City of Langley

Retail Trade Area Analysis and Retail Demand Brief (Update)

August 30, 2012

PREPARED FOR:

City of Langley

Table of Contents

Introduction

Colliers commends the City of Langley for taking the initiative to consistently and regularly invest in effective market research, which can not only generate fresh understanding of shifting market supply, demographic, and demand dynamics, but also contribute benchmark ideas and lessons from other relevant markets throughout Canada and North America. This allows a municipality such as the City of Langley to have a clear and absolutely current understanding of its strategic market context, to convey to the market the business opportunities it has to offer, and to engage the business and development community in meaningful, actionable dialogue.

Update to April 2009 Report

This report is an update of a previous Retail Trade Area Brief which was completed for the City of Langley in April, 2009. The earlier report covered the following:

- Regional Retail Overview
- Retail Trade Area Description
- Trade Area Population & Demographic Review
- Trade Area Retail Demand Assessment

Additions for 2012 Report

In order to make this update as useful as possible, Colliers has included the following in this 2012 Retail Trade Area Analysis and Retail Demand Brief:

- Regional Retail Overview highlighting relevant retail market statistical trends
- Retail Supply Highlights – local and competitive retail supply exerting influence on local shopping patterns
- Detailed Trade Area Demographic Summary Tables – comparing identified City of Langley, Regional Primary, and Regional Secondary trade areas to the provincial (BC) profile across a wide range of relevant demographic characteristics
- Anticipated Retail Demand Potential over the 2012-2016 period – rather than a single year snapshot
- Restaurant Food & Beverage Demand Potential – also over the 2012-2016 period

Regional Retail Overview

Metro Vancouver Retail Market Trends

Colliers' historical tracking of retail market trends at the Langley/Aldergrove sub-level clearly shows the impact of the larger economic slowdown on the local retail market, with drops in retail rental rates and an increase in vacancy from under 1.6% to 3.0%.

Since 2010, however, local market conditions have strengthened substantially, with vacancy dropping to 2.5% and rental rates reflecting significant growth on the top end of the range.

Metro Vancouver Retail Market Trends
Langley/Aldergrove Sub-Market
4th Quarter 2009 to 2nd Quarter 2012

Market Factor	4Q 2009	4Q 2010	4Q 2011	2Q 2012
Total # of Centres	10	11	11	11
Total GLA (sf)	1,344,669	1,466,586	1,466,586	1,466,586
Anchor Rate Range ($/sf)	$15-20	$10-18	$11-30	$11-30
CRU Rate Range ($/sf)	$25-35	$20-30	$12-46	$12-46
Pad Rate Range ($/sf)	$30-35	$28-35	$26-45	$26-45
Vacant GLA (sf)	21,226	43,939	42,504	36,772
Vacancy Rate (%)	1.58%	3.00%	2.90%	2.50%

Source: Colliers International - Metro Vancouver Retail Reports.

New Competitive Regional Retail Supply

A number of major new competitive retail projects of interest (and over 200,000 sf) are at various stages of planning and completion throughout Metro Vancouver. These projects, which are most likely to draw patronage from a wide regional trade area (including the City of Langley), include the following:

McArthur Glen's Luxury Outlet Mall (YVR)

UK-based luxury premium outlet developer McArthur Glen is planning a roughly 350,000 sf premium outlet centre in a partnership with YVR, on a site at Russ Baker Way and Gilbert Road. The developer's experience in working with a large range of luxury and other fashion outlet tenants not yet represented in the Metro Vancouver market is likely to assist in the lease-up and super-regional market reach. *Competitive influence on the City of Langley: Low*

Shape Properties' "High Street" (West Abbotsford)

High Street is an innovatively designed 600,000 sf centre intended to make the most of a large sloped site alongside Highway 1 at Mt. Lehman Road. The centre, currently under construction, will be anchored by Walmart, Marshall's, Cineplex Odeon, and London Drugs. *Competitive influence on the City of Langley: Low-Moderate*

Ivanhoe Cambridge's Oakridge Centre Redevelopment

Ivanhoe Cambridge, in partnership with Westbank, has ambitious plans for the 11 hectare Oakridge Centre site, which would see it converted into a major mixed-use community/hub including housing, additional retail space, offices, parks, walking trails, a new library, and bike paths. *Competitive influence on the City of Langley: Low*

Ivanhoe Cambridge's Guildford Town Centre Redevelopment

A three phase redevelopment of Guildford Town Centre was initiated in June, 2010. The first phase, completed in the Fall of 2011, included a new Walmart Supercentre and two-level parking structure. Subsequent phases will see a thorough renovation of the existing mall's interior and construction of an expansion wing on the south side, which will include 75 new stores and a food court. *Competitive influence on the City of Langley: Moderate*

PDG's "Tsawwassen Commons"

Property Development Group is developing a 600,000 sf open-format retail centre ("destination power centre") on a 50-acre site which would complement Ivanhoe Cambridge and TFN's "Tsawwassen Mills", bringing the total retail node to about 1.8 million sf. This project, along with Tsawwassen Mills (described below) is located along Highway 17 between the intersections of 52nd Street and 48th Street. Both projects will have shared entrances from a new roadway and shared internal circulation, along with complementary merchandising mixes. *Competitive influence on the City of Langley: Moderate*

Ivanhoe Cambridge & TFN's "Tsawwassen Mills"

This enclosed shopping centre will comprise roughly 1.2 million sf of destination retail and entertainment space. It will follow the general design and tenant mix model successfully integrated into CrossIron Mills in Balzac (north of Calgary, Alberta) and Vaughan Mills (north of Toronto). Tsawwassen Mills is planned to include roughly 17 "major retailers", supported by over 175 smaller retail shops, a food court and kiosks. As with all "Mills" concept centres, a high proportion of the tenant mix will be considered outlet or value priced, though this will be mixed in with regular retail and an entertainment/restaurant component. *Competitive influence on the City of Langley: Moderate*

Degelder Group's Plaza at New Westminster Station (formerly Plaza 88)

