

# The City of Langley is the place to be... for Culinary Experiences



*"Our plan to build a flagship Cactus Club Cafe in the Fraser Valley was well supported by the City of Langley."*

*"The Development Team had an 'Open for Business' approach to our proposal right from our first meeting with the City. The feedback and overall cooperation we encountered made for a successful development."*

*"We chose the City of Langley to build a world class restaurant in the best location within the marketplace."*

Jim Stewart, Executive Vice President  
CACTUS CLUB RESTAURANTS



*In the heart of the Lower Mainland, the City of Langley is home to many major restaurant chains, such as Olive Garden and Montana's, as well as many unique, destination restaurants. Even with multiple dining options, almost every restaurant in the City has enjoyed long-term, stable growth. Burgeoning population, strong economy, destination retail, and regional travellers are some of the reasons why the City of Langley is the place to be for culinary experiences.*

## OPPORTUNITIES

The restaurant business in British Columbia and Canada remains strong, generating \$10 billion in the province and \$75 billion in annual sales across the country, with the average Canadian restaurateur earning gross margins in the neighbourhood of 55.6%.

Growth remains strong. In 2014, British Columbia grew at 7.5% compared to Canadian average at 4.0%. BC also demonstrates more room for growth with only one establishment per 440 people, compared to Ontario's ratio of 321 people per restaurant.

Trends in this sector show more demand for value-priced afternoon snack and "eat-on-the-run" dining options, as well as more ethnic foods becoming mainstream. Healthy food choices, including gluten- and lactose-free options, are also a growing segment. In Downtown Langley, specific opportunities exist for fast-food, casual dining, and entertainment-focused destination dining that takes advantage of the trendy ambiance of this developing area.



*"We chose the City of Langley based on its demographics, retail vibrancy, local employment and interest in Olive Garden. We've enjoyed great success in our entire Olive Garden family of restaurants, including the City of Langley."*

*"Since we opened in the City of Langley in 2001, the number of guests visiting our location has grown exponentially. We are the only Olive Garden in BC and people drive from Abbotsford, North Vancouver, Hope, and even Kelowna to eat with us and shop at retailers all around us."*

*"We have been so fortunate to have very loyal guests who frequent our restaurant on a weekly basis. The City of Langley has proven to be a great location."*

Deanna Prothero, General Manager  
OLIVE GARDEN, LANGLEY

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*With an affluent — and growing — trade area population, the City of Langley is a great place to run a restaurant.*

*"We opened the Shiraz Grill & Pasta in December 2013. Business has been going very well! We consider ourselves very fortunate to get such a great location in Downtown Langley, right in McBurney Plaza. Our fine dining restaurant has become very popular, with customers making reservations sometimes a month in advance. The people here are very friendly and we are very happy to be part of the community. Our customers have become like family. Downtown Langley is an excellent place to operate a restaurant."*

Fred Salehi, Owner  
SHIRAZ BAR AND GRILL

*"Ignite Café has been successfully operating in the City of Langley since 2011. We've enjoyed steady success and outgrew our previous location. We like the City of Langley because the people are friendly and supportive. Downtown Langley is particularly good as rents are affordable and the core is always busy. It's the place to be."*

Dan Trites, Owner  
IGNITE CAFÉ

## CENTRAL LOCATION

The City of Langley is part of the Metro Vancouver Regional District. Only 35 kilometers east of the City of Vancouver and the Vancouver International Airport, the City of Langley is located at the crossroads of several major highways and is close to three major USA border crossings and the Abbotsford International Airport.

## POPULATION

The City of Langley has a dense population of 26,000 people within its 10 square kilometers. As one of Metro Vancouver's Regional City Centres, it enjoys a primary trade area (15-minute radius) of 275,000 people. It is surrounded by Langley Township (population: 104,000) and Surrey (population: 463,000) with an averaged area 5-year growth rate of 16.6%. There are about 3 million people in the region: Metro Vancouver: 2.3 million (9.3% growth over 5 years); and the Fraser Valley Regional District: 278,000 people (8% growth over 5 years).<sup>1</sup>

## ATTRACTIONS

With close proximity to both an affluent urban population and fresh food sources, the City of Langley has become the place to be for Food and Beverages. Langley's *Circle Farm Tour*, Wine Tours, and events like Downtown

Langley's *Fork and Finger Foodie* event draw people to explore the tastes of Langley. Multiple other events and attractions also draw customers, including the *Arts Alive Festival*, the *Langley Good Times Cruise-In* car show, the Cascades Casino Resort & Coast Hotel Convention Centre, Fort Langley National Historic Site, the Greater Vancouver Zoo, the Canadian Museum of Flight, Newlands Golf & Country Club, Horseback riding events and sporting events. Visit [Tourism-Langley.ca](http://Tourism-Langley.ca).

## ECONOMY

The economy in the City of Langley remains strong with more jobs than the resident labour force. The City's primary trade area represents a \$3.84 billion trade market. And the average household income in the primary trade area is about \$95,000, compared to the BC average of \$81,500.<sup>2</sup>

## ECONOMICAL LAND

Located on the eastern border of Metro Vancouver, Langley enjoys housing costs that are more than 50% lower than the City of Vancouver. Commercial leasing costs are also significantly less, particularly in Downtown Langley, with average costs ranging from \$10 to \$35 per square foot.

*"We opened our new Thai Restaurant in downtown Langley and have received a tremendous response from the local community, with repeat customers from as far away as Ladner and Chilliwack. We chose this area because it provides a unique and relaxing atmosphere, lots of nearby free parking and overall good value. We plan to continue to grow and become a part of Downtown Langley's success!"*

Parinya Loptson, Owner/Manager  
BAN CHOK DEE THAI CUISINE



1. 2011 CENSUS | 2. RETAIL TRADE AREA STUDY, 2012-2016.

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