2001, the West Bushwick Area Rezoning (C 010123 ZMK) transformed parts of three blocks, including the Project Area, from M1-1 zoning to R6, affecting 34 lots overall. This rezoning allowed a six-story affordable housing building with 60 units, community facility space, and new possibilities for homeownership to be built on vacant city-owned land at 43 Central Avenue, located at the south end of Block 3154. It also legalized existing residential and community facility uses.

In effect, the rezoning advanced the transition of the area from underutilized manufacturing and mixed industrial/residential conditions to a fully residential district with supportive community facilities. In tandem with the zoning map amendment, the application also included a UDAAP designation, project approval, and property disposition to facilitate construction of the affordable housing project.

The 2001 action followed earlier rezonings in the immediate area. In January 1989 (C 870160 ZMK), the CPC approved a zoning map amendment for Block 3155 (Lots 5–8, 10–11, and 13–26), rezoning the area from M1-1 to R6. The site, bounded by Noll Street, Flushing Avenue, Knickerbocker Avenue, George Street, and Wilson Avenue, lay adjacent to the Bushwick II Urban Renewal Area, where 40 new homes sponsored by the New York City Housing Partnership were already under construction. The rezoning brought zoning into alignment with the area's predominantly residential character, facilitated new residential development on vacant parcels, and created a buffer between emerging housing and nearby industrial uses.

An even earlier rezoning occurred in September 1986, when the CPC approved an application (C 860599 ZMK) by the Department of Housing Preservation and Development (HPD) to rezone a portion of the Bushwick II Urban Renewal Area (Site 23) from M1-1 to R6. This action allowed development of approximately 20 single-family homes, tied to an amendment of the Bushwick II Urban Renewal Plan and related housing dispositions (C 860597 HUK*)*. Together, the 1986, 1989, and 2001 rezonings illustrate a consistent planning framework: gradually converting former industrial sites in West Bushwick into residential districts anchored by affordable housing, homeownership opportunities, and community facilities.

Beyond the 600-foot radius that comprises the surrounding area, in 2013 the City Planning Commission approved the Rheingold Rezoning (C 080322 ZMK), covering an area bounded by Flushing Avenue, Bushwick Avenue, Noll Street, Evergreen Avenue, Stanwix Street, and related side streets. The application intended to redevelop the former Rheingold Brewery site, encompassed multiple blocks and included several land use actions: changing portions of the area from M1-1 to R6A and R7A to allow residential development at contextual densities, mapping C2-4 commercial overlays along Flushing Avenue, Bushwick Avenue, and local frontages to permit ground-floor retail and services, and modifying a portion of M3-1 to M1-2 to reflect lighter manufacturing activity.

The rezoning was intended to enable the redevelopment of long-vacant and underutilized industrial parcels with a mixed-use project anchored by housing. The proposal envisioned approximately 400 new residential units, with 20 percent reserved as affordable under the Inclusionary Housing Program, along with ground-floor commercial space and accessory parking. By establishing contextual R6A and R7A districts, the action encouraged new construction consistent with surrounding building patterns while providing opportunities for mixed-income housing and local retail activity. The Rheingold Rezoning marked a major step in Bushwick's broader land use

transition from its industrial past toward a more balanced, mixed-use neighborhood, complementing earlier rezonings in the area and adding substantial new housing capacity.

The area north of Flushing Avenue falls within the Department of City Planning's (DCP) North Brooklyn Industry & Innovation Plan study area, released in 2018 with subsequent updates in 2019. The plan was developed with significant community input and set out strategies to strengthen the industrial core of North Brooklyn, promote job growth, and support the evolution of new business models. It emphasized the importance of maintaining space for essential industrial activity while also allowing for emerging forms of light industrial, commercial, and creative uses that reflect 21st-century economic trends. The North Brooklyn Plan also establishes a land use framework that identifies subareas based on existing trends and assets, which include the "Core Industrial Area," which is the central hub for essential industrial business; the "Growth District," which is a dynamic, transit-accessible district for creative and tech-driven jobs of the future; the "Transition Area," which is a mix of industrial and non-industrial uses serving as a buffer between subareas; and a "Commercial Edge" which consists solely of commercial properties at the edge of the study area, for which no intervention is recommended as part of the plan. Of the proposed subareas, the closest area is in the Growth District that begins immediately north of Flushing Avenue.

