



## Porsche Victoria & Gain Group Corporate Office

Rezoning and Development Permit Application  
202 Harbour Road, Victoria BC

July 17, 2025

**Attn:** Mayor Alto  
Victoria Council

**Cc:** Ms. Karen Hoese  
Director of Planning and Development  
Mr. Rob Bateman MCIP, MPP  
Senior Planner  
City of Victoria  
1 Centennial Square  
Victoria, BC V8W 1P6

**Re:** 202 Harbour Road Rezoning and Development Permit Application

Mayor Alto and Council:

On behalf of the Gain Group of Companies, we are pleased to present the following Rezoning and Development Permit application to facilitate the creation of a two-storey Porsche sales centre and two-storeys of Gain Group corporate offices. The proposal will also consist of a one-level underground vehicle and bike parking area with service centre. The ground-level of this plan will also feature an at-grade indoor and outdoor café space. The intent of this plan is to kick-start development in this corner of the ‘Core Songhees’ neighbourhood, work to realize the vision of the Dockside Green Master Plan, deliver a significant employment and economic activity for the City, and create a dynamic urban gateway.

202 Harbour Road (‘the Subject Property’) is located on an irregular (triangle) shaped approximately 2,100 m<sup>2</sup> vacant lot. The property shape, proximity to a collector and arterial road intersection and location within the Vic West neighbourhood presents challenges and opportunities for redevelopment. The site is currently utilized for storage and has been the subject of a previously Building Permit approved five (5) storey office with ground floor automotive museum.

This revised Development Permit plan and proposed land-use text amendment will fulfill both the needs of Gain Group and works to align the vision of the recently updated City of Victoria Official Community Plan (2025), Vic West Neighbourhood Plan (2018) and Dockside Green Local Design Guidelines (2005). Additionally, in accordance with the City of Victoria’s Climate Leadership Plan (2016), this building will include a significant number of secure bicycle parking stalls, underground and publicly available Electric Vehicle (EV) charging stalls, and will be designed to meet or exceed the BC Energy and Envelope Step Code Level 3.

The proposed dealership, offices and accessory café presents an opportunity to book-end the Dockside Green development with significant employment opportunities. This design will seamlessly bridge the urban fabric between the marine industrial uses to the east to the residential

master planned community to the north and west. The design also ensures a safe, pedestrian oriented mini-plaza space which will draw pedestrians towards the internal Dockside Green trail network.

We appreciate the opportunity to present this text amendment and Development Permit to the City, community and Council. Thank you for your consideration and we look forward to bringing this exciting series of uses to the Vic West neighbourhood.

With respect,

Niall Paltiel

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*We gratefully acknowledge that the ancestral land on which we work are within the traditional territories of the W̱SÁNEĆ peoples, specifically W̱JOḺELP (Tsartlip) and S̱ÁUTW̱ (Tsawout) Nations.*

## Planning Policies.

The relevant planning policies which support this application include the Official Community Plan, the Vic West Neighbourhood Plan and the Dockside Green Design Guidelines. This section outlines specific sections from each planning document and how they inform this application. While the OCP and Neighbourhood Plan identify this property as being considered as part of the Dockside Green Area Plan, it is not held by covenant (as is the case with other Dockside properties) and it is not owned or operated by the Dockside treatment facility; rather, we have taken a mindful and collaborative approach to apply the spirit and intent of the Dockside Guidelines in an effort to create a complimentary and cohesive community.

### Official Community Plan

Policy goals relating to the local economy within the City of Victoria Official Community Plan include(s) ensuring that “Victoria generates economic growth, through innovation, diverse entrepreneurship and new business formation, and attracts and retains sustainable enterprises well-suited to the region.” (p. 23) Additionally, this proposal is supported by the City’s goal to support “a high quality of life for the local workforce through a broad range of employment opportunities that provide a living wage and through diverse and accessible services, amenities, housing and mobility options.” Integration with the Vic West neighbourhood and Dockside Green community does just this.

The Dockside Green local area falls within the “Core Songhees” designated neighbourhood as identified within the City’s Official Community Plan. This area supports a mix of housing, commercial, industrial as well as “light industrial complimentary uses” buildings from three to eight storeys. The diversity of housing and land-uses in general are designated to fall within a 2.5 : 1 FSR and the proposed development is a 1.64 : 1 (p. 56).

