

Douglas Street Mercedes-Benz Automotive Campus

2959 Douglas Street, Victoria, British Columbia

Zoning Text Amendment & Development Permit Application — Planning and Land Use Submission

March 2026

Prepared by:

Niall Paltiel — Island View Land Management Ltd.

On Behalf of: Gain Group of Companies

Application:

REZ00908

DP000658





CAMPUS VISION

A World-Class Destination for Victoria

The proposed Mercedes-Benz Automotive Campus will transform a vacant brownfield into a premier employment destination in the Burnside-Gorge neighbourhood.

AT A GLANCE

Project Overview

4

Purpose-Built Buildings

Four distinct facilities on one campus

10,200

Square Metres

1.02-hectare site with three frontages

120

Direct FTE Jobs

80–120 skilled positions

1st

In North America

First purpose-built Classic Mercedes-Benz dealership

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Territorial Acknowledgement

Island View Land Management Ltd. and the Gain Group of Companies respectfully acknowledge that 2959 Douglas Street is located on the traditional territories of the Lekwungen-speaking peoples, specifically the Songhees Nation and the Esquimalt Nation, whose historical connections to this land continue to this day.

We recognize that the City of Victoria was founded upon and continues to occupy these unceded territories, and that the Lekwungen peoples have stewarded these lands and waterways since time immemorial. We are grateful for the opportunity to work, invest, and build within this place, and we acknowledge the ongoing responsibility of all who develop and benefit from these lands to do so in a manner that is respectful, reciprocal, and grounded in the spirit of reconciliation.

Summary Letter to Mayor Alto and Victoria City Council

Addressee

Mayor Marianne Alto
Victoria City Council

CC

Ms. Karen Hoesse, Director of
Planning and Sustainable
Development

Ms. Chloe Tunis, Current
Planner, City of Victoria

File References

REZ00908 and DP000658
2959 Douglas Street,
Victoria, BC

March 10, 2026

On behalf of the Gain Group of Companies, and as President of Island View Land Management Ltd., I am pleased to present this planning submission in support of the Zoning Text Amendment and Development Permit Application for the property located at 2959 Douglas Street, the former Canadian Tire site, in the City of Victoria.

This document has been prepared to provide Council, staff, and the public with a clear, comprehensive, and candid account of what is being proposed, why it is being proposed here, and how the proposal aligns with the City's adopted planning framework for this neighbourhood and corridor. We appreciate the opportunity to work with the City to make this vision a reality.

- ❏ **An Investment in Employment Lands** The Subject Property at 2959 Douglas Street has sat vacant and underutilized for decades. The commercial building on this site dates to 1982. In its current state, the property contributes nothing meaningful to the City's tax base, generates no employment, and presents an ongoing liability in terms of brownfield contamination and streetscape degradation along one of Victoria's most important commercial corridors. The proposed Mercedes-Benz Automotive Campus will change that entirely.

This development will result in the remediation of a contaminated brownfield site; the construction of four purpose-built, high-quality employment buildings; the generation of significant municipal property tax revenue; and the creation of meaningful, career-track employment for residents of Greater Victoria. These are not abstract benefits: they are quantifiable and substantial contributions to the City's economic resilience and the vitality of the entire region, the City of Victoria and the Burnside-Gorge neighbourhood.

Employment, Skills, and Site Constraints

Employment and Taxation

The Gain Group's investment is expected to generate between 80 and 120 direct full-time equivalent positions spanning certified automotive technicians, finance professionals, sales staff, administrative personnel, parts and logistics coordinators, and senior management. These are household-sustaining jobs: exactly the category of employment the City's Official Community Plan identifies as a priority for the Midtown Employment District.

The campus will also generate significant annual property tax revenue, replacing a dormant site with one of the highest-contributing commercial properties along this section of Douglas Street.

Confronting the Site's Constraints Honestly

The Subject Property carries a legacy of environmental contamination as a former automotive service centre. Preliminary environmental site assessments have identified subsurface contamination requiring active remediation prior to and concurrent with development. This contamination history is directly relevant to two critical planning considerations:

Residential development on this site is not appropriate. The Certificate of Compliance process confirms that this site's contamination profile and its location within an established commercial and light-industrial employment corridor make housing an unsuitable and unachievable land use here.

Underground parking is not feasible. The combination of subsurface contamination, the geotechnical complexity of remediated soil, and the significant cost premium associated with underground construction renders below-grade parking economically and environmentally unviable.

A Landmark First for North America

The proposed Classic Mercedes-Benz Dealership at this campus will represent the first purpose-built Classic Mercedes-Benz Dealership showroom and service facility in North America. Victoria, and this site, will be home to something genuinely unique: a world-class destination for classic Mercedes-Benz ownership, acquisition, and care.

This is not a marketing distinction, it reflects the global reputation that the Gain Group has cultivated through CoachWerks Victoria, their internationally recognized classic car restoration studio, and it reflects Mercedes-Benz's confidence in this organization as a partner worthy of a landmark designation on this continent. That is an extraordinary outcome for a site that, today, contributes nothing to this city.

With respect,

Niall Paltiel

President

Island View Land Management Ltd.

On behalf of the Gain Group of Companies



VIEW FROM DOUGLAS ST

Location and Property Context



Burnside-Gorge Neighbourhood

Located within the Midtown Employment District as designated by the City of Victoria's 2050 Official Community Plan



Three Street Frontages

Douglas Street to the west, Spruce Street to the north, and Summit Avenue to the south: an uncommon and valuable configuration for these proposed uses