Most recently, the City of Yes for Housing Opportunity (CHO*)* text amendments were approved in December of 2024 (N 240290 ZRY). The text changes aim to facilitate the development of more housing across the city by creating floor area incentives and removing development barriers. As a result of this text amendment, Project Area was added to a new Outer Transit Zone, as part of the Greater Transit Zone, which generally reduces parking requirements for this area for residential and mixed-use buildings. In addition, the underlying R6 district was amended to permit additional floor area through the voluntary provision of affordable units under the Universal Affordable Program (UAP), which amended the maximum floor area from 3.0 FAR to 3.9 FAR. However, as the Proposed Development is already constructed, UAP is not applicable to the Proposed Development.

There are no other relevant proposals or approved land use actions within the last ten years within 1,000 feet of the proposed Rezoning Area.

3. Description of the Surrounding Area

The Project Area is located within the Bushwick Area of Brooklyn Community District 4. The 600-foot radius around the Project Area (the "Surrounding Area") is generally bound by Knickerbocker Avenue to the east, Thames Street to the north, Evergreen Avenue to the west and Jefferson Street to the south.

Wilson Avenue is a wide 70-foot neighborhood arterial, while Noll and George Streets are 60-feet in width. Flushing Avenue is a few blocks north, which is 70-foot wide regional commercial roadway that connects downtown Brooklyn with Queens and is an identified truck route. Central Avenue is located to the southwest, which is another neighborhood arterial with 70 feet in width. To the northeast is Knickerbocker Avenue, another mixed-use arterial for the area.

The area is mixed in use within the Surrounding Area. To the north of Flushing Avenue, the area is predominantly industrial/manufacturing and commercial in nature, with some mixed-use buildings lining Flushing Avenue. To the south of Flushing Avenue, the area transitions into a more mixed-use area, with a higher concentration of residential uses traveling south and southeast, with several institutional uses present, including P.S. 145 (Magnet School of Leadership) at 100 Noll Street, an NYPD station at 25 Central Avenue. There are three notable public open spaces in the area, including Maria Hernandez Park, Green Central Knoll and Fermi Playground. Maria Hernandez Park, located at Knickerbocker Avenue and Starr Street, is 6.87-acre neighborhood park. Fermi Playground occupies the southern end of a block bound by Wilson Avenue, Starr Street, Troutman Street and Central Avenue, is a jointly operated playground located adjacent to Enrico Fermi Junior High School and contains a playground, along with handball and basketball court areas. Finally, Green Central Knoll, located at Central Avenue and Noll Street, is a 2.74-acre facility with playgrounds.

The surrounding area reflects a transition from lower-scale residential blocks to more intensive commercial and industrial uses moving west and north of the Project Area To the east, the neighborhood is characterized primarily by two- to four-story residential walk-up buildings, many of which include ground-floor retail along corridors such as Wilson Avenue. At key intersections along Wilson Avenue, the built form increases modestly, with five- to six-story elevator apartment buildings introducing slightly greater density while maintaining a predominantly residential character To the west, along Central Avenue and Evergreen Avenue, the area shifts to a more mixed-use condition. Rows of two- to three-story residential walk-ups are interspersed with commercial and light industrial uses. Corner lots are often occupied by one- to two-story commercial or industrial structures, and portions of Evergreen Avenue contain clusters of active and underutilized industrial buildings, creating a varied, patchwork land use pattern. Immediately north of Flushing Avenue, the built environment becomes predominantly industrial. Buildings generally range from one to four stories and frequently occupy large footprints that cover most of their lots. These structures house storage, logistics, food distribution, and light manufacturing uses, reinforcing the area's industrial character relative to the mixed residential and commercial context to the south and east.

