

Renderings are illustrative and subject to change

289 Kent Avenue Rezoning

Review Session

260087ZMK

N 260088ZRK

Community District 1, Brooklyn

APPLICANT	▪ Web Holdings LLC
ACTIONS REQUESTED	▪ Zoning map amendment from M3-1 to M1-3A/R7X (MX-8) and M1-2A districts ▪ Zoning text amendment to Appendix F to map MIH
PROPOSED DEVELOPMENT	▪ 18-story mixed-use residential and commercial building ▪ 243,476 sf residential, 29,283 sf commercial retail space ▪ 278 dwelling units, 70 income-restricted

Project Location

- 289 Kent Avenue (Block 2403)
- Brooklyn, Community District 1
- City Council District 33 (Lincoln Restler)



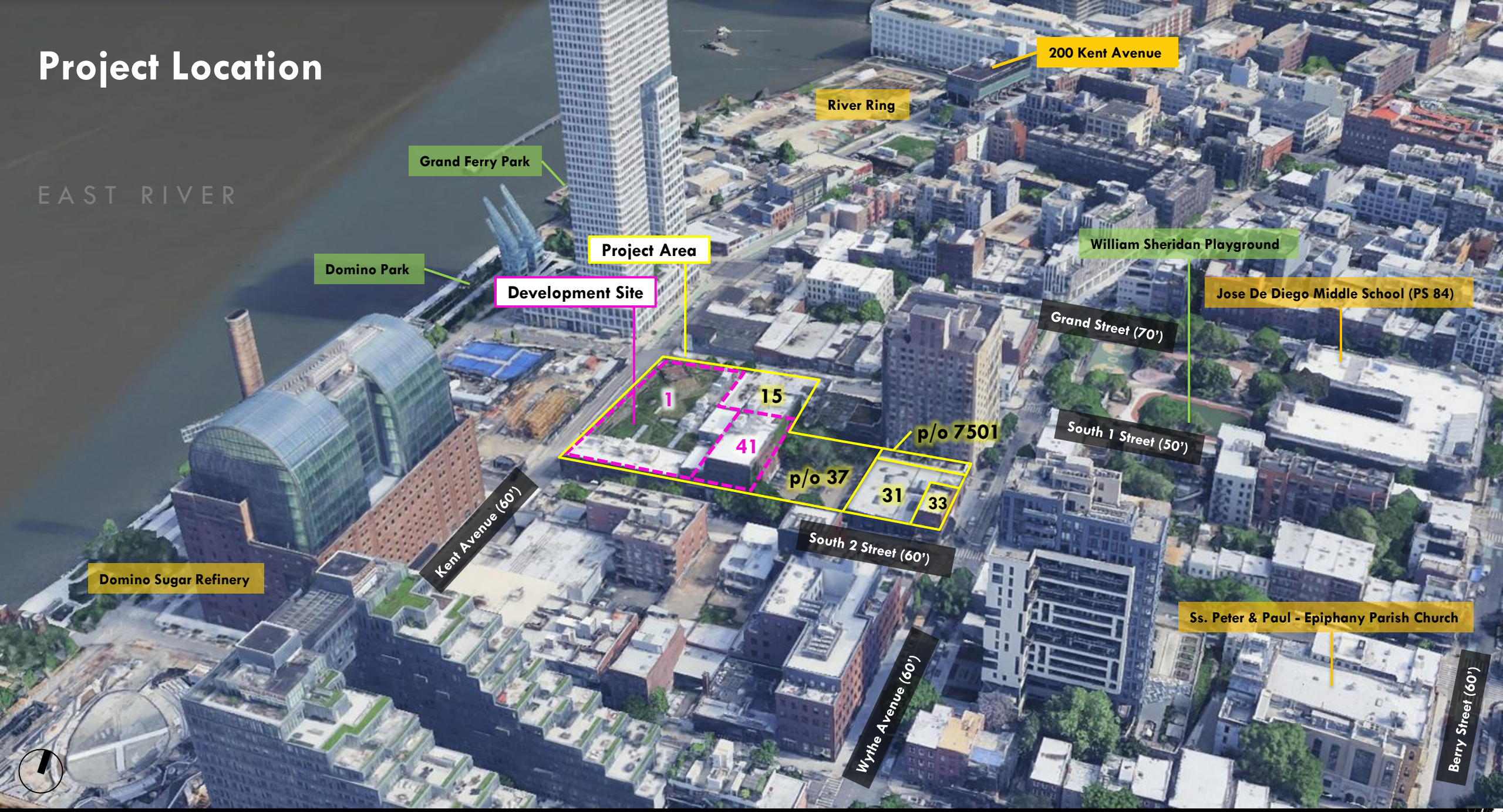
Project Location



Project Location



Project Location



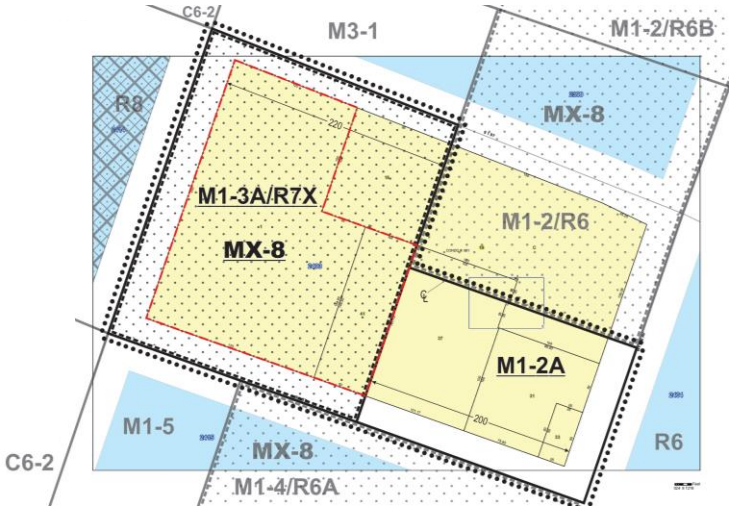
Land Use & Zoning

Development Site

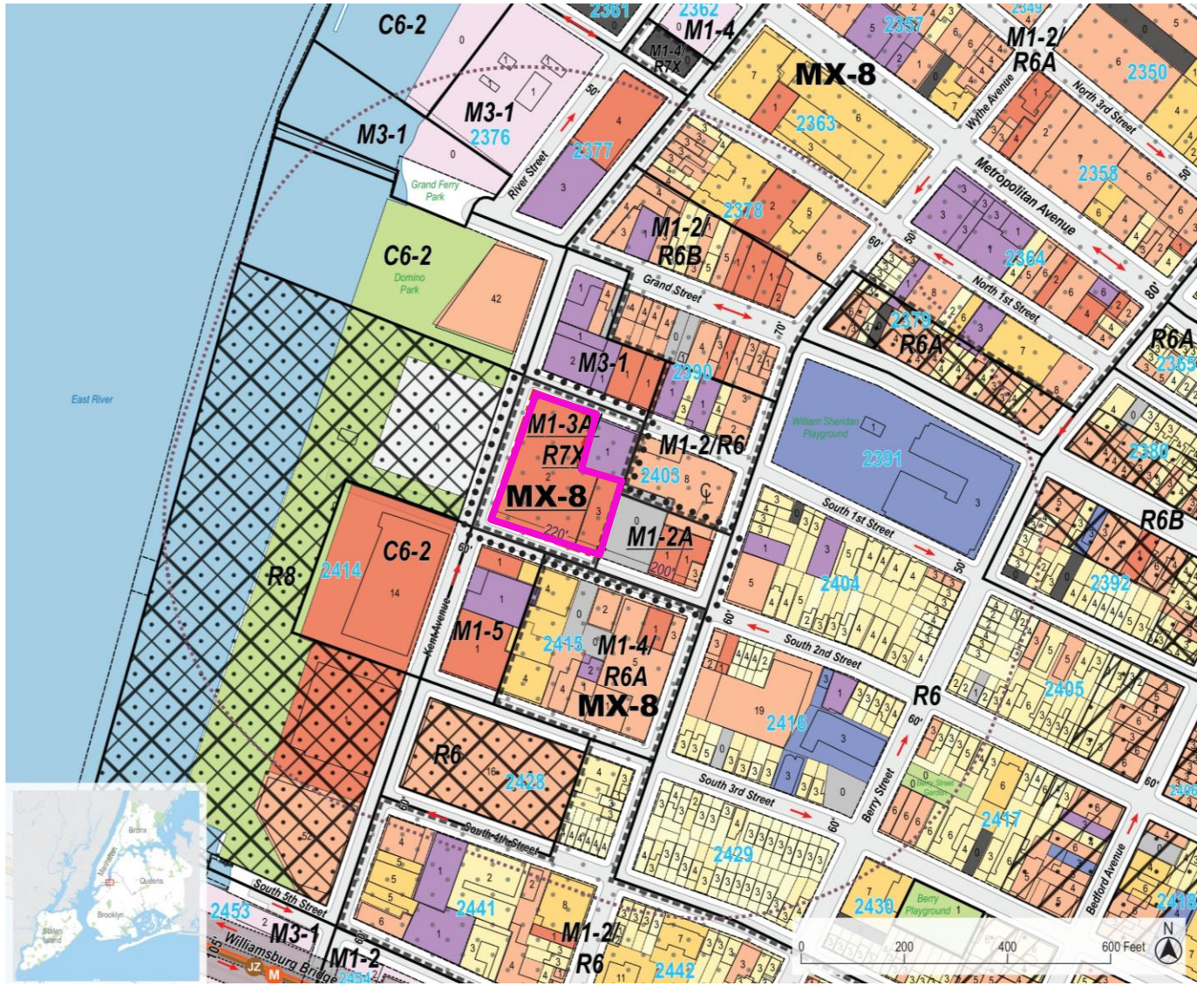
Project Area

289 Kent Avenue
BK, Community District 1

Current Zoning: M3-1







NYC Industrial Plan



Neighborhood Industrial Areas

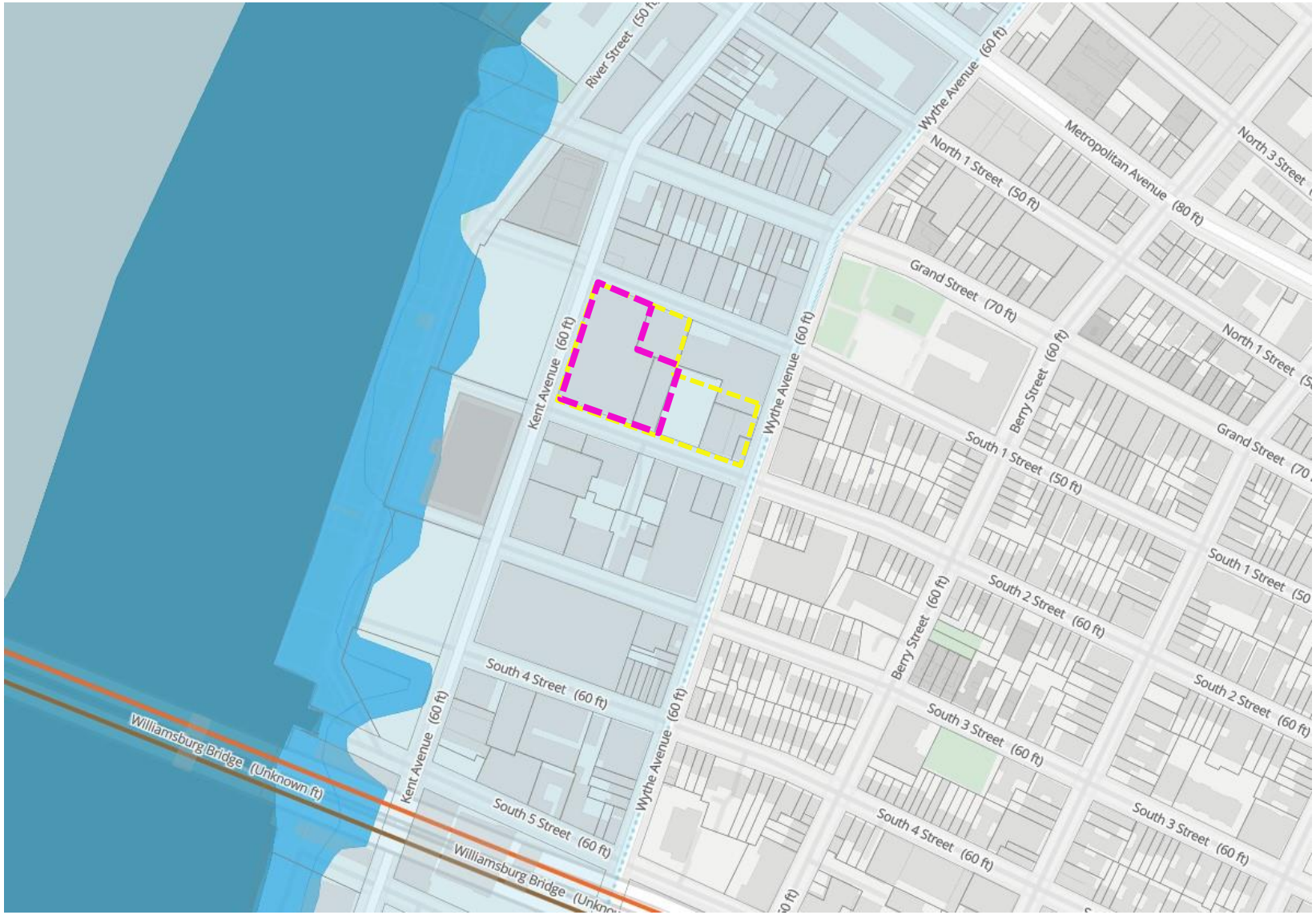
Coastal Flood Map

Preliminary Flood Insurance Rate Maps 2015

V zone (1% floodplain)

