

The City of Langley is the place to be... for Specialty Retail

"We've been operating in Downtown Langley for 10 years, growing by almost 900%! We chose Downtown Langley over other neighbouring communities because we really liked the relaxed atmosphere of the pedestrian-friendly one-way strip. It is truly a lovely experience to stroll among the diverse independent stores and find products you would not find any where else. Combined with affordable rents, marketing support, and a friendly local business community, Downtown Langley is a great place to run a business."

Carrie Thachuk, Owner
THE PASSIONATE HOME
thepassionatehome.com



Centrally located in BC's Lower Mainland, the City of Langley is a hub of retail activity. With 4.5 million square feet of commercial floor space concentrated in 10 square kilometres, the City of Langley is at the centre of one of Metro Vancouver's Regional City Centres. A mecca for big box plazas and expansive shopping malls with plenty of free parking, combined with the relaxed pedestrian-friendly downtown core, the City of Langley is a regional retail destination.

OPPORTUNITIES

With a growing affluent market, the City of Langley remains a hot destination for retailers. With traffic counts in excess of 55,000 vehicles per day and a potential trading market of \$3.84 billion, the City's busy commercial corridor continues to prosper.

As urban design trends lean towards creating more authentic retail, social, and livable "Urban Magnets," the City is focusing on enhancing the relaxed, pedestrian-friendly atmosphere of Downtown Langley. An award-winning Downtown Master Plan, combined with the marketing support of the Downtown Langley Business Association, is attracting a number of new destination retailers and property developments. Specific opportunities exist in high fashion, housewares, specialty foods, outdoor recreation, as well as entertainment and other specialty retail that complements the destination ambience of the downtown core.



"We chose Downtown Langley for its central location and tremendous growth potential. We were attracted to the significant improvements being made ... on the rejuvenation of the downtown core."

"A huge bonus to this location is the amazing marketing support and events that the Downtown Langley Business Association (DLBA) and City provides to attract consumers to the area. We really lucked out picking this community."

Glenn Pineau
ALL OF OILS
allofoils.com

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The City of Langley is a shopping mecca. Significant area population growth combined with multiple planned redevelopments, the City of Langley is primed for retail growth and prosperity.

CENTRAL LOCATION

The City of Langley is part of the Metro Vancouver Regional District. Located in the centre of the Lower Mainland Region, the City of Langley marks the crossroads of several major highways and three major USA border crossings. It is also within easy distance of the Abbotsford International Airport, the Vancouver International Airport, and the BC Ferries Terminal.

POPULATION

There are nearly 3 million people in the region. Metro Vancouver (population: 2.3 million, with a 5-year growth rate of 9.3%) and the Fraser Valley Regional District (population: 278,000; growth rate of 8%). Langley City (population: 26,000 in 10 square km) is surrounded by Langley Township (population: 104,000) and Surrey (population: 463,000) with an averaged area 5-year growth rate in excess of 16.6%. (2011 CENSUS)

TRADE MARKET

The City of Langley enjoys a local trading population of 275,000 people, representing a \$3.84 billion trade market with an average household income of about \$95,000, higher than the BC average.

(RETAIL TRADE AREA STUDY, 2012-2016).

REGIONAL CITY CENTRE SHOPPING

As one of Metro Vancouver's Regional City Centre's, Langley gains additional government support to enhance and develop our infrastructure and thus our shopping areas.

Pedestrian-friendly Downtown Langley

With an award-winning Downtown Master Plan, pedestrian-friendly Downtown Langley is a destination for independent retailers and mixed-use commercial-residential development. This distinct pedestrian shopping district provides a more relaxed shopping experience and a greater diversity of goods that can't be found in the typical big box stores. As the social and cultural centre of the City, this area is home to some of the largest events in the region. With the active marketing support of the Downtown Langley Business Association, combined with the new and ongoing redevelopment, this area is quickly becoming a regional destination.

Big Box Plazas

Langley Regional City Centre is home to a number of notable retailers, including (but not limited to) Army & Navy, The Brick, Best Buy, Costco, Home Depot, Home Sense, Mountain Equipment Co-op, Pier 1 Imports, Rona, Spence Diamonds, Sears, Staples, Fedex-Kinkos, Walmart, and much more.

Vehicle Dealerships

With plenty of space and high traffic counts, the City of Langley is home to Canada's first Luxury Auto Mall, as well as a number of other notable motor and recreational vehicle dealerships.

Willowbrook Shopping Centre

With 640,000 square feet of retail commercial space and 150 stores, Willowbrook Shopping Centre is one of the largest shopping centres in Metro Vancouver, providing plenty of free parking.

ECONOMICAL LAND

The cost of living in Langley is significantly lower than Vancouver. Housing is about 40% lower than Vancouver. Lease rates for industrial and commercial property range from about \$8 to \$35 per square foot, with average rates in Downtown Langley about \$5 to \$10 per square foot.

"Our Downtown Langley businesses enjoy ongoing success. Thanks to our supportive business community, we are able to conduct multiple marketing campaigns and events that continuously draw a strong customer base.

"And thanks to the support of City Hall, we are seeing the City's *Vision for the Future* turn into reality. It is exciting to see new developments and retailers move to the area ... making the City of Langley the place to be."

Teri James, Executive Director
DOWNTOWN LANGLEY BUSINESS
ASSOCIATION (DLBA)
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