

## **Naming of existing public lane bounded by Harbord Street, Manning Avenue, Bloor Street West and Clinton Street**

**Date:** September 5, 2019

**To:** Toronto and East York Community Council

**From:** Director, Engineering Support Services, Engineering and Construction Services

**Wards:** 11 University - Rosedale

### **SUMMARY**

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This report recommends that the name "Rosie Ienco Lane" be approved to identify an existing public Lane bounded by Harbord Street, Manning Avenue, Bloor Street West and Clinton Street.

Community Councils have delegated authority to decide street naming matters which comply with the City of Toronto Street Naming Policy.

### **RECOMMENDATIONS**

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Engineering and Construction Services recommends that Toronto and East York Community Council:

1. Approve the name "Rosie Ienco Lane" for the Lane bounded by Harbord Street, Manning Avenue, Bloor Street West and Clinton Street.

### **FINANCIAL IMPACT**

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The cost to install two street name signs is approximately \$500 and is included within the Transportation Services Division Operating Budget.

### **DECISION HISTORY**

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This is the first time that this issue is before Community Council.

## COMMENTS

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On July 12, 2019 an application was received from Sam Scarfo, to name an existing public lane bounded by Harbord Street, Manning Avenue, Bloor Street West and Clinton Street as "Rosie Ienco Lane". The applicant provided the following information.

*"Rosie Ienco was born and raised at 251 Clinton Street in Toronto. Rosie attended school in the community and completed her post-secondary education at the University of Toronto.*

*Throughout her life Rosie had a strong sense of community and was committed to supporting local business. Rosie could often be found behind the counter at her parents' neighborhood grocery store, Harbord Foods. She welcomed customers with her warm smile and was always eager to showcase her neighborhood to those new to the area. Rosie's love for food and cooking led her to open a catering business, with the dream of one day owning her own restaurant in her community. She was most proud of being able to take part in the annual Taste of Little Italy, where she served up Porchetta sandwiches and other traditional Italian dishes. Rosie always felt extremely fortunate to have had the opportunity to grow up in such a diverse community and was very proud of the relationships she built with local businesses.*

*In November 2014 Rosie was diagnosed with Esophageal Cancer. She handled the diagnosis in the way she handled her life, full of hope and optimism that she would get through this and get on with her plans. She became aware of how rare this form of cancer is and went from kitchen warrior to Cancer warrior. Rosie began blogging about her experiences and became an inspiration to so many suffering from this disease. Her message of hope touched people near and far. She was asked to speak about her journey at the Princess Margaret Hospital and Journey to Conquer Cancer Fundraiser. Rosie also appeared on tv's The Bulletin Board where she shared her struggles and triumphs. Her Strength, resilience and courage touched everyone. Throughout her illness she remained optimistic and on good days would make her way to College Street for her favorite pizza, pasta or pastry.*

*On August 5, 2016 Rosie lost her battle with cancer. She was 35 years old but lived a life that went beyond numbers. Rosie's life had a memorable impact on her community and to those who knew her. The signatures presented are a testament to the support we have received in ensuring that the love for her community lives on. Rosie Ienco Lane will put a smile on the faces of her family, friends and her community."*

The proposed name has been circulated for comment and is acceptable to Toronto Police Service, Toronto Fire Services, Toronto Paramedic Services and Councillor Layton.

Consent was provided by Sam Scarfo, cousin of Rosie Ienco.

Community support was demonstrated via a petition of signatures from property owners/ residents who directly abut the lane as well as letters of support from local community organizations.

The lane is shown as PART 1 on Attachment No.1 Sketch No. PS-2019-093.

This naming proposal complies with the City of Toronto Street Naming Policy.

[Street Naming Policy](#)