A zone (1% floodplain)

Coastal Zone Boundary

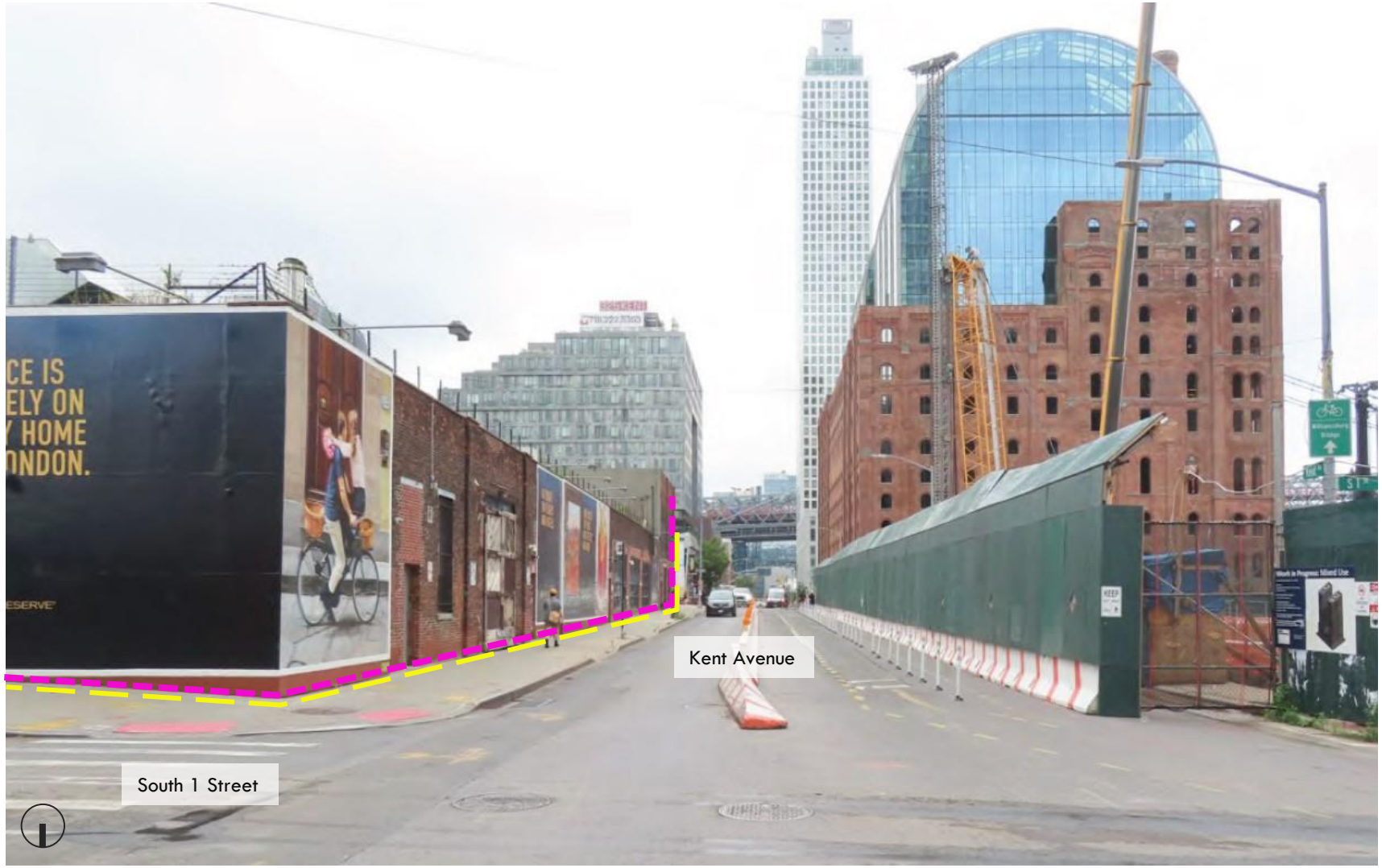


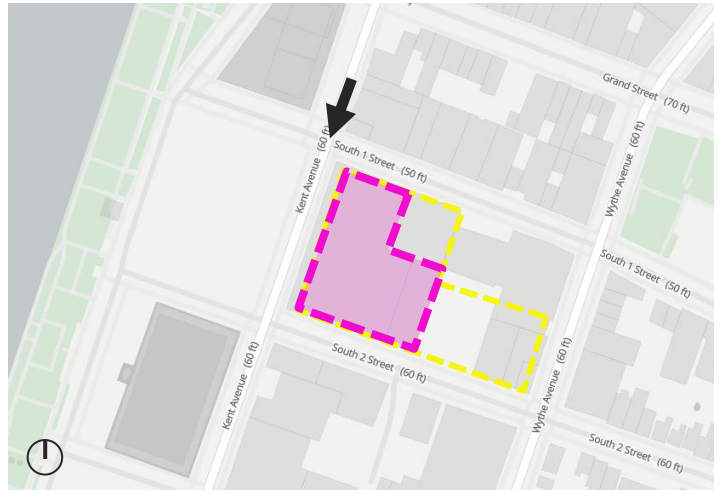
Project Area View





Project Area View





Project Area View





Project Area View





Project Area View





Project Area View





Proposed Development

Proposed Development

- 18-Story Mixed-Use (6.0 FAR)
- 272,759 sq ft Total
  - Residential: 243,476 sq ft
  - Commercial: 29,283 sf
- 278 units (70 income-restricted)
- 181 ft total height



