



## NEIGHBOURHOOD **WELCOME GUIDE**



**GETTING  
HERE**

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**STAFF  
TOP SPOTS**

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124 Street,  
between 102 & 103 Avenue

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Edmonton, Alberta T5N 1P9**

**BILD EDMONTON METRO**

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hear from you!**  
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connect with us.

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METRO

# WHO WE ARE

BILD Edmonton Metro is the voice and expert resource for the real estate development industry in the Edmonton Metro Region. Together, we are helping to shape our region to ensure more people and businesses choose to live, invest, and thrive here.

We bring together a diverse and collaborative network of professionals committed to innovation, integrity, and excellence in all aspects of development and construction. Through advocacy and government relations, collaboration, education, storytelling, strategic partnerships, and member engagement, we lead with knowledge, influence, and a shared vision to build a better city and region for all.



# CENTRE OF IT ALL







# THE NEIGHBOURHOOD

## WÎHKWÊNTÔWIN

**PREVIOUSLY KNOWN  
AS OLIVER  
BEFORE 2025,  
IS A DENSELY  
POPULATED  
NEIGHBOURHOOD IN  
CENTRAL EDMONTON.**

## DOWNTOWN CORE

Located immediately west of the downtown core and north of the North Saskatchewan River, the neighbourhood is comprised of many apartment buildings ranging from small walk-ups to tall highrises. Wîhkwêntôwin also contains an eclectic mix of shops, restaurants, offices, hotels, churches, healthcare facilities, and parks. Each of these amenities culminate in creating one of Edmonton's most dense, walkable, and lively neighbourhoods.

## WEST END

The geographic parlance, West End, originally referred to this neighbourhood because it was formerly Edmonton's western fringe. Consisting of approximately 19,000 residents, or over 10,800 people per square kilometre, Wîhkwêntôwin stands as the densest neighbourhood in the Edmonton Region and, by extension, all of Alberta.



## COME FOR A MEETING, STAY FOR AN EXPERIENCE

Discover where BILD Edmonton Metro loves to eat, unwind, move, and connect.

P/10

### WESTMOUNT

Located immediately west of Wîhkwêntôwin, Westmount is another well-known Edmonton inner-city neighbourhood. Developed as a streetcar suburb in the early 20th century, the neighbourhood is centred on 124 Street, the area's Business Revitalization Zone. Consisting of dwelling types from single-family homes to high-rise apartment complexes, Westmount has overcome cyclical development over the last century and emerged as one of Edmonton's most hip subdivisions in recent decades. This historical stop-and-go development has resulted in the neighbourhood possessing a quirky combination of architectural styles from multiple eras. With a resident population of just over 6,000, the neighbourhood is currently undergoing intense gentrification with many new infill homes under construction.

### 2021 CENSUS

#### WÎHKWÊNTÔWIN

# 43%

**RESIDENTS WERE BETWEEN  
THE AGES OF 20 AND 34**

**6% UNDER 20 YEARS  
29% SENIOR CITIZENS (55+)**

#### INFILL DEVELOPMENT

Wîhkwêntôwin is one of the most active neighbourhoods in the city. From 2020 to May 2025, 3% of all newly approved units were in this neighbourhood, an impressive feat in a city of nearly 400 neighbourhoods. Examples of recently completed apartment buildings include Mercury Block, Citizen on Jasper, and The HAT @ 122.