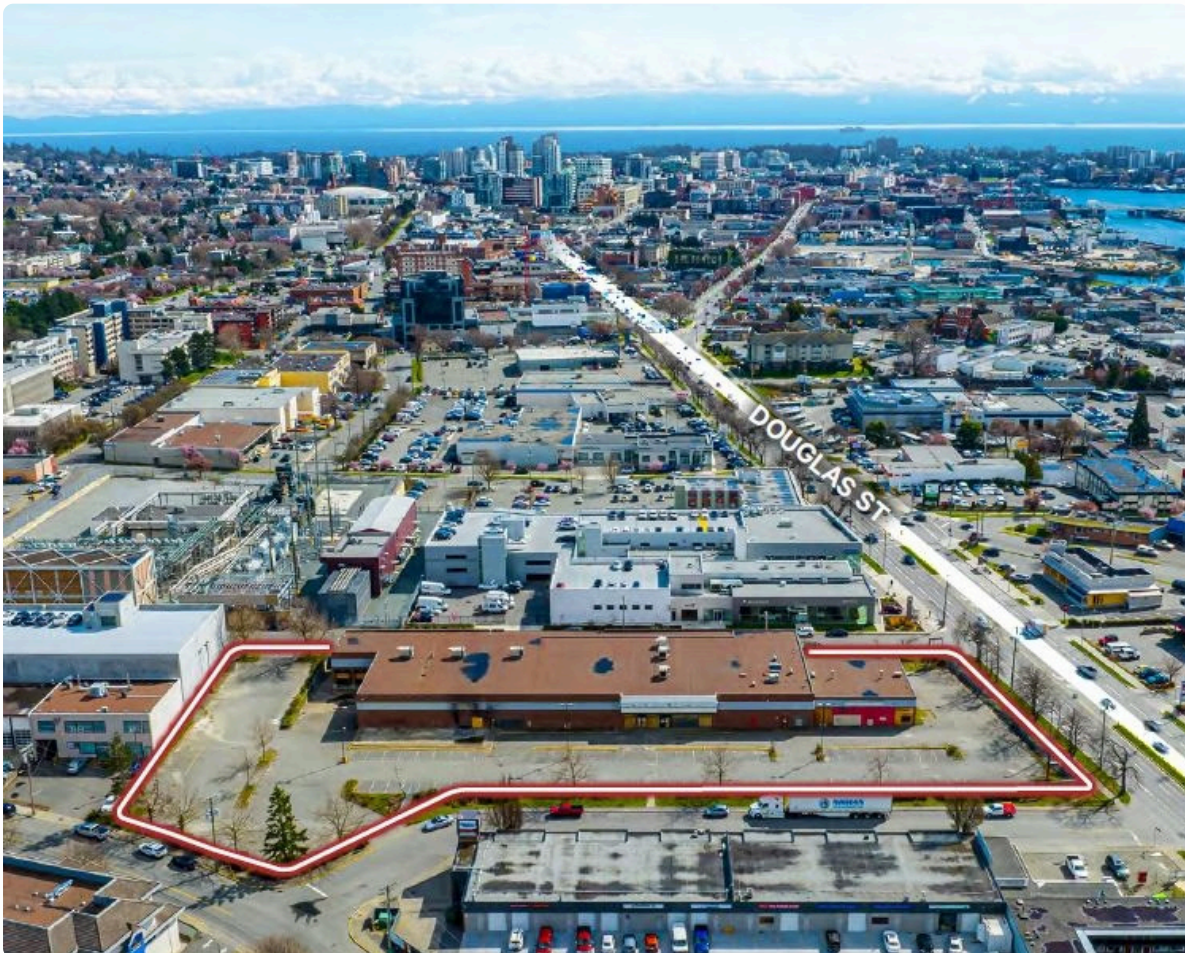
10,200 Square Metres

Approximately 1.02 hectares currently zoned S-1 Limited Service District



Employment Corridor Context

Surrounded by commercial and light industrial operations consistent with the Douglas Corridor's established character



2.1 Location and Configuration

The Subject Property at 2959 Douglas Street, Victoria, British Columbia, is located in the Burnside-Gorge neighbourhood within the Midtown Employment District. It has three street frontages: Douglas Street to the west, Spruce Street to the north, and Summit Avenue to the south. The lot is approximately 10,200 square metres (1.02 hectares), is zoned S-1 Limited Service District, and is surrounded by commercial and light industrial uses.

Site Conditions and Constraints

2.2 Current Site Conditions

The Subject Property has been underutilized for decades, with the most recent significant commercial building — a former automotive service station and retail centre — dating to 1982. The site currently presents as a vacant, hardscaped, and largely impervious former commercial property contributing no meaningful employment, minimal property tax revenue, and a degraded streetscape along all three frontages.

2.3 Environmental Site Contamination

The Subject Property carries a legacy of subsurface contamination consistent with its long history as an automotive service and petroleum products site. Preliminary environmental site assessment work has identified the presence of hydrocarbon-related contaminants in the subsurface soils.

2.4 Residential Development Viability

Residential development on this property is not appropriate, feasible, or consistent with the City's own environmental recommendations. The subsurface contamination on this site, combined with the City's Certificate of Compliance process and the Burnside-Gorge Neighbourhood Plan's designation of this area as a mixed employment zone, confirms that residential uses cannot and should not be pursued here.

2.5 Underground Parking Study

Underground parking on this site is not feasible. The presence of subsurface contamination creates significant complexity and cost for any below-grade excavation, while the geotechnical character of the remediated soils presents structural challenges that further compound economic barriers. The above-grade concealed storage structure proposed is designed to be low-profile, screened from public view, and architecturally integrated.

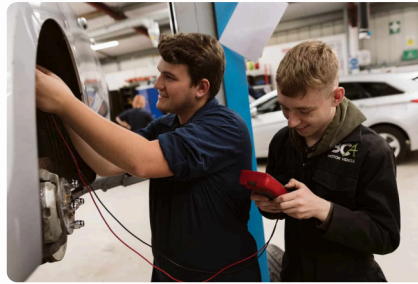
The Gain Group of Companies

The Gain Group of Companies is a Canadian-owned, Victoria-based enterprise with a distinguished track record of investment, employment generation, and civic contribution across Vancouver Island. Far more than a conventional automotive retail group, the Gain Group represents a diversified portfolio of businesses united by a commitment to quality, community, and long-term stewardship.



Investment in Victoria

Hundreds of direct and indirect positions, significant property tax revenues, and active support of local supply chains.



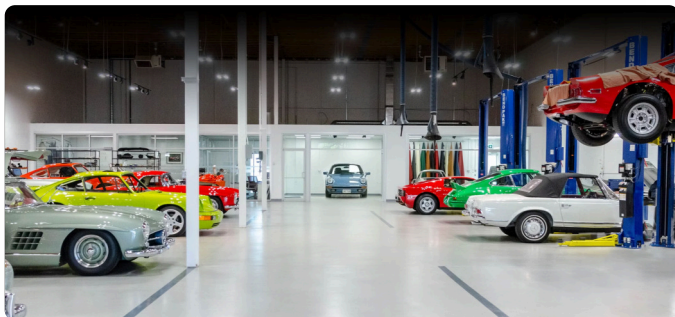
Skills & Training

Apprenticeship programs, manufacturer-endorsed technical training, and career pathways for young Victorians in the automotive trades.



Long-Term Commitment

2959 Douglas Street represents the Gain Group's single largest capital investment — a statement of confidence in Victoria as a world-class business destination.



CoachWerks Victoria

CoachWerks Victoria is the Gain Group's internationally celebrated classic car restoration group, known across North America, Europe, and beyond for extraordinary craftsmanship, historical accuracy, and mechanical perfection. It is precisely this global reputation that secured the Gain Group the first Classic Mercedes-Benz Dealership designation in North America.

4.1 Overview: An Integrated Four-Building Campus

The proposed Mercedes-Benz Automotive Campus at 2959 Douglas Street is a carefully integrated, multi-building employment campus designed to accommodate four distinct but operationally complementary facilities on a single consolidated site. The campus has been designed to respect the three-frontage character of the property, activate the public realm along all street edges, and deliver a high quality of architecture and landscape consistent with Mercedes-Benz global brand standards and the City of Victoria's design guidelines for the Douglas Corridor.



Building One: Mercedes-AMG Dealership

Douglas Street and Spruce Street. The campus's primary street presence and most architecturally prominent element



Building Two: Classic Mercedes-Benz

Summit Avenue: the first purpose-built Classic Mercedes-Benz Dealership in North America