As noted above, the Project Area is zoned R6, which extends south into the residential core of Bushwick. The area immediately to the north of Noll Street is zoned M1-1 and to the north of Flushing Avenue is an M1-2 zoning district. To the southwest of Central Avenue is a small M3-1 district. C1-3 commercial overlays line Knickerbocker Avenue in the underlying R6 district.

M1 districts are often buffers between M2 or M3 districts and adjacent residential or commercial districts. M1 districts typically include light industrial uses, such as woodworking shops, repair shops, and wholesale service and storage facilities. A wide range industrial uses are allowed in M1 districts if they meet the stringent M1 performance standards. Offices, hotels and most retail uses are also permitted. Certain community facilities, such as hospitals, are allowed in M1 districts only by special permit, but houses of worship are allowed as-of-right. Floor area ratio is 1.0 in M1-1 zoning district and 2.0 in an M1-2 zoning district. M1-1 and M1-2 parking requirements include one off-street parking space per 2,000 square feet of floor area or one per every three employees, whichever would be less. M3-1 zoning districts are designated for areas with heavy industries that generate noise, traffic or pollutants. Typical uses include power plants, solid waste transfer facilities and recycling plants, and fuel supply depots. In M3 districts, uses with potential nuisance effects are required to conform to minimum performance standards.

The R6 zoning district is a general medium-density residential zoning district. Residential buildings are permitted with a maximum FAR of 3.0 within 100 feet of wide streets and 2.2 FAR beyond 100 feet of a wide street (and along narrow streets). With the inclusion of qualifying affordable units, 3.9 FAR is permitted under UAP. Community facility uses are permitted at 4.8 FAR. A minimum base height of 30-40 feet is permitted, a maximum base height of 45-65 feet is permitted, and a maximum height of 55-75 feet is permitted, depending on proximity to a wide roadway. For buildings containing qualifying affordable units, a max height of 85-95 feet is permitted, depending on proximity to a wide roadway. Under optional sky exposure plane regulations, an FAR between 0.78 to 2.43 is permitted in relation to a required open space ratio (OSR) that ranges from 27.5 to 37.5 percent. In the Outer Transit Zone, residential parking is reduced to 25%, qualifying affordable units are waived and the overall requirement is waived below 15 spaces. Community facility uses vary by use. The R6/C1-3 district enables commercial or mixed-use buildings under Use Groups VI – X at a maximum of 2.0 FAR and uses the maximum floor area provisions described above with the inclusion of residential or community facility uses. Parking requirements vary by use.

The area to the north of Flushing Avenue is located in the North Brooklyn Industrial Business Zone (IBZ). The third largest IBZ in the city by employment, the North Brooklyn IBZ covers 164 blocks (or portions thereof) in the East Williamsburg, Greenpoint, and Bushwick neighborhoods, and is generally bounded by Newtown Creek to the east and north, Flushing Avenue to the south, and the more residential areas of Greenpoint and Williamsburg to the west. Usually built upon pre-existing In-Place Industrial Parks, IBZs offer various incentives to prevent industrial uses from relocating outside of the City and represent a commitment by the City not to rezone these areas for residential uses. Within an IBZ, Industrial Business Solutions Providers offer industrial firms' guidance on accessing appropriate financial and business assistance programs, navigating and complying with regulatory requirements, developing workforces, and ensuring the neighborhood is well-maintained.

The Development Site is located within a Food Retail Expansion to Support Health Program (FRESH) Zone. The program encourages neighborhood grocery stores with a full range of grocery products in underserved communities via discretionary tax incentives through the NYC Industrial Development Agency (IDA).