#### WESTMOUNT

# 23%

**RESIDENTS WERE BETWEEN  
THE AGES OF 20 AND 34**

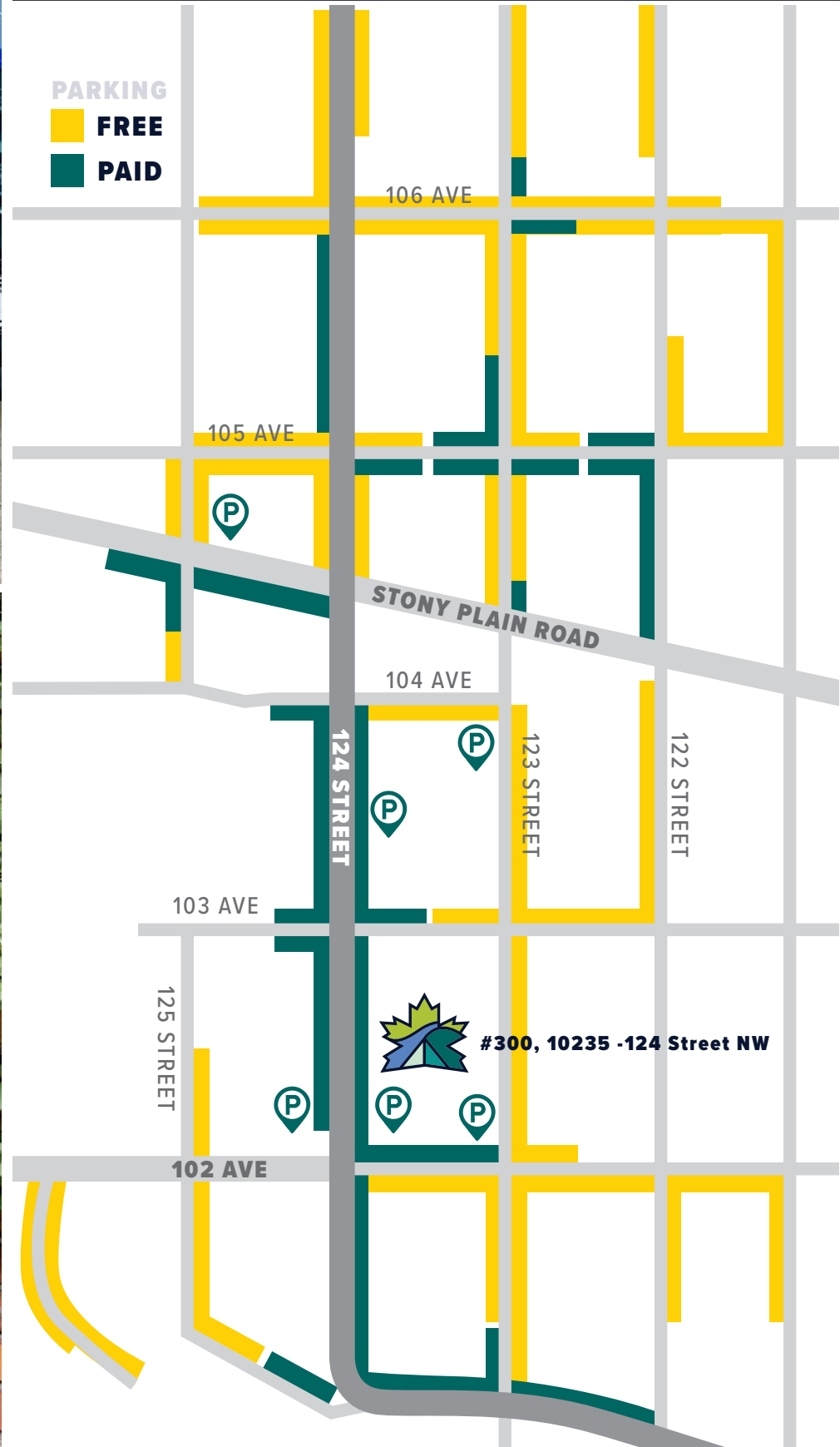
**18% UNDER 20 YEARS  
13% SENIOR CITIZENS (55+)**

#### INFILL DEVELOPMENT

Westmount has less development than other major neighbourhoods, but is also a hot spot for inner-city infill development with roughly one percent of all units approved from 2020 to May 2025 earmarked for construction in this neighbourhood. Examples of recently completed projects include Ascension Block, The MacLaren, and Glenora Park Retirement Residences.



LOCATION MAP





# GETTING HERE

## TRANSIT



**Edmonton Public Transit offers many bus routes, such as 002, 005, 900X, and 901 to get here.**

The bus stop is located at 124 Street and 102 Avenue, 50m from our office.

## STREET PARKING P

**Street parking (both paid and unpaid) runs along 124 Street, from 101 Ave to 111 Ave.**

## PARKING LOTS



**Located directly behind the office (124 Place)**

There are 8 public parking lots and many street parking stalls along 124 Street.