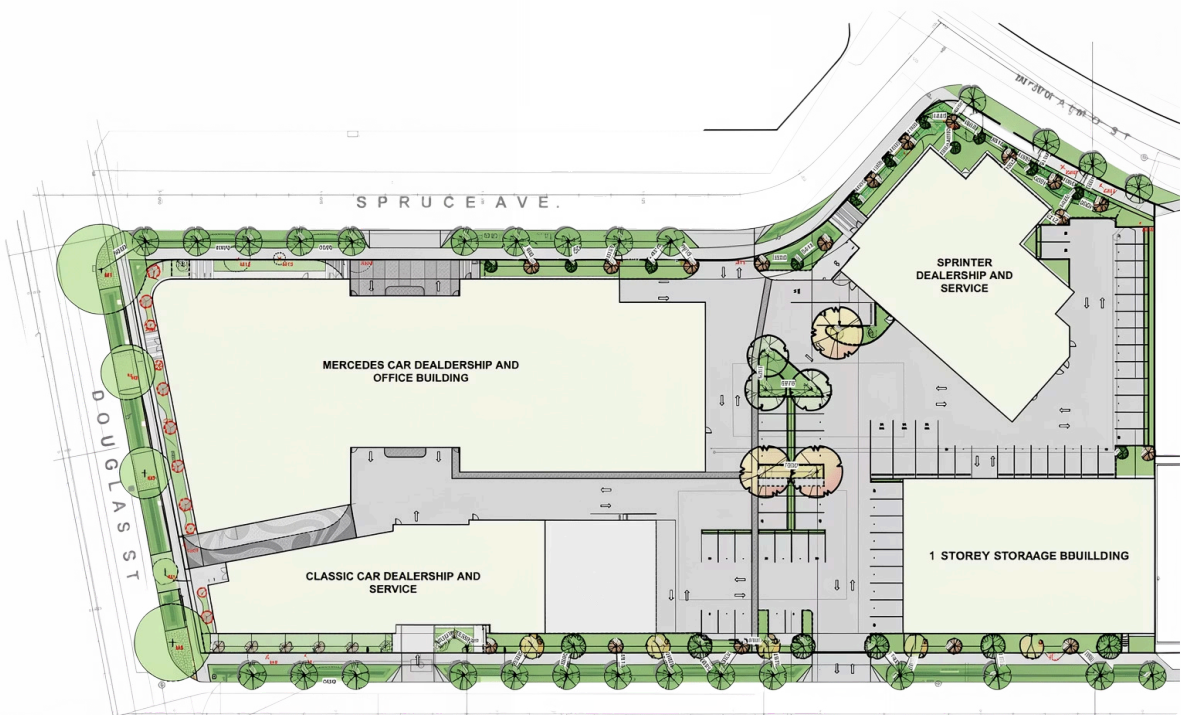
Building Three: Sprinter Van Dealership

Spruce Avenue and Vancouver Street: serving commercial operators and fleet purchasers across Vancouver Island



Building Four: Concealed Storage

Positioned away from Douglas Street and adjacent to the existing Gain parking structure: a low-profile, screened vehicle storage facility



4.2 Building One: Mercedes-AMG Dealership

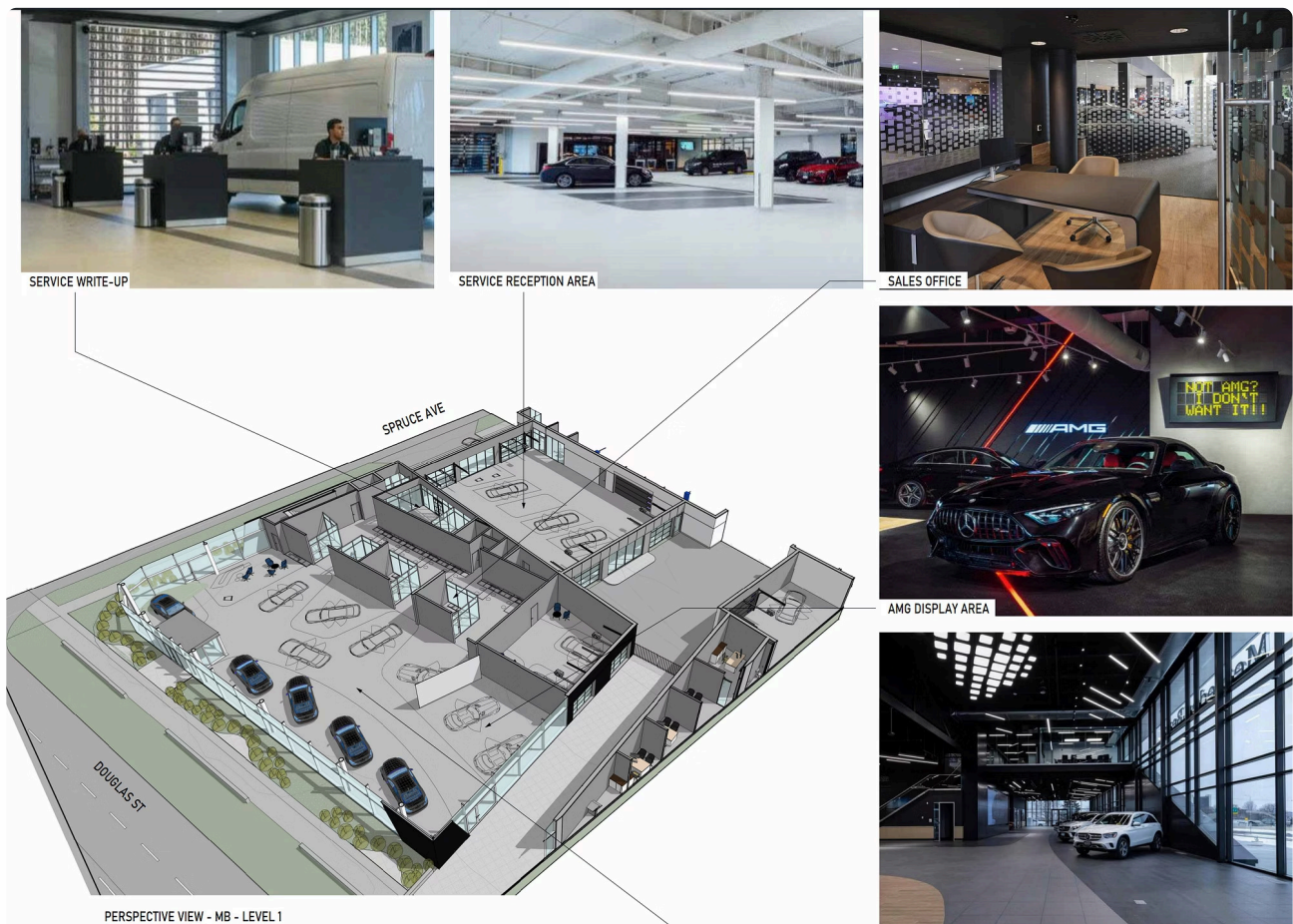
Located at the north-west corner of the site, at the prominent intersection of Douglas Street and Spruce Street, the Mercedes-AMG Dealership is the campus's primary street presence and its most architecturally prominent element. This two-storey purpose-built facility features a generously glazed showroom facing Douglas Street with a pedestrian-oriented canopy at the primary entrance.

Program

- Full retail showroom and sales floor at grade
- Mezzanine-level administration, finance, and management offices
- Full-service centre with multiple service bays integrated into the rear
- Dedicated service access off Spruce Street

Design Intent

The building's massing, materiality: steel and glass with high-quality cladding elements. Its placement at the street line reflect both Mercedes-Benz's global AMG dealership design standards and the active-frontage objectives of the Burnside-Gorge Neighbourhood Plan. This facility anchors the campus's Douglas Street presence and sets the architectural tone for the campus as a whole.



4.3 Building Two: Classic Mercedes-Benz Dealership

Positioned along Summit Avenue, to the south-east of the AMG building is the Classic Mercedes-Benz Dealership.

