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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 5/06/2025 4:16:16 PM  
**To:** DA Submission Mailbox  
**Subject:** TRIMMED: Online Submission

05/06/2025

MR Jerome Eckerman  
11 / 5 Koorala ST  
Manly vale NSW 2093  
[REDACTED]

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

To Whom It May Concern,

I am writing to formally object to the proposed McDonald's development in Manly Vale due to multiple concerns regarding environmental impact, traffic safety, compliance with local planning regulations, and the preservation of the community's character.

**### \*\*1. Oversaturation of Fast-Food Outlets\*\***

There are already **two McDonald's locations** within a 10-minute drive of the proposed site, making this development redundant and unnecessary. It does not serve the local community's interests but instead oversaturates the area with fast-food options.

**### \*\*2. Environmental and Social Concerns\*\***

Fast-food establishments typically lead to increased **litter, food waste, and vermin attraction**, negatively impacting hygiene and the broader ecosystem. Additionally, such locations often become **late-night gathering spots**, leading to **noise pollution, vandalism, and public disturbances**.

**### \*\*3. Conflict with Community Character and Local Businesses\*\***

Manly Vale is known for its **community-focused development** and **local business culture**. The presence of a major fast-food chain threatens the survival of **independent cafés and restaurants**, diminishing diversity in food options and economic sustainability for smaller operators.

**### \*\*4. Signage Violations and Built Form Issues\*\***

The proposed **9-meter illuminated pylon sign** is **inconsistent with the Manly DCP 2013 (Part 4.4.3) and SEPP (Industry and Employment) 2021 guidelines**. The excessive height and brightness **contradict established planning principles**, disrupt local aesthetics, and create potential **visual hazards** near a roundabout.

**### \*\*5. Traffic Congestion and Safety Hazards\*\***

- The traffic report acknowledges **queue lengths of up to 339m**, significantly worsening congestion.
- The roundabout at **Hayes and Roseberry Streets** is unlikely to ease traffic pressure and may lead to **illegal u-turns** and safety hazards.

- The project removes **three on-street parking spaces**, negatively affecting nearby residents.

#### **6. Violation of TOD-Compatible Land Use Strategy**

The site falls within a **NSW Government Transport-Oriented Development (TOD) precinct**, meant for **medium-density residential development (4-6 storeys)**. Introducing a **surface-level drive-through** contradicts TOD objectives, reducing **housing availability** and long-term urban sustainability.

#### **7. Right-Turn Access Risks and Legislative Conflicts**

The proposal **contradicts Council's prior recommendation** for a **central median on Roseberry Street**, leading to potential breaches of **Road Rules 132 (queueing)**, **133 (obstructing intersections)**, and **128 (traffic obstruction)**. This significantly increases traffic risks, especially during peak hours.

#### **8. School Zone and Pedestrian Safety Threats**

The location **borders multiple schools** - **St Cecilia's, Mackellar Girls, and Balgowlah Heights Public** - with **active pedestrian crossings**. The proposal **fails to account for peak school hours (8:00-9:30 am, 2:30-4:00 pm)**, during which **McDonald's traffic would sharply increase pedestrian conflict risks**.

#### **9. Inadequate Traffic Modelling**

The development **omits analysis** for:

- **Weekend peak periods**, despite their increased traffic loads
- **School zone hours**, during which pedestrian movement is highest

Without these critical assessments, the provided traffic data **cannot reliably predict the development's impact** under real-world conditions.

#### **Conclusion**

The proposed McDonald's development in Manly Vale presents **substantial risks to environmental sustainability, road safety, local business integrity, and compliance with strategic planning objectives**. Given the outlined concerns, I strongly urge the **Council to reject the proposal** in favor of responsible urban planning that upholds community values and safety.

Thank you for considering this submission.

Sincerely,  
Jerome Eckerman

