

Naming of an existing Public Lane North of Danforth Avenue, Extending Easterly from Gledhill Avenue

Date: January 10, 2025

To: Toronto and East York Community Council

From: Director, Engineering Support Services, Engineering and Construction Services
General Manager, Economic Development and Culture

Wards: Ward 19 - Beaches - East York

SUMMARY

This report recommends that the name “Mort Ison Lane” be approved to identify an existing public lane located north of Danforth Avenue, extending easterly from Gledhill Avenue.

This naming proposal complies with the City of Toronto Street Naming Policy which can be found at <https://www.toronto.ca/city-government/planning-development/street-naming/>

This naming proposal is in alignment with the objectives of the [Guiding Principles](#) for Commemoration in the Public Realm.

RECOMMENDATIONS

Engineering and Construction Services and the General Manager, Economic Development and Culture recommend that Toronto and East York Community Council:

1. Approve the name "Mort Ison Lane" for an existing public lane located north of Danforth Avenue, extending easterly from Gledhill Avenue.

FINANCIAL IMPACT

The cost to install street name signage is approximately \$600 and is included within the Transportation Services Division's Operating Budget.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact section.

DECISION HISTORY

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

COMMENTS

At its meeting on July 19, 2022, City Council adopted the City of Toronto Commemorative Framework and approved revisions to the Street Naming Policy.
<https://secure.toronto.ca/council/agenda-item.do?item=2022.EX34.6>

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

An application was received on May 13, 2022, from a resident requesting to name the existing public lane located north of Danforth Avenue, extending easterly from Gledhill Avenue, as Mort Ison Lane honouring Mort Ison, who started out as a local business owner in the car dealership industry in Toronto's east end. Mort Ison used his success to foster inclusivity to newcomers and individuals of various backgrounds by providing opportunities for professional growth and stable employment.

The applicant provided the following background and rationale:

“Mort Ison Lane”

Mort Ison, my father, began his career on Danforth Avenue in 1955 as Morton Motors, a used car lot located at 1030 Danforth Avenue. After sixteen years in the used car business, the company expanded into the new car industry. In 1971, Morton Mazda was formed at 999 Danforth Avenue and quickly rose to be the top Mazda dealer in Canada.

In 1975 two new franchises were added, Saab and Honda. The dealer group, named Toronto Imported Cars, was operated out of the 1030 Danforth Avenue location.

Upon recognition of the Honda success potential, Mort Ison terminated Saab and Mazda. A single line Honda franchise was developed Toronto Honda.

In 1979 Toronto Honda moved to larger facilities at 2300 Danforth Avenue where it still exists today. The dealership has since evolved into one of the largest volume Honda dealers in Canada.

In 1981, two new members were incorporated into the Toronto Honda management team, Stacey Ison and Jordan Ison (his 2 sons).

Toronto Honda Used Cars, at 2258 Danforth Avenue was added in approximately 1990.

Toronto Kia opened in April 2013 next to Toronto Honda on the old Red Arrow Car Wash property at 2222 Danforth Avenue.

Our three properties combined occupy roughly 600 feet of frontage on Danforth Ave. We employ approximately 120 people. Over the years, a great deal of time, energy and money has been invested into making our dealer group one of the finest in Canada. Our successful history has enabled us to be an involved member of our community and provided for an enriching and rewarding work environment for our staff.

Historical Research on Mort Ison

Mort Ison was a member of the Jewish community and founder of successful car dealerships along Toronto's Danforth Avenue. When Mort Ison established his business in the 1950s, he used the opportunity to support newcomers in the area. The car dealership provided stable employment and opportunities for professional growth for people settling in Toronto. Mort Ison's contributions extended beyond his business; he valued diversity and inclusion, fostering a welcoming environment for individuals from various backgrounds. The naming of "Mort Ison Lane" would commemorate a community leader who embraced inclusivity and community spirit.

A complete historical research report is available upon request.

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

Mort Ison passed away in 2012.

Consent was provided by Stacey Ison, son of Mort Ison.

Councillor Brad Bradford, Ward 19 Beaches-East York, supports this naming.

Community support was demonstrated with a petition of signatures from the local community.

The lane is shown as PART 1 on Attachment No.1 Sketch No. **PS-2025-001**.

CONTACT

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Patrick Tobin
General Manager, Economic Development and Culture

ATTACHMENTS

Attachment No. 1 Sketch No. **PS-2025-001**

Attachment No. 1 Sketch No. PS-2025-001, showing the location of an existing Public Lane North of Danforth Avenue, extending Easterly from Gledhill Avenue.

