

Date: 15 May 2026

To: Qualicum Beach Town Council

From: QB Good Neighbours Group

Dear Mayor Teunis and Town Councillors,

We represent the QB Good Neighbours group of residents who live in the immediate vicinity of 532 Memorial Avenue.

We are behind the recent flyer that was received by Qualicum Beach residents on 8 May 2026. We have also set up a website www.qbgoodneighbours.com to create a “virtual town square” to share publicly available information on the proposed residential development at 532 Memorial Avenue as well as on other material development projects in Qualicum Beach.

We believe strongly in the integrity of the Official Community Plan (OCP) as a document that outlines the long-term vision for the Town, a document that is informed by and designed with extensive collaboration with the Town’s residents. This public consultation and collaboration are core to the OCP process as outlined in Section 1.2.7 (pg 10).

It is in this spirit that we have established our small group, taken the initiative to send out our flyer and to set up our website: we feel that our voices as concerned residents are not being heard or heeded. We fully understand that growth and development must happen, and we likewise believe that the **OCP is meant to help ‘guide’ that growth and development in a way that has buy-in and acceptance from the tax paying residents who contributed to the OCP’s vision.**

Our Ask

With respect to the **532 Memorial Avenue project**, we have outlined our concern around the height variance request both (1) in our flyer and on our website and (2) in the individual letters that we have separately sent to Town Council over the past 6 months. We do not intend to repeat our concerns and objections in this letter.

Rather, our ask is for Town Council to stop, pause and reflect on the cumulative impact that each of the major development projects under consideration will have on the community. We ask that Town Council transparently and publicly share the analysis done on the aggregate impact on the Town of concurrently executing multiple large development projects.

For instance, whilst a Traffic Study was commissioned by the Developers for the 532 Memorial Avenue project, this Study appears to us to be narrow in scope, focusing only on Memorial and Crescent & Hoylake intersections and does not consider the impact on the nearby major collector roads such as Berwick or Beach. Furthermore, aside from the Memorial project, how is Town Council assessing the cumulative impact on traffic patterns caused by other major development projects under consideration? What would be the aggregate impact from all of the major construction projects under Council’s consideration on the demand for municipal

services including water supply, sewer, policing, fire and first responders, parking and key environmental factors such as watershed management, biosphere protection, air quality?

And how do these various development projects in aggregate measure up against the Town's Official Community Plan and the recently completed (yet to be made publicly available) Sustainable Economic Development Strategy? Do these major projects live up to the vision of preserving Qualicum Beach's ***unique small-town charm and character*** which are key drivers of tourism as well as new residents who are looking to set up their homes and small businesses here in order to find "calm in the storm" of hectic modern life?

Our Impact and Next Steps

We are already making an impact with our community outreach, and we are just getting started. Our flyer and website have generated a lot of interest within the Town. In the past week since we sent the flyer and launched the website, we have had many unique visitors view the website. A number of these visitors have sent comments to our email address (some of which have been sent directly to Town Council) – a small number of these emails have been critical, but most are appreciative of our efforts and share our concerns.

Qualicum Beach's development over the years has always had active participation from passionate residents who want to work with Town Council to shape how the Town grows, so that we can meet the growth needs of this community without losing the essence of what makes Qualicum Beach truly special and unique.

Our objective is to create more transparency and visibility around the way in which our Town is growing and evolving. We feel compelled to do this because we find the current Town administration is not providing sufficient transparency on how critical development decisions are being made. We do not feel that we are being truly heard; rather, we feel that our letters and Council presentations are being treated as a procedural necessity but not as an important source of feedback from concerned and engaged tax-paying residents.

We are not NIMBYs; as one Good Neighbour recently stated, we are YIMBYs (Yes In My Back Yard) when development plans follow the OCP vision. And we are not aiming to work against Town Council; we want to work with you to build the Qualicum Beach of tomorrow.

With regards,

QB Good Neighbours Group, represented by:

[names removed]