APPLICATION

Please review guidelines before submitting an application. Applications must be received at info@bia.bc.ca no later than 5:00 pm PST on March 3, 2025.

No extensions will be given.

Applicant Information

Organization: Downtown Langley Business Association (DLBA)

Contact: Teri James

Email: info@downtownlangley.com

Project Information

Project Title: Downtown Revitalization Response

Project Timeframe: July2023 - Fall 2025

Category:

- ✔ Community Leadership
- ☐ Events and Marketing
- ☐ External Relations / Public Relations
- ☐ Organizational (Operational) Excellence

Values:

- ✔ Innovative
- ✔ Sustainability
- ✔ Relationship Building

Project Overview

Brief Description (maximum 500 words):

The Downtown Revitalization Response was our innovative and strategic response to support business sustainability during the most significant revitalization in the City of Langley's history.

Initially, the Fraser Highway One-Way Project was designed to address aging infrastructure. However, recognizing that this section is the heart of downtown, the DLBA saw an opportunity to transform it into a comprehensive revitalization. By advocating for a beautification component, we ensured our response mitigated future disruptions and also maximized long-term benefits, including boosting tourism, enhancing environmental sustainability, attracting new businesses, and creating welcoming social spaces for the community. As a result, the project evolved from a simple infrastructure update to a revitalization that will benefit the community for years.

With the project approved, the DLBA shifted its focus to supporting businesses by implementing a comprehensive plan to ensure they remained resilient throughout the transformation.

Response Key Components:

Revitalization Task Group:

Guided by the DLBA, this group of key stakeholders started meeting several months before the work began and continues to meet once a month. The Revitalization Task Group is comprised of seventeen members, including seven representatives from the impacted businesses in the DLBA, the DLBA Executive Director, B&B Contracting, Langley City, the Chamber of Commerce, Alpin Martin Consultants (project design) and Catalyst Engineering (project engineers).

The task group meets monthly to provide updates and to address questions. As concerns arose, points of friction were identified, discussed, and resolved. For example, a business concern about minimal lighting around fenced areas was resolved by installing large, industrial lighting along sidewalks after hours to mitigate potential issues. Proactively resolving issues fostered trust among task force members and the broader business community, contributing to the project's smooth execution to date.

Signage:

From the outset, we recognized that signage would play a key role in our response. Initial signage was installed ahead of construction, and we soon identified that while it was useful for pedestrians, it wasn't easily visible to vehicle traffic. This led to a revised approach, differentiating messaging and placement for pedestrians and drivers. The result is an effective plan that minimizes sign pollution while ensuring critical information reaches each target audience.

Parking:

Parking concerns were significantly reduced through a multi-pronged approach:
• An aerial map highlighted the abundance of free parking was created. It was widely shared online, distributed to businesses, and displayed on signage. The City of Langley embraced the map, now expected to be used indefinitely.
• To offset temporary parking losses, we worked with the City to add 35 temporary spaces.
• A City-led study identified 163 underutilized spaces within a three-minute walk. With 17 spaces permanently removed for wider sidewalks and patios, new parking signage will be installed in March to guide visitors to available spots.

Our dynamic approach has allowed us to adapt in real time, ensuring we meet the evolving needs of all stakeholders. This proactive strategy has kept businesses open and thriving while shaping a strategic model that other BIAs can use to support business resilience and community engagement during major infrastructure projects.

Top Three Measurable Outcomes (maximum 200 words each):

Remember to include your Key Performance Indicators and how they were met.

#1 Measurable Outcome: Create Collaborative Partnership Between Key Stakeholders

We achieved this outcome through two key components:

1 - Revitalization Task Group:Established in Spring 2024, this group has remained consistent with no member turnover.

Key successes include:

• Identifying and fully resolving multiple business concerns, including:
• Scheduling power and water shutoffs outside business hours whenever possible
• Adding after-hours security in impacted areas
• Implementing a B&B Contracting Liaison to provide regular updates and answer questions
• Installing industrial-strength lighting around fenced areas

The Revitalization Task Group has significantly reduced the frequency and severity of business and customer concerns arising from the disruption of the Fraser Hwy One-Way Project.

2 - Strengthening DLBA-Business Relationships

Our efforts to foster strong connections include:

• Creating a dedicated webpage with project updates, parking details, and a direct contact for inquiries
• Launching a $250 Downtown Dollar monthly giveaway, sponsored by B&B Contracting, benefiting local businesses
• Ensuring key business voices were included in discussions, particularly those with early concerns about the project
• Providing regular project updates to businesses via social media and email

By leading with transparency and care, we have reinforced our role as an active and dedicated BIA while further strengthening our individual relationships with DLBA businesses.

#2 Measurable Outcome: Create a BIA Revitalization Response Blueprint that benefits other BIAs facing similar disruptions in their communities.

This approach created an innovative, adaptive, and sustainable response that can be replicated in full or in part by other BIAs and serves as a reusable template for the DLBA in future projects.

Key strategies replicable in other communities:

• Managed within a $20,000 budget
• Leveraged existing communication channels (website, social media, etc.)
• Developed a targeted signage and communication plan for pedestrians and vehicles
• Established a Revitalization Task Group with key stakeholders
• Added contractor liaisons for direct business updates
• Built a database of businesses with back entrance access for customers
• Secured quotes for alley power washing to facilitate alternate entry points
• Hired landscapers to maintain private garden spaces

At this time, all businesses in the impacted area are expected to remain open throughout and beyond the revitalization project, with none indicating plans to close as a result of the revitalization.

Project Budget

	Category	Dollars
REVENUES:	DT Dollar Purchase	3,000
	Parking Signage	3,000
	TOTAL REVENUES	6,000
EXPENSES:	Cleaning alleys and public gardens	10,000
	Signage	1,500
	Aerial Parking Map	3,000
	Graphic Design	2,000
	TOTAL EXPENSES	16,500
	PROFIT/LOSS	10,500

Budget Notes (Maximum 100 words):

The revenue portion was always intended to be DLBA expenses, but we partnered with the City and they agreed that if we paid for the business signage, they would pay for the parking signage. In addition, the social media contests were going to be our expense, but we partnered with the contractor, and they agreed to sponsor the monthly $250 prizes for the contests until the project is complete. This saved us $6,000. The aerial map will continue to be used long after the project is complete and is also located on the City's website as well as ours.

Along with your application, you can upload any marketing or other project materials to a maximum of 10 MBs. Formats can include Word, Excel, PDF. JPG and PNG.