The Surrounding Area benefits from robust public transportation options and is situated within the Outer Transit Zone, as previously indicated. The nearest subway stations include the Morgan L station, located approximately five blocks north on Morgan Avenue near Harrison Place, offering service along 14th Street in Manhattan, Williamsburg in Brooklyn, and extending east to Canarsie. Additionally, the Central Avenue M station is situated about eight blocks south at Myrtle Avenue and Hart Street, providing transit between Middle Village and Forest Hills via Williamsburg, Brooklyn, and Manhattan. The B60 bus line operates along Wilson Avenue and Morgan Avenue, facilitating connections between Williamsburg and Canarsie, while the B57 bus serves Flushing Avenue, running between Gowanus/Red Hook and Maspeth. Immediate Citibike access is available, with a station positioned at the intersection of Wilson Avenue and George Street.

4. Description of the Proposed Project Area

The Proposed Project Area comprises Block 3154, Lots, 7501, 29-33, 35 and 36. The Development Site is limited to Block 3154, Lot 7501 and is described in greater detail below. As noted above, the Project Area is zoned R6.

Block 3154, Lot 29 (14 Wilson Avenue) is a 2,500 sf corner lot improved with a 4,365 zsf (4,500 gsf; FAR 1.75) three-story mixed-use residential and commercial building constructed in 1931. The ground floor is occupied by a liquor store, and the upper two floors contain four dwelling units.

Block 3154, Lot 30 (16 Wilson Avenue) is a 2,500 sf interior lot improved with a 4,365 zsf (4,500 gsf; FAR 1.75) three-story mixed-use residential and commercial building constructed in 1931. The ground floor contains a clothing/thrift shop, while the upper floors are residential with six dwelling units.

Block 3154, Lot 31 (18 Wilson Avenue) is a 2,500 sf interior lot improved with a 2,425 zsf (2,500 gsf; FAR 0.97) two-story residential building constructed in 1899. It contains two dwelling units.

Block 3154, Lot 32 (20 Wilson Avenue) is a 2,500 sf interior lot improved with a 4,365 zsf (4,500 gsf; FAR 1.75) three-story mixed-use residential and commercial building constructed in 1931. The ground floor is occupied by a smoke shop, and the upper floors are residential with five dwelling units.

Block 3154, Lot 33 (22 Wilson Avenue) is a 5,000 sf interior lot improved with a 12,505 zsf (12,892 gsf; FAR 2.5) five-story mixed-use residential and commercial building constructed in 2019. The ground floor is commercial, and the upper floors contain 16 dwelling units.

Block 3154, Lot 35 (26 Wilson Avenue) is a 2,500 sf interior lot improved with a 4,365 zsf (4,500 gsf; FAR 1.75) three-story mixed-use residential and commercial building constructed in 1931. The ground floor contains a grocery store, and the upper floors are residential with three dwelling units.

Block 3154, Lot 36 (28 Wilson Avenue) is a 2,500 sf corner lot improved with a 5,771 zsf (5,949 gsf; FAR 2.31) four-story residential walk-up building constructed in 2017. It contains eight dwelling units.

5. Description of the Proposed Development Site

The Development Site (150 Noll Street) consists of a single tax and zoning lot (Block 3154, Lot 7501). The Development Site is an Applicant-owned 25,000 sf through lot that was recently developed in 2024. The as-of-right 73,852 zsf (108,118 gsf; FAR 2.95) mixed-use residential and community facility building includes 18,853 zsf (18,872 gsf; FAR 0.75) of ground-floor community facility space and 54,999 zsf (89,246 gsf; FAR 2.20) of residential use on floors two through five. The building contains 81 dwelling units and 41 accessory parking spaces below grade. The parking is accessible from a single curb cut along Noll Street.

6. Description of the Proposed Development

The Proposed Action would facilitate ground-floor commercial use in the existing as-of-right building by converting previously allocated community facility space to commercial use. The resulting five-story with basement and cellar (55-foot) mixed-use building would contain 73,852 zsf (108,118 gsf; FAR 2.95), including 17,859 zsf (17,878 gsf; FAR 0.71) of commercial space and 994 zsf (994 gsf; FAR 0.04) of community facility space. The building would preserve the 81 existing dwelling units and 41 accessory parking spaces below grade.

