

202 Harbour Road

Letter to Mayor and Council

REZ00908 & DP000658



July 27, 2026

Rezoning and Development Permit Application 202 Harbour Road, Victoria, BC Application Numbers:
REZ00908 & DP000658

Attn:

Mayor Marianne Alto Victoria Council

Cc:

Mr. Alec Johnston Director of Planning and
Sustainable Development

Mr. Geordie Gordon, Senior Planner Development
Services Division

City of Victoria

1 Centennial Square
Victoria, BC V8W 1P6

Re:

Resubmission – Rezoning and Development
Permit Application, 202 Harbour Road, Victoria, BC
– REZ00908 & DP000658

Mayor Alto and Members of Council:

On behalf of the Gain Group of Companies and the ownership of 202 Harbour Road, Island View Land Management is pleased to submit this revised application in response to the Application Review Summary dated December 18, 2025, the associated Plan Check, and feedback from the Advisory Design Panel. We thank staff for a thorough and constructive review – the resubmission is a stronger, more policy-aligned project as a result.

We acknowledge this project is situated on the unceded homelands of the Lekwungen-speaking peoples, the Songhees and Esquimalt Nations, and we are committed to developing this site with respect for the community, the environment, and the local Nations.

We want to be direct with Council about what this application represents: a \$30+ million employment investment at the gateway to Vic West, anchored by the relocation of the Gain Group of Companies' head office to the City of Victoria. This is a rare opportunity to convert a vacant, underutilized triangular lot into one of the most significant employment generators in the Dockside area – and we are asking Council to see this project through that lens.

Why This Matters to the City

Employment and Economic Impact

This building will house 40–55 direct jobs — skilled automotive technicians, licensed finance and insurance professionals, sales staff, and Gain Group's corporate executive and administrative team — at compensation levels well above Victoria's median household income. Applying standard economic multipliers for automotive retail and corporate office employment, we conservatively estimate this development will generate \$8–10 million in annual gross economic output for the City, once direct, indirect, and induced spending are accounted for. This is a stable, trades-inclusive employment anchor in a neighbourhood that has absorbed significant residential growth but has seen comparatively little new employment space.

Tax Base Contribution

At full build-out and assessment, this project is projected to generate over \$650,000 annually in property tax revenue at the 2026 mill rate — a meaningful and durable contribution to the City's tax base from a single employment-generating site.

Neighbouring Property Owner Support

We have earned the support of Bosa Developments, our neighbouring property owner to the west and north, who recognize the complementary relationship between this dealership and their own holdings. This is a strong signal that the project fits the evolving fabric of the area and is welcomed by those with the greatest stake in its success.

Community and Design Panel Support

This project has the benefit of broad neighbourhood support, including formal support from the Vic West Community Association, and has been favourably received through the City's Advisory Design Panel review process.

202 Harbour Road: By the Numbers

35,785

sq. ft. total building area

4

storeys

40-55

direct jobs

\$30M+

construction investment

\$650K+

projected annual property tax

Metric	Figure
Total building area	~35,785 sq. ft. (3,325 m²) across four storeys
Site area	23,485 sq. ft. (2,182 m²) – irregular, triangular lot
Floor Space Ratio	1.64:1
Dealership retail / showroom space	~14,000 sq. ft. across Levels 1 & 2
Service bays	10 manufacturer-certified service bays, fully screened from public view (underground)
Corporate office space	~10,500 sq. ft. across Levels 3 & 4 (Gain Group HQ)
Ground-level café / retail	Integrated pedestrian-facing café unit at grade
Parking stalls	45+ stalls, including dedicated EV-equipped stalls
Bike parking / end-of-trip facilities	Secure indoor bike storage, charging, and staff end-of-trip facilities

❏ The bottom line: a four-storey building on one of the smallest, most challenging lots in Dockside will deliver more jobs, more tax revenue, and more investment per square foot than almost any comparable site in the city – while keeping vehicle storage, service operations, and loading entirely out of public view.

Design Response: Bridging Industrial Harbour and Urban Dockside

This site sits precisely at the seam between the working harbour and the emerging urban fabric of Dockside Green. Our design team has treated this not as a constraint but as the defining opportunity of the project. The ground-level cladding and panel treatment are deliberately conceived as a visual and material bridge — industrial corrugated panel facing the harbour and working lands, transitioning to a more refined urban expression toward Dockside Green. This building is, quite literally, designed to be the employment-focused hinge between Victoria's industrial past on the water and the urban future contemplated for Vic West.

At grade, we have included a café space specifically to animate the pedestrian experience along the internal Dockside walkway network — ensuring this is not simply a dealership frontage but a genuine contributor to street life and the neighbourhood's emerging retail-pedestrian character.

In designing these special places and implementing the intents of the Dockside Green Design Guidelines, we specifically worked with our local team at Architect Union Architecture and Vancouver-based ETA Landscape Architecture to imagine a well-used pedestrian-first gateway to the Dockside Village and Songhees District. ETA Landscape Architecture is also the landscape team that is designing the future gateway for Bosa Developments. We made the decision deliberately to work with them due to their professionalism, their strong urban design track record and their natural ability to create cohesion between our application and the future Dockside Green pathway and the overall urban fabric.

Additionally, we have worked closely with City staff and our code consultant to demonstrate that the ground-floor plate is future-proofed. A completed fit study confirms the floor plate can be fractured into multiple smaller Commercial Retail Units should ownership, tenancy, or use change over time — giving the City confidence that this is not a single-purpose building, but one capable of evolving to serve future retail configurations as commerce and demand in this important neighbourhood matures.





Sustainability: A Genuinely Canadian, Genuinely Green Commitment

We know this is a Council that expects real climate leadership, and we want to be clear about our approach.

We remain committed to our LEED Gold obligation under covenant CA9334093. Rather than routing this consulting work — and the associated fees — to American LEED consultants, we have made a deliberate decision to work directly with RJC's local Victoria office, keeping this expertise and spend in Canada while still meeting our certification commitment. We are proposing minor covenant language to "LEED Gold Certifiable or Equivalent" to reflect the reality that current City sustainability bylaws, the BC Energy Step Code, and BC Building Code now meet or exceed several LEED benchmarks — not to weaken our commitment, but to avoid duplicative administration and oversight.

We are also directing our consultant team to sole-source Canadian product wherever feasible throughout this build. This is more than a political gesture — Gain Group's leadership is acutely aware of the pressure the U.S. has placed on the automotive sector, and this project reflects a genuine intent to build a dealership, and a brand presence, that reinvests in the Canadian and local economy at every opportunity.

Additional sustainability commitments include:

- Rainwater management designed to meet the City's new Works and Services Bylaw standards, addressed across all site impervious areas, including hardscape along the west property boundary;
- Green roof catchment areas to reduce stormwater burden on the City system;
- Significant internal bicycle parking and end-of-trip facilities for building staff and customers; and
- On-site bike facilities allowing cyclists to dismount and engage directly with the future Dockside Green internal pedestrian trail at Harbour and Esquimalt Road.

Conclusion

202 Harbour Road offers Council a rare combination: a national head office relocation, over 40 skilled jobs, more than \$30 million in construction investment, over \$650,000 in annual property tax revenue, and a design that genuinely bridges Vic West's industrial past with its urban future — all supported by our neighbouring property owner, the Vic West Community Association, and the City's own Advisory Design Panel.

We respectfully request Council's support in advancing this application, and we look forward to continuing to work with staff toward a successful resolution.

Respectfully submitted,

Niall Paltiel

Island View Land Management On behalf of the
Gain Group of Companies

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