One of the clearest examples of Transit-Oriented Development, the Plaza at New Westminster Station opened its major anchors Safeway and Landmark Cinemas in 2012. The property, which features 194,000 sf of gross leasable area and a 422 stall paid parking garage, was recently sold for $100 million by Degelder to First Capital Realty. *Competitive influence on the City of Langley: Low*

PCI Group's Marine Gateway on Canada Line

PCI Group continue to evolve the Transit-Oriented Development concept in Metro Vancouver with Marine Gateway, an 820,000 sf mixed use project located directly adjacent to the Marine Drive Canada Line station. In addition to over 246,000 sf of office space, Marine Gateway will include roughly 260,000 sf of retail and commercial service space, with a tenant mix including a major supermarket, drug store, and movie theatre complex. *Competitive influence on the City of Langley: Low*

Park Royal Redevelopment

Park Royal in West Vancouver is adding 120,000 sf of new retail and multi-use space, adding 20 new stores in the process. The new space is intended to have similar qualities and public space amenities to the Village at Park Royal, with a tenant mix more geared toward fashion retailers. *Competitive influence on the City of Langley: Low*

Wesgroup's "River District" Retail Component

The 129-acre River District (formerly East Fraserlands) community is ultimately planned to comprise 218,000 sf of retail space on between Kerr Street and Boundary Road along Marine Way in southeast Vancouver. There are three complementary shopping "districts" planned – the Town Square, the Waterfront, and High Street, with a tenant mix geared toward a mix of convenience retail, specialty shops and restaurants. Romer's Burger Bar is a key restaurant/lifestyle tenant now operating on-site. *Competitive influence on the City of Langley: Low*

Onni Group's Fremont Village

This Walmart and Canadian Tire-anchored open-format centre, located at Lougheed Highway and the Maryhill Bypass, will ultimately comprise 600,000 sf of retail space. *Competitive influence on the City of Langley: Low*

Property Development Group's Eagle Landing

PDG is developing this 650,000 sf Walmart (one of the largest in BC) and Home Depot-anchored open format centre on Eagle Landing Parkway in Chilliwack. The centre is being developed in joint partnership with the Squiala First Nation. Another key tenant is a Cineplex Odeon theatre complex. *Competitive influence on the City of Langley: Low-Moderate*

Canada Lands' Central at Garden City

Central at Garden City, a 360,000 sf open-format retail centre at Garden City Road and Alderbridge Way, will be anchored by Richmond's first Walmart, along with Marshall's and Bed Bath & Beyond. CLC is developing the project following a ground-breaking agreement of purchase and sale which divided ownership of the Garden City Lands between the City and a Joint Venture between CLC and the Musqueam First Nation. *Competitive influence on the City of Langley: Low*

Evolution of Local City of Langley Retail Supply

While the Downtown Langley core area continues to evolve at a modest but healthy pace, two of the most important areas of ongoing growth and possibility with respect to local retail infrastructure involve the OpenRoad Auto Group's expanding project "The Collection" and an expanded multi-purpose Willowbrook Shopping Centre, both of which serve to differentiate the City's retail market offering (and positioning) from that of the larger Township:

OpenRoad Auto Group's "The Collection"

The continued expansion of OpenRoad Auto Group's auto mall on the Glover Road and Langley Bypass is a clear indication of the City of Langley's strategic positioning within the Lower Mainland generally, and south of the Fraser River specifically. "The Collection" is the first luxury-focused auto sales centre to serve the eastern communities of Metro Vancouver.

The auto mall as a whole will comprise over 15 acres, with roughly 10 acres slated for car dealerships and the remaining space incorporating office and other types of commercial space.

Joining BMW/Mini at the mall is Infiniti, with a 19,000 sf glass-fronted showroom including seven service bays. Showroom finishing (for this first Infiniti dealership to be built in Metro Vancouver from the ground up) is set at the level of a five-star hotel.

Niche merchandise clusters such as this signal a distinct shift away from the traditional value-oriented power centre development types prevalent throughout the Fraser Valley.

Willowbrook Shopping Centre Expansion

Willowbrook Shopping Centre is a vital commercial anchor for the larger Langley Regional City Centre, which serves as a regional hub for both the City of Langley and the Township of Langley, as well as a large part of eastern Surrey. As noted by Metro Vancouver, Langley Regional City Centre contains over 5.3 million sf of commercial floor area, including the majority of the area's retail services, along with significant office and industrial inventory.

The roughly 647,000 sf Bay, Sears and future Target anchored Willowbrook Shopping Centre has continued to improve its merchandise mix, most recently with the successful attraction of casual eatery Cactus Club. Bentall Kennedy is in the process of a major update to Willoughby, which would potentially see it incorporate an outdoor "high street" component as well as mixed uses – a move that follows a North America-wide trend for successful shopping centres with significant development capacity.

Successful outdoor retail environments across western North America are being considered for benchmarking ideas and lessons possibly to be incorporated at Willowbrook. A move like this could significantly expand the range of Willowbrook's geographic market appeal, as well as its ability to attract more upscale retailers and service providers seeking a more modern, high exposure store space. The "mall with a tail" concept echoes another regional benchmark property – Park Royal – whose outdoor Village at Park Royal component has been very successful. A 120,000 sf addition is now in the works for further outdoor shopping/dining space at Park Royal.

With Willowbrook, Bentall Kennedy has both the land capacity and a strong commercial shopping centre base necessary to expand the centre's appeal and function as a social/communal in addition to a shopping/service destination.

Retail Trade Area Analysis

Retail Trade Area Delineation

For comparative purposes allowing for tracking over time, Colliers has delineated trade area boundaries previously defined in the April 2009 Retail Trade Area Brief.

These include:

- **Core City of Langley Trade Area** – encompassing the area within the City of Langley's municipal boundaries, as this is a reasonable trade area for neighbourhood convenience purchases;
- **Regional Primary Trade Area** – geographic area from which approximately 60% of retail expenditures on destination or comparison retail goods are generated;
- **Regional Secondary Trade Area** – geographic area from which roughly an additional 25% of total City of Langley retail expenditures are originating

Detailed demographics were run for these geographic areas using PCensus and 2012 Environics data.

