

24 March 2026

To: Town of Qualicum Beach – Mayor, Council, Planning Department Staff, Corporate Administrator and Development Planning Committee Members

RE: Notice of Development Variance Permit Application (“Notice”) for 532 Memorial Avenue dated March 13, 2026

Dear Mayor, Council, Staff and Advisory Planning Committee Members

We have received and reviewed the Notice.

We have previously written a formal letter outlining our opposition to the proposed Development Variance Permit Application (“Permit Application”) request.

We are hereby writing once again to state that **we do not support** the Permit Application. Our rationale is simple and clear: **the request is not/not consistent with the OCP.**

- The OCP is a formal document that holds **statutory authority** under the B.C. Local Government Act. This is a binding document.
- The OCP is the **primary document to guide property development** in a municipality. Council must consult the OCP when considering requests such as the Permit Application before it, to ensure such requests are consistent with the OCP.
- The OCP is designed based on **community-wide input** as part of a **formal consultation process**. The OCP is thus the most appropriate representation of community views on the long-term direction of Qualicum Beach’s growth & development.

We fully understand that as elected representatives our esteemed Mayor and fellow Town Councillors will face many complex situations that require decisions that balance a variety of stakeholder needs. We respect this, and this is why we vote for capable, competent representatives who can make high quality decisions under complex situations.

When faced with conflicting priorities and complex decisions, our elected officials should be guided by a set of **principles and values**. This is exactly what the OCP represents: a **‘north star’ vision of the Qualicum Beach community** that helps guide Town Council to make the proper decision when confronted with complex conflicting priorities.

We **expect** that Town Council will seek inspiration and guidance from the OCP in making a decision on the Permit Application. We likewise **hope** that Town Council will not/not be remembered as ultimately ruining the small-town character that makes Qualicum Beach so attractive & distinctive and turning this lovely, quiet community into a carbon copy of Parksville or suburbia Nanaimo.

Louise Vogler (on behalf of property owner)

543 Memorial Avenue