

ECONOMIC DEVELOPMENT STRATEGY

BE. ENTERPRISING.



Change is inevitable. The arrival of the SkyTrain will be catalytic. But for all things bigger, Langley City residents aspire to better. CONNECTIVITY to people and place is deeply valued. To “belong” to community and greater purpose is powerful. The challenge – and opportunity – is to translate connectivity in economic development terms.

How will Langley City be different and better in future in a way that inspires both residents and enterprise alike? Some key legacy-building foundations are established in this Economic Development Strategy.

A FoodTech INNOVATION District celebrates and leverages the region’s status as one of the most productive agricultural areas in Canada. This crystalizing vision connects a number of dots – from food and beverage manufacturing, to technology innovation. ENTREPRENEURSHIP aims to “grow our own”. A re-energized DOWNTOWN enables the community to gather soulfully, and entrepreneurs to prosper. Every square metre matters in a Langley City that is only 10 sq. km. LAND strategies will need to be imaginative to achieve a balancing act between aesthetic, well-appreciated walkability, and the economics required to have builders build. ENABLERS – from healthcare to public transit – need to be recognized and activated across all community plans to build a solid community-minded foundation.

Resources are needed to put plans to action. This Strategy is right-sized to introduce economic development programming in Langley City for the first time.

Why pursue economic development? Enterprise makes a significant contribution to municipal ability to provide desired services and amenities. And whether we break bread together around a restaurant table or walk to our job down the street, to be enterprising is to help weave the threads of community life together into a fabric that defines “the good life.”

Langley City. BE. Enterprising.



Created with input from two key community leaders workshops, a community survey, two City committee meetings, a Chamber of Commerce roundtable, a Chamber-hosted builders forum, and 15 interviews. Total participants: 310

Langley City respectfully acknowledges that the land on which we gather is on the traditional unceded territory of the qíçəy’ (Katzie), qw’ a:n̓ ə’n (Kwantlen), Mathxwí (Matsqui), and SEMYOME (Semiahmoo) First Nations.

SUMMARY

BE. Enterprising.

As a future FoodTech Hub and walkable city in metro Vancouver, Langley City celebrates its role as a welcoming meeting ground...between urban and rural, cultures, economy, and connection of people to place.

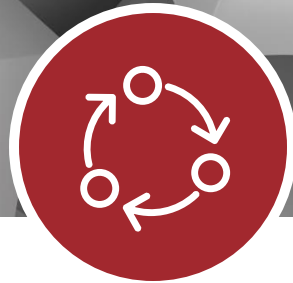
We're committed to a safe, inclusive, and human-scale community that retains our small-city charm while offering modern amenities and efficient public transportation. Our city fosters high quality of life with diverse shopping, entertainment, and recreational options.

Through visionary leadership, we'll develop a thriving downtown, enhance green spaces and trails, expand housing options, and nurture entrepreneurship. Breathe enterprise and life...more easily.

OUR VISION

Value Proposition

WHAT MAKES LANGLEY CITY DISTINCT?
Answer this question and 80% of a community's economic development pathway is defined via connection to people and enterprise who best connect with value proposition. And the more unique or powerful the value proposition, the further the lengths people will go to pursue it. The Langley City value proposition serves as a guidepost for strategic actions in this Plan.



Fraser Valley Hub

Langley City serves a trade area of approximately 180,000 (Langley Township - 150,000, Langley City 30,000) via "a downtown", retail, health and education services, and key amenities. Hub status will further solidify with SkyTrain arrival.



Growth and Diversity

5-year population growth 2016-2021: 11.9% (BC 7.6%). Median age is getting younger 41.2 (42.2 - 2016). Growth estimate 40,620 by 2050. Src: 2050 Metro Vancouver Growth Strategy. 82 languages spoken.