Curated Showroom Environment

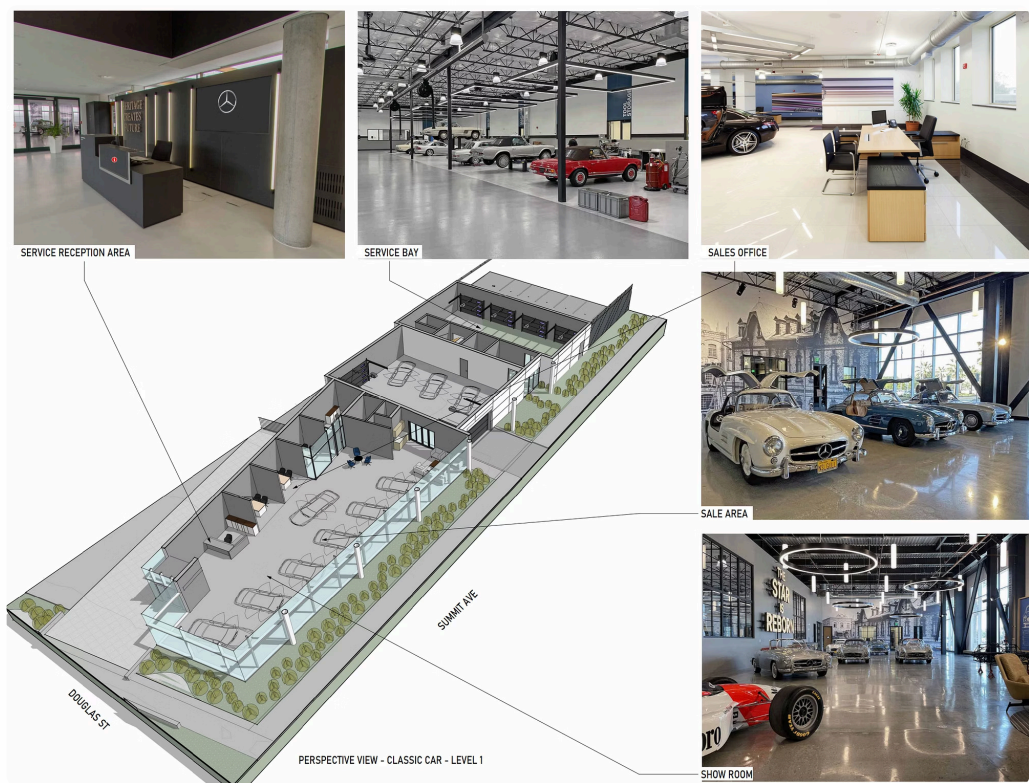
This two storey facility features a showroom environment designed specifically for the presentation, sale, and appraisal of classic and historical Mercedes-Benz vehicles. The showroom interior will reflect a premium gallery-quality aesthetic befitting the extraordinary vehicles it will display.

Classic Vehicle Service Centre

The building also accommodates a dedicated classic vehicle service centre: a technically specialized environment equipped and staffed for the restoration, preservation, and maintenance of classic Mercedes models, meeting the exacting standards established by Mercedes-Benz Classic.

Site Access

Access to the service area is provided via a one-way 5.0-metre driveway entry from Summit Avenue, with exit routing through the internal campus drive aisle, as confirmed by the WATT Access Review.

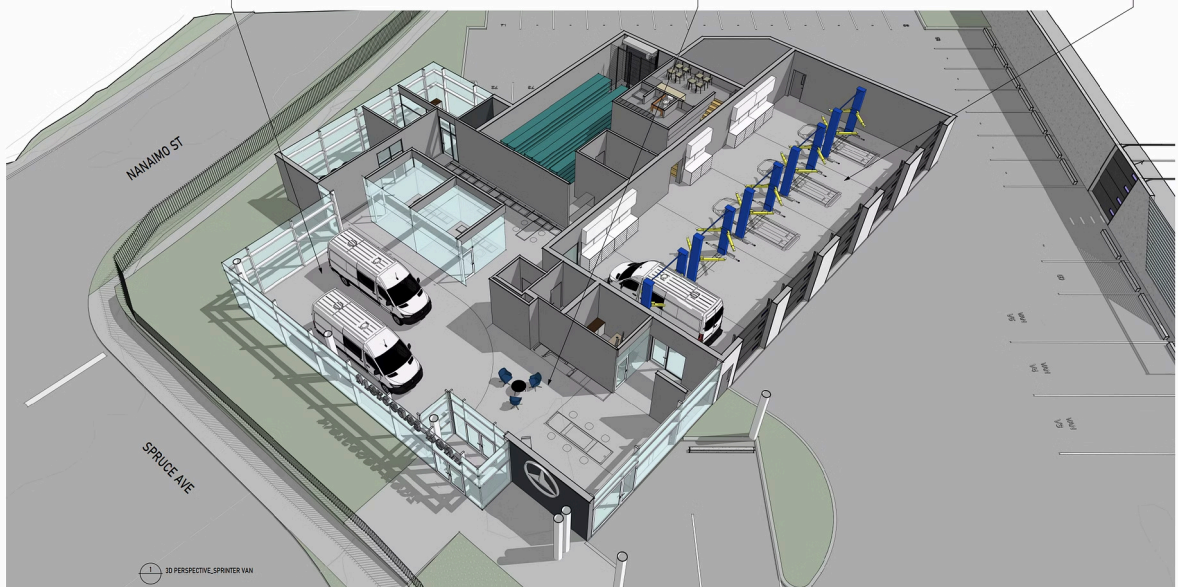
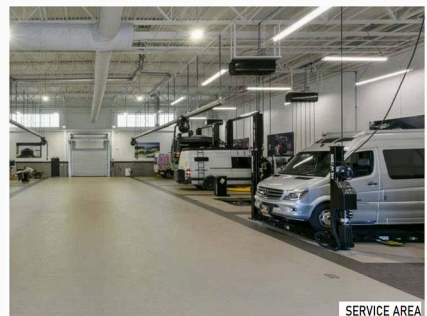


4.4 Building Three: Mercedes-Benz Sprinter Van Dealership

Located on the eastern portion of the site, with frontage to both Spruce Avenue and Nanaimo Street and accessed via the internal campus drive aisle, the Sprinter Van Dealership is a two-storey purpose-built facility accommodating a dedicated showroom and sales environment for the Mercedes-Benz Sprinter commercial van line-up, along with administration, finance, and a full-service centre.

The Sprinter Van Dealership serves a critically important and distinct market segment: commercial operators, fleet purchasers, and small and medium businesses across Vancouver Island who rely on the Sprinter platform for their operations. Locating this facility within the same campus as the AMG and Classic dealerships creates operational efficiencies and reinforces the campus's identity as a comprehensive Mercedes-Benz destination.

- ❏ **Access and Delivery:** Access to the Sprinter Van service area is accommodated via the internal campus circulation network, with primary customer access from Summit Avenue and employee/fleet access connecting to the 9.0-metre two-way driveways on both Summit and Spruce — also the designated car carrier entry and exit routes for new vehicle delivery.



PERSPECTIVE VIEW - VB

4.5 Building Four: Concealed Vehicle Storage Structure

Purpose and Design

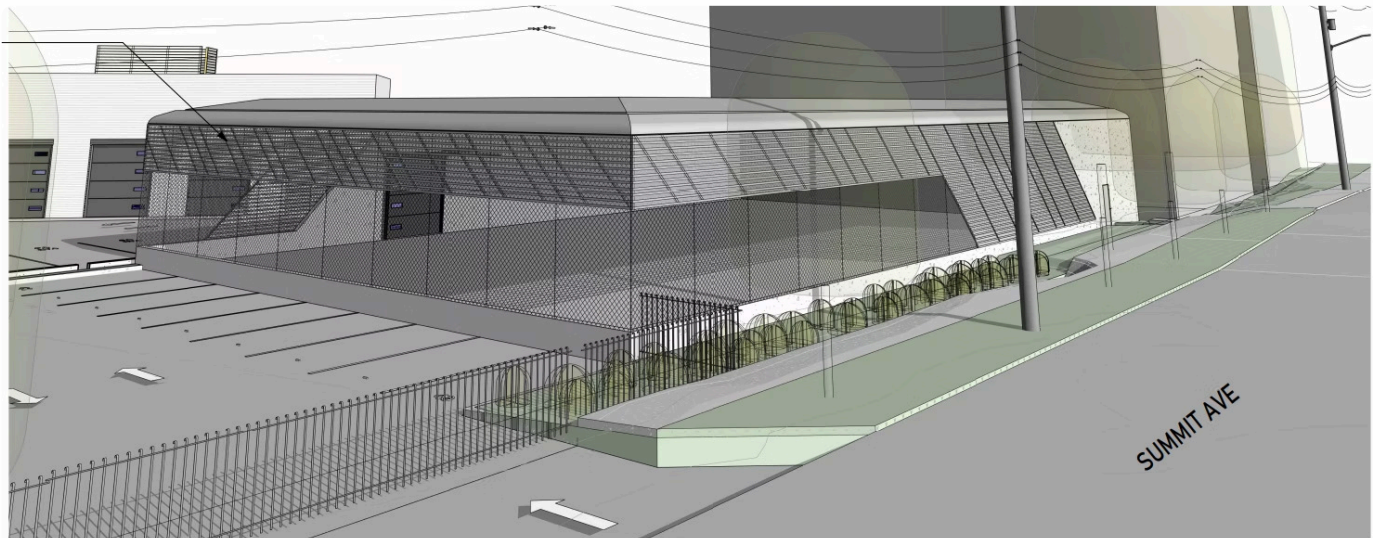
The fourth building on the campus is the Concealed Vehicle Storage Structure: a low-profile, above-grade multi-level parking and inventory storage facility that integrates with and extends the Gain Group's existing Summit Avenue vehicle storage operations. This structure is positioned entirely away from the Douglas Street frontage, screened by the campus buildings and landscape treatments, and designed to minimize its visual impact on all three street frontages.