Population Growth (2006 to 2011 Census Period)[1]

2011 Census Population and Dwelling Counts	City of Langley	Langley Regional PTA	Langley Regional STA	British Columbia
2011 Population	25,081	154,041	89,488	4,400,057
2006 Population*	23,606	129,320	82,343	4,113,487
2006-2011 Population Change				
Persons	1,475	24,721	7,145	286,570
Percent Change	6.25%	19.12%	8.68%	6.97%
Annual Average Growth (#)	295	4,944	1,429	57,314
Annual Average Growth (%)	1.22%	3.56%	1.68%	1.36%
2011 Private Dwellings	11,810	60,173	34,833	1,945,365
Occupied by Usual Residents	11,315	57,400	33,325	1,764,637
Source: Statistics Canada, Colliers' Pcensus delineations, block level data.				

The City saw an average annual increase of nearly 300 residents between 2006 and 2011, or about 1.22% per year. The much larger Regional PTA recorded an annual increase of over 4,940 residents or nearly 3.6% over the same period. The Regional STA population rose by an average of over 1,420 residents or almost 1.7% between these Census periods.

Population by Age Profile (2012 Estimates)

City of Langley Trade Area Population Growth	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
Age Group	#	%	#	%	#	%	#	%
0 to 19 years	5,380	19.52%	36,843	23.34%	23,694	24.42%	968,658	20.78%
20 to 34 years	6,565	23.83%	33,500	21.22%	18,516	19.08%	989,029	21.22%
35 to 49 years	5,743	20.84%	34,328	21.74%	23,659	24.39%	983,471	21.10%
50 to 64 years	5,065	18.38%	31,494	19.95%	18,983	19.57%	992,435	21.29%
65 to 74 years	2,027	7.36%	11,323	7.17%	6,700	6.91%	396,160	8.50%
75 years and over	2,775	10.07%	10,392	6.58%	5,467	5.63%	331,153	7.10%
Median Age - Total	40.1		39.3		39.7		41.1	
Source: Statistics Canada Census data, Environics non-Census year estimates.								

The median age of Langley trade area residents is significantly below the provincial profile median of 41.1, reflecting the attractiveness of Langley and environs for young working couples and families.

[1] PCensus boundaries as drawn in Trade Area Map. Population figures later adjusted to match April 2009 estimates for more accurate retail demand (expenditure potential) calculation.

Household Size Profile

2012 Estimates Households and Dwellings	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Households by Size of Household	**12,712**	**%base**	**60,106**	**%base**	**36,651**	**%base**	**1,896,737**	**%base**
1 person	4,845	38.10%	13,955	23.20%	8,108	22.10%	540,542	28.50%
2 persons	4,052	31.90%	19,681	32.70%	11,912	32.50%	647,930	34.20%
3 persons	1,699	13.40%	9,689	16.10%	6,263	17.10%	280,443	14.80%
4 - 5 persons	1,843	14.50%	14,815	24.60%	9,341	25.50%	371,087	19.60%
6 or more persons	273	2.10%	1,967	3.30%	1,027	2.80%	56,735	3.00%
Persons per household	2.15		2.6		2.62		2.42	
Source: Statistics Canada Census data, Environics non-Census year estimates.								

While the City of Langley household average (2.15) is well below the provincial average (2.42) – reflecting the extent of young working singles and couples (70% of all households are 1 and 2 person), the averages in both the Regional Primary and Regional Secondary areas are at or above 2.6 – driven by a notably larger proportion of large households of 4 or more persons.

Household Tenure and Structure Type Profile

2012 Estimates Households and Dwellings	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Occupied Private Dwellings by Tenure	**12,712**	**%base**	**60,106**	**%base**	**36,651**	**%base**	**1,896,737**	**%base**
Owned	7,520	59.20%	48,120	80.10%	29,588	80.70%	1,338,566	70.60%
Rented	5,192	40.80%	11,986	19.90%	7,043	19.20%	553,713	29.20%
2012 Occupied Private Dwellings by Structure Type	**12,712**	**%base**	**60,106**	**%base**	**36,651**	**%base**	**1,896,737**	**%base**
Houses	4,545	35.80%	41,137	68.40%	26,649	72.70%	1,104,866	58.30%
Single-detached house	3,010	23.70%	32,117	53.40%	21,802	59.50%	916,663	48.30%
Semi-detached house	265	2.10%	2,099	3.50%	723	2.00%	58,513	3.10%
Row house	1,270	10.00%	6,922	11.50%	4,124	11.30%	129,690	6.80%
Apartment, building low and high rise	7,430	58.40%	11,240	18.70%	5,476	14.90%	546,768	28.80%
Less than five	0	0.00%	6	0.00%	779	2.10%	148,094	7.80%
Five or more floors	7,430	58.40%	11,234	18.70%	4,697	12.80%	398,674	21.00%
Detached duplex	714	5.60%	5,997	10.00%	3,532	9.60%	192,460	10.10%
Other single-attached house	13	0.10%	114	0.20%	47	0.10%	3,801	0.20%
Movable dwelling	10	0.10%	1,618	2.70%	947	2.60%	48,842	2.60%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

In 2006, 61% of City dwellings were owner-occupied; this has decreased slightly, to 59% in 2012

In 2006, 26% of dwellings were single-family, vs. just under 24% today – a function of the area's attractiveness for a range of multi-family housing types.

Households by Age of Maintainer Profile

2012 Estimates Households and Dwellings	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Households by Age of Maintainer	**12,712**	**%base**	**60,106**	**%base**	**36,651**	**%base**	**1,896,737**	**%base**
15 to 24 years	643	5.10%	1,536	2.60%	712	1.90%	59,222	3.10%
25 to 34 years	2,322	18.30%	9,171	15.30%	4,920	13.40%	278,616	14.70%
35 to 44 years	2,208	17.40%	11,218	18.70%	8,067	22.00%	340,478	18.00%
45 to 54 years	2,307	18.10%	13,760	22.90%	9,547	26.00%	414,414	21.80%
55 to 64 years	2,001	15.70%	11,385	18.90%	6,136	16.70%	362,344	19.10%
65 to 74 years	1,341	10.50%	6,587	11.00%	3,964	10.80%	235,185	12.40%
75 years or over	1,890	14.90%	6,449	10.70%	3,305	9.00%	206,478	10.90%
Median Age	50.1		50.9		49.8		51.5	
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Both the City and Regional PTA have a higher proportion of younger household maintainers; with the 25-34 range accounting for 18.3% of all City and 15.3% of all Regional PTA households (vs. 14.7% for BC).

