

City of Langley



AWARD WINNING

- 2013 Brownie Award, Canadian Urban Institute for "Brownfield Redevelopment Strategy"
- 2013 Open for Business Award, BC Small Business Round Table, Union of British Columbia Municipalities (UBCM) for "Small Business Friendliness"
- 2013 Municipal Excellence Award, NAIOP Commercial Real Estate Development Association (Vancouver Chapter) for "Most Improved Municipality"
- 2010 Award of Excellence, Planning Institute of British Columbia for "Downtown Master Plan"
- 2009 Economic Development Award, Economic Development Association of British Columbia (EDABC) "Downtown Master Plan"
- 2008 Marketing Award, Economic Development Association of British Columbia (EDABC), "The Place to Be" Branding Project

STRATEGIC ADVANTAGES

- **CENTRAL LOCATION:** At the heart of the Lower Mainland, the City of Langley connects to major highways, the US border crossing, and the new Golden Ears bridge
- **GROWING POPULATION:**
 - 272,171 people in trade area
 - 16.6% growth in area
 - projected to double by 2026
- **TRADE POTENTIAL:** \$3.84 Billion in trade area
- **AFFLUENT DEMOGRAPHICS:** Household Income: \$95,477 in the Primary Trade Area, compared to BC average: \$81,595
- **LOW COSTS:**
 - **LEASE RATES:** One of the lowest commercial and industrial land costs and lease rates in Metro Vancouver: \$15 - \$35, with Downtown Langley at \$11 to \$13
 - **LOWEST COMMERCIAL TO RESIDENTIAL TAXES IN METRO VANCOUVER** (2013 NAIOP Development Cost Survey)
- **BEST APPROVAL TIMES** in Metro Vancouver. (2013 NAIOP Development Cost Survey)
- **SUPPORTIVE BUSINESS COMMUNITY AND LOCAL GOVERNMENT.**

CITY OF
LANGLEY



Turning Vision into Reality

The City of Langley's Vision for the Future, as identified in their award-winning Downtown Master Plan, is now a blossoming reality.

Growth in the City of Langley has been tremendous. "Over the last decade, we've added more than \$300 million in new development to our community," says **Mayor Ted Schaffer**. "That's huge for our compact 10 square kilometer city."

The City of Langley, designated a Metro Vancouver Regional City Centre, is strategically located amongst the fastest growing communities in BC. Surrounded by the Township of Langley and Surrey, the City enjoys an averaged area growth rate of 16.6% (2011 Census). And this growth is expected to continue as population projections in Langley are expected to double by 2026, according to the Real Estate Investment Network.

"We think the City of Langley is a great strategic location," says President **Christian Chia** of the **OpenRoad Auto Group**. "It is dead centre of the entire region."

With strong, central connectivity to the US border crossing, major highways and the new Golden Ears bridge, the area enjoys high traffic counts as well as an affluent population that attracts plenty of new business growth.

Recent major wins include a new Porsche dealership and a new Jaguar/Land Rover dealership to be opened in 2014 as part of The Collection, a new luxury automall developed by the OpenRoad AutoGroup — the first of its kind in Canada. These latest luxury dealerships complement the recently developed Mercedes-Benz, BMW, Audi, and Infiniti dealerships, which form The Collection.



The Collection auto mall currently includes BMW, Mercedes, Audi, Infiniti, with Porsche, Jaguar, and Land Rover to come in 2014



Cactus Club Cafe, as well as many other well-known establishments, choose Langley for its central location among an affluent population. The Cactus Club, located on a former Brownfield site, represents how communities can turn brownfield sites into green, sustainable and profitable ventures — Value: \$7 million



"I thought a Porsche was fast, but the City of Langley reviewed, processed and approved our Development Permit Application in 13 days! Wow! That has to be a record! The City of Langley is a great place to do business."

**Christian Chia, President/CEO
The Collection, OpenRoad Auto Group**



(Above) New Porsche dealership to be developed in the City of Langley in 2014 as part of "The Collection" automall, a new luxury automall by OpenRoad Auto Group established in 2012 — the first of its kind in Canada

(Left) Christian Chia, President/CEO OpenRoad Auto Group Ltd

Another great win is the Cactus Club. "We chose the City of Langley because of its growing prosperity, excellent location, and population density," says **Jim Stewart, Executive Vice President** of the **Cactus Restaurants**.

"It's all about turning vision into action. Planning is very important, but it takes action to drive change. And it's that commitment to action that is drawing the attention of some very prestigious industry awards."