**SCAN ME  
FOR MAP**





# THE PEOPLE OF 124 STREET

## BLENDING CHARM WITH CREATIVITY

Edmonton's 124 Street area, and neighbourhood of Wihkwêntôwin has always been a place that blends charm with creativity. In recent years, the neighbourhood has been undergoing noticeable transformation, from adding new developments and an increase in foot traffic to shifting housing dynamics and new small businesses. It's a street that's constantly evolving.



### PAPER DOLL BOUTIQUE

For Shelley Durant, Manager of Paper Doll Boutique, 124 Street is more than a business hub — it's a destination. "We've been here for six years," she said, "and we're not going anywhere." With their new, bigger location just up the street, they mentioned that staying in the neighbourhood wasn't even a consideration. "We love being in this area — the summers are awesome, the people are friendly, and there's so much going on, from markets to events to community activities."

It's not just them; other businesses, like Sip Liquor Market, are benefitting from the area's resurgence. Durant noted that there's been a lot more foot traffic lately, even comparing the area to the busyness of Whyte Avenue on the other side of the river. "There are so many cool stores popping up, and there's something for everyone. People really make a day of it when they come down to 124 Street — brunch, shopping, walking around. You could easily spend the entire day here."





## SIP LIQUOR MARKET

Similarly, Dereck Barber, Supervisor at Sip, has seen the ups and downs firsthand. “We first opened three years ago, right after COVID,” he said. “There were quite a few closures, but the neighbourhood has bounced back really well. There have been changes, for sure, but the one thing that hasn’t changed is the feeling of community. A customer once told me, ‘We take care of each other here.’ And it’s true — we really are all in this together.”

Barber, who lives nearby, is also closely watching the housing changes in the area. “A lot of older low-rises are being replaced with new developments,” he said. I’m in favour of building upward, and it just strengthens the idea that this neighbourhood really is a great spot. We need more affordable housing, and more density helps that.” Although he admitted that he might not live in the neighbourhood forever, he without a doubt will continue visiting, shopping, and spending time on 124 Street. “There’s a special something about 124 Street that makes you really love this place,” he added. “It feels like home.”

## OLD AND NEW

The balance between old and new, and growth and preservation, is something residents and businesses alike are navigating. “We’re not a consignment store, but we do cater to every group of shoppers,” Durant added. “We try to keep our prices lower than average, and we have a loyal base. For example, there’s a group of ladies from Glenora that come by and shop here regularly, and we always enjoy seeing them come in. We really get to know our customers here, and I think it’s that way for a lot of the businesses in this area.”

There’s excitement in the air too, with new shops popping up and the hope for more visibility through social media and better signage. With the 124 Street BIA on their side, the area is a growing hub for businesses.



## 124 STREET & AREA BUSINESS ASSOCIATION

Over the past four years, 124 Street in Edmonton has quietly transformed into one of the city’s most vibrant and walkable neighbourhoods, a shift shaped in large part by the post-COVID recovery and thoughtful community planning. “Much of the growth we’ve seen here is thanks to the collective efforts of the Business Improvement Area and our community partners,” said Luwam Kiflemariam, Executive Director at 124 Street & Area Business Association. “With rezoning paving the way for high-rise developments to attract new residents and increase foot traffic for local businesses, these changes have, and will continue to turn 124 Street and area into a destination spot.” The walkable neighbourhood is known for its boutique shops, family-friendly atmosphere, and strong sense of community.

“People who have been in Edmonton for a while have really seen the difference in this area over the years,” Kiflemariam said, noting that decades of revitalization have made the once-troubled area one of Canada’s best neighbourhoods.



## SAFETY HAS BEEN AN IMPORTANT PART OF THAT TRANSFORMATION

We’re committed to making sure everyone feels safe and at ease when spending time here,” Kiflemariam added.

The area offers easy access to public transportation, plenty of parking, and supports eco-friendly alternatives like biking, scooting, and walking. While Whyte Avenue is often known for its nightlife, 124 Street & Area offers a more laid-back, community-oriented experience. “We’ve done a lot of great work, but we’re still growing,” she said. “The continued growth and support only strengthens the area’s identity as a diverse and thriving Edmonton hub.”



