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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 3/06/2025 10:17:15 AM  
**To:** DA Submission Mailbox  
**Subject:** TRIMMED: Online Submission

03/06/2025

MRS Fiona Pogson  
38 Lodge ST  
Balgowlah NSW 293  
[REDACTED]

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

To Whom it May Concern,

I am writing to formally object to the proposed construction of a McDonald's on Roseberry Street on behalf of myself and other concerned members of the community. Having spoken to a large number of people in the Balga community, it was obvious to me that the vast majority of people are very opposed to this proposal and we sincerely hope our council is driven by community wishes as opposed to commercial gain.

1. Traffic Congestion

The location of the proposed development is already a severe bottleneck for local traffic. Hayes Street, Kenneth Road and Rosemary Street consistently gridlocked during peak hours and throughout weekends. This area is already a problem for the local community and introducing a high-traffic fast-food outlet in this location would inevitably lead to higher congestion, particularly during peak hours. Drive-through queues and increased vehicular activity will further disrupt traffic flow and cause delays for commuters relying on the B-Line.

2. Local disruption outside of usual business hours

The addition of an McDonalds to this location will increase footy traffic to the area outside of usual business hours (8am - 6pm). The local community do not want increased numbers of people visiting the area at night time and subsequently increasing noise and antisocial behaviour. The amended opening hours do not address this problem. If McDonald's is allowed to trade from 5am until midnight it will increase noise levels during the evening, negatively impacting residents and the peace and quiet of the local community.

3. Negative Economic Impact on Local Businesses

Our neighborhood thrives on its small, locally owned cafés, restaurants, and food providers. A multinational chain with massive marketing power and artificially low prices creates unfair competition and threatens the survival of these independent businesses, in particular the other community owned food outlets on Roseberry Street. The unique character and economic diversity of our area should not be compromised for the benefit of a global corporation.

#### 4. Incompatibility with Community Character

The presence of a McDonald's is incompatible with the established aesthetic and values of our neighborhood. Our area prides itself on being community-oriented, environmentally conscious, and supportive of local enterprise. A fast-food chain does not align with these values and would diminish the character and charm that makes our neighborhood a desirable place to live.

#### 5. Oversaturation - Existing McDonald's Locations Nearby

There are already two McDonald's restaurants within a 10-minute drive of the proposed site. This over-concentration is unnecessary and unjustified. Residents already have access to McDonald's if they choose; adding another location offers no meaningful benefit to the community and only amplifies the aforementioned negative effects.

#### 6. Environmental Hygiene and Social Behaviour Concerns

Fast food outlets such as McDonald's are known to attract vermin due to improper disposal of food waste and littering, which can create public health risks and degrade the local environment. In addition, such establishments often become late-night gathering spots for unsupervised youth, leading to increased noise, anti-social behaviour, and in many cases, vandalism and graffiti. This not only creates a sense of unease among residents but also increases the burden on local law enforcement.

In light of these serious concerns, I strongly urge the planning committee to reject the proposal for a McDonald's at this location. Our community deserves thoughtful, sustainable development that reflects its character and serves the best interests of its residents-not corporate convenience.

Sincerely,  
Fiona