Mayor Ted Schaffer

AWARD-WINNING SUCCESS

Building on previous successes with the City of Langley's award-winning Downtown Master plan, among other awards, the City was recently honoured to win three new prestigious awards in 2013.

The City won the **"Open for Business Award"** from the **Union of British Columbia Municipalities' (UBCM) BC Small Business Roundtable** (2013). This award recognizes the City of Langley's commitment to supporting small businesses. For example, the City has streamlined processes to make it easier to do business by spearheading the intermunicipal business licence program, and it also helps improve small business competitiveness by supporting such initiatives as the Downtown Langley

Business Association's "Get Fresh" Building Façade Enhancement Grant Program. "Small businesses are the heart and soul of the community," says **Naomi Yamamoto, Minister of State for Tourism and Small Business**. Supporting small businesses remains a primary objective of the City of Langley.

The City of Langley also won the 2013 **"Municipal Excellence Award"** from **NAIOP Commercial Real Estate Development Association** (Vancouver Chapter) for excelling in creating an environment that cultivates business creation. Voted a winner in the "Most Improved" category, the City of Langley was honoured as a result of its recent rankings in NAIOP Vancouver's 14th annual Regional Industrial Development Cost Survey. Since the association's last survey results in 2011, the City recorded an 18 per cent drop in overall development costs.

The City of Langley also ranked tops in approval times, according to the 2013 NAIOP survey. In one recent example, the City of Langley was able to streamline approval timing for the Porsche dealership in only 13 days. This speedy approval process is remarkable, considering that many areas can take several months or even more than a year to process development applications.



Former Brownfield site: Fraser Crossing (Anthem Properties) — Value: \$23.9 million



Former Brownfield site: Langley Power Centre (RioCan) — Value: \$66.7 million



"We are extremely proud of our Brownfield Redevelopment Strategy. To be recognized nationally by the Canadian Urban Institute and a jury of architects, planners, geoscientists, and other experts in the field is a great honour."
Mayor Ted Schaffer

The City of Langley also won the national 2013 **"Brownie Award"** from **Canadian Urban Institute** for its "Brownfield Redevelopment Strategy" in the communications, marketing and public engagement category. This award recognizes communities for their leadership, innovation and commitment to building sustainable communities.

The City of Langley's Brownfield Redevelopment Strategy is the first of its kind at the local government level in British Columbia and to date has resulted in \$192.9 million in new construction value and more than 850 jobs.



Former Brownfield site: Paddington Station is a multi-family residential project by Quadra Homes — Value: \$50 million

(Above) Former Brownfield site: Cascades Casino Resort and the Coast Hotel & Convention Centre:
 — Value: \$45.2 million
 — Employment: 500 jobs
 — Revenue: \$50 million in gaming proceeds

"If I had to describe the City of Langley in two words, its Future Proofing. They build for tomorrow instead of today."

Bob Rennie, Rennie Marketing Systems

DEVELOPING FOR THE FUTURE

As highlighted in the City of Langley's award-winning Downtown Master Plan, its vision for the future rests on the principles of liveability and sustainability. "Communities need to focus on building up and not out," says City of Langley **Mayor Ted Schaffer**. "Our vision for the future of our downtown focuses on creating a pedestrian-friendly, compact community where people want to live, work and play."

This vision is now becoming a reality with the new McBurney Plaza, which connects downtown shopping areas with Douglas Park and multi-family housing like the Serenade.

"The City of Langley is excited to see our vision for the future becoming a reality. We invite businesses, developers, and prospective residents to come see why the City of Langley is the place to be."
Mayor Ted Schaffer



The Serenade high-density residential building project by WestStone Properties in Downtown Langley included an underground airspace parcel for additional tenant parking



The Varsity high-density residential project by RKDI further contributes to the realization of the vision in the City's Downtown Master Plan



Recently renovated McBurney Plaza in Downtown Langley demonstrates the City of Langley's commitment to supporting small niche businesses and accentuating the hip and trendy feel of Downtown Langley

City of Langley ... turning vision into action



CITY COUNCIL (left to right): Councillors Jack Arnold, Rosemary Wallace, Mayor Ted Schaffer, Councillors Gayle Martin, Teri James, and Dave Hall.

"Langley City Council is proud to receive these prestigious awards. We are honoured to be recognized for our streamlined services, supportive government policies and programs, and our proactive approach to redevelopment. We attribute our success to a great team of talented and dedicated staff who are committed to providing exceptional customer service and to our partnerships with developers, businesses, and associations who help make the City of Langley the place to be."

Discover what makes the City of Langley the place to be!

Call to learn about business opportunities and ask about our Business Sector Profiles: 604.514.2800.



CITY OF LANGLEY



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