
From: DYPXCPWEB@northernbeaches.nsw.gov.au
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04/06/2025

MR Michael Donohue
12 - 12 Laurie ST
Manly Vale NSW 2093

RE: DA2025/0132 - 37 Roseberry Street BALGOWLAH NSW 2093

To the Northern Beaches Council

RE: DA2025/0132 In spite of the continued and overwhelming community opposition to the proposed McDonalds Restaurant at Roseberry Street, it seems the organisation is still pushing the unwanted proposal with minor modifications. The changes to the original proposal do little to affect the negative aspects of this development.

The idea of constructing a roundabout at the intersection of Roseberry Street and Hayes Street does not solve the problem of increased traffic, in fact, that particular intersection comes to a standstill at times with motorists entering the junction for Woolworths. The traffic along the entire length of Roseberry street is stacked up at the weekends and this will only increase with the proposed development.

The concession of smaller signage and lighting makes little difference to the overall proposal. Signage is not the problem.

The proposed shorter operating hours mean that the residents will still have to contend with a busy McDonalds operation with its associated anti-social behaviour, increased traffic and litter between the hours of 5am - midnight. It is very easy for McDonalds to say this will not be a problem but existing precedents suggest otherwise. Why would Manly Vale be any different? Fast food outlets bring with them a significant amount of litter from the over packaging of takeaway food. In 2017 Simon Leo Brown from ABC News wrote an article regarding the circles of litter generated by fast food establishments. The article stated that the first ring of takeaway litter appeared about 500 metres from the outlet, which was approximately the distance it took to consume a hamburger while walking. A second ring appeared on main roads a little further on, most probably dropped by people in motor vehicles. It was found that most litter was found between 1.2 and 2.5 kilometres from a major fast food restaurant (see article attached below). This indicates that the problem would not be localised to areas surrounding the site but would spread into Balgowlah, North Manly, Queenscliff and beyond.

<https://www.abc.net.au/news/2017-06-01/circles-of-rubbish-ring-fast-food-restaurants-says-riverkeeper/8578876>

This development will add NOTHING to the community and will diminish the area. As previously mentioned the employment argument is a smokescreen as many (secure full time) jobs would be lost if the current users of the site were to move to a new location. The net gain

would be inconsequential. If the Council is serious about making 'high quality' decisions around urban design it will reject this application.

I urge the Council to respect the feelings and concerns of the residents of the area and wider community, whose lived experience of the streets will be severely affected by the Council's decision. We, like the Council, want an area that is 'enjoyable, vibrant, safe, inclusive, and sustainable. A 24 Hour McDonalds has no place in such a vision.

Yours Sincerely
Michael Donohue
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Manly Vale