## **CONTACT**

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## **SIGNATURE**

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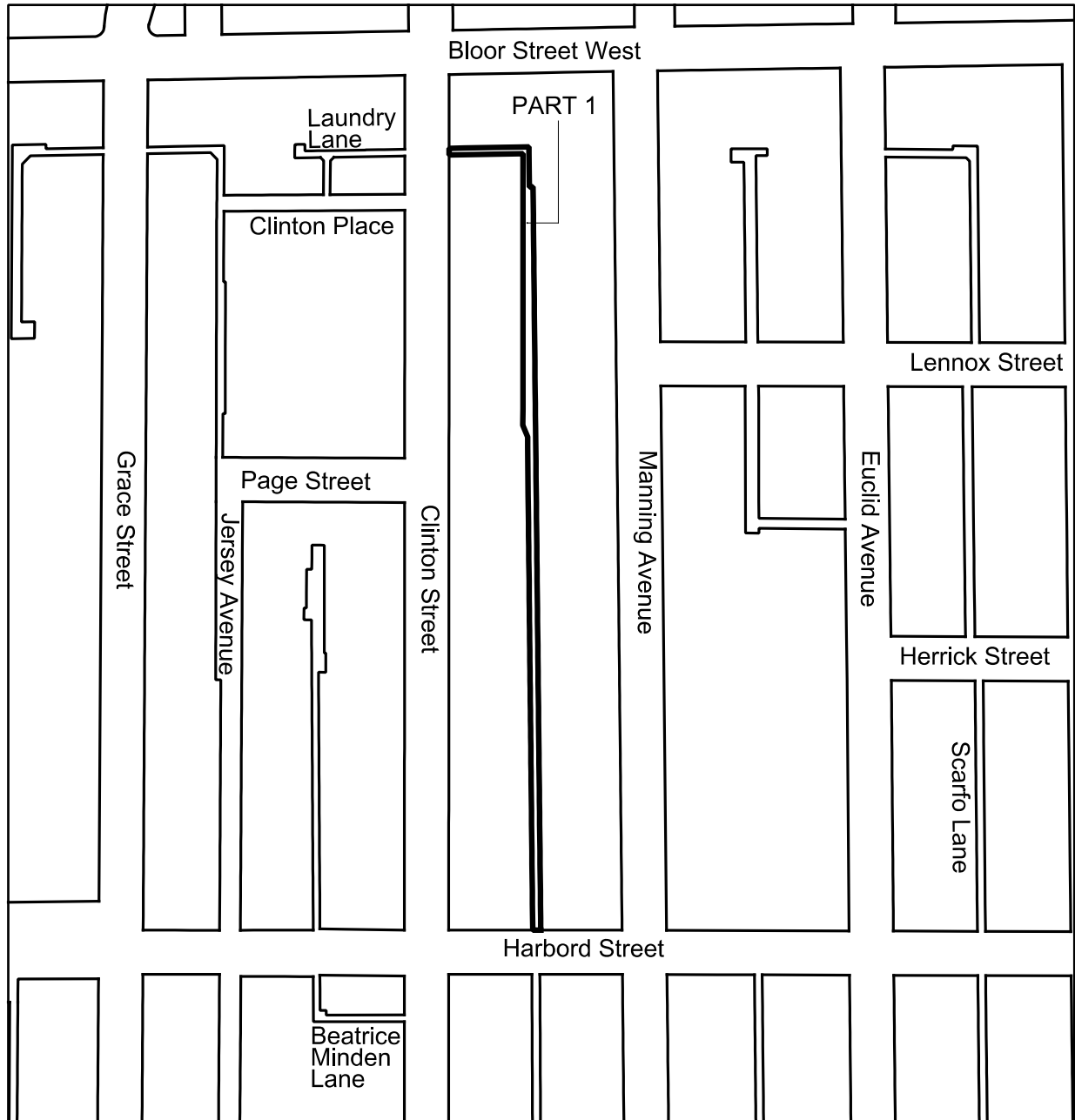
Mika Raisanen, P. Eng., Director, Engineering Support Services, Engineering and Construction Services

## **ATTACHMENT**

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Attachment No. 1 Sketch No. PS-2019-093

Attachment No. 1 Sketch No. PS-2019-093, showing the location an existing lane bounded by Harbord Street, Manning Avenue, Bloor Street West and Clinton Street



**PROPERTY INFORMATION SHEET**  
**NAMING OF AN EXISTING PUBLIC LANE BOUNDED**  
**BY HARBORD STREET, MANNING AVENUE, BLOOR**  
**STREET WEST AND CLINTON STREET**

NOTE:  
 THIS SKETCH HAS BEEN  
 COMPILED FROM OFFICE  
 RECORDS. MEASUREMENTS  
 ARE APPROXIMATE

CHECK BY JOHN HOUSE  
 PREPARED BY: DWAYNE PITT

WARD 11 - UNIVERSITY-ROSEDALE  
 DATE: AUGUST 29, 2019

SKETCH No. PS-2019-093