

From: Kevin Monahan
Sent: February 10, 2026 11:29 AM
To: 'gbcouncil@qualicumbeach.com' <gbcouncil@qualicumbeach.com>
Subject: 532 Memorial

To the Mayor and Council of the Town of Qualicum Beach

At one time, new multi-family buildings in Qualicum Beach were designed to fit into the overall aesthetic of a neighbourhood. The choice of colours, materials and landscaping ensured that the nature of a neighbourhood did not significantly change.

Now, multi-family developments stand out above the neighbourhood. The materials and colours are chosen to make a statement that seems to say “This building dominates the neighbourhood. Admire the garish colours and the imposing presence.” In most developments, all vegetation is removed and very little replaced to provide shade or windbreak.

We have lost so much and have really gained so little.

At 532 Memorial, the proposed development will dominate the landscape. The proposal has been modified several times, but it feels like the changes are not very significant and have been designed to wear down the opposition. It has been rightly identified as a gateway to the Town, and as such should represent the human-scale nature of the Village and not shout that we aspire to be like every other Town in BC.

Retaining as much of the existing vegetation as possible (the arbutus tree and poplars on Hoy Lake Rd) would go a long way to help integrate the building into the community.

Respectfully submitted

Kevin Monahan