

Non-Residential

Where did this come from?



Open house
participation



Online survey



Interviews with
commercial real estate
representative

Goal 1: Non-residential resources in East Lawrence should enable residents to sustain themselves within the neighborhood.

Example Policies and Objectives

- **Permit** a range of non-residential uses beyond traditional neighborhood-level personal services.
- **Support** entrepreneurs and home-based businesses/occupations.
- **Increase** employment opportunities within the neighborhood for residents and non-residents.

Goal 2: East Lawrence will have a diverse range of commercial assets.

Example Policies and Objectives

- **Identify** creative solutions for underutilized, vacant, or high-turnover properties.
- **Incubate** small to medium sized businesses, incentivizing permanent location in East Lawrence.
- **Encourage** businesses to operate with varying peak hours, where appropriate and with respect to adjacent residents.

Goal 3: East Lawrence should maintain its inventory of existing industrial land uses and zoning districts.

Example Policies and Objectives

- **Maintain** an inventory of industrially zoned properties to support a variety of industrial uses.
- **Recognize** that industrial users function as employment centers. Discourage or prohibit low-employment self-storage uses.
- **Establish** East Lawrence as a regional hub for small and medium sized industrial makerspaces and producers.

Goal 4: East Lawrence's existing mixed-use corridors should be maintained and expanded.

Example Policies and Objectives

- **Enhance** access to existing commercial nodes by increasing multi-modal transportation options within and beyond the East Lawrence neighborhood.
- **Encourage** vertically mixed-use buildings with upper-level residential uses dispersed among existing mixed-use nodes.
- **Incorporate** non-commercial mixed uses, such as community gathering and event spaces.

