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**Sent:** 28/05/2025 11:09:35 PM

**Subject:** Formal Objection to Development Application DA2025/0132 – Proposed McDonald's Development

To:  
The General Manager  
Northern Beaches Council  
P.O. Box 82  
Manly NSW 1655  
Email: council@northernbeaches.nsw.gov.au

Dear General Manager,

I am writing as a concerned resident of the Northern Beaches to formally object to Development Application DA2025/0132, which proposes the construction of a McDonald's fast-food outlet at 37 Roseberry St Balgowlah. I strongly oppose this development due to its potential to negatively affect the environmental, social, health, economic, and infrastructural integrity of our community.

Below are the detailed reasons for my opposition:

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## **1. Traffic Congestion, Noise, and Road Safety**

The introduction of a McDonald's will dramatically increase vehicle traffic in an already busy area. Fast-food outlets attract a high turnover of vehicles throughout the day and into the night, including delivery trucks, rideshare pickups, and late-night drive-through patrons. The proposed location is in close proximity to residential streets, schools, and community parks, where traffic congestion is already a concern during peak hours.

Increased traffic brings an elevated risk of accidents involving pedestrians and cyclists, particularly young children and families. Extended trading hours would further increase late-night noise and anti-social behavior, which has been a common issue at other McDonald's outlets across Australia. This raises questions about how the council will monitor and mitigate noise and loitering during late-night operations.

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## **2. Incompatibility with the Character of the Area**

The Northern Beaches community is defined by its unique blend of natural beauty, local heritage, and independent businesses. The construction of a large corporate fast-food outlet is entirely out of step with this character and would introduce a commercial tone that erodes the relaxed, coastal, and village-like identity of our neighborhood.

The proposed building, likely to include illuminated signage and drive-through facilities, would visually disrupt the local streetscape and diminish the appeal of the area for residents and visitors alike.

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### **3. Environmental and Waste Management Concerns**

Fast-food outlets are known for contributing to significant litter and plastic waste. Wrappers, drink cups, and packaging are often discarded in public spaces, parks, and waterways—issues that are especially relevant in a beachside community with a fragile coastal ecosystem. This development poses a direct threat to local wildlife and marine habitats through increased waste and pollution.

Further, the increased energy usage and environmental footprint of operating a 24-hour facility runs contrary to the sustainable development goals that Northern Beaches Council has committed to.

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### **4. Health and Community Wellbeing**

There is mounting evidence linking fast-food availability to rising obesity rates, particularly among children and adolescents. The proximity of the proposed McDonald's to local schools and recreational spaces makes it easily accessible to young people, encouraging unhealthy eating habits.

At a time when public health campaigns and community programs are working hard to promote active, healthy lifestyles, allowing the establishment of a fast-food outlet sends a contradictory message and undermines these efforts.

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### **5. Economic Impact on Local Businesses**

Independent cafes, restaurants, and takeaway shops are an integral part of the Northern Beaches economy and identity. These small businesses have built loyal customer bases and often use locally sourced ingredients and sustainable practices. The introduction of a multinational chain threatens the survival of these local operators, many of whom are still recovering from the impacts of COVID-19 and rising operational costs.

A McDonald's outlet would draw customers away from these businesses, ultimately reducing consumer diversity and weakening the local economy.

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### **6. Obesity - let's admit it**

There is well-established research showing a direct link between the proliferation of fast-food outlets and rising rates of obesity, particularly among children, adolescents and even adults. The convenience, low cost, and aggressive marketing of unhealthy, high-calorie food options contribute to poor dietary habits that can lead to long-term health issues such as type 2 diabetes, cardiovascular disease, and reduced life expectancy. The presence of a McDonald's near schools, parks, and family-oriented areas makes it more likely that children and teenagers will adopt frequent fast-food consumption as part of their routine. This development directly undermines community and public health initiatives aimed at promoting nutritious eating, active lifestyles, and long-term wellbeing for all residents.

## **Conclusion**

In light of the above points, I respectfully urge Northern Beaches Council to reject Development Application DA2025/0132 in the interest of preserving the unique character, environmental health, and community wellbeing of our area.

This proposal does not reflect the values or needs of our community. I implore the council to prioritize sustainable, locally grounded development that enhances, rather than detracts from, the quality of life on the Northern Beaches.

Thank you for considering my submission

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