Additional Vic West neighbourhood benefits that support the vision of the OCP includes:

- 21.27.1 Eclectic mix of land uses, including industrial, employment, apartment residential and older neighbourhoods with a range of housing forms.
- 21.27.2 High density residential mixed use development in the Songhees Peninsula forms a distinct and unique part of the city’s urban core, and serves as a focus of activity with a diversity of uses for the Victoria West neighbourhood.
- 21.27.6 Significant public waterfront access throughout the neighbourhood... and unique vantage points with views to the Inner Harbour, Downtown and the Outer Harbour.
- 21.28.2 Enhance urban design to improve connectivity and walkability and better integrate land uses throughout the neighbourhood.
- 21.28.3 Strengthen transportation corridors through enhancing pedestrian, transit and cycling priority.
- 21.28.6 Maintain a diversity of employment lands and uses (p. 194).

## Vic West Neighbourhood Plan

A primary foundational concept within the Vic West Neighbourhood Plan is to create “Strong Village Hearts” and that is what this development intends to support. The proposed development is designed to improve walkability, integrate with the pedestrian and cycling network along the City streets as well as integration with the internal Dockside Green public greenway connection. Primarily, the plan calls for support of multi-storey buildings for both housing and employment through creating new employment hubs and identifying uses that compliment the existing marine industry (to the east).

## Dockside Green Design Guidelines

The form and character guidance for the Subject Property falls within the Dockside Green Design Guidelines drafted in 2005. While Dockside Green Design Guidelines have been incrementally updated (2016) and the OCP was updated in 2012 and is imminently going to be updated (2025), the vision for the Subject lands remains consistent. The property (DA-5F) as it is referred to within the Dockside Master Plan supports the intent of the zoning bylaw text amendment and this Development Permit plan. The stated uses supported in this plan are some combination of: light industrial, retail, and offices (p. 28). The Development Permit plan goes on to ensure that the uses must be compatible with the heavy marine industrial uses to the East and ensure that the building design and end-users are reflective of this transition.

### **Benefits and Demand.**

The three primary benefits of this property include (1) creating an impactful gateway building to the Vic West and Dockside neighbourhood; (2) strong employment benefits; and ensuring continuity of the Dockside Green plan.

1. Gateway Building: This proposal turns a geometrically challenging, small site into an impactful statement for the Dockside Green community and the broader Vic West neighbourhood. The public realm amenities, prominent ground-level building façade and tapered upper-level office building levels will turn a tired, vacant lot into a dynamic new book-end for the Dockside green community. Our architectural team has studied the area, the elevation changes from both Esquimalt Road and Harbour Road from a series of perspectives and we maintain this building will create a positive statement for the community.
2. Employment Benefits: When operational, this dealership will employ 30-40 individuals from service in the parkade to sales and finance on the first and second levels. The Gain head office will employ 15-20 individuals. These jobs will be well-paying and will support the housing development in the City and specifically forecast in the Dockside and Vic West neighbourhood. Further Gain employees will ensure their hard-earned wages are reinvested in the local economy.
3. Continuity with the Dockside Green Plan: This proposal takes inspiration from the Dockside Green guidelines (stated further below) and ensures that this challenging property can

remain a feasible proposal at a time where employment-focused developments are not commonly found on the City's Development Tracker.

### **Design.**

The intent of this Development Permit application is to bridge the City of Victoria planning policies, sound urban design principles, and Dealership manufacturing specification requirements. The culmination of these drivers has laid the groundwork for a comprehensive, well-designed gateway building at the front-south end of the Dockside Green neighbourhood. ETA Landscape Architecture was engaged as a key member of the project team to assist in providing congruency between this site-specific development and future, planned phases of the broader Dockside Green comprehensive development.

The Dockside Green Development Permit design guidelines outlines general direction for the form, character and makeup of this building. They acknowledge the eclectic collection of small-scale industrial buildings and structures along Harbour Road and support new construction that steps-back from the water's edge and continues the rhythm of additive, asymmetrical and irregular building forms.

