NEIGHBOURHOOD DESCRIPTION

Prince Rupert is a triangular neighbourhood, wholly located within the old Hudson Bay Company land reserve. During the pre-World War I land boom, the Company decided to subdivide a portion of their property; however most development occurred later. In preparation for subdivision, Portage Avenue was paved and street car tracks were laid down. The avenue was later renamed Kingsway in honour of King George VI's visit in 1939.

For several decades, Prince Rupert remained largely rural and until the late 1940s, the neighbourhood only contained a farm and a golf course. The post World War II housing boom quickly converted the remaining open lands into residential uses. Mixtures of housing types are located in the neighbourhood's centre and cluster around a school and small commercial plaza. Large scale commercial and industrial land uses are situated west of 119 Street. The large block of land east of 119 Street and north of 114 Avenue at one time housed the families of military personnel. In eastern Prince Rupert, the approach path to the Municipal Airport's runway No. 34 was kept largely clear of residences and reserved for recreational land uses.

Prince Rupert was named after the Prince Rupert Golf Course which was operated by the Hudson's Bay Company (HBC) on its reserve property between 1930 and 1951. The golf course, and subsequently the neighbourhood, was named after the first governor of HBC. Prince Rupert was the nephew of King Charles II and was given a royal charter that enabled him to engage in fur trading. His trading area was known as Rupert's land.