Relatively Affordable Living With Low Business Costs*

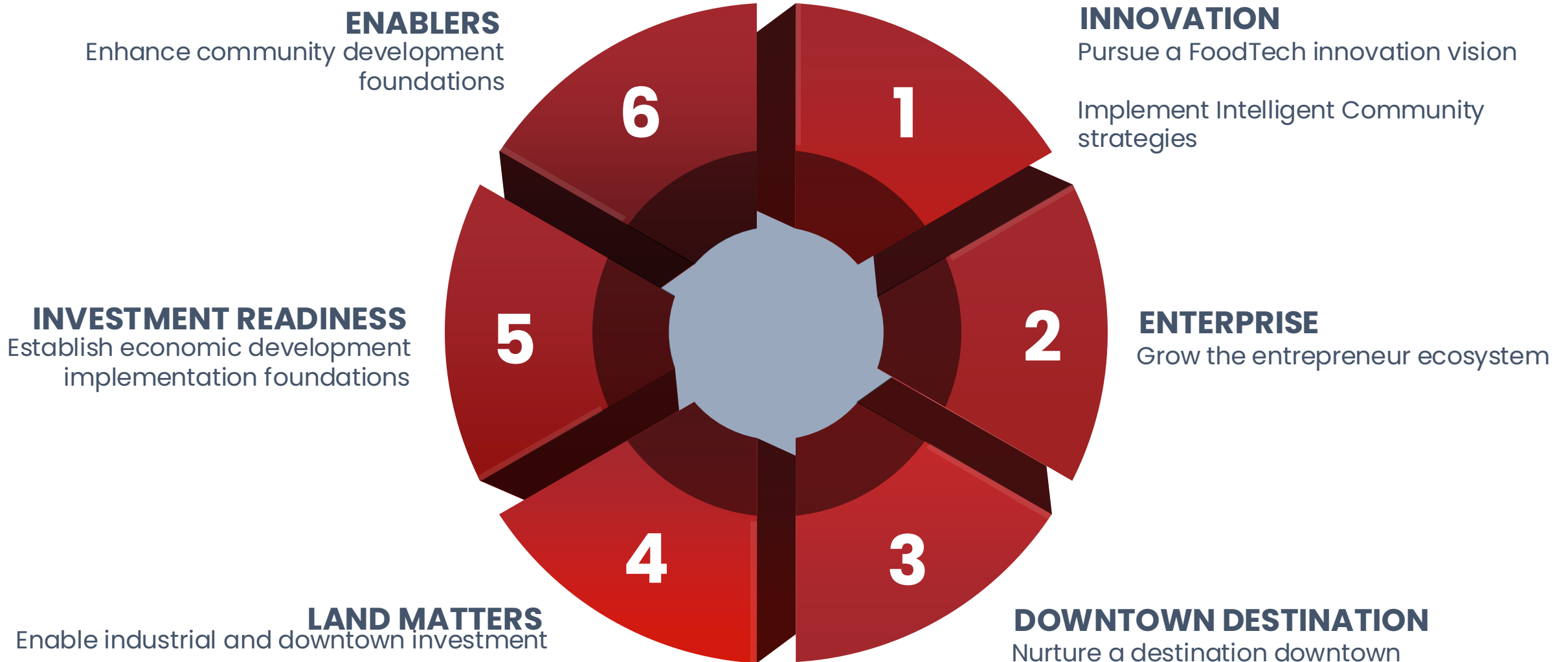
Median value owned dwellings \$548,000 (70% BC average, 52% Vancouver Metro). Median shelter costs owned dwellings \$1480 - 91% Vancouver metro. Median shelter costs rented dwellings \$1280 - 85% Vancouver metro. (Src: Census Canada, 2021). * Community survey, 2024

-Lifestyle Factors-

Community Survey Top 5: Small community feel, pathways and trails, local parks, relative location in Metro Vancouver, compact/walkable urban form. Lifestyle factors deeply valued by local residents are a value proposition for resident attraction strategy (professional services, digital nomads, remote workers, creators, independent entrepreneurs).

GOALS

GOALS are the way we will achieve our Economic Development Strategy. These goals are interconnected, ambitious, and achievable in pursuit of the transformative.



INNOVATION



Walkable. More affordable in Metro Vancouver. The SkyTrain. A re-energizing downtown. Nature. An Innovation District. KPU. These Langley City elements inter-connect to inspire new technology ways forward.

Innovation and research and development hubs are strategically intentional. Examples include Silicon Valley, Brainport Eindhoven in the Netherlands and Hsinchu High Tech Park in Taiwan.

Langley City success will be determined by our efforts to develop (Education) and attract Talent, Industry Cluster development, Government and Policy Support, Infrastructure excellence, and Quality of Life amenities.

Langley City's newly-established Innovation District needs a functional catalyst. FoodTech has been identified as this catalyst. "Intelligent Communities" actions will further enable this vision.

Innovation: the process of creating and implementing new ideas, products, services, or methods that provide value or improve existing solutions – involving efficiency, effectiveness, or user experience-focused technological advancements, improvements in processes, or novel approaches to problem-solving.

ENTERPRISE 2



Getting younger. The fastest growing immigration in Metro Vancouver. A dynamic Greater Langley Chamber of Commerce with 1075 members, and Downtown Langley Business Association with 600 members. Home to the exciting Maker Cube - who are offering entrepreneurs next-step transitional space for trades and creative industries and Elevate - a co-working space. An industrial base that punches above its weight (share of total workforce) in the Metro. A re-energizing downtown. An Innovation District. FoodTech.

To BE. Enterprising in Langley City will connect these dots in productive ways...to nurture and enable home-grown enterprisers. .

DOWNTOWN DESTINATION

3



Downtowns are our community soul. They gather us together to celebrate life and living. They grow businesses. They inspire in expression of aesthetic and creativity.