What It Accommodates

- New vehicle inventory for all three franchises
- Customer vehicles awaiting service
- Staff parking

Access

Primary access from the east via the 9.0-metre two-way driveways on Summit and Spruce Avenues, with an internal access point on the west side connecting to the central campus drive aisle.



PERSPECTIVE VIEW - SUMMIT STORAGE AT SUMMIT AVE

4.6 Landscape and Public Realm Plan

The landscape design for the campus has been prepared by **LADR Landscape Architects** and is integral to both the campus's functional success and its public-realm contribution. The landscape plan establishes a high-quality, cohesive outdoor environment that connects the four buildings, activates the pedestrian experience along all three street frontages, and provides meaningful screening and transition along the campus's southern and eastern edges.

Pedestrian Pathway Network

A mid-block T-shaped walkway network threads through the site, running north-south along the internal spine and east-west connecting Douglas Street to Summit Avenue. Publicly accessible, with decorative paving, inset patterning, and culturally informed design motifs.

Indigenous and Drought-Resistant Planting

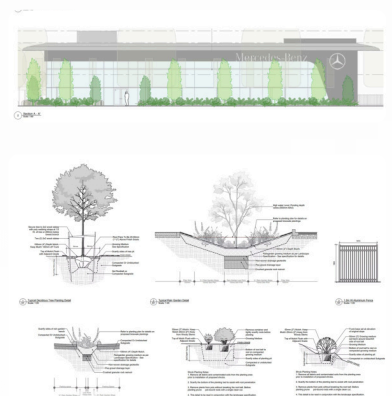
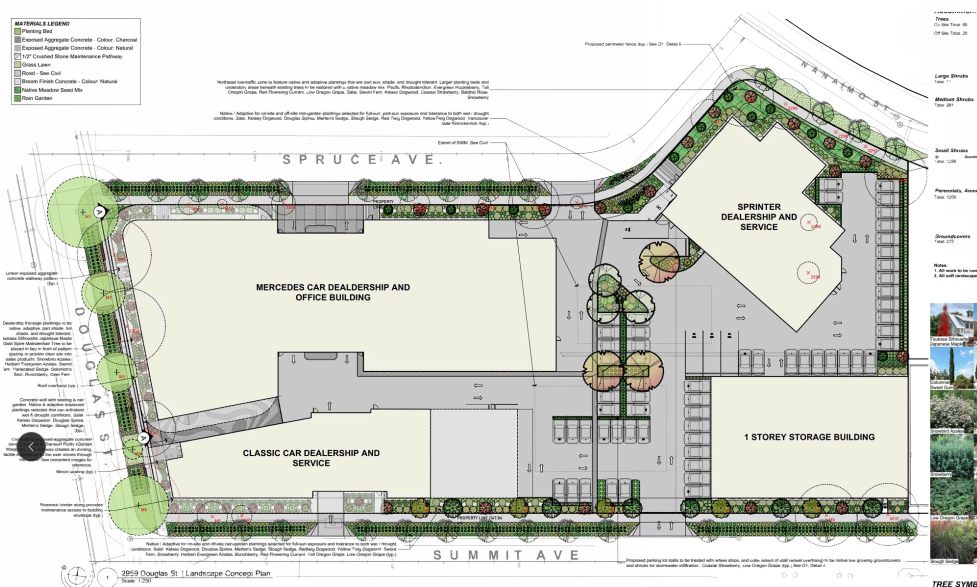
Regionally appropriate, drought-resistant Indigenous plant species form the foundation of the planting strategy, reducing irrigation demand, supporting local biodiversity, and honouring the Lekwungen connection to the land.

Screening Along Spruce and Summit

Dense shrub layers and medium-scale tree species along Spruce Street and Summit Avenue buffer operational areas from the public realm and adjacent residential properties to the south.

Tree Retention and Replacement

51 tree equivalents on-site and 29 new municipal trees along adjoining frontages provides a significant net-positive contribution to the public tree canopy.



4.6.1 Pedestrian Pathway Network

A key feature of the campus landscape plan is a mid-block pedestrian walkway network that threads through the site in a T-shaped configuration: running north-south along the internal spine of the campus and east-west connecting Douglas Street to the Summit Avenue frontage, passing behind the Classic Mercedes-Benz building. This walkway is publicly accessible and creates a fine-grain pedestrian passage through the campus, consistent with the active-frontage and pedestrian-connectivity objectives of the Burnside-Gorge Neighbourhood Plan and City of Victoria

The pathway surfaces are designed with decorative treatment, high-quality paving patterns, inset patterning, and interpretive wayfinding elements that create visual interest, delineate pedestrian from vehicle zones, and pay tribute to Indigenous connections to this land through the integration of culturally informed design motifs. Safe passage is reinforced through clear sight lines, appropriate lighting, and distinct surface materiality that signals pedestrian priority throughout.

4.6.2 – 4.6.4 Planting and Tree Strategy

Indigenous & Drought-Resistant Planting

Species selected for ecological responsibility and cultural respect. Rain garden features along street frontages, planted medians, and the pedestrian pathway corridor

Screening Along Spruce and Summit

Dense shrub layers and medium-scale trees providing well-screened perimeter treatment along fenced parking and vehicle storage areas adjacent to residential properties

Tree Inventory Assessment

28 trees inventoried; maximize retention along all three street frontages: Spruce Street, Summit Avenue, and Vancouver Street where existing trees contribute to streetscape character

Replacement at Net-Positive Ratio

51 tree equivalents on-site + 29 new municipal trees along adjoining frontages, meeting or exceeding the City's Tree Preservation Bylaw requirements



1 Section A - A' - Fall Seasonal Interest
Scale: 1:50



2 Section A - A'
Scale: 1:50

Planning Policy Review and Analysis



BURNSIDE-GORGE PLAN (2017).

Employment protection, design quality, and Douglas Corridor policies.



VICTORIA 2050 OCP.

Midtown Employment District, economic diversification, and climate objectives.



GO VICTORIA & CLIMATE PLAN.

Access management, brownfield remediation, and EV-ready infrastructure.

5.1 Burnside-Gorge Neighbourhood Plan (2017)

The Burnside-Gorge Neighbourhood Plan (BGNP), adopted by the City of Victoria in 2017, is the foundational local-area planning document governing land use, built form, and public realm expectations for the Douglas Corridor and the broader Burnside-Gorge community. The BGNP articulates a clear and sustained vision for the Douglas Corridor as a mixed-employment zone, a place where commercial and light industrial uses are protected, where pedestrian activity is prioritized, and where the quality of new development actively elevates the character of the street. The Subject Property sits squarely within this corridor, and the proposed Mercedes-Benz Automotive Campus is directly responsive to the BGNP's core policy intentions.

Policy 4.1.5 Employment Land Protection

Directs the City to "protect the City's industrial land base and encourage the development of new industrial and general commercial space." This application reverses decades of inertia, delivering four purpose-built employment buildings on a remediated brownfield.

