



June 13, 2016

TO: CHAIR AND MEMBERS OF ETOBICOKE YORK COMMUNITY COUNCIL

RE: NAMING OF PUBLIC LANEWAY THAT RUNS ON THE SOUTH SIDE OF ST. CLAIR AVENUE WEST, BETWEEN GREENLAW & ST. CLARENS AVENUE TO "**J DELEO LANE**"

The Deleo family first opened shop under the business name Imperial Grocers back in 1956. In 1960, Tre Mari Bakery was established with the experience and expertise from family members that were professional bakers by trade. From the very beginning, the Deleo family were known for assisting recent immigrants to Canada living in the area.

As a young adolescent, Joseph Deleo began to work in his family business, and quickly proved himself by helping bake fresh bread daily, serving customers, and delivering groceries to their homes. When not working long hours and learning the bakery trade, he enjoyed playing hockey in the rear public laneway alongside his brothers, cousins, and many friends. In 1981, Joseph married Anne Marie and he helped raise their 4 sons while devoting a significant amount of time to the family business.

The bakery business demands long hours of intensive labour, day in/day out from dawn till dusk, including weekends and holidays. He was a selfless person that worked hard at everything he did. The discipline he learned was evident in his work habits and his determination is one of the defining features, which resulted in Tre Mari becoming such a success. Joseph's entrepreneurial vision, coupled with his excellent customer service and friendly hospitality helped contribute to the success and vitality of our dynamic community, with Tre Mari Bakery becoming the focal point in the neighbourhood along with a destination place for fine Italian products.

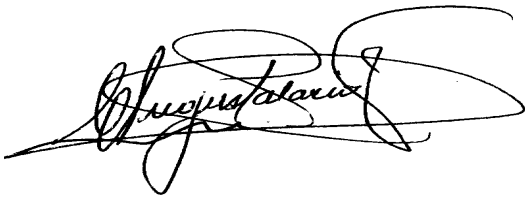
Under Joseph's stewardship, Tre Mari Bakery became one of the first businesses to offer a wide range of traditional Italian-Canadian brands, which you will still enjoy today along with the staples that older generation of Italian have bought for years such as amaretti, zeppoli, and sfoglia cake. All of which resulted in the bakery being recognized as a landmark within the Corso Italia Business Improvement Area. Sadly, unexpectedly, and most tragically, Joseph passed away on February 5, 2008, at the young age of 54. Although, this was the most tragic of times for the Deleo Family, it was a rallying point for the anguished family. Joseph's wife and four boys were the catalysts that helped spearhead the revitalization, evolution, and gentrification of the bakery.

Please turn over...

In order to commemorate Joseph's legacy, the Deleo family are requesting to name the public laneway that runs on the south side of St. Clair Avenue West, between Greenlaw and St. Clarens Avenue to "**J Deleo Lane**". This lane naming initiative will honour his many years of encouraging, motivating, and inspiring innovation as a local business operator whose roots were firmly planted in the local community.

RECOMMENDATION:

Etobicoke York Community Council request City staff at Engineering and Construction Services to review and approve the naming of the subject laneway to "J Deleo Lane", given the overwhelming community support in the form of a lengthy petition signed by local residents and business merchants along with neighbouring properties that abut the noted lane, and that the naming proposal complies entirely with the City of Toronto Street Naming Policy.

A handwritten signature in black ink, appearing to read "Cesar Palacio", with a large, stylized flourish extending to the right.

Cesar Palacio
Toronto City Councillor
Ward 17 –Davenport