202 Harbour Road
Letter to Mayor and Council

REZ00908 & DP000658



GAIN GROUP

ISLAND VIEW LAND MANAGEMENT

August, 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 Victoria 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.

Enabling Future Community Benefit

Approving this investment ensures GAIN Group can continue to flourish — not only as a major employer and premium automotive service provider, but as an active community builder throughout the City and Region. A thriving GAIN Group means a growing capacity to support hospitals, youth programs, arts organizations, and local events. This development is not just an economic asset for Vic West — it is the foundation upon which GAIN's community contributions will grow for decades to come.

202 Harbour Road: By the Numbers

35,785
sq. ft. total building area

4
storeys

50–55
direct jobs

$30M+
construction investment

$650K+
projected annual property tax

1
purpose-built head office locating in the City of Victoria

Metric	Figure
Total building area	~35,785 sq. ft. (3,325 m^2) across four storeys
Site area	23,485 sq. ft. (2,182 m^2) — 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.

The 'Why' Behind 202 Harbour Road

Operational Capacity

Porsche's requirements for vehicle flow, customer experience, and service operations require additional service bay area and a layout that can support a modern operating model. This proposal provides the space and configuration needed to run the dealership efficiently while keeping service activities screened from public view.

A Long-Term Investment in Victoria

Gain Group is making a substantive commitment to the City through new head office investment in Vic West. This level of corporate and dealership growth requires dedicated space for staffing, infrastructure, IT systems, servicing support, and dealership software platforms. This is not achievable with a smaller retrofit.

Porsche Relocating from Saanich to Victoria

Porsche's move to Victoria is a vote of confidence in the city's market and access to customers. This application is the real-world facility upgrade that enables Porsche to operate at the scale and standard expected of a modern, manufacturer-aligned dealership.

EV-Readiness Aligned with the Market

Porsche's market transition: selling well over 40% EVs in the next couple of years . This means the dealership must be set up to succeed in an EV-heavy environment. Victoria's residents demand for green vehicles and lower-emissions transportation is one of the highest in North America.

Green Infrastructure Built-In, Not Bolted-On

Modern dealership operations depend on infrastructure that supports sustainability outcomes: stormwater management, landscape-based systems, building-envelope performance, and active transportation access. The building design is planned to sustain these requirements over the long term.

A Landmark Dockside Gateway

This unique location provides both a design and planning opportunity. The building's placement adjacent to the BMW–Mini dealership creates a cohesive, future-oriented gateway that supports the Dockside Green plan. The ground-level café activation and the industrial-to-urban design transition reinforce this building as a landmark contributor to the precinct.

Why This Location, Now

The precinct is evolving toward the Dockside Green vision; this dealership is designed to help carry that transformation forward through employment-focused development, modern infrastructure, and a visible, pedestrian-friendly gateway presence.

The People Behind Porsche Victoria

This is not just about re-locating our existing operations. The move from Saanich to Victoria means we are able to grow our service offerings, investment in employee spaces, deliver key Electric Vehicle infrastructure and design a new BC-based head office in the City of Victoria. Here are three of the skilled professionals whose careers will be anchored at 202 Harbour Road:



Anthony Vance

PARTS ADVISOR

> *"I moved to Victoria from the Lower Mainland 2.5 years ago and started at Porsche Centre Victoria the day after I arrived. It did not take long for me to see that this dealership exemplifies so many of the great things about both Victoria and the Porsche brand.*
>
> *Every day, it is a privilege to come to work and see the dedication, passion for cars, and incredible work ethic that drives the team here. Just as importantly, I see the commitment everyone has to providing exceptional service to the residents of Victoria and Vancouver Island, while maintaining an open and welcoming environment for anyone who wants to come by, connect with others, and share in that passion for cars and the Porsche brand.*
>
> *I believe Porsche Centre Victoria is a bright spot in the City of Victoria. It is more than simply a place to purchase and service vehicles; it is a business that takes pride in being part of the community and in representing the Porsche brand to people across Vancouver Island.*
>
> *For that reason, I believe Porsche Centre Victoria has earned the opportunity for a new home. A modern, purpose-built facility would allow us to better serve our customers and community while reflecting the quality, innovation, and enthusiasm that define both the dealership and the Porsche brand. I believe a new Porsche Centre Victoria would be more than an improvement to the dealership—it would be a positive addition to the City of Victoria and the community we are proud to be part of."*



Maya Wightman

LOT ATTENDANT

> *"Working with Gain group at Porsche Centre Victoria is a blessing. I'm grateful to be surrounded by hard working and caring individuals who create a positive working environment. Everyday, I'm thankful to have a job I look forward to."*

The People Behind Porsche Victoria

CONTINUED



Chris Brandon

SHOP FOREMAN

"My name is Chris Brandon, and I have been an employee with GAIN for the past 24 years.

