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**From:** Ben Amy  
**Sent:** 13/03/2025 8:11:04 PM  
**To:** Council Northernbeaches Mailbox  
**Subject:** TRIMMED: DA 2025-0132 letter of objection  
**Attachments:** DA2025-0132.pdf;



## DA2025/0132 Letter of Objection

Please act in the best interest of the community and ratepayer by rejecting the proposed development at 37 Roseberry Street Balgowlah (McDonalds) for the following reasons;

### 1. Traffic

The proposed intensification of use, especially the proximity to the roundabout and the main road traffic lights, would further exacerbate an area that has reached traffic capacity, and cause further traffic disruption, especially during peak times (morning and evening in weekdays, and all weekend).

Anecdotal evidence of the community completely contradicts the submitted traffic study, in stating there will be no impact as a result of the proposed development .

Below is an extract from the SEE, with an aerial image demonstration of the frequent traffic backlog along Roseberry Street.

**Figure 1: Site aerial, dated 24/09/24 (Source: Nearmap)**



2. Fails to meet the objectives of MDCP 2013 E3 zoning

The objectives of the E3 zoning not met, not justified in the SEE. In particular the proposal does NOT:

- To provide for land uses that are compatible with, but do not compete with, land uses in surrounding local and commercial centres.
- To create a pedestrian environment that is safe, active, and interesting.
- To create employment environments of high visual quality that relate favourably in architectural and landscape treatment to neighbouring land uses and to the natural environment.
- To minimise conflict between land uses in the zone and adjoining zone and ensure the amenity of adjoining and nearby residential land uses

3. Fails to meet objective of MDCP 2013 3.1 in particular Streetscapes and Townscapes;

- Objective 5, to assist in maintaining the character of the locality and
- Objective 7 To minimise negative visual impact, in particular at the arterial road entry points into the Council area

4. Proximity to R2 zoning

The site may be zoned E3, but it has failed to address the immediate proximity to neighbouring R2 properties, whose amenity would be severely compromised through light spillage, noise generation, vermin activity, odour, and litter.

The area has reached capacity. The site is located on a minor road that was never intended for the intensification of use that it currently operates under. A proposed McDonalds would further exacerbate the issue and should be refused.

This Application does not align with the desired future character of the area, and is not in the public interest.

Sincerely,

B. Amy  
Manly Vale