# STAFF RECOMMENDATIONS

## BUSINESSES AND SPACES IN THE NEIGHBOURHOOD



**PAYTON**

### **OM HOT YOGA**

As a beginner yogi, this is the perfect place to go for a hot yoga class at the end of a long day (or to catch their 6 am class, at the beginning of a long day).

### **LIFT ME UP SANDWICH BAR**

This extension of Tiramisu Bistro is the cutest Italian-inspired sandwich shop. Their “Fior Di Toscana” sandwich on sourdough focaccia is to die for!

**CRYSTAL**

### **DUCHESS BAKE SHOP**

This place has the best macarons and scones! If you go there on a weekend, this place is super busy, but lining up to get their yummy baked goods is well worth the wait!

### **KOUTOUKI**

This restaurant has such good authentic Greek food. I highly recommend their calamari, spanakopita, and chicken souvlaki! This restaurant also has a section for private parties for 10 or more guests.



**GARREN**

### **HELEN NOLAN PARK**

Petite but underrated. The food trucks during the summer months give it an extra pazazz.

### **NOSH CAFE**

A classic Indian restaurant with lots of options to choose from whether you are a meat-atarian, vegan, or any diet in-between!



**JASON****NOWHERE WINE BAR**

This hidden gem is a regular haunt for Edmonton's visionaries — where city builders and creatives come to gossip, strategize, or simply unwind over a glass of wine and some chips and dip.

**SIP LIQUOR MARKET**

Inspired by a kindred hideaway in Canmore, this venue curates a wonderful rotating selection of wines and specialty beers.

**SLOW POUR**

The best drinks are slow-poured — and so are the best conversations. This spot offers imported brews served with care and intention.

**LANA****NUMCHOK WILAI**

This restaurant serves some of the most delicious and authentic Thai food in Edmonton, and the flavors are bold and fresh.

**MEUWLY'S ARTISAN FOOD MARKET**

Meuwly's is your go-to spot to select items for your next charcuterie party (Or order a ready-made board if that's your jam.)

**GLENORA FAMILY PET CLINIC**

This clinic provides exceptional care for animals like rabbits, which can be surprisingly hard to find. I trust them completely with my rabbit, Jasper.

**KALEN****COFFEE BUREAU**

Located in the Mercury Block, this local café brings the love to the neighbourhood.

**PARTAKE**

Interested in staying a bit late? Partake is perfection, and it opens at 5 p.m.

**BEARCLAW GALLERY**

One of my favourite galleries in the city, with gorgeous Indigenous art in many mediums and various price points.

**NICOLE****MEMBERS OF 124 STREET****MERCURY BLOCK, BY AUTOGRAPH**

12322 102 Ave NW

**MACLAREN, BY AUTOGRAPH**

10141 124 St

**CANTIRO OFFICE**

700-10240 124 Street NW

**AVERTON OFFICE**

10420 122 St NW #204

**DIVINE FLOORING**

12306 102 Ave NW

**ANTHEM PROPERTIES**

10339 124 St #412

**STRATA OFFICE**

12408 108 Ave NW #303

**HODGSON SCHLIF EVANS ARCHITECTS**

12400 104 Ave #200

**BUNT & ASSOCIATES**

10339 124 Street NW #500

**REDL KITCHENS EDMONTON**

10341 124 St

**CANADIAN WESTERN BANK**

12230 Jasper Avenue NW #100

**124 PLACE, BY JOSAN PROPERTIES**

10235 124 St

**FARROW**

The "Chef Beef" sandwich will always be my favourite! They also have a rotational feature sandwich on their menu, which I find is always creative and delicious.

**EL MARIACHI**

Their "Al Pastor" tacos are one of my favourites that I've tried in the city!

Check out all of our 500+ members at

**BILDEDMONTON.COM**



**KATIE**

**IRRATIONAL BREWING COMPANY**

One of my favorite breweries in the city! Their core beers are always good, and it is fun to try their always changing, experimental beers.

