

LIVINGSTON BUSINESS SUCCESS KIT

LIVINGSTON BUSINESS
IMPROVEMENT DISTRICT



BUSINESS IMPROVEMENT DISTRICT

LIVBID

HELPING LIVINGSTON BUSINESSES THRIVE



Business Success Kit

A Guide to Help Jump-Start Your Business

The Livingston Community Partnership (BID) and the Township of Livingston are happy that you have decided to invest in our community!

This kit has been created for our business and property owners. It is designed to provide you with and help you locate information on the rules and general responsibilities of being a part of the Livingston Business Community.

We have also included some helpful contact information for individuals who can help answer the questions you may have.

The Board of Directors of the Livingston BID is committed to improving the quality of doing business in Livingston by making Livingston a self-sustaining, attractive, business destination for consumers and securing a clean, pleasant shopping, dining, and professional environment.

Please do not hesitate to reach out to our office with any questions or concerns. We are here to help!

Contact: intownlivingston@gmail.com

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Overview: What the BID Does for You

Business Development

- New business PR/ribbon cutting
- General business assistance
- Business retention and commercial vacancy reduction
- New/ongoing business professional marketing help

Quality of Life/Hospitality

- Visitor assistance
- Assistance with Code enforcement
- Liaison between business community and the Township government and municipal departments

Marketing

- New business opening ribbon cutting
- Local and regional marketing & advertising for the businesses
- Facebook/Instagram contests and promoted posts
- Free listing for your business at: intownlivingston.com
- Regular “e-blast and push” notifications
- Quarterly promotions

More About the Livingston BID

The Livingston Community Partnership Business Improvement District (BID) is a public/private collaboration. Our commercial property and business owners all make financial contributions through property assessments to provide enhanced, shared services for the collective good of the Livingston business districts.

The Livingston BID is governed by a Board of eleven Trustees who are elected by the members of the district. The Board includes commercial property owners, business owners, retail tenants, public officials, and sometimes residents. The advantages to this organization include providing:

- A cleaner, safer and more attractive business district
- A steady and reliable funding source for supplemental services and programs
- The ability to respond quickly to changing needs of the business community
- The potential to increase property values, improve sales, and decrease commercial vacancy rates
- A district that is better able to compete with nearby retail and business centers



The BID promotes Livingston’s downtown and business districts as thriving commercial districts providing services and gathering places for residents, shoppers, and visitors.

How the Livingston BID Can Help Promote Your Business

The Livingston BID provides all Livingston businesses operating in commercial space with many FREE marketing and promotional opportunities, including:

- Quarterly Marketing Programs
 - These multi-day programs are usually town-wide “sale promotions” involving restaurants, retail, beauty, fitness, and other direct consumer-related business
- Business Spotlights
 - Each month we “spotlight” four businesses in town; a spotlight includes a brief description of your business (including an image) which is emailed twice to over 5,000 locals on our list and posted several times on our very active Facebook and Instagram pages
- Facebook / Instagram Promotions
 - Your content (news, specials, promotions, etc.)
 - Weekly Facebook contests give our page fans (and your potential customers) a chance to win gift certificates provided by Livingston businesses — this is a great way to promote your business
 - *Simply give us a \$25 or \$50 gift certificate and we will add it to our weekly contest calendar

Like our page at: facebook.com/FindYourselfInLivingston

Follow us on Instagram at: instagram.com/livingstonbidnj

Quick Tips for a Successful Start

Before beginning any work on your business or property, make sure you receive all proper permits and certificates from the Township of Livingston’s Building and Zoning Departments. Interior alterations may require you to make improvements to the building, such as the addition of exits, emergency lights or sprinklers, or conforming to ADA requirements.

Examples of work for which a construction permit is required include:

- Any HVAC installation
- Fire suppression/alarm
- Interior alterations
- Electrical or plumbing upgrades, additions or alterations
- Structural modification
- Exterior signage

You may also need Livingston Health Department approval for any new or remodeled restaurant.