I started with GAIN in 2002 as an apprentice at their Mercedes-Benz store. In 2012, I was given the opportunity to move to the newly acquired Porsche store, where I have worked as the Shop Foreman ever since.

When I first started at Porsche, I was the only technician working in the shop. As the business grew, we quickly expanded to three technicians after we moved to the new facility in Saanich. Within five years, we had grown to a team of four technicians and an apprentice, and we had already outgrown the facility that had been built for us.

Today, we have very limited space for anymore technician's, tools, equipment, and the day-to-day needs of our growing team. The current facility no longer provides the space we need to work efficiently or to continue expanding our team and services.

I am very excited about the opportunity to move into a new facility with additional service bays, increased storage, and the space necessary to support our continued growth. Having a larger and more functional facility will allow me to train and mentor additional technicians, provide better service to our clients, and continue building a strong Porsche service team.

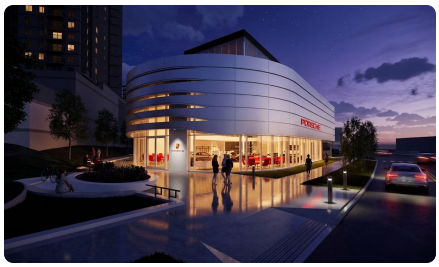
Most importantly, I am proud to have spent the majority of my career serving the community where I live and grew up. I look forward to continuing to provide quality service to Porsche owners in Victoria and the surrounding communities for many years to come.

Thank you for taking the time to consider my perspective and for supporting the continued growth of our Porsche facility."

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 are clear about our approach. Gain remains committed to our LEED Gold (or equivelant) obligation under an existing covenant. 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. Your point is taken that the City's requirements exceed some LEED requirements, but LEED Gold - equivalent requires meeting mandatory prerequisites and earning enough points across multiple categories:

- Location & Transportation
- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality
- Innovation, Regional Priority, and Integrative Process

We are also directing our consultant team to sole-source Canadian product wherever feasible throughout this build. 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

- 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
- Public bike facilities allowing cyclists to accessibly engage with the future Dockside Green internal pedestrian trail.



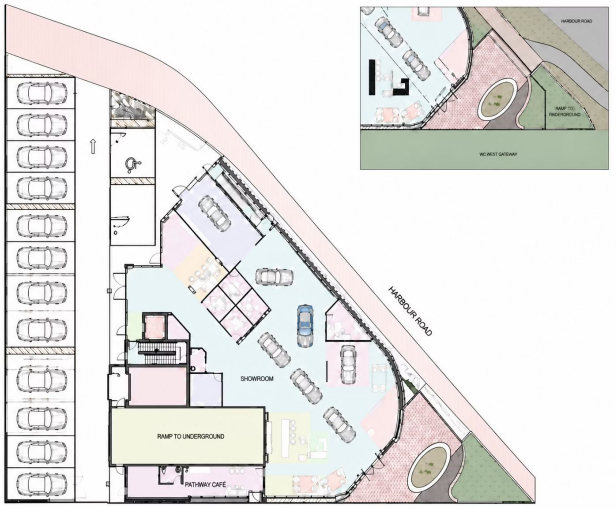
Electric Vehicle Commitment

- Electric Vehicle maintenance and service infrastructure.
- Additional employment accomidations and work space for electric vehicle specialists and IT experts.
- 6 Level 2 EV Charging Stalls — both underground and publicly available.
- 2 Level 3 EV Charging Stalls — available within the public drive isle on Harbour Road.

Floor Plans

The following drawings illustrate the proposed floor plans for 202 Harbour Road, from the ground level up through all four storeys.

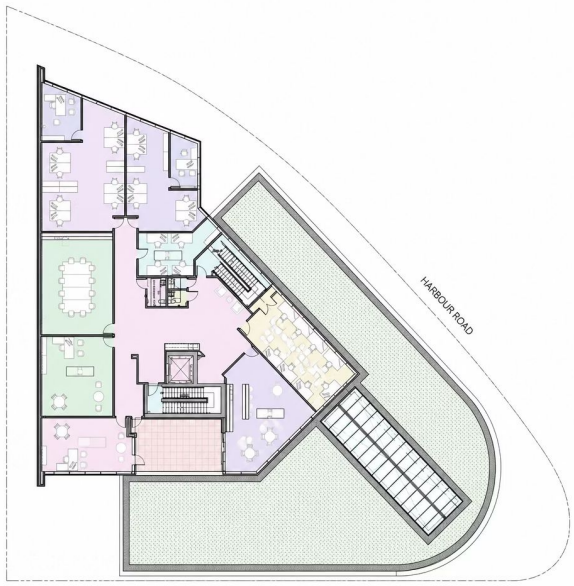
Level 1 — Ground Floor
Sales, office and cafe / plaza



