

SECTION X - ECONOMIC PLAN ELEMENT

BACKGROUND

The economic development of Livingston reflects the socio-economic make-up of its residents and those of surrounding communities, and the business and economic needs to be served. The objective of the Economic Plan Element is to identify business and occupational trends and to forecast actions or programs that will maintain or improve the business climate within the Township. The Economic Plan looks at data for Essex and Morris Counties as well as for the Township itself.

2000 Census data show the following distribution of the Township's total population of 27,391:

Table X-1

	Livingston	Essex County	Morris County
Population 16 yrs & older	20,902	793,633	365,030
Population in labor force	13,724	370,933	252,892
Percentage of Labor Force Employed	98.59%	98.76%	96.36%
Median Household Income	\$98,868	\$44,944	\$77,340

The nature and number of business establishments in the Township have been fairly stable. The numbers of people employed within the Township have been increasing, as has the population. At the close of 2005 the Township's estimated population was 29,296. That would represent a five-year growth of 4.87%

In 1994 1,423 business establishments employed a total of 21,129 people. In 2002 (the last year for which Census data is available) 1,477 establishments employed 23,855 people. That is a 3.8% increase in the number of business establishments, and a 12.9% employment growth for the period.

The State Department of Labor projects overall employment growth for the period 2002-2012 of 6.5% for Essex County and 14.3% for Morris County.

Table X-2 details the types of business establishments in Livingston in 2002 and how many were in each range of Numbers of Employees.

1
2
3
4
5

Table X-2

**Total Establishments and Numbers of Employees
(U.S. 2002 Census Data)**

Industry Description	No. of Estab	Number of Employees								
		1 - 4	5 - 9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Construction	113	83	20	6	2	2	0	0	0	0
Manufacturing	27	10	6	7	4	0	0	0	0	0
Wholesale trade	83	64	10	6	3	0	0	0	0	0
Retail trade	237	89	66	44	27	6	2	3	0	0
Transportation & warehousing	13	9	2	2	0	0	0	0	0	0
Information	17	9	3	2	1	1	0	1	0	0
Finance & Insurance	106	54	17	14	8	8	3	2	0	0
Real estate & rental & leasing	69	48	13	3	2	2	1	0	0	0
Professional, scientific & technical service	281	197	42	21	14	6	1	0	0	0
Management of companies & enterprises	14	3	1	5	0	1	1	2	1	0
Administration, support, waste mgmt, remediation services	82	42	19	4	7	4	4	1	1	0
Educational services	21	6	1	4	5	2	3	0	0	0
Health care & social assistance	217	119	53	32	6	1	4	1	0	1
Arts, entertainment & recreation	19	11	3	1	2	1	1	0	0	0
Accommodation & food services	75	33	17	10	10	3	0	2	0	0
Other services (except public administration)	95	55	20	9	7	3	0	0	1	0
Auxiliaries (except corporate, subsidiary & ?	1	1	0	0	0	0	0	0	0	0
Unclassified establishments	7	7	0	0	0	0	0	0	0	0
TOTAL	1,477	840	293	170	98	40	20	12	3	1

1 The primary business activities, by census data categories, in the Township are health care and
2 social assistance, professional and technical services, retail trade, finance and insurance, and
3 construction and repair contracting. These business activities have grown both in numbers of
4 enterprises and in numbers of employees.

5
6 They are also consistent with the primary means by which Township residents earn their own
7 livings. The distribution by occupation of Township residents in the 2000 census, whether they
8 worked within the Township or not, was:

10	Management, professional and related occupations	55.9%
11	Service occupations	7.4%
12	Sales and office occupations	29.7%
13	Construction and maintenance	3.9%
14	Production, transportation and material moving occupations	3.1%.

15
16 Few sites in the Township are available for construction or enlargement of business
17 establishments. It is reasonable to assume, from both Township experience to date and the
18 projections for Essex and Morris Counties, that business and employment opportunity growths
19 within the Township will follow the recent local trend of growth but no surges or great
20 increases.

21
22 Local business establishments are an integral, vital, economic and social component of the
23 Township. In 1999 the Township Council enacted an ordinance establishing a special Business
24 Improvement District, pursuant to N.J.S.A. 40:56-65 et. seq. It is called the Livingston
25 Community Partnership, and is commonly referred to as the BID. Livingston Community
26 Partnership Management Corporation was formed to assist in administering the functions of the
27 BID. The expenses of the BID are financed by a special tax assessment on business enterprises
28 within the improvement district.

29
30 The BID's activities include physical improvements within the business improvement district,
31 promoting and marketing the district, and recruiting new business enterprises. It works
32 cooperatively with the Planning Board in reviewing development applications for properties
33 within the improvement district.

34
35 **Recommendation:** The BID should continue to actively recruit new business
36 enterprises, and to promote physical appearances of buildings and
37 streetscapes within the district that will be consistent with this
38 Master Plan.

39
40 **Recommendation:** The Livingston Chamber of Commerce should continue active
41 recruitment of new business enterprises into the Township in
42 cooperation with the BID.

43
44 **Recommendation:** The BID should continue to actively pursue cooperation among
45 business property owners to achieve linkage of customer parking

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42

facilities and reduction of the number of driveways of business enterprises.

Recommendation: The Planning Board and the BID should continue to pursue cooperative efforts in the review of development applications, and in the crafting of zoning regulations, applicable to properties within the Business District.

