

# Award Winning Langley Brownfield Redevelopment Strategy a Catalyst to Economic Activity

Pioneering strategy transforms contaminated sites into hotspots for job creation, revenue generation and investment

**C**ITY OF LANGLEY – Recognized as the first Local Government initiative of its kind in British Columbia, the City of Langley's Brownfield Redevelopment Strategy has led to the creation of \$192.9 million in new construction value and over 850 jobs in the City to date.

Designed to support the conversion of derelict or underutilized commercial or industrial sites into higher and more productive land uses, the City of Langley's Brownfield Redevelopment Strategy has the attention of major developers and investors. The strategy demonstrates how brownfield redevelopment yields "triple bottom line benefits," as Alan McCammon, Manager of Remediation Assurance & Brownfields at the Ministry of Environment, Province of BC attests.

For instance, brownfield site remediation and development have shown to increase property values for both the subject property and surrounding parcels. Projects from the US have shown increases of 5 to 15 percent in property value surrounding sites up to 1.2 kilometers away. In some cases, "impact" projects have had much higher impacts on property values, even exceeding 100%.

Historically, developers have remained wary of brownfield sites, envisioning challenges in site remediation and project costs. But with a trend towards sustainability and limited land available for development, the City of Langley, which is only 10 square miles in area, had to take a leadership role in making brownfield sites financially and operationally attractive.

"We are a small organization, but we believe leanness inspires innovation. Our new Brownfield Redevelopment Strategy – recognized as "the first of its kind in BC" – demonstrates our commitment to sustainable development and innovative problem solving" says City of Langley Mayor Ted Schaffer.

Created in consultation with Colliers International, this strategy demonstrates how the City of Langley can make brownfield redevelopment more enticing to investors and developers. Benefits to the City include dramatic success stories of job creation, increased tax revenue, heightened investment activity, community revitalization and restoration of the urban environment, while maintaining sustainability and limiting urban sprawl.

A leading poster child for the success of brownfield redevelopment in the City of Langley is the **Cascades Casino Resort and Coast Hotel & Convention Centre**,



The multi-million Paddington Station Project transformed a previously contaminated old industrial site into an attractive multi-family residential project in the pedestrian-oriented downtown core.

**"We are a small organization, but we believe leanness inspires innovation. Our new Brownfield Redevelopment Strategy – recognized as "the first of its kind in BC" – demonstrates our commitment to sustainable development and to converting former brownfield sites into profitable ventures."**

**TED SCHAFFER**  
MAYOR, CITY OF LANGLEY

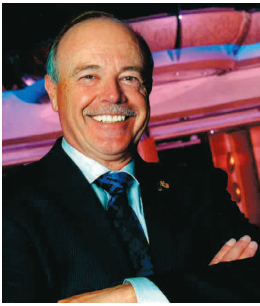


Innovation & an open for business attitude make the City of Langley "The Place to Be"! Left to right: Councillors Jack Arnold, Rosemary Wallace, Mayor Ted Schaffer, Councillors Gayle Martin, Teri James, Dave Hall.

built for \$45.2 million on a former industrial site home to fertilizer and bulk-fuel operations. Jag Nijjar, Vice President of Operations

for Gateway Casino & Entertainment Ltd. says "The City navigated through the provincial remediation regulatory regime

and acted as a partner in the redevelopment of this site, streamlining the development process. The City's vision and assistance



**City of Langley Mayor Ted Schaffer is pleased with the significant benefits emanating from its award winning Brownfield Redevelopment Strategy.**

allowed Gateway to redevelop the contaminated site into a major regional entertainment destination and community asset." The development created over 500 jobs and has to date contributed over \$55 million to City revenues.

Other major success stories in Langley are the recent **Cactus Club Café** and retail plaza valued at \$7 million, the **Langley Power Centre** retail plaza built for \$66.7 million, the **Fraser Crossing Shopping Plaza** valued at \$23.9 million, and the upscale **Paddington Station MF Residential** build worth \$50 million.