Highest Level of Education Profile

2012 Estimates Highest Level of Education	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Household Population 15 years and over by Educational Attainment	**23,333**	**%base**	**129,946**	**%base**	**79,121**	**%base**	**3,899,262**	**%base**
No certificate, diploma or degree	5,330	22.80%	23,264	17.90%	14,851	18.80%	727,039	18.60%
High school certificate or equivalent	6,635	28.40%	37,976	29.20%	24,220	30.60%	1,045,506	26.80%
Apprenticeship or trades certificate or diploma	3,289	14.10%	16,236	12.50%	10,638	13.40%	404,282	10.40%
College, CEGEP or other non-university certificate or diploma	4,045	17.30%	23,088	17.80%	14,954	18.90%	618,394	15.90%
University certificate or diploma below bachelor	1,101	4.70%	7,478	5.80%	3,832	4.80%	228,060	5.80%
University certificate or degree	2,933	12.60%	21,904	16.90%	10,625	13.40%	875,981	22.50%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Labour Force Participation Profile

2012 Estimates Labour Force	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Household Population 15 years or Over by Labour Force Participation	**23,333**	**%base**	**129,946**	**%base**	**79,121**	**%base**	**3,899,262**	**%base**
In the labour force	15,364	65.80%	91,513	70.40%	54,804	69.30%	2,559,249	65.60%
Not in the labour force	7,969	34.20%	38,433	29.60%	24,317	30.70%	1,340,013	34.40%
Participation rate	65.80%		70.40%		69.30%		65.60%	
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Labour participation rates are either at (City of Langley proper) or above BC levels.

Labour Force by Occupation Profile

2012 Estimates Ocuupational Representation	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Labour Force 15 years and over by Occupation	**15,364**	**%base**	**91,513**	**%base**	**54,804**	**%base**	**2,559,249**	**%base**
Occupation - Not applicable	223	1.50%	883	1.00%	639	1.20%	38,738	1.50%
All occupations	15,141	98.50%	90,617	99.00%	54,203	98.90%	2,520,511	98.50%
Management	1,525	9.90%	10,608	11.60%	5,741	10.50%	268,742	10.50%
Business, finance and administration	2,726	17.70%	17,945	19.60%	9,870	18.00%	435,109	17.00%
Natural and applied sciences and related	713	4.60%	4,406	4.80%	2,265	4.10%	160,056	6.30%
Health occupations	660	4.30%	4,348	4.80%	3,028	5.50%	138,729	5.40%
Occupations in social science, education, government service and religion	1,041	6.80%	6,830	7.50%	3,926	7.20%	205,030	8.00%
Occupations in art, culture, recreation and sport	328	2.10%	2,063	2.30%	1,330	2.40%	88,324	3.50%
Sales And Service	4,084	26.60%	22,076	24.10%	12,897	23.50%	636,457	24.90%
Trades, transport and equipment operators and related	2,869	18.70%	16,096	17.60%	10,970	20.00%	387,585	15.10%
Occupations unique to primary industry	301	2.00%	3,025	3.30%	1,883	3.40%	97,157	3.80%
Occupations unique to processing, manufacturing and utilities	894	5.80%	3,222	3.50%	2,292	4.20%	103,322	4.00%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

The city of Langley has strong representation in the Sales and Service sector of the labor force, relative to the broader trade areas and the province as a whole.

The city and its regional trade areas also have significantly higher than BC proportions of workers in the Trades, Transport and Equipment Operators sector, with 18.7% (City), 17.6% (Regional PTA), and 20% (Regional STA) vs. 15.1% for the province as a whole.

Representation in Management or Business, Finance, & Administration occupations is also at or above the provincial profile.

Population by Immigrant Status & Place of Birth

A detailed list of Langley trade area population by immigrant status (2012) is presented below:

2012 Estimates Immigration	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Population by Immigrant Status and Place of Birth	**27,291**	**%base**	**156,399**	**%base**	**96,096**	**%base**	**4,592,556**	**%base**
Non-immigrant population	22,058	80.80%	127,359	81.40%	77,638	80.80%	3,242,137	70.60%
Born in province of residence	14,254	52.20%	92,262	59.00%	58,174	60.50%	2,192,773	47.70%
Born outside province of residence	7,804	28.60%	35,097	22.40%	19,464	20.30%	1,049,364	22.80%
Immigrant population	4,933	18.10%	27,982	17.90%	18,061	18.80%	1,299,652	28.30%
United Kingdom	824	3.00%	4,815	3.10%	3,502	3.60%	136,280	3.00%
China	221	0.80%	1,299	0.80%	640	0.70%	195,991	4.30%
India	122	0.40%	2,718	1.70%	1,113	1.20%	157,611	3.40%
Philippines	484	1.80%	1,386	0.90%	898	0.90%	94,211	2.10%
Italy	32	0.10%	409	0.30%	286	0.30%	18,811	0.40%
United States	278	1.00%	1,755	1.10%	880	0.90%	60,118	1.30%
Hong Kong	79	0.30%	249	0.20%	313	0.30%	72,485	1.60%
Germany	268	1.00%	1,145	0.70%	921	1.00%	41,035	0.90%
Poland	81	0.30%	407	0.30%	235	0.20%	15,807	0.30%
Vietnam	65	0.20%	414	0.30%	412	0.40%	29,074	0.60%
Portugal	23	0.10%	241	0.20%	283	0.30%	9,481	0.20%
Pakistan	21	0.10%	90	0.10%	99	0.10%	11,796	0.30%
Jamaica	47	0.20%	222	0.10%	65	0.10%	2,971	0.10%
Netherlands	193	0.70%	1,083	0.70%	704	0.70%	22,662	0.50%
Sri Lanka	0	0.00%	40	0.00%	35	0.00%	5,155	0.10%
South Korea	233	0.90%	2,931	1.90%	948	1.00%	47,458	1.00%
Iran	11	0.00%	89	0.10%	351	0.40%	28,434	0.60%
Guyana	17	0.10%	63	0.00%	159	0.20%	1,760	0.00%
Romania	179	0.70%	476	0.30%	116	0.10%	9,192	0.20%
France	24	0.10%	122	0.10%	40	0.00%	5,061	0.10%
Lebanon	18	0.10%	26	0.00%	1	0.00%	2,037	0.00%
Greece	0	0.00%	88	0.10%	88	0.10%	4,820	0.10%
Trinidad & Tobago	17	0.10%	71	0.00%	162	0.20%	2,767	0.10%
Taiwan	90	0.30%	1,033	0.70%	375	0.40%	41,381	0.90%
Russian Federation	29	0.10%	159	0.10%	230	0.20%	10,925	0.20%
Ukraine	22	0.10%	141	0.10%	32	0.00%	7,288	0.20%
Mexico	49	0.20%	240	0.20%	102	0.10%	8,441	0.20%
Hungary	222	0.80%	477	0.30%	180	0.20%	7,642	0.20%
El Salvador	15	0.10%	101	0.10%	85	0.10%	5,763	0.10%
Egypt	18	0.10%	148	0.10%	13	0.00%	2,156	0.00%
Croatia	9	0.00%	151	0.10%	184	0.20%	5,641	0.10%
Columbia	38	0.10%	119	0.10%	1	0.00%	4,208	0.10%
South Africa	15	0.10%	568	0.40%	381	0.40%	13,559	0.30%
Iraq	0	0.00%	94	0.10%	0	0.00%	2,910	0.10%
Chile	78	0.30%	131	0.10%	22	0.00%	3,106	0.10%
Fiji	10	0.00%	158	0.10%	403	0.40%	20,283	0.40%
Kenya	10	0.00%	141	0.10%	37	0.00%	5,571	0.10%
Ireland	34	0.10%	87	0.10%	91	0.10%	3,700	0.10%
Malaysia	7	0.00%	105	0.10%	259	0.30%	9,448	0.20%
Austria	40	0.10%	159	0.10%	45	0.00%	4,966	0.10%
Other Countries	979	3.60%	3,535	2.30%	3,142	3.30%	146,620	3.20%
Non-Permanent Residents	300	1.10%	1,058	0.70%	397	0.40%	50,767	1.10%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Visible Minority Profile

2012 Estimates Visible Minority	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Household Population by visible minority groups	**27,291**	**%base**	**156,435**	**%base**	**96,032**	**%base**	**4,592,556**	**%base**
Total visible minority population	3,415	12.50%	23,302	14.90%	13,591	14.20%	1,257,215	27.40%
Chinese	778	2.90%	4,685	3.00%	3,262	3.40%	496,439	10.80%
South Asian	353	1.30%	5,950	3.80%	2,967	3.10%	330,778	7.20%
Black	417	1.50%	1,576	1.00%	930	1.00%	35,633	0.80%
Filipino	516	1.90%	2,003	1.30%	1,580	1.60%	112,544	2.50%
Latin American	233	0.90%	1,178	0.80%	535	0.60%	33,652	0.70%
Southeast Asian	239	0.90%	1,330	0.90%	1,028	1.10%	49,293	1.10%
Arab	0	0.00%	510	0.30%	74	0.10%	12,331	0.30%
West Asian	43	0.20%	257	0.20%	549	0.60%	36,767	0.80%
Korean	671	2.50%	4,171	2.70%	1,589	1.70%	71,060	1.50%
Japanese	84	0.30%	816	0.50%	532	0.60%	39,318	0.90%
Visible minority, n.i.e.	28	0.10%	181	0.10%	34	0.00%	4,442	0.10%
Multiple visible minorities	53	0.20%	645	0.40%	510	0.50%	34,958	0.80%
Not a visible minority	23,876	87.50%	133,098	85.10%	82,506	85.90%	3,335,341	72.60%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

While less ethnically diverse than the province-wide profile, the defined Langley trade areas have significant populations of the following visible minorities, among others:

- Chinese: Roughly 3% of the City of Langley and Regional PTA areas, 3.4% of the Regional STA
- South Asian: 1.3% City, 3.8% Regional PTA,, 3.1% Regional STA
- Filipino: 1.9% City, 1.3% Regional PTA, 1.6% Regional STA

Travel to Work Mode Profile

2012 Estimates Travel to Work	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Household Population by Mode of Transportation to Work	**13,730**	**%base**	**79,480**	**%base**	**47,890**	**%base**	**2,170,006**	**%base**
Car as driver	10,796	78.60%	66,821	84.10%	38,191	79.70%	1,563,442	72.00%
Car as passenger	1,034	7.50%	5,706	7.20%	3,496	7.30%	164,525	7.60%
Public transit	801	5.80%	3,018	3.80%	3,480	7.30%	225,164	10.40%
Walked	837	6.10%	2,622	3.30%	1,803	3.80%	146,667	6.80%
Bicycle	147	1.10%	517	0.70%	275	0.60%	40,463	1.90%
Motorcycle	42	0.30%	170	0.20%	249	0.50%	6,476	0.30%
Taxicab	0	0.00%	56	0.10%	42	0.10%	2,322	0.10%
Other Method	73	0.50%	569	0.70%	354	0.70%	20,947	1.00%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

While the proportion of commuter private vehicle drivers is well above the BC average for all defined trade areas, the percentage of workers who walk to walk (6.1%) is approaching the province-wide figure of 6.8%.

