



## NEIGHBOURHOOD DESCRIPTION

The Highlands neighbourhood is situated on land that was originally identified as River Lots 30, 32 and 34 and owned by three Hudson Bay Company employees. It was situated 3 miles from the centre of Edmonton, which made it an unlikely candidate for early development. However, the lands came into the hands of McGrath, Holgate and Company, real estate developers, who negotiated with the city to provide services and extend the electric streetcar line with subsidies provided by the developers. This made development in an otherwise isolated area possible. The name, Highlands, was chosen in a contest, with a fifty dollar prize to the person who provided the best name for the new subdivision.

In 1911, McGrath and Holgate built their mansions on Ada Boulevard, a roadway named after McGrath's wife. Other large houses were built along or near Ada Boulevard, while more modest housing was located further from the valley. The Highlands was annexed to the city in 1912 and a streetcar line, which operated from 1912 to 1945, ran long 112 Avenue. While development in Highlands began during the 1911 land boom, the neighbourhood only partially developed and the remaining lots mostly developed during the late 1940s and 1950s.

With the exception of commercial and apartment development along 118 Avenue and in a few scattered locations, most of the Highlands neighbourhood consists of single-detached homes. The Highlands neighbourhood also contains many significant heritage resources, and the locally initiated Highlands Historical Foundation was established in 1988 to increase awareness about, and the preservation of, heritage resources within the neighbourhood.