
From: Maura Magee
Sent: 21/05/2025 7:20:25 PM
To: Council Northernbeaches Mailbox
Subject: TRIMMED: Community Submission on Application Number: DA2025/0132

Subject: Objection to DA Application – Proposed McDonald's on Roseberry Street

Dear Council,

I am writing once again to express my strong opposition to the DA application concerning the proposed McDonald's development on Roseberry Street. As a long-term resident of Manly Vale, living on Sunshine Street, I have deep concerns about the serious implications this project would have for our local area.

Traffic and Safety Concerns

Roseberry Street is already heavily congested, particularly during peak hours. The addition of a major fast food outlet would significantly worsen traffic conditions, potentially bringing traffic to a standstill and increasing the risk of accidents. The current road infrastructure is simply not equipped to handle such an increase in volume.

Local residents already experience delays of up to 20 minutes just trying to enter or exit Roseberry Street. Introducing a high-traffic business at this location—before any meaningful improvements have been made to traffic flow—would be reckless and irresponsible.

Existing Impact of Fast Food Traffic

We already see the disruption caused by the KFC located just one block away. Traffic chaos is a regular occurrence as drivers attempt to cross double solid white lines on Kenneth Road to access KFC, particularly between 5–7pm on Fridays. The situation becomes hazardous with the presence of young people on e-bikes navigating through this congestion—often putting their safety at serious risk.

This intersection—where Kenneth Road, Condamine Street, and Roseberry Street meet—has become a hotspot for illegal and unsafe driving behavior. Adding another high-volume venue will only exacerbate an already dangerous situation.

Community Health and Local Business

Our council has done fantastic work promoting healthier lifestyles—through new cycle paths, outdoor improvements, and community-friendly initiatives. Allowing a multinational fast food chain like McDonald's to open here sends a contradictory message and undermines these efforts.

As a parent and a concerned resident, I believe we should be supporting local businesses that contribute positively to our community—not those that promote unhealthy eating habits and divert funds away from our local economy.

Conclusion

Manly Vale is developing a strong sense of community, with thoughtful additions like tree planting along Condamine Street and the welcoming signage at our entrance. Approving this DA would not enhance our neighbourhood—it would detract from its character, safety, and wellbeing.

As a ratepayer, a parent, a driver, and a passionate local resident, I respectfully urge Council to reject this development application. The proposed modifications from McDonald's are superficial at best and fail to address the core concerns shared widely by this community.

I am more than willing to speak with anyone from Council who would like further insight or firsthand accounts of the issues I've raised.

Kind regards,

Maura Magee