Household & Per Capita Income Profile

2012 Estimates Household Income	City of Langley		Langley Regional PTA		Langley Regional STA		British Columbia	
		%		%		%		%
2012 Households by Income (Current Year $)	**12,712**	**%base**	**60,106**	**%base**	**36,651**	**%base**	**1,896,737**	**%base**
Under $10,000	596	4.70%	1,761	2.90%	1,270	3.50%	95,664	5.00%
$ 10,000 - $19,999	1,274	10.00%	3,395	5.60%	2,257	6.20%	159,428	8.40%
$ 20,000 - $29,999	1,380	10.90%	3,855	6.40%	2,562	7.00%	167,130	8.80%
$ 30,000 - $39,999	1,276	10.00%	4,290	7.10%	2,857	7.80%	172,697	9.10%
$ 40,000 - $49,999	1,177	9.30%	4,561	7.60%	2,919	8.00%	168,041	8.90%
$ 50,000 - $59,999	1,119	8.80%	4,529	7.50%	2,701	7.40%	156,858	8.30%
$ 60,000 - $69,999	1,014	8.00%	4,374	7.30%	2,548	7.00%	146,412	7.70%
$ 70,000 - $79,999	890	7.00%	4,298	7.20%	2,737	7.50%	134,589	7.10%
$ 80,000 - $89,999	880	6.90%	4,147	6.90%	2,797	7.60%	118,738	6.30%
$ 90,000 - $99,999	768	6.00%	3,770	6.30%	2,204	6.00%	101,393	5.30%
$ 100,000 and over	2,338	18.40%	21,127	35.20%	11,800	32.20%	475,787	25.10%
Average income	$67,699		$95,477		$91,274		$81,595	
Median Income	$55,836		$77,653		$74,426		$61,950	
Per capita income	$31,488		$36,722		$34,837		$33,717	
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Relative to 2006 Census figures, the above 2012 estimates of household income compare as follows:

City of Langley: $67,699 in 2012, 21% above the 2006 average of $56,145. The 2006 figure was 17% below the then BC average of $67,675. With the provincial average now at $81,595, the City's average is now estimated to again be roughly 17% below the BC mark. On a per capita basis, however, the City of Langley average of $31,488 is less than 7% below the provincial figure of $33,717.

Langley Regional PTA: The 2012 figure of $95,477 is nearly 23% higher than the 2006 average of $77,820; also 17% above the BC-wide average.

Langley Regional STA: The Regional STA, which saw a dramatic increase in average household incomes between 2001 ($60,826) and 2006 ($73,836 – 21.4% increase), recorded another significant leap based on 2012 estimates. The 2012 average of $91,274 is nearly 24% above the 2006 number.

Daytime Population Profile

2012 Daytime Population	City of Langley		Langley Regional PTA		Langley Regional		British Columbia	
		%		%		%		%
Total Estimated Population	**27,555**		**157,881**		**97,019**		**4,660,906**	
Total Daytime Population	**32,093**		**153,423**		**91,564**		**4,667,532**	
Daytime Population at Home	13,221	41.20%	75,888	49.50%	47,398	51.80%	2,381,582	51.00%
0 to 14 years	3,958	12.30%	26,474	17.30%	16,918	18.50%	693,295	14.90%
15 to 64 years	4,695	14.60%	29,399	19.20%	19,107	20.90%	1,015,263	21.80%
65 years and over	4,568	14.20%	20,015	13.00%	11,373	12.40%	673,024	14.40%
Daytime Population at Work	18,872	58.80%	77,535	50.50%	44,166	48.20%	2,285,950	49.00%
Source: Statistics Canada Census data, Environics non-Census year estimates.								

Based on the latest available estimates, the City of Langley's daytime population swells to over 13,200, driven by a daytime employment population of nearly 18,900 or nearly 59% of the total daytime population.

Retail Demand Assessment

Colliers updated its 2009 retail model to include a snapshot of 2012 expenditure potential, along with projections for 2016 based on current estimates of population growth.

Core City of Langley Trade Area

Colliers calculates retail potential for the Core City of Langley trade area as follows:

Retail Expenditure Potential (2012 to 2016) **City of Langley Trade Area**						
		2012		**2016**		**Change**
TRADE AREA POPULATION		25,081		26,688		(2011-2016)
INCOME (PDI)	$	28,954	$	30,129		
TOTAL INCOME POTENTIAL		$726,191,460		$804,103,210		
RETAIL SALES / INCOME		44.4%		44.4%		
TOTAL RETAIL POTENTIAL		**$322,248,500**		**$356,821,900**		
Motor vehicle and parts dealers (441)	$	65,551,664	$	72,584,571	$	7,032,907
Furniture and home furnishings stores (442)	$	10,149,147	$	11,238,029	$	1,088,882
Electronics and appliance stores (443)	$	11,353,155	$	12,571,212	$	1,218,057
Building Material and Garden Equipment Supplies (444)	$	17,668,292	$	19,563,888	$	1,895,596
Food and beverage stores (445)	$	81,817,036	$	90,595,023	$	8,777,987
Health and Personal Care Stores (446)	$	21,930,440	$	24,283,313	$	2,352,873
Gasoline stations (447)	$	36,312,770	$	40,208,695	$	3,895,925
Clothing and clothing accessories (448)	$	21,244,327	$	23,523,588	$	2,279,262
Sporting goods, hobby, book and music stores (451)	$	9,825,409	$	10,879,557	$	1,054,149
General merchandise stores (452)	$	36,898,644	$	40,857,426	$	3,958,782
Miscellaneous store retailers (453)	$	9,497,618	$	10,516,598	$	1,018,980
TOTAL - MAJOR RETAIL CATEGORIES (TOTAL POTENTIAL)	**$**	**322,248,500**	**$**	**356,821,900**	**$**	**34,573,400**
Source: Colliers International Consulting						

The City of Langley trade area is expected to grow its annual retail expenditure total by nearly $34.6 million over the next 4 years.

Regional Primary Trade Area

Regional Primary Trade Area (PTA) potential over the 2012 to 2016 period is expected to grow from roughly $2.23 billion to nearly $2.74 billion – an increase of over $512 million.