Policy 4.1.7 Design Quality and Streetscape Activation

Calls for new development to "enhance its environment through appropriate and attractive design." The proposed steel-and-glass dealership buildings with glazed showroom facades and pedestrian canopy overhangs represents a generational improvement in built-form quality.

Policy 14.4.1 Pedestrian Orientation on Douglas

Calls to "emphasize pedestrian orientation, activity and interest and a fine grain rhythm of shop fronts along the entire length of Douglas." Three active glazed showroom frontages across more than 370 linear metres of combined street exposure deliver precisely this outcome.

Policy 14.4.6 Future Rapid Transit Readiness

Encourages designs that relate to future rapid transit stops on Douglas addressed through the proposed road dedication along the Douglas Street frontage to accommodate AAA cycling infrastructure and future transit improvements.

5.2 City of Victoria 2050 Official Community Plan

The City of Victoria 2050 Official Community Plan (OCP), adopted in July 2025, establishes the highest-order policy direction for land use in the City. The OCP designates the Subject Property within the Midtown Employment District: a designation that envisions the area as a hub for "intensified light industrial uses including manufacturing, processing, warehousing, distribution, repair, and accessory retail and office uses."

Policy 1.3.4 Convertible and Adaptable Employment Spaces The two-storey steel-structure format of the proposed dealership buildings with high-ceiling service bays, mezzanine offices, and glazed showroom spaces is inherently flexible and adaptable to future employment uses over the long term.	Policy 9.1.2 Support Economic Diversification The OCP calls to "support economic diversification, especially to attract high-value household sustaining jobs." The 80 to 120 direct FTE positions anticipated here: certified technicians, finance professionals, classic restoration specialists, management are precisely the roles this policy prioritizes.
Policy 9.1.7 Climate Forward, Equity-Focused Business Mercedes-Benz's global electrification agenda is directly relevant. The campus will be designed to accommodate EV charging infrastructure for customer, staff, and inventory vehicles, aligning with the City's low-carbon transition objectives.	Policy 9.1.9 Efficient, Supportive City Involvement The remediation and redevelopment of this contaminated brownfield, entirely at private cost, is precisely the type of investment this policy is designed to recognize and support through available municipal tools and incentives.

5.3 Go Victoria Transportation Plan

The Go Victoria Transportation Plan establishes the City's framework for managing transportation demand across modes, improving cycling and pedestrian infrastructure, and preparing Douglas Street for its long-term evolution as a frequent and rapid transit corridor.

Road Dedication and Active Transportation Infrastructure

The proposed dedication of road right-of-way along the Douglas Street frontage directly supports the future implementation of AAA cycling lanes and transit stop infrastructure improvements a tangible, site-specific contribution to the implementation of Go Victoria's Douglas Street vision.

No Direct Vehicle Access to Douglas Street

The campus design routes all vehicle access through Summit Avenue and Spruce Street, two 30 km/h local streets, removing vehicle conflict from Douglas Street entirely. This is precisely the access management approach Go Victoria advocates for pedestrian and transit-priority corridors.

Exceptional Transit Access

The Subject Site is within a 50-metre walk of the transit stop at Douglas Street and Burnside Road East, and within 300 metres of stops served by more than seventeen BC Transit routes, including Local, Regional, and Rapid Routes. This access meaningfully supports the campus's transportation demand management strategy.

Cycling Network Proximity and Crosswalk Improvements

Secure bicycle parking including provisions for non-standard formats is incorporated into the campus design. WATT's Access Review confirms that the intersection of Douglas Street and Spruce Avenue is a candidate for a new crosswalk installation, and the application supports this improvement.

5.3 City of Victoria Climate Plan



Brownfield Remediation as Environmental Action

The remediation of the contaminated Subject Property eliminates a legacy environmental liability and returns the site to active, productive use — a direct contribution to the City's environmental stewardship objectives that no other land use scenario can achieve on this timeline or at this scale.



EV-Ready Infrastructure

The campus will be designed to support EV charging infrastructure across all parking areas, consistent with the Climate Plan's objectives for accelerating the transition to zero-emission vehicle ownership in Victoria.



Indigenous and Drought-Resistant Planting

The campus landscape plan's use of drought-tolerant, regionally appropriate, and Indigenous plant species reduces long-term irrigation demand, supports urban biodiversity, and contributes to the City's climate adaptation strategy for urban green infrastructure.



Rain Garden Stormwater Features

Boulevard rain gardens incorporated into the frontage landscape design manage stormwater runoff at source, reduce strain on municipal storm infrastructure, and support the Climate Plan's green infrastructure and urban watershed health objectives.



Overall Climate Lens - Assessment: The proposal supports Go Victoria's access management, mode-shift, and transit-readiness objectives and contributes materially to the City's Climate Plan through brownfield remediation, green infrastructure, and EV-ready design.

Land Use Rationale: The Automotive Campus Model

There is a persistent and understandable tendency in planning discourse to characterize an automotive dealership as a single retail use: a large building where cars are sold. That characterization, while intuitively appealing, fundamentally misrepresents what a modern, brand-certified automotive dealership is, how it functions, and why it requires the spatial and operational configuration proposed at 2959 Douglas Street. Understanding this is essential to understanding why this proposal is designed as it is and why the design cannot be dramatically altered or amended without undermining the global brand standards and operational needs.

Retail Showroom and Sales

The showroom demands a specific quality of environment: generous ceiling heights, abundant natural light through glazed facades, unobstructed sight lines to displayed vehicles, and a spatial grandeur that reflects the calibre of the product being presented. This is a functionally and commercially essential environment that directly influences purchase decisions and customer experience.

Administration and Finance

Adjacent to the showroom, but operationally distinct from it, finance managers, business office staff, compliance personnel, and dealership management occupy dedicated professional office environments. These are professional office positions requiring appropriate, purpose-configured workspace.

Technical Service and Repair – Skilled Trades at Scale

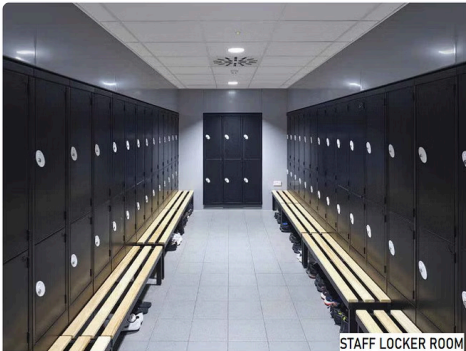
The service department is a complex technical environment: multiple vehicle lifts, diagnostic equipment, specialty tooling, hazardous materials management, fluid recovery systems, parts storage and logistics, Electric Vehicle service and storage requirements with a team of manufacturer-certified technicians and apprentices.

Classic Vehicle Restoration – A Specialized Discipline

The Classic Mercedes-Benz Dealership adds a fourth distinct business type: a specialized restoration and heritage vehicle service operation. Classic vehicle service demands longer vehicle dwell times, highly specialized tooling, access to heritage parts and documentation, and a workshop culture that values craft and patience.

Skilled Trades Employment at Scale

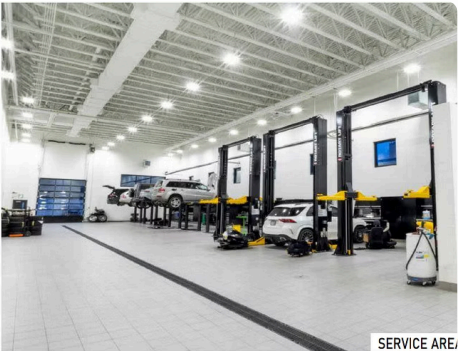
The service department is also where the majority of the campus's skilled trades employment is concentrated. Mercedes-Benz certified technicians complete rigorous manufacturer training programs, hold recognized trade qualifications, and earn wages that are genuinely household-sustaining. At scale, the service operations across the three facilities proposed here will support a significant complement of apprentice and journey person technicians: a meaningful contribution to the skilled trades workforce on Vancouver Island.