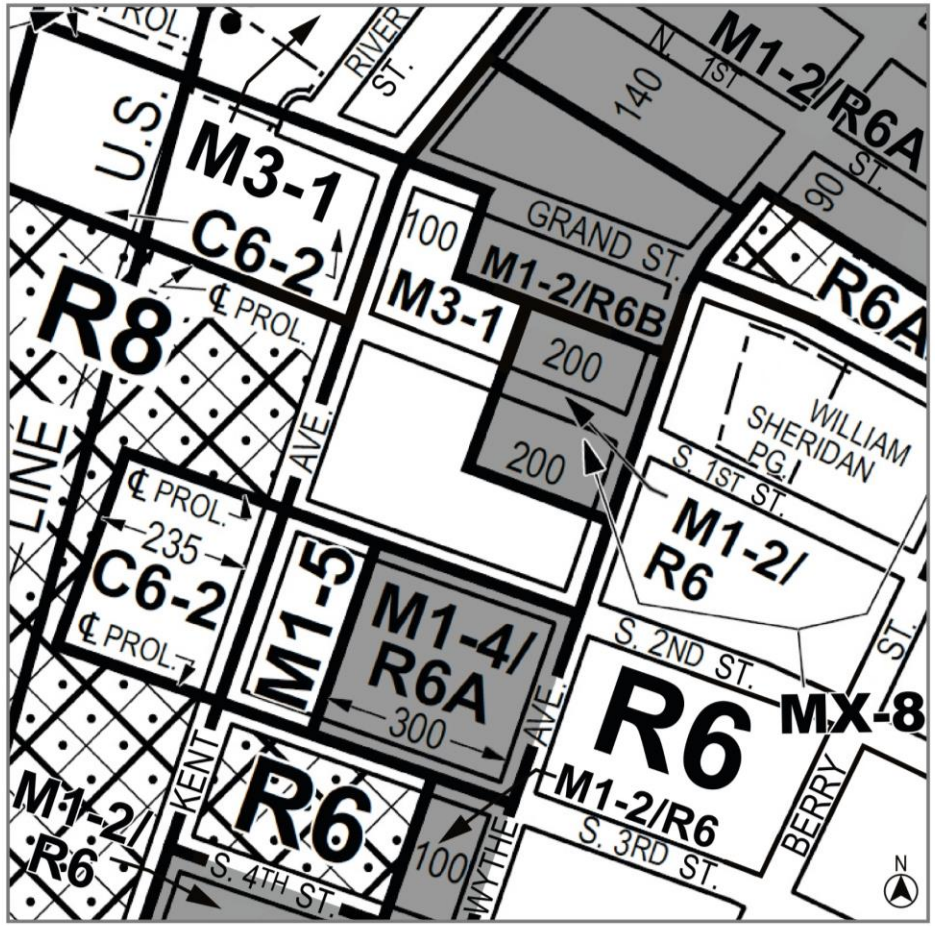
Renderings are illustrative and subject to change

Proposed Actions Requested

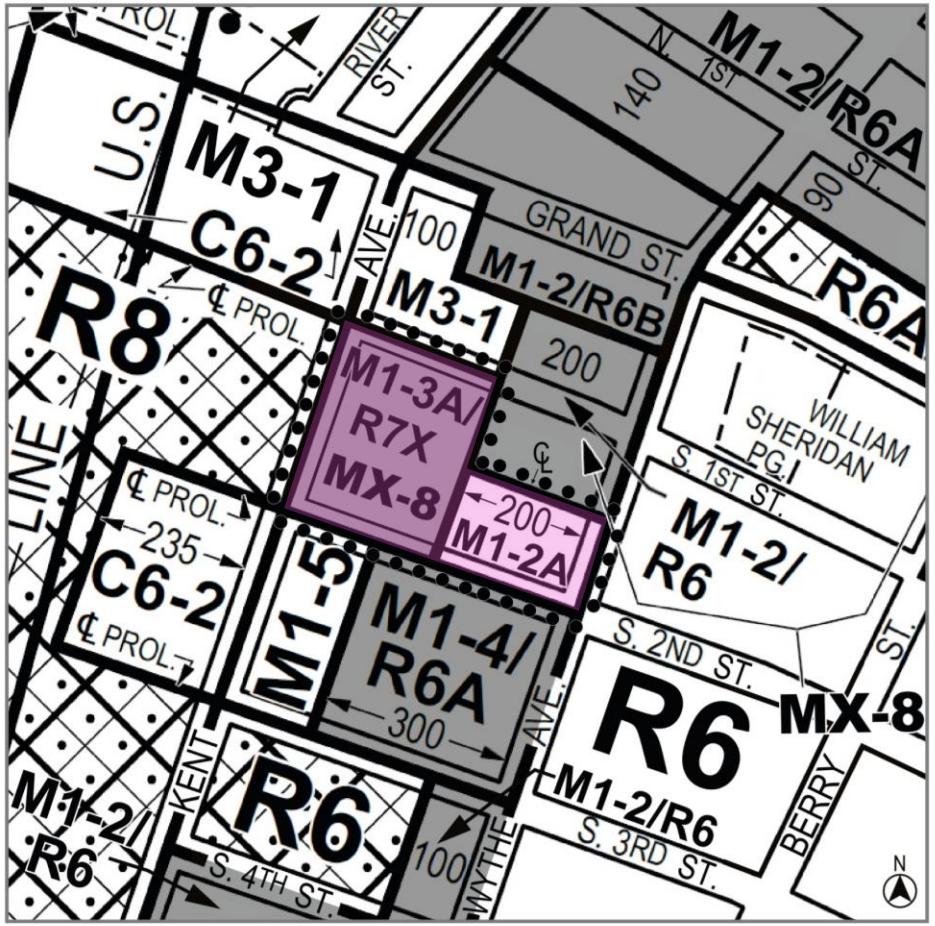
- Zoning Map Amendment to change M3-1 district to M1-3A/R7X (MX-8) and M1-2A districts
- Zoning Text Amendment to Appendix F to map a Mandatory Inclusionary Housing (MIH) Area

Proposed Actions (Zoning Map Amendment)

Zoning Change Map



Current Zoning Map (12c & 12d)



Proposed Zoning Map (12c & 12d) - Area being rezoned is outlined with dotted lines

Rezoning from M3-1 to M1-3A/R7X (MX-8)
Rezoning from M3-1 to M1-2A

Zoning Map Amendment: M1-3A/R7X (MX), M1-2A

	M3-1 (Existing)	M1-2A (Proposed)	M1-3A/R7X (MX-8) (Proposed)
Max Building Height	Sky Exposure Plane	95 feet	145' / 181.25' for zoning lots > 20,000 SF
Base Height	60' or 4-Stories	65 feet	60 – 105 feet
Max Residential FAR	N/A	N/A	6.0
Community Facility FAR	N/A	3.0	5.0
Commercial FAR	2.0	3.0	4.0
Parking	By Use	By Use	None (within Inner Transit Zone)