Retail Expenditure Potential (2012 to 2016) **Langley Regional PTA**			
	2012	**2016**	**Change**
TRADE AREA POPULATION	154,041	182,070	(2011-2016)
INCOME (PDI)	$ 33,767	$ 35,138	
TOTAL INCOME POTENTIAL	$5,201,443,330	$6,397,526,000	
RETAIL SALES / INCOME	42.8%	42.8%	
TOTAL RETAIL POTENTIAL	**$2,227,403,900**	**$2,739,600,100**	
Motor vehicle and parts dealers (441)	$ 453,097,628	$ 557,288,379	$ 104,190,750
Furniture and home furnishings stores (442)	$ 70,151,604	$ 86,283,112	$ 16,131,508
Electronics and appliance stores (443)	$ 78,473,789	$ 96,519,001	$ 18,045,212
Building Material and Garden Equipment Supplies (444)	$ 122,124,456	$ 150,207,231	$ 28,082,775
Food and beverage stores (445)	$ 565,525,007	$ 695,568,669	$ 130,043,662
Health and Personal Care Stores (446)	$ 151,584,716	$ 186,441,939	$ 34,857,223
Gasoline stations (447)	$ 250,996,377	$ 308,713,521	$ 57,717,144
Clothing and clothing accessories (448)	$ 146,842,254	$ 180,608,938	$ 33,766,684
Sporting goods, hobby, book and music stores (451)	$ 67,913,903	$ 83,530,847	$ 15,616,944
General merchandise stores (452)	$ 255,045,977	$ 313,694,335	$ 58,648,358
Miscellaneous store retailers (453)	$ 65,648,189	$ 80,744,127	$ 15,095,939
TOTAL - MAJOR RETAIL CATEGORIES (TOTAL POTENTIAL)	**$ 2,227,403,900**	**$ 2,739,600,100**	**$ 512,196,200**
Source: Colliers International Consulting			

Regional Secondary Trade Area

Regional Secondary Trade Area (STA) potential over the 2012 to 2016 period is expected to grow from roughly $1.29 billion to $1.46 billion – an increase of roughly $170 million.

Retail Expenditure Potential (2012 to 2016) Langley Regional STA	2012	2016	Change (2011-2016)
TRADE AREA POPULATION	93,049	101,232	
INCOME (PDI)	$ 32,033	$ 33,334	
TOTAL INCOME POTENTIAL	$2,980,681,340	$3,374,471,840	
RETAIL SALES / INCOME	43.4%	43.4%	
TOTAL RETAIL POTENTIAL	**$1,293,075,300**	**$1,463,909,000**	
Motor vehicle and parts dealers (441)	$ 263,036,871	$ 297,787,795	$ 34,750,924
Furniture and home furnishings stores (442)	$ 40,725,127	$ 46,105,497	$ 5,380,370
Electronics and appliance stores (443)	$ 45,556,407	$ 51,575,058	$ 6,018,651
Building Material and Garden Equipment Supplies (444)	$ 70,896,939	$ 80,263,436	$ 9,366,497
Food and beverage stores (445)	$ 328,304,363	$ 371,678,054	$ 43,373,691
Health and Personal Care Stores (446)	$ 87,999,510	$ 99,625,501	$ 11,625,991
Gasoline stations (447)	$ 145,710,985	$ 164,961,485	$ 19,250,500
Clothing and clothing accessories (448)	$ 85,246,368	$ 96,508,629	$ 11,262,262
Sporting goods, hobby, book and music stores (451)	$ 39,426,074	$ 44,634,821	$ 5,208,747
General merchandise stores (452)	$ 148,061,900	$ 167,622,990	$ 19,561,090
Miscellaneous store retailers (453)	$ 38,110,758	$ 43,145,733	$ 5,034,975
TOTAL - MAJOR RETAIL CATEGORIES (TOTAL POTENTIAL)	**$ 1,293,075,300**	**$ 1,463,909,000**	**$ 170,833,700**
Source: Colliers International Consulting			

Trade Area Food & Beverage (Restaurant) Demand

Colliers also has access to the latest household spending survey estimates provided by Environics, which can also be applied to PCensus geographies such as the three identified City of Langley retail trade areas. Calculation of this total annual expenditure potential by trade area over the 2012 to 2016 period is presented below:

Per Capita Restaurant Food & Alcohol Spending Estimates (2012)

Based on household spending estimates by defined trade area, Colliers calculates per capita spending on restaurant food and alcohol as follows:

City of Langley Retail Trade Area Food & Beverage Spending - Household & Per Capita Estimates (2012)			
	Avg. Household Spending By Trade Area		
Spending Category	**City**	**Regional PTA**	**Regional STA**
Food purchased from restaurants	$1,776	$2,064	$2,005
Alcohol purchased at licensed establishments	$364	$391	$375
	Average Per Capita Spending By Trade Area		
Spending Category	**City**	**Regional PTA**	**Regional STA**
Food purchased from restaurants	$826	$794	$765
Alcohol purchased at licensed establishments	$169	$150	$143
Sub-Total: Food/Drink	**$995**	**$944**	**$908**
Source: Colliers PCensus areas, Environics 2012 Household Spending Survey data.			

Restaurant Food & Alcohol Spending Potential (2012 - 2016)

The above per capita spending estimates are then factored by current and anticipated 2016 population figures to establish reasonable estimates of annual expenditure potential:

City of Langley Trade Areas Restaurant Food & Beverage Potential	2012	2016	Increase (2011-2016)
City of Langley	$ 25,276,398	$ 27,359,987	$ 2,083,588
Regional PTA	$ 149,076,098	$ 186,087,782	$ 37,011,684
Regional STA	$ 88,131,763	$ 99,539,327	$ 11,407,564
Source: Environics 2012 Survey Data, Colliers Trade Areas			

For illustrative purposes, the total annual trade area increase over the 2012-2016 period of roughly $50.5 million would be sufficient to support over 84,000 sf of new restaurant floor space, a significant portion of which could be situated in current and expanded City of Langley nodes and centres.

Retail Commercial Stimulus

Experiential & Tenant Mix Considerations

Though economic and development-related incentives spearheaded by the DLBA will continue to be an important component in stimulating business interest, these efforts can be significantly enhanced by concerted efforts to distinguish Downtown Langley from other shopping, dining and social destinations within both the City and Township of Langley, and the Fraser Valley as a whole.