STAFF LOCKER ROOM



CAR WASH AREA



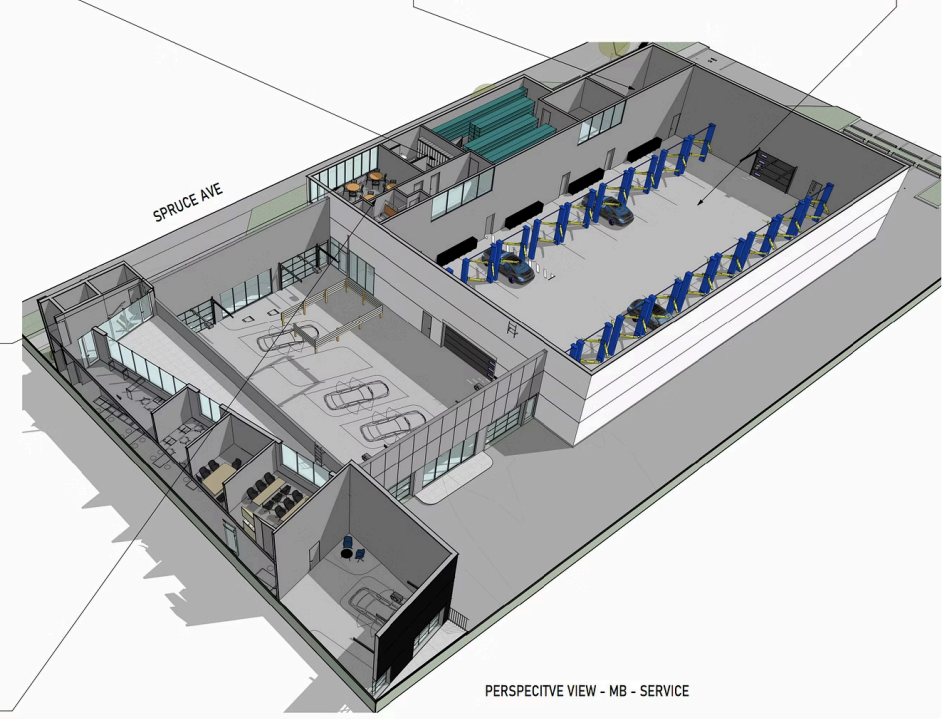
SERVICE AREA



STAFF DINING ROOM



STAFF KITCHEN



PERSPECTIVE VIEW - MB - SERVICE

6.2 Why This Site Makes Sense: A Land Use Analysis

Employment Corridor Designation

The Midtown Employment District designation explicitly anticipates commercial, light industrial, service, and office uses in combination. This is an employment corridor being asked to welcome a landmark employment campus, exactly what the planning framework contemplated.

Site Scale & Multi-Frontage Opportunity

The 10,200 sq m footprint with three distinct street frontages is exceptional within the Douglas Corridor. Each dealership building can address its own frontage, creating an active, street-engaged campus rather than a single monolithic building.

Brownfield Remediation Priority

A site with this contamination profile requires a use that can absorb remediation costs and generate sufficient ongoing economic activity. A multi-franchise automotive campus of this scale is one of the very few land use scenarios capable of fulfilling that requirement.

Automotive Corridor Precedent

The Douglas Corridor has a well-established history as an automotive service and commercial corridor. This proposal does not introduce automotive use to an incompatible context it upgrades and concentrates a use type that has long characterized this section of Victoria.

6.3 Mercedes-Benz Brand Standards: A Non-Negotiable Investment Framework

One dimension of this application that deserves explicit recognition is the role that Mercedes-Benz Canada and Mercedes-Benz AG (Germany) brand and design standards play in shaping the physical form of this campus. These standards are not optional preferences, they are mandatory conditions of the franchise agreement that governs the Gain Group's right to operate as an authorized Mercedes-Benz dealer.

Mercedes-Benz operates one of the most rigorously maintained global retail identity programs of any automotive manufacturer. Facility design, showroom dimensions, service bay configurations, exterior materiality, signage placement, and landscaping treatment are all subject to review and approval by Mercedes-Benz Canada and, for flagship and specialty facilities, by the Mercedes-Benz AG design office in Stuttgart. A facility that does not meet these standards will not receive manufacturer approval and without manufacturer approval, the franchise cannot operate.

The proposed campus has been designed by Union Architecture to satisfy both the City of Victoria's urban design objectives and Mercedes-Benz's global facility standards simultaneously. That is a meaningful achievement, and the result is a design that serves both the public interest and the manufacturer's legitimate requirements.

Parking and Transportation Analysis

Vehicle Parking

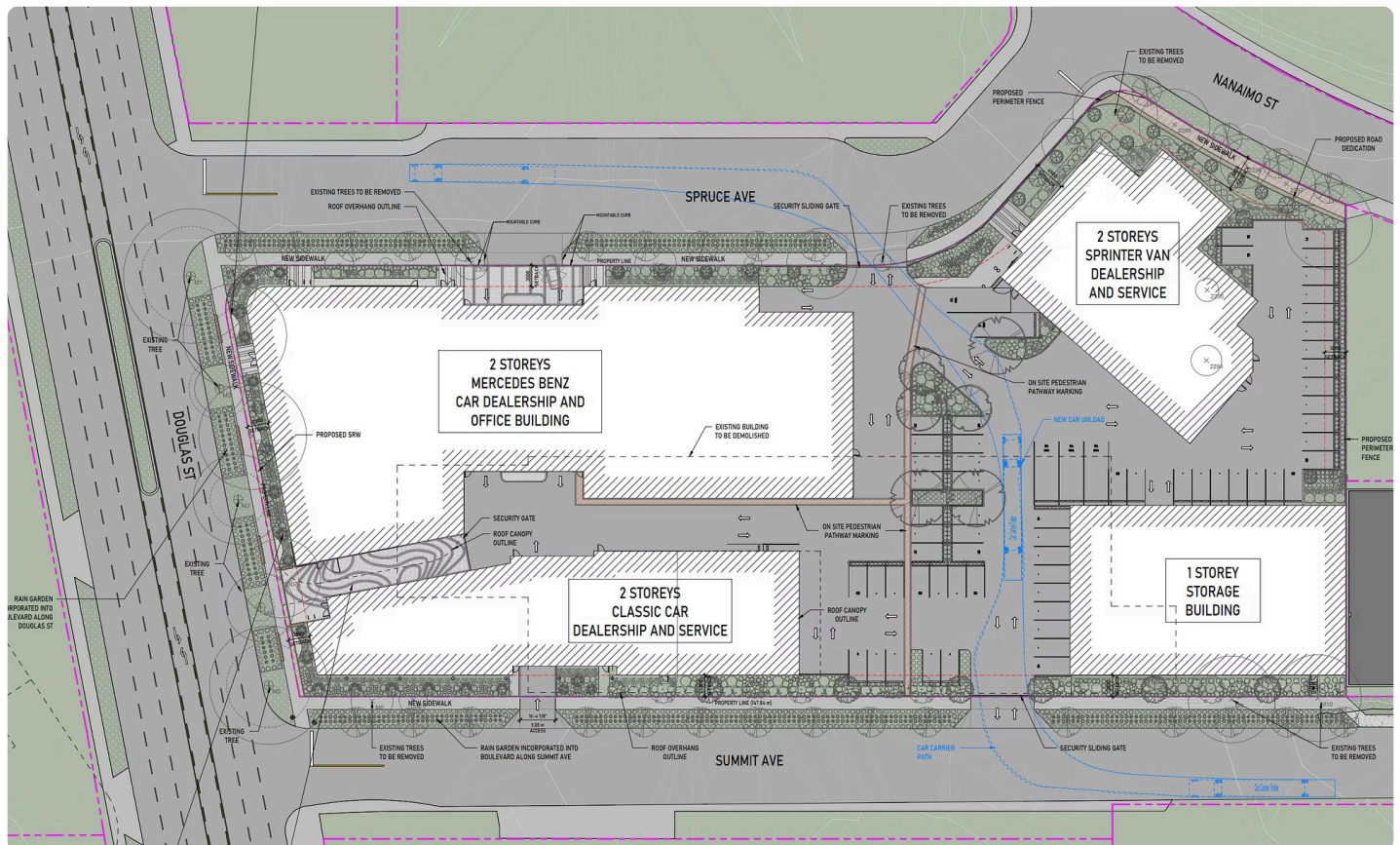
Supply meets and exceeds both the bylaw minimum requirement and independently estimated real-world parking demand for a multi-franchise automotive campus