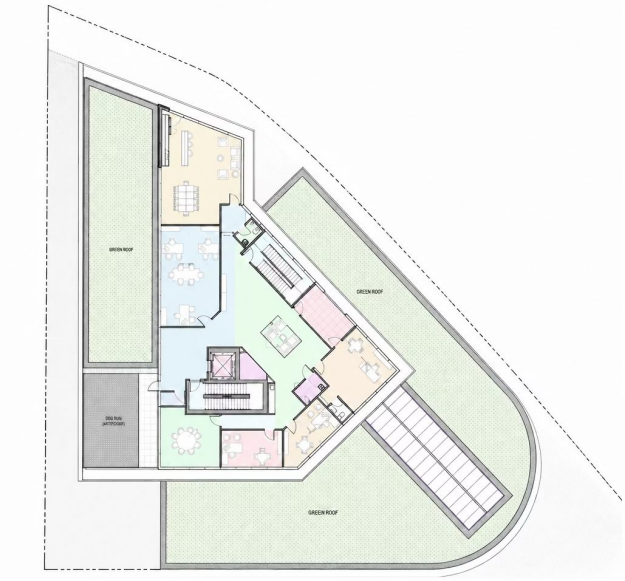
Level 2 — Used vehicles,
administration and finance offices



Level 3 — Gain Group Head Office



Level 4 — Gain Group Head Office



Architectural Drawings

The following renderings illustrate the building's massing, materiality, and relationship to Harbour Road and the surrounding Dockside context.

Street-Level Renderings






PORSCHE



Aerial Perspectives



AERIAL VIEW FROM HARBOUR ROAD LOOKING NORTHWEST



AERIAL VIEW FROM INTERSECTION OF ESQUIMALT ROAD AND HARBOUR ROAD



AERIAL VIEW FROM HARBOUR ROAD LOOKING WEST



AERIAL VIEW FROM HARBOUR ROAD LOOKING SOUTHWEST

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. This form, use and design approach has been 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

Niall Paltiel

President

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Project Team

GAIN GROUP

ISLAND VIEW LAND MANAGEMENT

UNION

eta landscape architecture

WATT Consulting Group

JEA

J.E. ANDERSON & ASSOCIATES SURVEYORS - ENGINEERS

Driven by Community: GAIN Group's Charitable Legacy



Healthcare & Hospitals

Supporting Victoria Hospitals Foundation and BC Children's Hospital.



Driving Meaningful Causes

This August, Porsche Victoria and the Island Motor Circuit raised $210,000 towards the Island Kids Cancer Association.



Arts & Culture

Backing the Victoria Symphony, cultural festivals, and community galas.

VIC WEST COMMUNITY ASSOCIATION

Grassroots Community

Investing in neighbourhood anchors like the Vic West Community Centre.



Cops for Cancer: Tour de Rock

Proud multi-year supporters of Vancouver Island's beloved annual cycling fundraiser for childhood cancer research.



David Foster Foundation

The David Foster Foundation is dedicated to providing financial support to Canadian families with children in need of life-saving organ transplants.

Bridging Values: Anchoring in Vic West

Choosing 202 Harbour Road is a strategic commitment to Victoria's future. Vic West's blend of historic roots and modern growth perfectly aligns with GAIN Group's vision.

Innovation & Sustainability

Porsche's rapid shift toward electric vehicles and green technology mirrors Vic West's forward-thinking, sustainable urban development.

True Connection

Relocating the executive Head Office to the city core puts GAIN's leadership on the ground — keeping decision-makers directly connected to the pulse of Victoria.

Local Economy

This project anchors high-quality, family-supporting jobs right here in the municipality, serving as an economic engine that will boost surrounding restaurants, shops, and services in Vic West.

A Neighbour You Can Count On

GAIN Group is already showing up for the City. Most recently, they proudly sponsored the Victoria Snowbirds Farewell Flight, helping to bring an unforgettable celebration of community spirit and aviation history to our skies. The 202 Harbour Road development is a long-term pledge to the City of Victoria — ensuring that as GAIN Group grows, their capacity to give back grows with them.

This is more than a headquarters. It is a commitment to a future of shared success, driven by excellence, integrity, and community.