With the trend of shopping centres of all types – including simple box-anchored power centres – increasingly adapting "lifestyle" elements to remain relevant to time-starved consumers seeking a more rounded, "one-stop" shopping option, separating oneself from the pack has become ever more difficult.

There are, however, some interesting North America-wide trends which could be adopted locally with the express purpose of reinforcing Downtown Langley's image as a unique destination far different from any institutionally-owned and operated shopping centre. One of the freshest and growing movements in the local food (and tourist) scene of many cities throughout North America is the rise of the mobile food truck scene and of events centred on this highly experiential and localized business model.

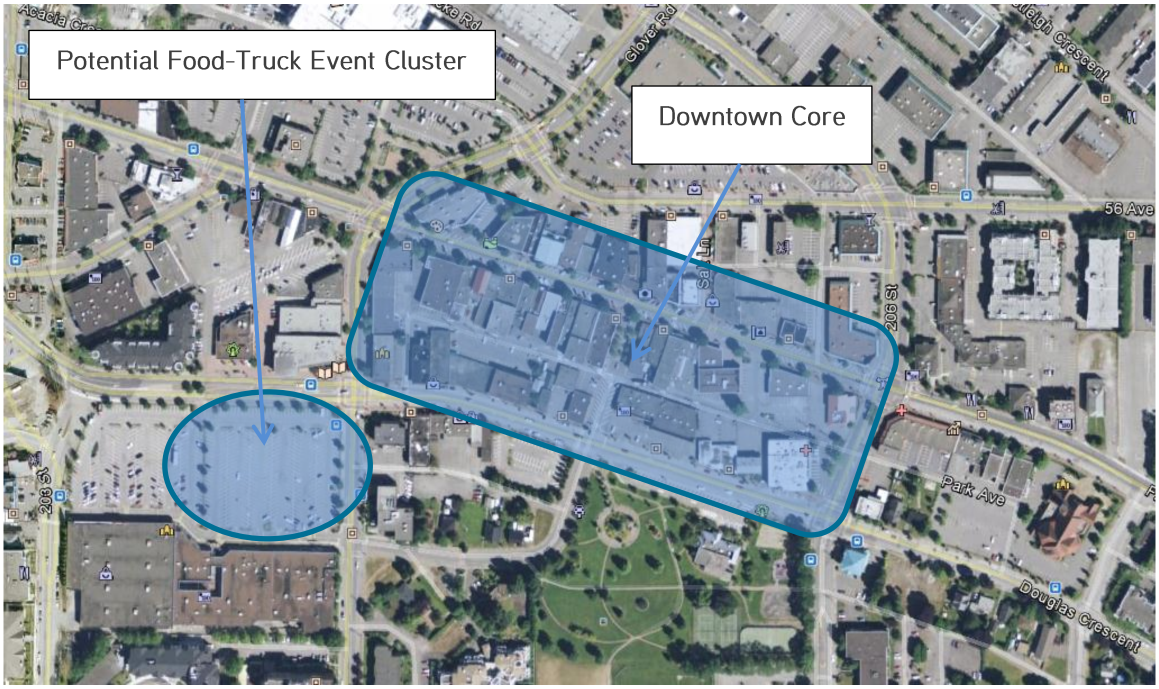
In Miami, for instance, the "food truck craze" has evolved quickly since 2009, when the gastropod made its debut in a simple trailer. It has, in a very short time, expanded rapidly into a full blown local scene, with regular events that draw attention not only to themselves, but to the areas and uses that surround them.

The South Florida Food Trucks web site (http://miamifoodtrucks.com/) describes an event called the "Wheelin' Dealin' Street Food Festical at Magic City Casino" which occurs every 3rd Saturday of the month. The event, which is being tailored to celebrate Mexican Independence during the month of September ("El Main Evento!"), serves up an impressive cluster of over 20 food truck operators (including Bocaditos, Che Grill, Cold Stone Creamery, gastropod, Nacho Bizness, Purple People Eatery, etc.) and local entertainment.

While efforts to gradually adjust and improve an area's tenant mix will certainly pay dividends over time, coordination and partnering in events such as this can do wonders in elevating immediate interest and separating a shopping/dining area from competitive nodes or centres.

Downtown Langley would be an excellent venue for such a regular event, given the extent of underutilized space on strategically located properties, such as the 132,000 sf Army & Navy anchored Langley Mall. As shown below, the distance between Langley Mall and the core main street is relatively short. An event-based cluster of food trucks could be very strategically placed on this site's under-utilized parking area, to great effect.

Langley Mall – Food Truck Cluster Potential



Retail and restaurant tenant trends which also deserve careful attention with respect to potential Downtown Langley opportunities include the following:

- **"Pop-Up Retail"** – New retail concepts, be they chain or independent, are increasingly being introduced in innovative, temporary formats described as "pop-up" locations. The temporary nature of the installation can be a very effective marketing ploy generating consumer interest, but can also add an experiential element and a fresh face to what may have remained an overly traditional shopping district.

- **Hot "Grab & Go" Food Concepts** – Some of the more interesting growth areas for casual and grab and go food which could fit in well in DLMA's unique environment include:

- Frozen Yogurt shops (e.g. Pinkberry, Menchies)
- Streamlined casual dining (e.g. Joey's Urban)
- Specialty Foods – e.g. gluten-free foods/bakery/deli

Other Possible Initiatives & Incentives

Beyond the encouragement and support of additional residential development density in the Langley City Centre area, which will offer the greatest 24-7, year-round support for the full-range of DLBA retail-commercial facilities, the following could also be effective means of generating interest sustained interest:

- DLBA should consider offering Golden Ears Bridge Toll validation for Downtown Langley Shoppers, based on a minimum qualifying purchase.
- Event programming focused on Downtown Langley – food truck festival being an excellent differentiator from more traditional retail centres.
- Stimulate interest in franchise operations within the Downtown via the DLMA, focusing on specialty/niche areas of opportunity that can be proven out with retail trade area expenditure numbers and a relative lack of competition.
- Foster relationships with retailers actively exploring "pop-up" retail concepts as catalysts for a new brand launch or marketing/awareness campaign.