

A Lunch and Learn Companion Fact Sheet

In England, the Purple Flag is the “gold standard” for town centres at night. Could 104th Street be the first Purple Flag designated area in North America?

What is the Purple Flag?

The Purple Flag is a status for town or city centres. It is based on five standards for a successful, safe, and inclusive evening economy. To gain Purple Flag accreditation, the applicant must meet the following standards:

- ▶ *The policy envelope:* the city and associated teams, in our case, Responsible Hospitality Edmonton and the 104th Street Action Committee, must create a research-based strategy.

Why Did 104th Street District Apply?

The Purple Flag accreditation process is rigorous and respected. Originally developed in the United Kingdom, the program has expanded to Ireland and Sweden, and potentially, to its first location in North America: 104th Street. This is a unique opportunity to raise the profile of the district and attract more people (Parrish, 2015, February 19).

104th Street District (also known as the Warehouse District or 4th Street Promenade)

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- ▶ *Wellbeing:* the destination must be safe and welcoming.
- ▶ *Movement:* the destination should be walkable, and it should be easy to get home safely after an evening out.
- ▶ *Appeal:* the destination should offer many choices of leisure and entertainment for diverse ages, lifestyles, and cultures, including families, singles, and seniors.
- ▶ *Place:* the destination should be vibrant in the daytime and the evening, with activities that overlap, establishing the character and identity of the area (ATCM, 2016).

is already a well-established destination in Edmonton, with a dense and growing resident base, locally owned businesses, and a lively night life (104th Street Action Committee, 2016). Adding the Purple Flag accreditation will help promote, brand, and advertise the district, benefitting the businesses and residents (104th Street Action Committee, 2016). “It’s the gold standard for a place at night time, in the evening,” Jonathan Birkett, program manager with Purple Flag said. “It kind of symbolizes a safe and secure place, a place that’s diverse and that’s really vibrant and exciting” (Parrish, 2015).

What's so Great about 104th Street, Though?

We asked Jennifer Diep, manager at Kelly's Pub. Kelly's has a unique perspective on 104th Street, because they're an established business that moved there from a former location (11540 Jasper Avenue). Here are some highlights from our chat.

ESPC: What's the best part about your new location?

JD: 100% more community and street involvement.

ESPC: Did many of your old customers follow you?

JD: Definitely. We have a huge following, maybe 2–3 dozen regulars. We've been telling them about the LRT, it's right at the end of the street! We're getting them to move to the transition but people are used to their ways. We encourage transit by offering bus service to games, concerts, hockey games.

ESPC: How have your old regulars served as patrons for 104th Street?



“It's harder to ask when you don't know the people,,

JD: They bring people in, and they see the environment. They might go for a drink somewhere else on the street, come here for dinner or to finish their night. Or have coffee at Credo then come here for lunch, or have dinner somewhere else and come here for one of our events.

ESPC: One of Edmonton's biggest challenges in creating a vibrant community spirit is our cold, long winters. How has Kelly's worked toward engaging the community during the winter?

JD: It's all about the community. This was our second year working with the City and their winter patios program. 104th Street had a customer appreciation day in December with hot chocolate, carolers ... we participate in the community initiatives.

ESPC: What are the major benefits to having Purple Flag designation?

JD: People will be comfortable with the street. It will be more walkable. Everyone on the street will be working together. Every year on Christmas Eve, we host a free turkey dinner and the leftovers go the Bissell Centre. It's for people who don't have family in town. And we have events like tournaments, and we always get donations for charity. You can't do that without a strong community. It's harder to ask when you don't know the people.

What makes 104th Street Such a Strong Community?

We asked Mack D. Male, resident of 104th Street, award-winning Edmonton blogger, and author of mastermaq.ca.

There's no single reason that 4th Street Promenade is so often referred to as

downtown's premier street, the example by which we should build all other streets. The magic behind 104th Street is a combination of many tangible and intangible factors that together create a very special place.

Wide sidewalks, human-scale lighting, and a single lane of traffic in either direction help to make 104th Street the most pedestrian-friendly street in the core. A mix of historic buildings and new structures that respect the heritage design of the street make it attractive and approachable on two feet. These and other features of the street's built form make enjoying a coffee, glass of wine, or meal on the street a highly enjoyable and distinctly urban experience.

The community of residents, businesses, and visitors to 104th Street come together to turn the street into something more than just physical space. Whether it's a friendly competition to see which building can raise the most for charity, a large event like the Alberta Culture Days kickoff that attracts people from across the city, or even just seeing a friendly face at one of the shops or cafés, there's a welcoming aspect to 104th Street that has positively contributed to the street's continued growth.

“There's an energy here,,

Night or day, in historic warehouses or in new towers, there's always something interesting happening on 104th Street. There's an energy here that the diverse range of Edmontonians who visit or call the street home seek out and find on the promenade.

Sources

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FACT sheet

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