Peter Warkentin, CEO of Quadra Homes says "With the assistance of the City's Development Services Department team we



**Brownfield remediation and redevelopment transforms unsightly liabilities into sources of economic activity such as the Cascades Casino Resort and Coast Hotel and Convention Centre built for \$45.2 million. The premises employ 500 people with \$55M in proceeds brought to the city to date.**

built a very successful \$50M project which included 220 condominium and town home suites called **Paddington Station**. Without the support of the City of Langley, we would not have undertaken this successful [brownfield] project."

Like wise **Eric Carlson, President of Anthem Properties Group Ltd.** adds "In partnership

with the City, Anthem has seen two former brownfield sites redeveloped into two of Langley's busiest shopping destinations: **Fraser Crossing Shopping Centre** and the **Langley Power Centre**. The City of Langley has repeatedly shown its ability to work with business to develop a variety of thriving commercial, retail and residential projects."

As further acknowledgement to the City's brownfield success, Executive Director of the **Downtown Langley Business Association, Teri James**, adds "All Brownfield Development projects in Downtown Langley have had a significant and measurable economic impact to our community, including employing hundreds of people and have provided a

significant and sustainable increase to our tax base."

In addition to receiving industry accolades, the City of Langley's initiative won a national "Brownie" Award of Excellence in brownfield development from the Canadian Urban Institute (CUI) in 2013. In June 2014, the **British Columbia Economic Development Association (BCEDA)** awarded the City its prestigious **Community Award** (population over 20,000) for the focus on economic development bringing positive change in the community.

"We are extremely proud of our Brownfield Redevelopment Strategy," says Mayor Ted Schaffer. "To be recognized both nationally by the Canadian Urban Institute and now provincially by the British Columbia Economic Development Association is a great honour."

"This new strategy shows how the City of Langley can partner with developers to create a win-win scenario. It continues to act as a catalyst for generating new investment and creating additional vitality in the City of Langley," says City of Langley Mayor Ted Schaffer. "It further builds on our award-winning Downtown Master Plan and Economic Development Strategy to position the city as a partner in the continued redevelopment of our community."

Visit <http://www.city.langley.bc.ca/>

# City of Langley Brownfield Redevelopment ...Turning Brown into Green



*"To date, the City's Brownfield Redevelopment Strategy has resulted in \$192.9 million in new construction value and more than 850 jobs."*

TED SCHAFFER, ACTING MAYOR  
CITY OF LANGLEY

**Discover how you can turn undervalued brownfield sites into green and profitable ventures.**

Contact the City of Langley about prime real estate opportunities. Also visit our Brownfield webpage and ask about our Sector Profiles.

T: 604 514 2800  
E: info@langleycity.ca  
W: city.langley.bc.ca

**CACTUS CLUB (\$7 MILLION)**

**COAST HOTEL & CONVENTION CENTRE / CASINO RESORT (\$45.2 M; 500 JOBS)**

**FRASER CROSSING (\$23.9 MILLION)**

**PADDINGTON STATION (\$50 MILLION)**

- STRATEGIC ADVANTAGES**
- **CENTRAL LOCATION:** Heart of the Lower Mainland
  - **AFFLUENT DEMOGRAPHICS:** Household Income: \$95,477 in Primary Trade Area — higher than BC average at \$81,595
  - **GROWING POPULATION:** - 272,171 people in trade area - 16.6% averaged area growth - projected to double by 2026
  - **LOW LEASE RATES:** \$11 – \$35
  - **TRADE POTENTIAL:** \$3.84 billion in trade area
  - **LOWEST TAX:** commercial to residential taxes in Metro Vancouver (2013 NAIOP)
  - **BEST APPROVAL TIMES** in Metro Vancouver (2013 NAIOP)
- AWARD WINNING SUCCESS**
- 2014 BCEDA Award (Brownfield)
  - 2013 CUI Brownie Award
  - 2013 NAIOP Municipal Excellence Award
  - 2013 UBCM Open for Business
  - 2010 PIBC Award of Excellence (Downtown Master Plan)
  - 2009 BCEDA Award (Downtown Master Plan)