The remainder of the properties in the Project Area are not anticipated to be materially affected by the Proposed Action and are anticipated to remain in their existing conditions, although any ground-floor commercial uses would be legalized.

7. Actions Necessary to Facilitate the Project

The Proposed Action consists of a zoning map amendment from R6 to R6/C2-4. The proposed new

R6/C2-4 district would be mapped on the northern end of Block 3154, measuring 225 feet from Wilson Avenue. The proposed R6/C2-4 district would alter the permitted uses from Use Groups I – IV (residential and community facility uses) to Use Groups I – X, which would permit commercial retail, service and office uses at a maximum FAR of 2.0. The underlying bulk regulations would not be modified; rather commercial use would be permitted. In the Outer Transit Zone, commercial uses in C2-4 overlays generally require one parking space per 1,000 square feet and the requirement is waived below 40 spaces.

The Proposed Action is appropriate given the Project Area's location within a mixed-use area in close proximity to transit. The Project Area is located in the Outer Transit Zone and is accessible to the Morgan Avenue L train station, the Central Avenue M train station, and the B60 bus route running along Wilson Avenue and Morgan Avenue. These connections provide direct access to major employment centers in Brooklyn, Queens, and Manhattan, reinforcing the suitability of the Project Area for additional mixed-use activity. The CHO text amendments (2024) specifically recognized the role of Outer Transit Zone areas in supporting walkable mixed-use corridors with reduced reliance on parking, and the Project Area meets these criteria. Given the access to transit, the C2-4 overlay would reflect a lower parking requirement and waive most small retail establishments from off-street parking (below 40 spaces).

The Proposed Action also builds directly on prior planning work. The recent Bushwick Neighborhood Plan identified this location for a C2-4 commercial overlay to encourage and legalize ground-floor retail activity at the intersection of Noll Street and Wilson Avenue. Although the broader rezoning framework was not adopted, the land use rationale remains valid: ground-floor commercial uses would reinforce the pedestrian environment, expand neighborhood-serving retail, and complement the surrounding residential context. Mapping the overlay now would implement a portion of the Bushwick Framework in a targeted and appropriate way, while leaving the existing residential density and bulk controls unchanged.

More broadly, the requested overlay continues a decades-long planning trajectory for West Bushwick, which has steadily transitioned from underutilized manufacturing land to a residential district with complementary community and commercial facilities. Earlier rezonings in 1986, 1989, and 2001 converted adjacent blocks from M1-1 to R6, anchoring new affordable housing, community facilities, and homeownership opportunities. The Rheingold Rezoning in 2013 further extended this transition by combining new contextual residential districts with mapped C2-4 overlays along nearby corridors. The Proposed Action on the Project Area is consistent with this established land use pattern and reflects the City's ongoing policy of encouraging mixed-use development along transit-accessible corridors, such as Wilson Avenue and Noll Street in proximity to such an arterial.

Finally, the rezoning would legalize existing ground-floor commercial establishments already operating within the Project Area, including small shops and neighborhood services that have long served local residents. Legalization would remove regulatory uncertainty, allow these businesses to

reinvest in their properties, and ensure they remain a stable part of the community fabric. In this way, the Proposed Action not only supports new commercial activity on the Development Site - but also sustains the viability of existing retail uses in the Project Area, reinforcing the neighborhood's role as a walkable, mixed-use community.

8. Conclusion

The Proposed Action would create a new R6/C2-4 district in a pre-existing mixed-use area. In conclusion, the Proposed Action to map a C2-4 overlay on the Project Area represents a logical and appropriate next step in the long-term planning framework for West Bushwick. The rezoning would enable and legalize neighborhood-serving commercial uses in a transit-accessible location, advance recommendations from the Bushwick Neighborhood Plan, and continue the area's evolution from former manufacturing uses to a vibrant residential community supported by local retail and services. By aligning land use with existing conditions and transit access, while maintaining the underlying residential bulk and density controls, the Proposed Action reinforces the City's broader planning goals of fostering walkable, mixed-use neighborhoods that support both existing residents and future growth.