**EVOLVE STRENGTH**

A great and convenient gym to get a workout in before the workday starts.

**KIND ICE CREAM**

Not too far from 124 Street, on 102 Avenue, Kind is a great place to take a break and enjoy some good ice cream. (My favourite flavour of theirs is Mint Chip.)



**LINDSEY**

**THREE VIKINGS**

Craft beer, chill vibe, and exceptional staff! Whether you need a lunch spot with great food or a place to decompress over happy hour, this is the place!

**CLOUD NINE PYJAMAS**

Because when you work hard, you need to relax hard, too.

**TARA**

**DAISY CHAIN BOOK CO.**

This is the cutest little bookshop. Be sure to check out their secondhand book program!

**PAUL KANE PARK**

A beautiful escape into nature, right next to all the best amenities the city has to offer!



**ADAM K**

**OEB**

They have 6 variations of Eggs Benedict. Enough said.

**124 GRAND MARKET**

This market has live music, local shopping and delicious food. It checks all the boxes if you are looking to have a great Thursday evening.





# BUSINESS DISCOUNTS

## SLOW POUR

10416 122 St NW



**10%**  
OFF

**HOUSE PILSNER  
URQUELL (ON TAP)**

## NOWHERE BAR

12315 102 Ave NW



**20%**  
OFF

**ANY PURCHASE**

## SIP LIQUOR MARKET

10240 124 St #2



**\$10**  
OFF

**ANY PURCHASE  
OF \$100**

## TRANSCEND COFFEE & ROASTERY

12332 106 Ave NW



**10%**  
OFF

**ANY PURCHASE**

## NEW SKIN LASER STUDIO

10235 124 Street NW, Suite #201



**30%**  
OFF

**ANY SERVICE**

## OEB BREAKFAST CO.

10240 124 St #56



**15%**  
OFF

**ANY PURCHASE**

# WELCOME TO THE NEIGHBOURHOOD

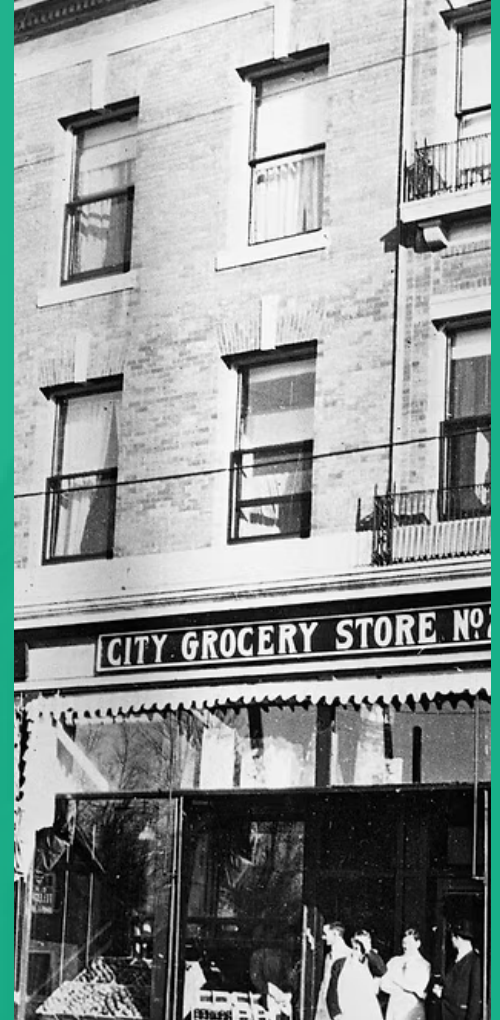






## EDWARD STREET

In the early 1900s, 124 Street was originally called Edward Street.



## BUSINESS ASSOCIATION

The 124 Street & Area Business Association was formed through the establishment of a Business Revitalization Zone for the 124 Street & Area area in 1988.



## WEST END

The original West End was like a small town community, and the neighbourhood was mostly residential and was connected to downtown by a streetcar, which gave easy access for working and shopping.



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THE BUILDING AND  
DEVELOPMENT COMMUNITY  
THROUGH COLLABORATION  
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