
From: North Balgowlah Resident
Sent: 21/02/2025 2:32:14 PM
To: Council Northernbeaches Mailbox
Subject: TRIMMED: Objection to DA2025/0132 – Proposed McDonald's at Roseberry St, Balgowlah

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Dear Northern Beaches Council,

I am writing to formally object to Development Application DA2025/0132 for a proposed McDonald's on Roseberry Street, Balgowlah. I have significant concerns regarding the impact this development will have on traffic congestion, public health, and the local business landscape.

Firstly, both Kenneth Road and Roseberry Street already experience heavy congestion, particularly during peak hours. Introducing a high-traffic business such as McDonald's will only exacerbate this issue, leading to further delays and safety concerns for both motorists and pedestrians. Rather than adding to the congestion, I urge the Council to consider measures to improve traffic flow in this area, such as removing on-street parking and introducing a dedicated bike lane.

Secondly, the health impacts of having a fast-food restaurant in this location should not be overlooked. With increasing awareness of the need to promote healthier lifestyles, particularly among young people, approving another fast-food outlet is counterproductive. Instead, the Council should prioritise developments that align with community well-being and public health initiatives.

Finally, approving a multinational chain like McDonald's risks undermining local businesses that contribute to the unique character of Balgowlah. Small, locally-owned cafés and restaurants add vibrancy to the area, supporting the local economy and fostering a sense of community. Encouraging local enterprises rather than large corporations will help maintain the distinct identity of Balgowlah and benefit the broader community.

For these reasons, I strongly oppose DA2025/0132 and urge the Council to reject this application in favour of more community-focused developments.

Thank you for your consideration.

Kind regards,
Jay Harwood