Proposed Actions (Zoning Map Amendment)

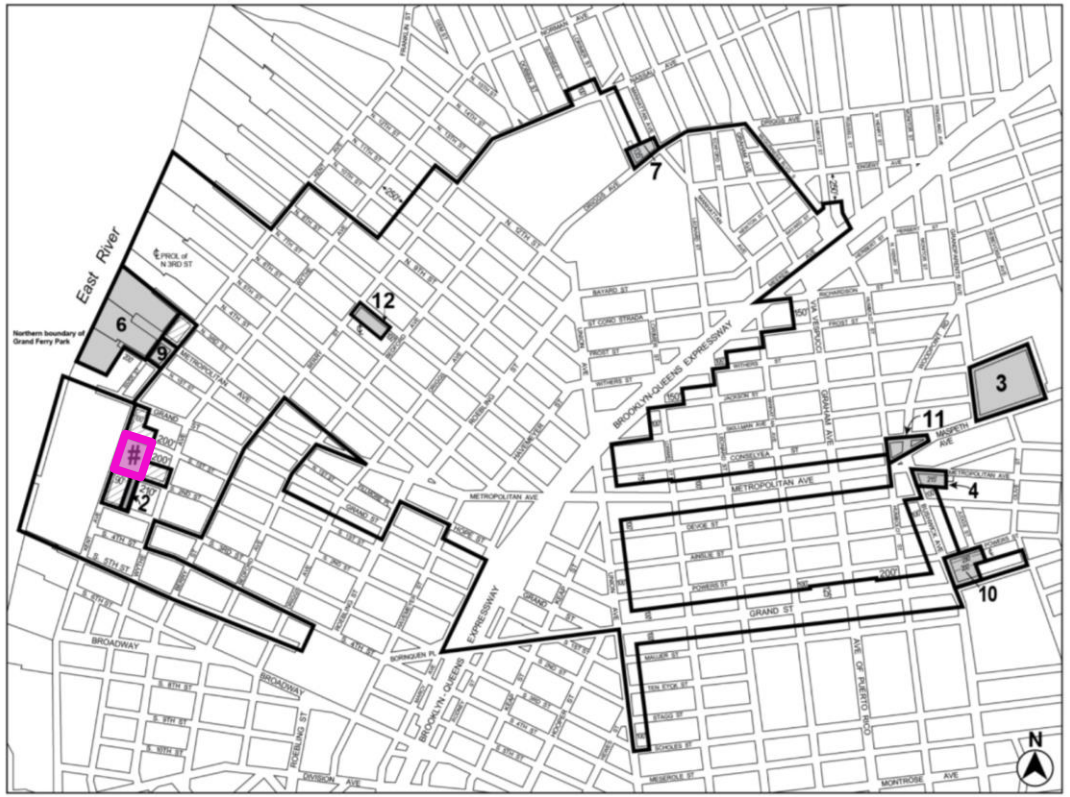
Amend **Appendix F** to designate the project area as an MIH area with Option 1 and 2

MIH Option 1:

25% affordable housing set-aside at an average of **60% of AMI**

MIH Option 2:

30% affordable housing set-aside at an average of **80% of AMI**



Former Inclusionary Housing designated area

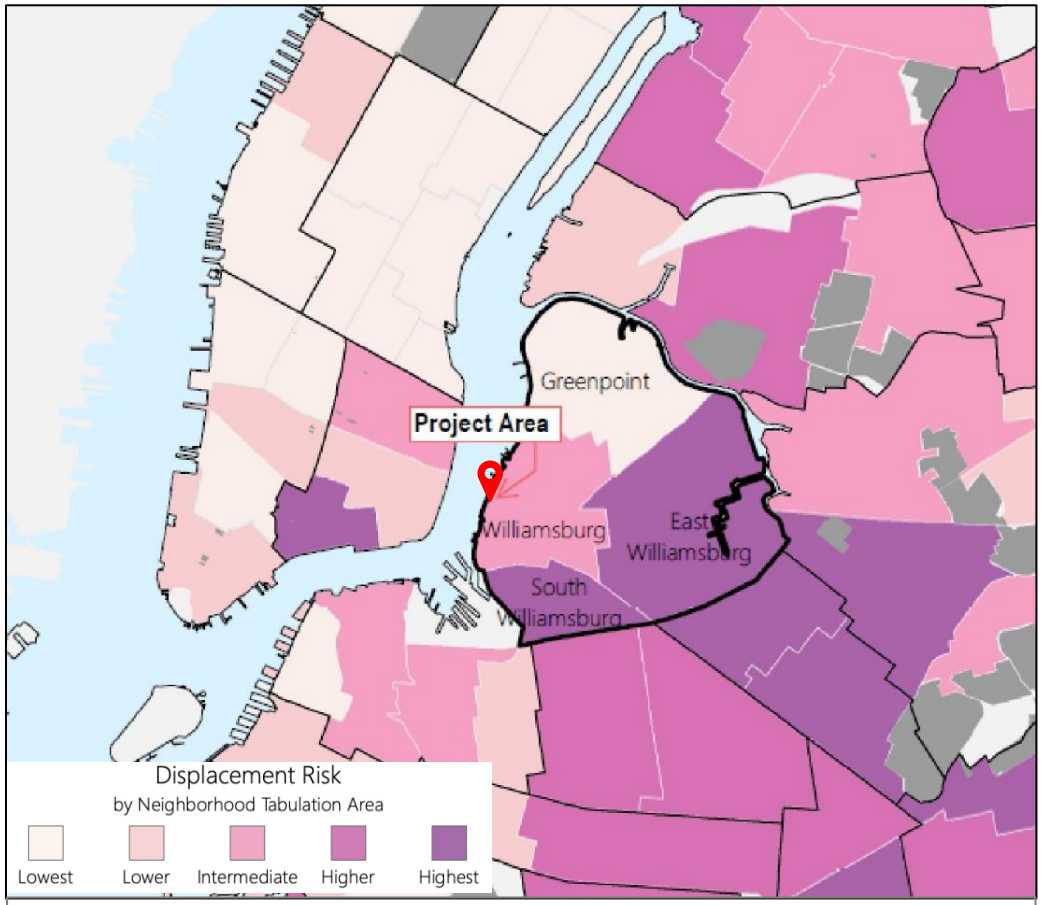
Mandatory Inclusionary Housing area
Area **2** – 10/7/21 MIH Option 1 and Option 2
Area **3** – 11/23/21 MIH Option 1 and Option 3
Area **4** – 11/23/21 MIH Option 1 and Option 3
Area **6** – 12/15/21 MIH Option 1
Area **7** – 6/2/22 MIH Option 1 and Option 2
Area **9** – 3/7/24 MIH Option 1
Area **10** – 3/19/24 MIH Option 1 and Option 3
Area **11** – 5/28/25 MIH Option 1 and Option 2
Area **12** – 7/14/25 MIH Option 1
Area **#** — [date of adoption] MIH Program Option 1 and Option 2

