
From: DYPXCPWEB@northernbeaches.nsw.gov.au
Sent: 24/05/2025 8:42:26 PM
To: DA Submission Mailbox
Subject: Online Submission

24/05/2025

MR Kevin Collins
ST
Manly Vale NSW 2093
[REDACTED]

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

I am writing to formally object to the amended development application, DA2025/0132, regarding the proposed construction of an early morning-late night McDonalds fast food outlet. My strong recommendation is that the consenting authority reject this DA.

My reasons are as follows.

The proposed location for this development is directly opposite an existing medium density residential area on the north side of Kenneth Rd. Hundreds of people live within a few metres of the site and would experience a permanent negative impact to their quality of life. The other McDonalds on the Northern Beaches are sensibly located away from residents in commercial and/or light industrial areas and so any noise, traffic, rubbish and antisocial behaviour that is generated by these facilities are kept away from large concentrations of residents. This is a significant consideration during the day, and would be even more important late at night. Currently all commercial activity on Rosebury St shuts down at night. The original DA was for 24 hour operation, now amended to 5am to midnight. That this is an improvement should not distract from the fact the proposed "improvement" is to change the hours from "utterly unreasonable" to "very unreasonable". To have this facility operating over these hours would constitute a major negative change for those living adjacent (note the Manly Vale KFC opens at 9:30am and shuts at 11pm). In contrast to the existing McDonalds premises on the Northern Beaches, the new Rosebury St/Kenneth Rd site would be much more problematic for the large number of people who live nearby.

Any locals in need of a fast food fix would not be seriously disadvantaged if a McDonalds was not built at 37 Rosebury St. McDonalds Westfield is only a 5 minute drive away, Brookvale is an 8 minute drive and Beacon Hill is a 10 minutes drive from the proposed location. KFC is only a minute's walk away. The proposal for a fourth McDonalds within 5km is unnecessary overservicing.

There are existing issues with antisocial behaviour in the surrounding areas late at night, particularly around the B-line carpark and the nearby reserves at either end of Quirk Rd. Midnight is still a late closing time and would exacerbate the pre-existing issues with litter, vandalism and even physical assault.

The construction of a large drive-through McDonalds at the proposed location would cause a seriously negative, permanent impact on the traffic flow in the surrounding area. The original and the amended traffic reports by COLSTON BUDD ROGERS & KAFES PTY does suggest

that the likely impact would be acceptable - but I believe there is compelling evidence that the original and amended reports are wrong both in methodology and conclusions. The DA must not be approved on the basis of flawed, seriously inadequate reports. The amended traffic report introduces no new data, being similarly based on just a few hours of real-time traffic data surveyed on only two days.

Some major shortcomings of the amended traffic report are detailed below.

Quoting from pages 3-4 of the original report: "In order to gauge traffic conditions, counts were undertaken on Friday (8 November 2024) and Saturday (9 November 2024) during the weekday afternoon and Saturday midday peak periods" at the three closest intersections. There is no indication how these numbers were obtained or the actual time periods over which the sampling was done. Neither is there any information on the different vehicle types making up the flow. This data was one of the main inputs for the SIDRA traffic modelling. It is obvious that this tiny data set cannot be regarded as being representative. Small, coarse grained data sets collected using unspecified methodology on two consecutive days cannot generate statistically significant outputs. Garbage in, garbage out - hence the modelling is highly unreliable and cannot be used to justify the approval of the amended DA.

The nature of the intersections in the SIDRA modelling seem to be correctly characterised in the report. However, Rosebury St itself is modelled as a regular thoroughfare and this is patently not the case in the real world. There are many driveways opening onto Rosebury that experience a high flux of vehicles entering and leaving the roadway. These include driveways for Woolworths, Aldi, Harvey Norman and Bunnings - as well as many smaller businesses plus end-on parking and a congested roundabout at the southern end of the road. Rosebury St was modelled as being a simple, unimpeded thoroughfare linking Balgowlah Rd and Kenneth Rd. This is an incorrect characterisation and brings into question the accuracy of any predictions made by the modeling.

I note the reconsideration of a roundabout at the Hayes-Rosebury St intersection, initially rejected as an option by the first traffic report. This modification is a terrible idea. The lack of space would preclude the construction of an effective roundabout, and the proximity to the raised pedestrian crossing would ensure that at moderate to heavy traffic flows the new roundabout would cease to function. In any case, the proposal is to turn the intersection into a place for south-bound vehicles to u-turn in order to gain access to McDonalds. Thus 55% of McDonalds' customers that enter Rosebury St from Kenneth Rd would transverse that block twice, once in each direction. This would do nothing to reduce the volume of southbound McDonalds' traffic while simultaneously ensuring the northbound McDonalds' traffic volume would be more than doubled. A Hayes St roundabout is not a feasible proposal.

I have lived in Manly Vale for 35 years and driven along Rosebury St and Kenneth Rd on thousands of occasions on every day of the week and all times of the day and night. The traffic flows have become increasingly congested and I have sat in queues many, many times in recent years. Weekend mornings are particularly busy and frequently I have got stuck heading north along Rosebury St towards Kenneth Rd - often sitting in stationary traffic for upwards of 20 minutes. Such jams are not rare and are indicative of how close to failure the intersections can be for many hours each week. The additional vehicles and vehicle movements generated by the presence of a new McDonalds would definitely precipitate many more intersection failures for this already stressed road network.

Thank you for taking the time to consider my submission. I strongly urge that the amended

DA2025/0132 be rejected.

Regards,
Kevin Collins
Manly Vale