The exterior of this building will contain a variety of high quality and durable materials and will merge the automotive manufacturer – approved design with the marine industrial fabric of Harbour Road. The ground-level building façade takes advantage of the irregular lot size and dual frontages to both showcase the automotive brand while creating a vibrant, activated and pedestrian-oriented public realm.

Dedicated Statutory Right of Way frontage (from the now-expired Development Permit on this site) and modest setbacks create a landscaped, rainwater management boulevard which separates pedestrians and vehicles. The SRW space also fulfills part of the broader Dockside Green design intent of creating a pocket-plaza and view corridor for the broader Dockside Green community. Street furniture, bike parking and a pedestrian connection to the internal dockside greenway path will ensure this plaza forms an integral part of the urban fabric of the broader neighbourhood.

The introduction of a small retail café space along the ground level will also enhance the pedestrian experience. This café will service both the internal dealership clientele as well as the public as they utilize this outdoor space as a gateway to Vic West and the specific Dockside Green neighbourhood.

### **Climate Leadership.**

The planned urban fabric of our design intends to further the smart planning objectives forwarded by the City of Victoria Climate Leadership Plan, Official Community Plan and within the Dockside Green plan. While this development does not intend to tie into the localized Dockside Green infrastructure, it produces an employment hub within an area slated for heavy residential growth. The location of the Subject Property, in proximity to local and regional active transportation networks, other light-industrial and commercial employment spaces, and high-density housing ensures that Vic West and Dockside Green embody the “Strong Village Heart” that the local plan envisions.

## **Infrastructure.**

The proposal will be serviced by City of Victoria storm, sewer and water infrastructure. Our civil consultants do not expect any upgrades to any City or Hydro infrastructure to support this development. A series of rooftop, underground, and at-grade landscape storage areas will ensure that the properties storm water runoff will be managed on-site and not burden the Cities system.

## **Transportation Safety and Parking.**

Similar to the previously supported Development Permit proposal, the primary site access and egress is from the far northern property line along Harbour Road. The site property lines and proximity to the Harbour and Esquimalt Road intersection presents potential conflicts around pedestrian and vehicle safety due to cuing and visibility. The proposed access location is supported by our engineers at JE Anderson and has been well-vetted by the Transportation Engineers at WATT Engineering.

In maintaining safety along Harbour Road and at the municipal intersection, the proposal maintains the current bike lane and curb configuration and does not propose and off-street parking to be created. All parking is off-street and includes a concealed, behind-building visitor isle with a single ramp down to a level of underground parking and vehicle service bays. The proposed development also includes second floor vehicle storage around the dealership offices. The second-floor vehicle parking will be accessed by a vehicle elevator.

Due to the size of commercial and retail space proposed on the site, a parking variance will be sought. Four contributing factors in support of the parking variance includes:

1. **Bike Parking Offset:** The proposed development will exceed the required bike parking bylaw spaces by 6 stalls. We are proposing an increase at grade and below grade in both short- and long-term bike stalls.
2. **Additional On-Site Storage:** The vehicle service bays and in-building vehicle storage provides at least 20-additional stalls. While they are not counted as vehicle parking stalls, they will ensure there is not a spill-over affect from on-site parking;
3. **Generous Office Sizes:** The larger-sized commercial offices mean that the number of individuals utilizing the office spaces is lower than in a higher density office environment and thus vehicle demand should be less;
4. **Nearby Parking Synergies:** The Gain Group has a number of offsite vehicle storage locations nearby and throughout the region. In the unlikely event that vehicle storage outpaces parking spaces provided, Gain has offsite parking locations identified which will ensure there will not be a spillover effect to the neighbourhood.
5. **Low Volume Dealership Data:** WATT has done a deep analysis of the current Porsche dealership demand and determined support for the parking variance. Porsche is on the far low-end of vehicle transaction volume.

**Closing.**

Gain Group is a prominent employer and has significantly invested in creating high-quality dealerships throughout the City of Victoria and across the entire mid- and south-Island. Their dealerships are clean, urban magnets which provide high-quality employment and desirable public realm enhancements in some of the Cities priority revitalization areas. The 202 Harbour Road site in Vic West is an exceptional opportunity for Gain and the City to create a prominent gateway to the southern edge of the Dockside neighbourhood and ensure a positive bridge between the more intensive mixed-use residential uses planned to the west and the existing marine industry to the east.