Guidelines for New Businesses

Before You Sign a Lease

Visit the Building/Zoning Department located on the second floor of Livingston Town Hall, 357 S. Livingston Avenue, Livingston, NJ and inquire about the following:

- Contact the BID office for an application for Sign and Façade Design Review by the Architectural Review Committee. Any new sign and façade designs must get approval from the Committee prior to applying for Township Permits. Email request for application to: intownlivingston@gmail.com.
- All new or updated signs must be reviewed for design by the Design Review Committee. The Committee must issue an approval letter in order to get a permit or permits to install new signage. View the BID's Guidelines for Design Review at: intownlivingston.com.
- All new construction, renovation work, or painting that affects the exterior of the building — including mansards — (but excluding roofing that is not visible and minor repair tasks that do not change the building's appearance) must have an Architectural Design Review.
- Secure a Zoning Permit and Certificate of Continued Occupancy for any new businesses.
- Proposed use: Contact the Zoning Department and find out if the use is allowed at the particular address and location.
- Change in use: If you want to change the use of the property, find out the parking requirements (Ordinance # 170-94) for the proposed use and whether the location has enough parking spots for the type of business. Ask your landlord to provide you with a site plan for this purpose.
- After Zoning Approval, ask for the permit applications that will be needed for any construction, electrical and plumbing work, or anything else that will be needed to make the space workable.

Restaurant or Food Establishment

If opening a restaurant or food establishment, you must get approval from the Health Department:

- Submit the following for review, all of which can all be found on the Environmental Health page at livingstonnj.org/Health:
 1. Floor Plan
 2. Food License Application
 3. Food Establishment Plan Review Application for review. Both applications can be found on the Environmental Health page at livingstonnj.org/Health.
- Pay a \$75 plan review fee (one-time fee)
- Before opening, a food establishment must pay a yearly license fee based on the seating or square footage of the space



- For any questions, please contact one of the following individuals:
 - Registered Environmental Health Specialist
 - Dana Ruggiero: 973-535-7961 ext. #7104 or email druggiero@livingstonnj.org
 - Registered Environmental Health Specialist
 - Alex Lasaracina: 973-535-7961 ext. #7103 or email alasaracina@livingstonnj.org
 - Health Officer
 - Michael Raimo: 973-535-7961 ext. #7101 or email mraimo@livingstonnj.org

Permits

For information about Permits, visit livingstonnj.org/Building.

Township Departments

Livingston Town Hall, 357 S. Livingston Avenue, Livingston, NJ 07039

- Construction Official - Martin J. Chiarolanzio: 973-992-500 ext. #5201 or email mchiarolanzio@livingstonnj.org
- Health Officer - Michael Raimo: 973-535-7961 ext. 7101 or email mraimo@livingstonnj.org
- Planning Administrator - Jackie Coombs-Hollis: 973-992-5000 ext. #5511 or email jhollis@livingstonnj.org
- Township Clerk - Carolyn Mazzucco: 973-992-5000 ext. #5403 or email cmazzucco@livingstonnj.org
- Zoning Review Officer - Michele Gonzalez-Pose: 973-992-5000 ext. #5215 or email mpose@livingstonnj.org
- Livingston BID - Beth Lippman, Executive Director: 973-992-8080 or email intownlivingston@gmail.com

Building Department

The Building Department enforces the Uniform Construction Code of the State of New Jersey that is administrated by the Construction Official. The office also includes the Building, Electrical, Plumbing, and Fire Subcode Officials and Inspectors who serve to enforce the various codes adopted by the Uniform Construction Code. Construction permits are required for most projects in strict accordance with the requirements of the State of New Jersey Uniform Construction Code (N.J.A.C. 5:23). Please contact the Building Department if you are unsure as to what approvals and permits will be required for your planned projects.



The Building Department is open 7:00 a.m. to 4:00 p.m., Monday through Friday.
Permits are issued between 8:00 a.m. and 3:00 p.m.

Inspection Line: 973-535-7953

General Questions: 973-992-5000 ext. #5200

Frequently Asked Questions

- I am planning to open a business
 - Contact the Livingston Community Partnership, Livingston's Business Improvement District, at 973-992-8080 or email intownlivingston@gmail.com
- I have identified space for my business
 - Contact the Building Department to make sure that your business complies with the Zoning Ordinance and that your business is allowed in the space
- I want to renovate/adapt the space for my business
 - Contact the Building Department with your Architect or Contractor to make sure your plans comply with applicable building and zoning codes
- My business provides food services
 - Contact the Livingston Health Department to ensure that your plans comply with the Sanitation Code
 - Phone: 973-535-7961 ext. 7101
- Before I open my business
 - Confirm that I have complied with all zoning requirements and that I was granted all required permits
 - Apply for a Certificate of Continued Occupancy through the Building Department