

## **Naming of an existing Public Lane North of Gerrard Street East, extending between Greenwood Avenue and Redwood Avenue**

**Date:** March 17, 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 14 - Toronto - Danforth

### **SUMMARY**

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This report recommends that the name "Luella Price Lane" be approved to identify an existing public lane located north of Gerrard Street East, extending between Greenwood Avenue and Redwood 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**

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

1. Approve the name "Luella Price Lane" for an existing public lane located north of Gerrard Street East, extending between Greenwood Avenue and Redwood Avenue.

### **FINANCIAL IMPACT**

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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

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

## COMMENTS

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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 November 19, 2020, from a resident requesting to name the existing public lane located north of Gerrard Street East, extending between Greenwood Avenue and Redwood Avenue, as “Luella Price Lane”, in honour of a historical member of Toronto’s Black community.

The applicant provided the following background and rationale:

### **“Luella Price Lane”**

*“We propose that a laneway running from Greenwood to Redwood, north of Gerrard Street, be named “Luella Price Lane”. Luella and others founded the Eureka Club. One of Toronto's first Black women's organizations, the Club to serve needs of Toronto's poor.*

*Luella Cooper was born on June 30, 1858, in Maryland. Maryland stayed in the Union during the Civil War although many supported slavery. Because it stayed in the Union, the Emancipation Proclamation didn't apply to Maryland. Many moved from Maryland to Washington, D.C. to be free or to escape violent racism. In 1864 Maryland voted to free its enslaved people.*

*Grandison Price was born in 1850, the son of Eliza, a black slave and a white slave-owner. Luella Cooper, a free woman of colour, married Grandison Price on June 16, 1875. He was a messenger for the U.S. Government.*

*When the Civil War was over, Black Americans moved to the cities of the U.S. north and mid-west. Others came north to escape Jim Crow laws and attacks by racists. The Prices moved north to Toronto. They lived on York Street where Luella worked as a dressmaker and Grandison worked as a barber. They worshipped at the First Baptist Church.*

*Grandison Price soon found work as a porter on the CPR railroad. Luella ran a boarding house where prominent Black Torontonians, Elisha Edmunds and John Hubbard, lived. By 1893, Luella had her own restaurant but by 1896 they were living on Morse Street in Leslieville as the wealthy landowners of York Street cleared the houses to build offices and factories.*

*The Eureka Club was never more than 18 dedicated and compassionate women. Many of the spouses of the Eurekas were railway porters. The Prices worked hard, saved their money and used it wisely. In 1915, at the age of 57, Luella Price had secured a permit for a three-storey brick apartment house to cost \$9,500 at 6 Redwood Avenue.*

*Grandison Price passed away on April 10, 1921. He had a stroke some years earlier and was partially paralyzed. Luella continued to live in her apartment building on Redwood Avenue until she died on June 15, 1935. She was 76 years old. She was buried beside Grandison in the St. John of Norway Cemetery, on June 18, 1935. On her death certificate the neat handwriting of her foster son Robert J. Lynch has her "racial origin" as "Canadian", but an official has crossed this out and written in "Coloured".*

## **Research on Luella Price**

Luella Price (1858-1935) was an active member of Toronto's Black community from the late 1800s to the early 1900s. Price was a successful businesswoman and founder of the Eureka Friendly Club, one of Toronto's earliest Black Women's organizations. Luella married Grandison Price in 1875 and shortly thereafter relocated to Toronto from Washington D.C. Once settled in Toronto, the Prices lived on York Street and worked a variety of jobs. The couple ran a restaurant together, and Luella worked as a dressmaker and a boarding house owner and operator. Grandison became a porter for the Canadian Pacific Railroad. The Prices moved into their newly built three-story apartment building at 6 Redwood Avenue in 1915. Luella lived in the building, renting out the other apartments, until she died at age 76.

The Eureka Friendly Club was one of Luella's enduring legacies. The club was formed in 1910 as a small gathering of women at Luella's home. Although the group never numbered more than 18, the Eureka Friendly Club supported community members in need for at least 75 years. The Club's motto was "Not for ourselves, but for others." In its beginnings, the Eureka Friendly Club's members visited home-bound community members and dropped off fruit and flowers to those who were sick. In 1936, for example, the group's members made 220 home and hospital visits. The women in the Eureka Friendly Club organized fundraisers and distributed the money raised to those in need of help with rent, hospital or funeral payments, and to support the purchase of glasses for children. As social support structures were increased by governments, the Eureka Friendly Club shifted its focus to awarding scholarships to university students. In 1985, the 75th anniversary of the club, members shared how the Eureka Friendly Club had played a large role in connecting intergenerational family members and offering support for newcomers.

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.

Councillor Paula Fletcher, Ward 14 Toronto-Danforth, supports this naming.

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

### **Consent of the named party or their representative**

The applicant was unable to secure consent of the named party's representative. Section 3.12; 3.12.1 of the Street Naming Policy allows for the approval of a name without consent, provided reasonable efforts were made to obtain same:

*3.12 Naming or renaming a Street, or assigning a Ceremonial Name to a Street, on behalf of an individual, event, or an organization requires the written consent of the named party or the named party's representative.*

*3.12.1 In circumstances where consent has not been received, the City, in the absence of any refusal to provide consent or legal concerns, may approve the name if it is satisfied that reasonable efforts have been made to obtain consent.*

The following information provided by the Leslieville Historical Society demonstrates the efforts made to obtain consent.

The Leslieville Historical Society conducted an extensive search of Luella Cooper's genealogy and family tree using Ancestry.ca, as well as consulting with other parties researching the tree to find distant relatives. The result of this research is documented in an email from the Leslieville Historical Society, dated February 4, 2025, an excerpt of which is included below. The full email communication is available upon request.

*"When Luella Cooper was born on June 30, 1858, her father, William, was 21, and her mother, Mary, was 20. She married Granison Thomas Grandison Price on June 16, 1875, in District of Columbia, USA. They had one child and informally adopted a foster son during their marriage."*

The email also notes that Baby Boy Price was born in Washington D.C. in 1877, dying later the same year. The Prices' foster son, named Robert Lynch, was born in 1881 in the United States of America. The Leslieville Historical Society's research was unable to locate any further information on Lynch, including his date of death. Luella died on June 15, 1935 in Toronto, York, Ontario, at the aged of 74.

The consensus from the research conducted by City staff and the community proponents of the renaming is that no living relatives of the commemorated party could be found. This naming proposal will proceed under Section 3.12.1.

The lane is shown as PART 1 on Attachment No.1 Sketch No. PS-2025-006.

## **CONTACT**

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Tony Rodrigues, Manager, Land and Property Surveys, Engineering Support Services, Engineering and Construction Services, Telephone: 416 396-7140, Email: [Tony.F.Rodrigues@toronto.ca](mailto:Tony.F.Rodrigues@toronto.ca)

## **SIGNATURE**

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Avi Bachar, P. Eng., Director, Engineering Support Services, Engineering and Construction Services

## **CONTACT**

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Karen Carter, Director, Museums & Heritage Services, Telephone: 416 392-9135, Email: [Karen.Carter@toronto.ca](mailto:Karen.Carter@toronto.ca)

## **SIGNATURE**

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Patrick Tobin  
General Manager, Economic Development & Culture

## **ATTACHMENTS**

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Attachment 1 - Sketch No. PS-2025-006

Attachment 1 - Sketch No. PS-2025-006, showing the location of an existing public lane located North of Gerrard Street East, extending between Greenwood Avenue and Redwood Avenue.