Downtown enhancement and “Mainstreet” are top of mind for the community with respect to Economic Development Strategy focus and action. Infrastructure enhancement, more activities, a food/entertainment/niche retail business mix, farm/craft market, and inspired aesthetic are key desires (Src: Community Survey, 2024).

Langley City has an excellent Downtown Action Plan and Downtown Design Guidelines however these plans are showing their age. A Plan update is required. Revitalization will require construction and the economics of this are challenging. From density to incentivization, new ways forward will require bold-vision imagination, City commitment to infrastructure and amenity investment, investment-friendly policy, and pro-active investment attraction initiative.

LAND MATTERS

4



10 sq. km. Every square inch will count for the future of Langley City. Successful commercial and industrial models will require up not out.

Industrial land connects dots between higher wage job creation, key industry sector development, tax revenue that: a) generates ability to pay for resident-desired services and amenities; and b) nurtures long-term, fiscally sustainable management of the City's infrastructure assets in a manner that achieves reasonable/competitive tax level. Aging sites and very limited available land present re-investment opportunities – including exploration of vertical industrial solutions and maximized site use.

The Innovation District will feature mixed use that enables dynamic new forms of enterprise activity – including incubators, accelerators, makers spaces, co-work, and advanced manufacturing.

Commercial land features in the downtown (experiential), and the bypass (service commercial). Policy tweaking that maximizes site coverage and use, and enablement of a downtown re-investment model are required.

These are critical building blocks for Langley City's prosperous future.

INVESTMENT READINESS

5

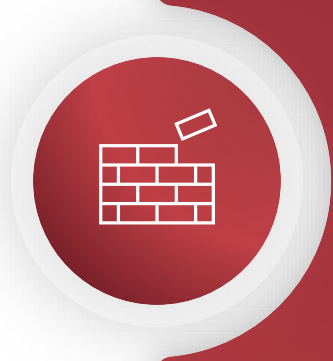


The City does not currently have permanent economic development staff or formal budget.

No Economic Development Strategy or economic development programming succeeds without organizational and financial resources that can quarterback its implementation. The City can accomplish much with careful and focused use of resources – featuring enabling policy, advocacy, and marketing.

Economic development is relationship-based. In its role as a local and regional collaborator, the City is uniquely able to connect dots between ideas and initiatives in ways that can achieve a sum greater than the parts. In this role, the City holds the best potential for “magic” in its hands in its expression of vision of, and hope for, an ambitious future that breathes pursuit of “better.”





ENABLERS

6



- Health services.
- Downtown and Mainstreet enhancement.
- Public transit.
- Recreation amenity development.
- Placemaking and beautification.
- Housing affordability and choice..

These community-building foundations have been identified by the community (Src: Community Survey, 2024) as key catalysts that enable achievement of economic development goals.

These foundations should be addressed in broader City strategic planning.

KEY PERFORMANCE INDICATORS

1

Positive Trending Net Promoter Score

Current: -19

Benchmarks: 0+ good. 20+ favourable. 50+ excellent

Net Promoter score is a well-used measure of loyalty to products and place. A positive-trending score, surveyed every three years, has a number of positive community and economic development benefits for a region that needs to address perception to make substantive investment/ workforce attraction inroads.

2

Increased Business Licenses Per Capita

With a baseline established in 2024, a positive trending number indicates a key diversification strategy (entrepreneurship) is generating success. Monitor Food & Beverage business license numbers specifically to check longer-term progress towards sector goals.

3

Maintain Non-Residential Assessment Ratio

Current: 27.5%

With the 15th highest non-residential assessment ratio of 161 urban BC municipalities, non-residential tax contribution to City services and amenities is very significant – and reduces residential tax burden. Maintaining this ratio will be a challenge with SkyTrain completion and associated residential development pressure.



The Economic Development Strategy is a key means to implement the Langley City Nexus of Community Strategy.

We are the nexus between the Fraser Valley and Metro Vancouver—a portal between two worlds. We complete the future fixed rail rapid transit line. We are a nexus for our surrounding communities. For families. For young professionals. For small business owners. For residents young and old.

nex·us (neksəs) *noun*
a connection or series of connections linking two or more things. A focal point, the central and most important point or place

Langley City is nexus and this is our vision.



WE ARE...WHAT WE EAT

(sample marketing messaging)

Food. It waves a magic wand in its dance around our hungry mind. Around a table, food uniquely builds bridges to an “us” that lies in shared experience.

Pursue your zing...pizzazz...and spice of life in Metro Vancouver’s FoodTech Hub in Langley City - a vision designed to connect us in ways that move our soul and inspire new and connected ways forward.

Join us in our legacy-building.

Langley City - BE. Enterprising.



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