

**Date:** 2023-11-08

**Subject:** **Manorbay Estates, Trinistar Corporation, 8750 The Gore Road – Ward 8**

**Contact:** Ross Campbell, Manager, Zoning and Sign By-law Services,  
Building Division, 905-874-2442, ross.campbell@brampton.ca

**Report Number:** Planning, Bld & Growth Mgt-2023-977

**Recommendations:**

1. That the report from Ross Campbell, Manager, Zoning and Sign By-law Services, Building Division to the Planning and Development Committee of December 4, 2023, re: **Manorbay Estates, Trinistar Corporation, 8750 The Gore Road – Ward 8**, be received; and,
2. That a by-law be passed to amend Sign By-law 399-2002, as amended, to permit the proposed site-specific amendment.

**Overview:**

- An amendment to the Sign By-law has been requested to permit a third ground sign on the property owned by Manorbay Estates, located at the northwest corner of Queen St. and The Gore Road. The Sign By-law permits a maximum of two ground signs on a corner lot having frontage on two streets.
- The existing two ground signs are sufficient to provide exposure for the existing multi-tenant retail/commercial buildings. However, a new multi-storey office building (addressed 8750 The Gore Road) is under construction close to the intersection. Signage for this building is proposed to be accommodated on the additional ground sign in proximity to the new building.
- Staff are generally supportive of the proposed site-specific amendment and recommend approval subject to adherence with all other prescribed requirements of the Sign By-law, including separation distance from the intersection, size limitations, setbacks, etc.

**Background:**

Manorbay Estates Inc. is the owner of a relatively large commercial property at the northwest corner of Queen St. East and The Gore Road. The site is currently developed with a number of single tenant and multi-tenant buildings housing a variety of uses, including a banquet hall, a career college, a medical clinic, a Tim Hortons, as well as several smaller businesses. There are presently two ground signs on the site with exposure to Queen St. East and The Gore Road, near the respective access points on each street. The existing two ground signs provide sufficient display area for the tenants of the previously developed commercial buildings.

**Current Situation:**

The site is currently being improved with the construction of a new office building near the intersection of Queen St. E and The Gore Rd. A third, permanent ground sign is being proposed specifically for this recently constructed multi-storey office building to provide exposure for prospective tenants. The new ground sign would front onto The Gore Road in relative proximity to the office building.

The property has frontage on both Queen St. E. and The Gore Road in excess of 560m in total. The proposed additional ground sign will meet the separation distance of 30 metres from the other two existing ground signs as well as the 1.5 metre setback requirement from the adjacent lot line. The proposed location is also outside of the visibility triangle at the intersection.

Staff have reviewed the proposal and have no objection to the placement of a third ground sign on this property, however, staff are recommending that the sign be installed a minimum 30 metres from the intersection of Queen St. E and The Gore Road in accordance with the standard provisions for Ground Signs as prescribed by the Sign By-law.

**Corporate Implications:**Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff of the Urban Design Section have no concerns with the proposed amendment. Transportation Planning staff are recommending that the new ground sign adhere to the Sign By-law requirements with respect to separation distance from the intersection.

**Strategic Focus Area:**

This report is consistent with the “Growing Urban Centres & Neighbourhoods” strategic priority. Approval of this request is consistent with the priority of attracting investment and employment.

**Living the Mosaic – 2040 Vision**

This Report has been prepared in full consideration of the overall Vision that the people of Brampton will ‘Live the Mosaic’.

**Conclusion:**

The subject site is a large commercial property with extensive frontage along two streets and developed with multiple tenants in 7 separate buildings, including a multi-storey office building in close proximity to the intersection, the additional ground sign is supportable, subject to compliance with all other prescriptive requirements of the Sign By-law, including the minimum separation distance from the intersection.

Authored by:

---

Ross Campbell,  
Manager, Zoning and Sign By-law  
Services

Approved by:

---

Steve Ganesh,  
Commissioner of Planning, Building and  
Growth Management

Reviewed by:

Melvin Ramkissoo,  
Acting Director of Building and Chief Building  
Official

Approved by:

---

Marlon Kallideen  
Chief Administrative Officer

**Attachments:**

- Attachment 1 – Location Map
- Attachment 2 – Site Plan
- Attachment 3 – Proposed Sign Elevations