Excluded Area

Portion of Community District 1, Brooklyn

* * *

Applicant Data from Racial Equity Report on Housing and Opportunity (RER)



Annual Median Household Income:

$102,584

Williamsburg & Greenpoint: Public Use Microdata Area (PUMA) 4301

Greater than Brooklyn and NYC

Income Restriction	Units		Anticipated Affordability*				
			AMI Band	Rent (2025)		Eligible Income (2025)	
				Studio	3-Bedroom	1-person Household	5-person Household
Very Low Income	28	10%	**40%**	$1,130	$1,690	$45,400	$70,000
Low Income	14	5%	**60%**	$1,700	$2,530	$68,000	$105,000
Low Income	28	10%	**80%**	$2,270	$3,370	$90,700	$140,000
Not Income Restricted	208	75%	N/A	$4,050	$6,900	$161,800	$276,000
Total	**278**	100%					

Rents are based on unit size.* ***Rents shown are illustrative* *(based on 2025 AMI, rounded to the nearest $10)* ***and will change.*** *Final rents will be determined based on the HUD Income Limits in place at time of project construction.*

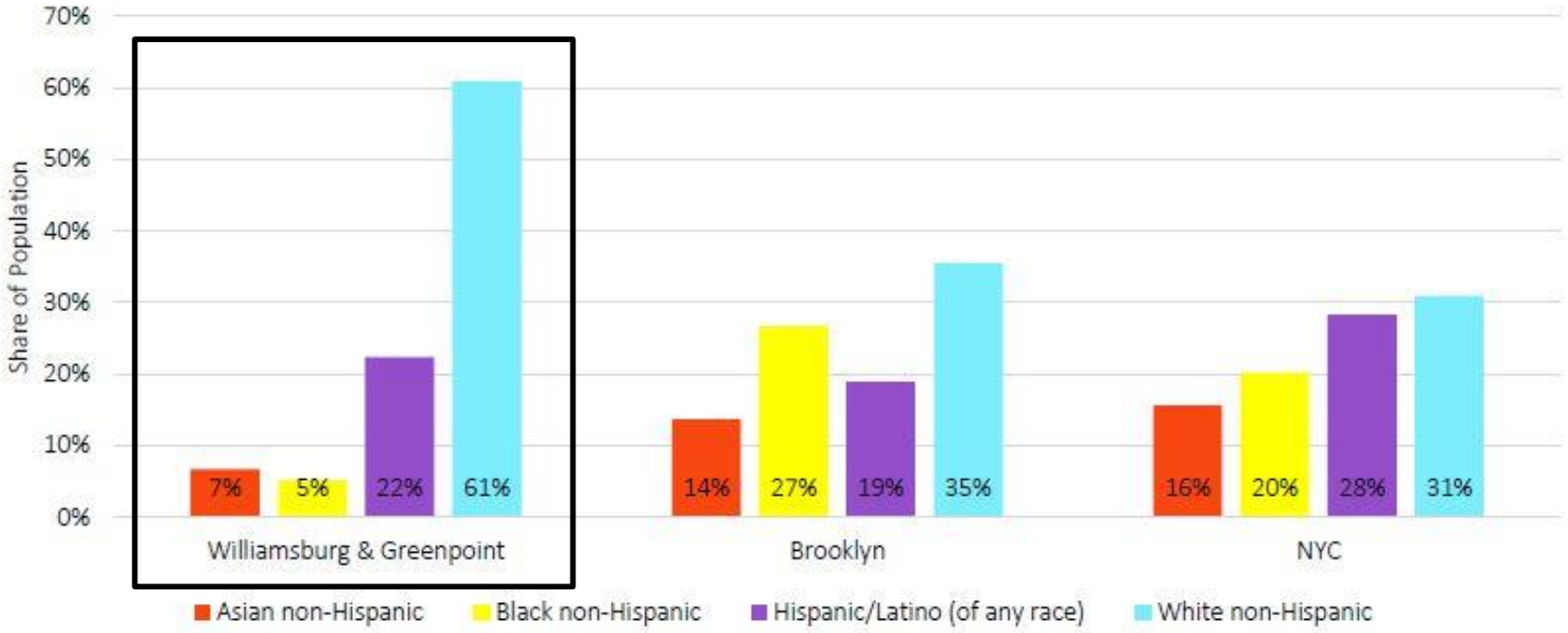
Applicant Data from Racial Equity Report on Housing and Opportunity (RER)

Demographic Conditions

Figure 1: Race & Ethnicity, 2020

Shows the share of area population by mutually exclusive race and Hispanic ethnicity. Compares the local area to the borough and city.

"In 2020, [percent] of the population in [area] identified as [race/ethnicity]."



