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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 11/03/2025 8:26:24 PM  
**To:** DA Submission Mailbox  
**Subject:** Online Submission

11/03/2025

MS Baaska Demberel  
103 / 6 Sylvan AVE  
Balgowlah NSW 2093  
[REDACTED]

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

Opposition to the Development of McDonald's in Our Area

The proposal to establish a McDonald's in our neighborhood has raised concerns among residents, and I strongly oppose its development for several key reasons. While some may argue that it would bring economic growth and convenience, I believe that the potential negative impacts far outweigh any perceived benefits.

Health and Well-being Concerns

The presence of a fast-food restaurant like McDonald's promotes unhealthy eating habits. Fast food is often high in calories, sodium, and unhealthy fats, which contribute to rising rates of obesity, heart disease, and other health problems. With increasing awareness about the importance of a balanced diet and healthy lifestyle, allowing a McDonald's to set up shop could undermine community efforts to encourage healthier eating choices.

Environmental Impact

The construction of a McDonald's would likely require a significant amount of land, potentially resulting in the destruction of green spaces or local wildlife habitats. The increase in traffic that would accompany the opening of a fast-food restaurant would also contribute to higher levels of air pollution, noise pollution, and general congestion in our area, which would diminish our quality of life.

Community Values and Local Businesses

Our community has long prided itself on supporting local businesses, and the introduction of a McDonald's could hurt small, family-owned restaurants. A corporate chain with significant financial resources could easily overshadow local eateries that rely on the support of the community. McDonald's is not invested in the local area in the same way our small businesses are, and the dominance of such chains could lead to the erosion of our local character and identity.

Traffic and Safety Issues

The influx of customers to McDonald's, especially during peak hours, would inevitably lead to more traffic congestion and a higher risk of accidents. Our roads, which were not designed to handle such high volumes of traffic, could become dangerously overcrowded, jeopardizing the safety of pedestrians, cyclists, and drivers alike. This is a serious concern, particularly in an area that values its walkability and family-friendly environment.

Social and Cultural Impact

The development of a McDonald's would further commercialize our community, encouraging the spread of standardized, impersonal culture that places profit over human connection. Local communities thrive on the uniqueness of their small businesses and individual

identities. A McDonald's would only reinforce the corporate-driven culture that prioritizes quick, convenient, and often unsustainable solutions over lasting and meaningful community development.

In conclusion, while some may view the McDonald's development as an opportunity for convenience or economic growth, I believe it would bring more harm than good to our neighborhood. The negative effects on our health, environment, local businesses, safety, and sense of community far outweigh the proposed benefits. I strongly urge the decision-makers to reconsider this development and instead focus on projects that align more closely with the values and needs of our area.