Bicycle Parking

Short-term visitor racks and long-term employee bicycle facilities meet or exceed applicable requirements, with provisions for non-standard bicycle formats

Site Access

Four access points: two on Summit Avenue, two on Spruce Avenue. All of these accesses comply with Highway Access Bylaw requirements, with no direct vehicle access to Douglas Street



7.1 Vehicle Parking Supply and Demand

WATT's Parking Study was commissioned to assess whether the proposed parking supply is sufficient to meet expected demand for the automotive campus, having regard for the City of Victoria's Schedule C off-street parking requirements and the site's geographic designation as an "Other Areas" location.

The study establishes that the proposed vehicle parking supply, provided through the concealed multi-level storage structure and on-site surface parking , is sufficient to meet and exceed both the bylaw minimum requirement and the independently estimated real-world parking demand.

WATT's analysis of expected parking demand for car dealership uses confirms that, given the nature of dealership operations. The majority of vehicles on site at any given time are inventory or service vehicles rather than customer vehicles: the actual customer and employee parking demand is meaningfully lower than a naive per-square-metre calculation would suggest. The proposed supply appropriately reflects this operational reality. Accessible parking spaces, EV charging infrastructure, and car share-compatible parking provisions are incorporated consistent with OCP Policy 3.1.11 and the City's off-street parking requirements.

7.2 Bicycle Parking and Transportation Demand Management

Bylaw Compliance Confirmed

WATT's Parking Study identifies both the bylaw minimum bicycle parking requirement and the independently expected bicycle parking demand for the campus, and confirms that the proposed bicycle parking supply, including both short-term visitor racks and long-term employee bicycle parking facilities, meets or exceeds the applicable requirements.

Non-Standard Bicycle Formats

The study specifically addresses non-standard bicycle formats, including cargo bikes, e-bikes, and bicycles with trailers, which are increasingly common among Victoria commuters. Provisions for non-standard bicycle parking are incorporated into the campus design consistent with WATT's recommendations and the City's Transportation Demand Management objectives.

End-of-Trip Facilities

Bicycle End-of-Trip Facilities for employees, including secure storage, changing facilities, and lockers, are recommended by WATT and will be incorporated into the campus design, consistent with the City's active transportation and mode-shift objectives.

Transit Pass Program

WATT recommends the Gain Group implement a Transit Pass Program for campus employees as a Transportation Demand Management measure, supporting reduced single-occupancy vehicle demand and consistent with the City's Go Victoria objectives. The Gain Group supports this recommendation.

7.3 Site Access, Circulation, and Highway Access Bylaw Compliance

WATT's Access Review and Circulation Memo confirms full compliance for all four proposed site access points across Summit Avenue and Spruce Avenue.

Access Point	Location	Width	Function	Status
Southwest Driveway	Summit Avenue	5.0 m one-way entry	Classic Car Dealership and Service entry	Compliant (5.0–7.0 m bylaw)
Southeast Driveway	Summit Avenue	9.0 m two-way	Car carrier entry / new vehicle delivery	Compliant (9.0–11.0 m bylaw)
Northeast Driveway	Spruce Avenue	9.0 m two-way	Car carrier exit / new vehicle delivery	Compliant (9.0–11.0 m bylaw)
Northwest Driveway	Spruce Avenue	11.0 m two-way	Mercedes-Benz AMG service centre	Compliant (9.0–11.0 m bylaw)

All driveways exceed the minimum 8.0-metre setback from corner intersections required by the Highway Access Bylaw. WATT confirms sightlines at all four access points meet or exceed TAC Geometric Design Guide (2017) requirements for the applicable 30 km/h road environment. Swept-path analysis confirms that a full-size car carrier can enter from the southeast Summit Avenue driveway and exit via the northeast Spruce Avenue driveway without conflict.

Servicing Summary

Prepared in reference to preliminary civil engineering review by JE Anderson & Associates (Civil Design Plan, March 12, 2026); landscape design review by LADR Landscape Architects (Landscape Design Plan, March 12, 2026); arboricultural assessment by Talmack Urban Forestry Consultants Limited (Construction Impact Assessment and Tree Management Plan, January 21, 2026, revised March 12, 2026).

- Based on the preliminary consultant reports submitted in support of this application, the project team has no material concerns, significant upgrades or impediments regarding the servicing requirements for the proposed campus at 2959 Douglas Street. All servicing requirements can be appropriately addressed through detailed engineering at the building permit stage.

8.1 Stormwater Management

Approach

The civil design team at JE Anderson & Associates has reviewed stormwater management requirements and raises no significant concerns. Boulevard rain gardens along all three street edges serve as the primary stormwater management tool — intercepting runoff from impervious rooftops and paved campus surfaces and managing it at source through infiltration and biofiltration prior to any connection to the municipal storm system.

Policy Alignment

This approach is consistent with the City of Victoria's Green Infrastructure standards and the Climate Plan's urban watershed health objectives. The rain garden design will be confirmed through detailed civil engineering at the building permit stage, with sizing and drainage calculations submitted for City review at that time.

Next Steps

Detailed civil engineering at building permit stage, with sizing and drainage calculations submitted for City review. No material concerns anticipated.

8.2 Sanitary Sewer, Water Servicing, and Summary Assessment

JE Anderson & Associates' preliminary civil review confirms that the Subject Property is adequately served by existing municipal sanitary sewer and water infrastructure within the adjacent road rights-of-way on Douglas Street, Summit Avenue, and Spruce Street. Preliminary capacity assessments raise no concerns regarding the proposed campus's service demands. Final servicing connection designs, sizing calculations, and any required upgrades will be confirmed and submitted to the City at the building permit stage.

Servicing Category	Preliminary Finding	Status
Stormwater Management	No concerns — rain garden approach confirmed	Consultant review complete
Road Dedication (Douglas Street)	No concerns — reflected in design packages	Identified and accommodated
Tree Replacement	No concerns — 51 on-site + 29 municipal replacements proposed	Talmack report complete (March 2026)
Sanitary Sewer Servicing	No concerns — existing infrastructure adequate	Preliminary review complete
Water Servicing	No concerns — existing infrastructure adequate	Preliminary review complete

The project team is satisfied that all servicing requirements for the proposed campus can be appropriately addressed through detailed engineering at the building permit stage, and no servicing concerns are anticipated to represent a barrier to the approval of this application.

Prepared By and Consultant Team

Prepared By

Niall Paltiel President, Island View Land Management Ltd. Planning and Land Use Consultant On behalf of the Gain Group of Companies March 2026

Consultant Team

Civil Engineering

JE Anderson & Associates

Architecture

Union Architecture

Landscape Architecture

LADR Landscape Architects

Transportation Planning

WATT Consulting Group

Arboriculture

Talmack Urban Forestry Consultants Limited

Application References: **REZ00908** | **DP000658** — 2959 Douglas Street, Victoria, British Columbia