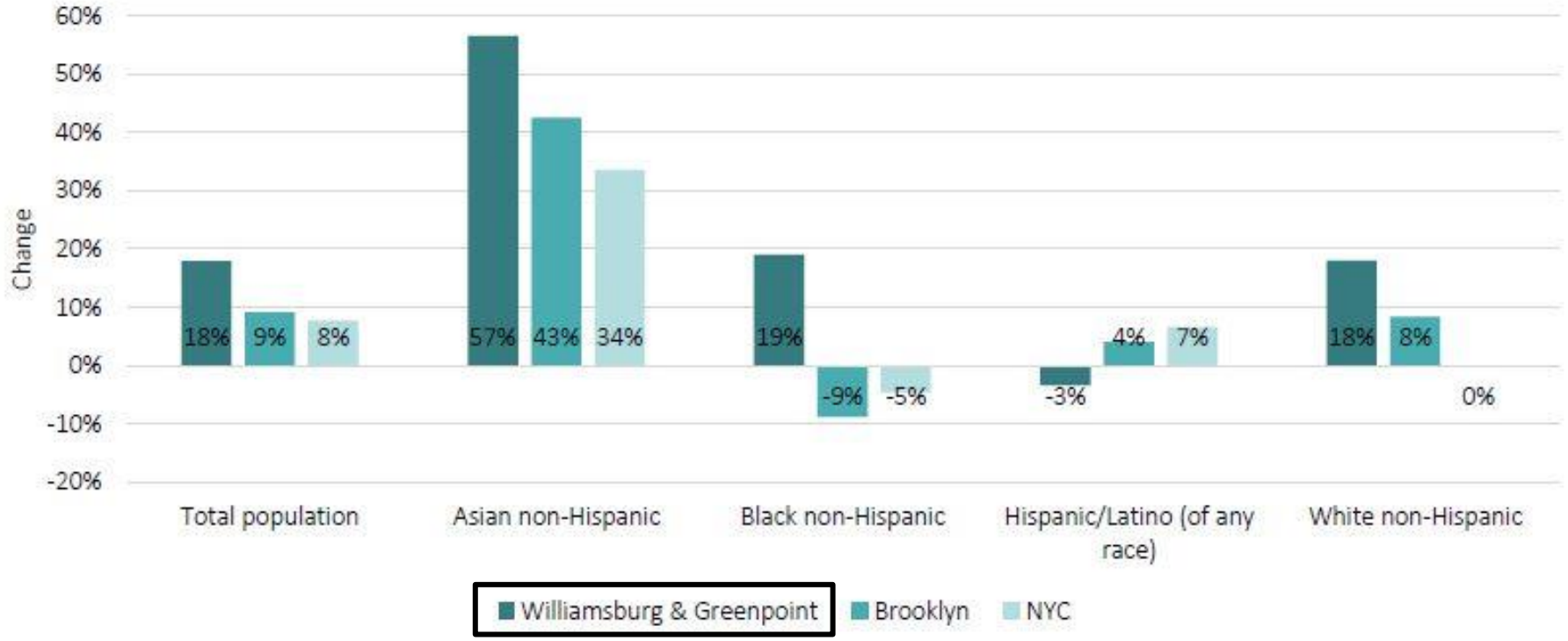
Source: Census 2020; Community Profile Table 1.01

Applicant Data from Racial Equity Report on Housing and Opportunity (RER)

Figure 2: Percent Change in Race & Ethnicity, 2010 to 2020

Shows the percent change of the area population by mutually exclusive race and Hispanic ethnicity. Compares the local area to the borough and city.

"From 2010 to 2020, the [race/ethnicity] population in [area] increased/decreased by [percent]."



Source: Census 2010, 2020; Community Profile Table 1.01

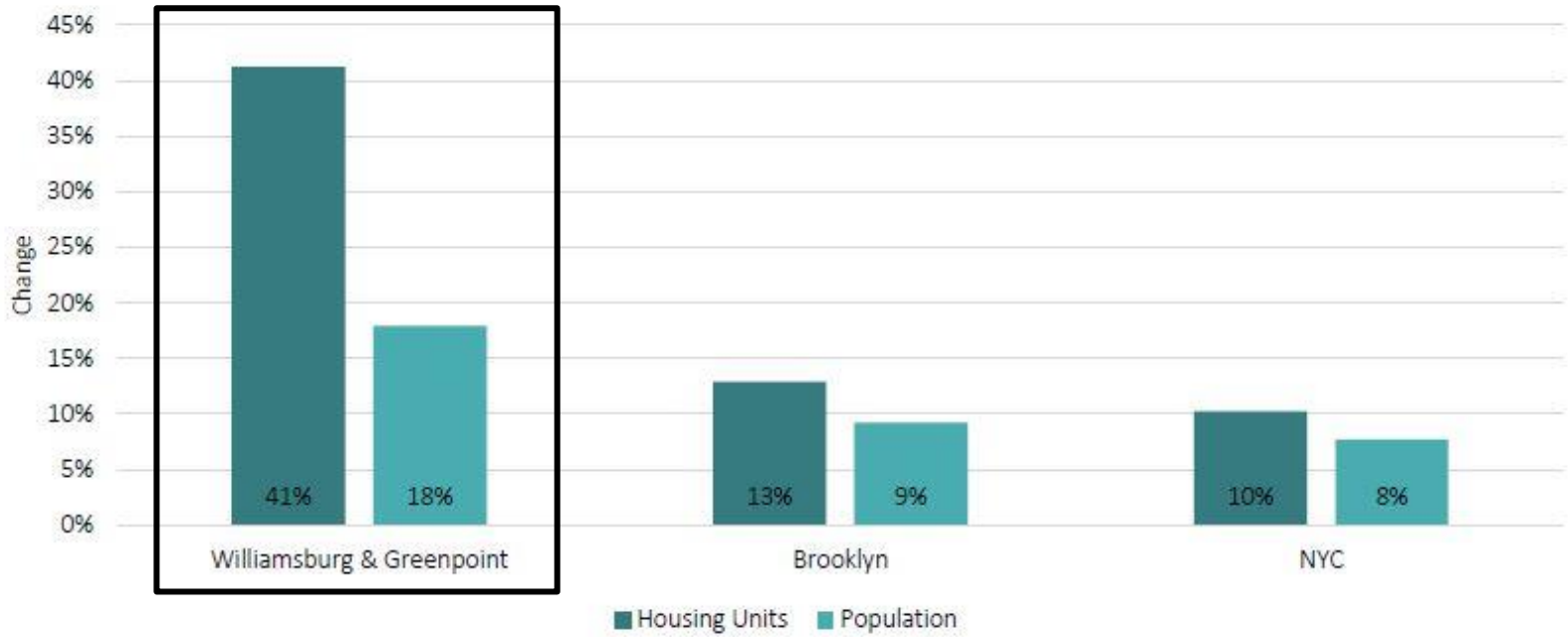
Applicant Data from Racial Equity Report on Housing and Opportunity (RER)

Housing Production

Figure 14: Percent Change in Housing Supply and Population, 2010 to 2024

Shows the percent change in the number of housings units and population. Compares the local area to the borough and city.

*From 2010 to 2020, population in Williamsburg & Greenpoint increased by **17.9%** and housing production by **41.2%** between 2010 and 2024.*



Source: NYC Department of City Planning Housing Database 2024 Q4 and Census 2010, 2020; Community Profile Tables 4.01 and 1.01

Summary

Actions Requested:

- Zoning Map Amendment to change M3-1 district to M1-3A/R7X (MX-8) and M1-2A districts
- Zoning Text Amendment to Appendix F to map MIH

Proposed Development:

- 18-story mixed-use building
- 243,476 sf residential, 29,283 sf commercial retail (6.0 FAR)
- 278 units (70 income-restricted)
- 181 ft total height

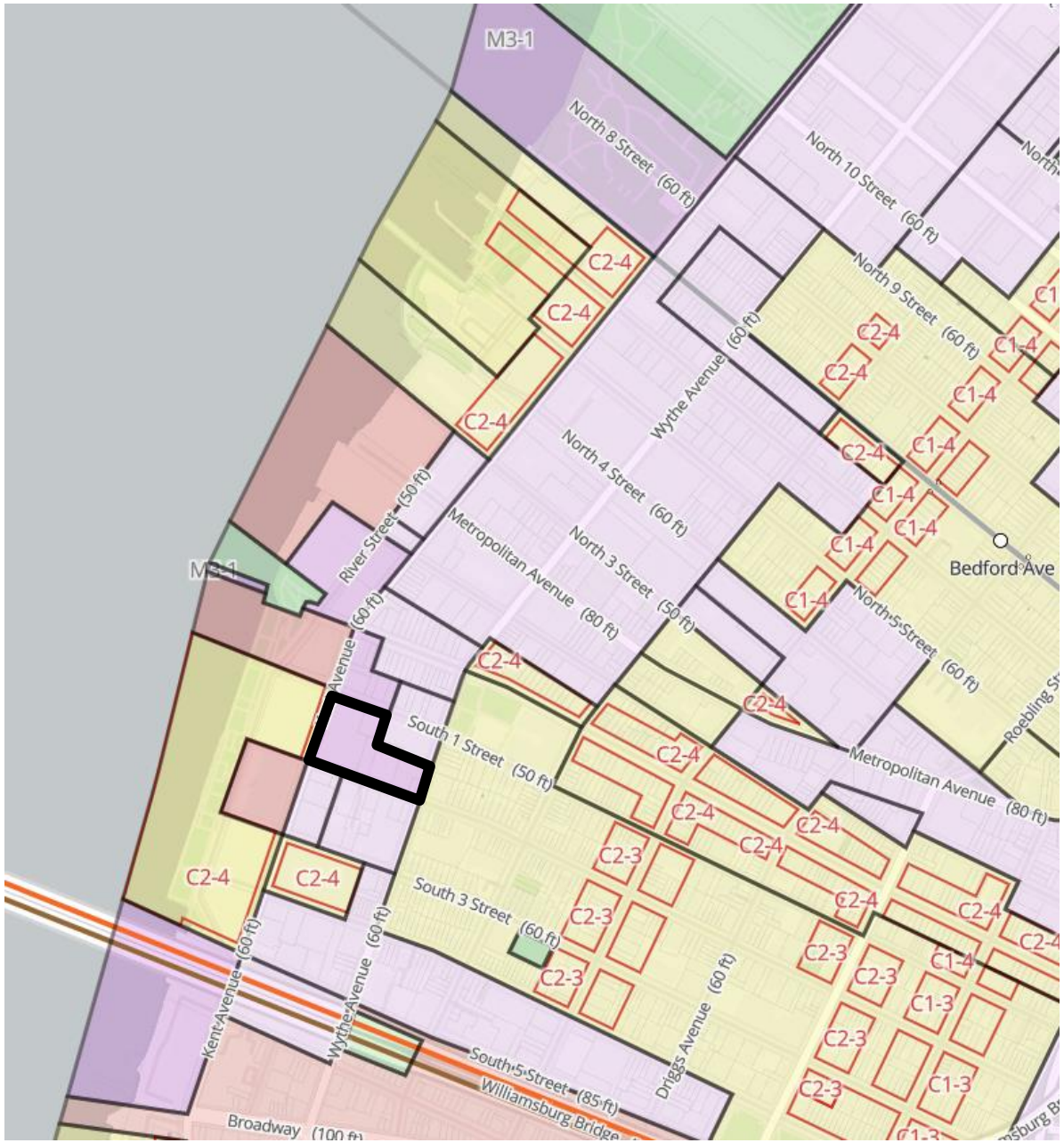


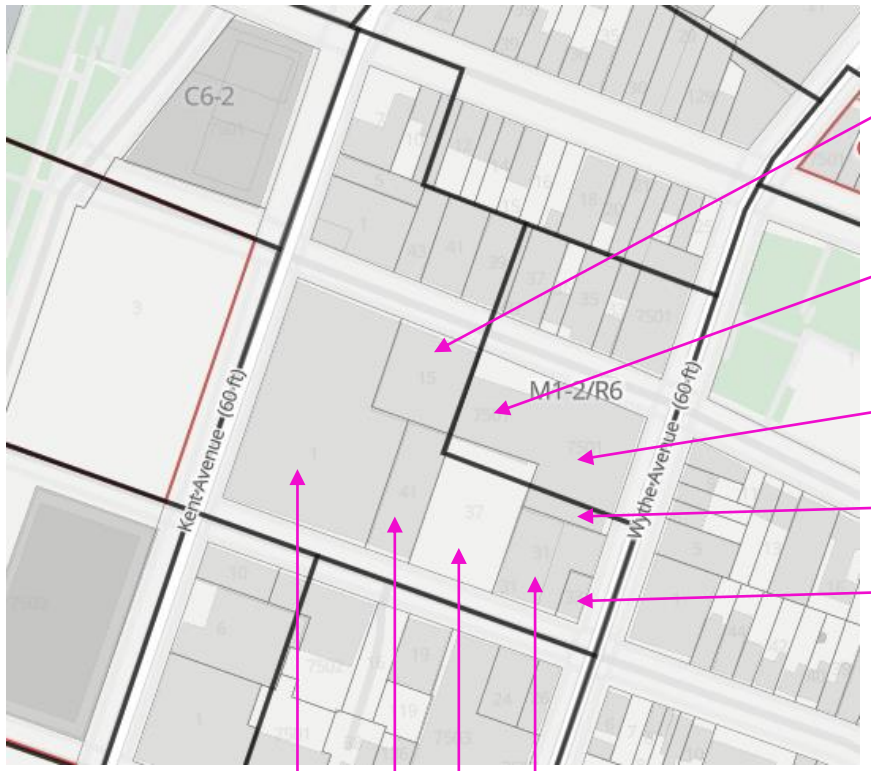
Renderings are illustrative and subject to change

Appendix

Rendering







one-story warehouse building

One-story commercial building

Multifamily building

one-story retail establishment

three-story building consisting of ground floor retail and non-confirming residential use above

one- & two-story building, currently vacant, previously office space

three-story building, currently vacant, previously office space

unlicensed surface parking lot

one-story commercial building