
From: [REDACTED]
Sent: 22/05/2025 7:06:55 PM
To: Council Northernbeaches Mailbox
Subject: TRIMMED: DA2025/0132

Continued Strong Objection to Amended DA2025/0132 – McDonald's at 37 Roseberry St

Dear Northern Beaches Council,

I write to reaffirm my strong objection to the amended Development Application DA2025/0132 for the proposed McDonald's restaurant at 37 Roseberry Street, Balgowlah. While some concessions have been made in response to community concerns, these amendments are insufficient and do not adequately address the major issues raised.

The revised plans include:

Reduced operating hours from 24/7 to 5:00am–12:00am

- Slight reduction in signage and lighting
- A proposed roundabout at Roseberry and Hayes Streets to facilitate customer U-turns

Despite these changes, the proposal remains fundamentally unsuitable for this location, and I urge the Council to refuse the DA based on the following ongoing concerns:

1. Operating Hours Still Inappropriate for the Area

Although the application no longer seeks 24/7 trading, operating from 5am to midnight still creates unacceptable disruption to local residents. These extended hours will significantly increase noise and traffic early in the morning and late at night, impacting the community's amenity and peace.

The noise from early deliveries, late-night patrons, drive-through speakers, and car engines will continue to disturb those living nearby. A reduction of just five hours does not equate to meaningful mitigation of the impacts.

2. Traffic Impact Remains Unresolved – Roundabout Proposal Is Inadequate

The proposed roundabout at Roseberry and Hayes Streets is a deeply flawed solution. It is intended solely to aid McDonald's traffic flow, not the broader community. This engineered U-turn function for southbound vehicles will:

- Increase congestion at an already pressured intersection
- Introduce confusing and potentially dangerous traffic movements
- Fail to address traffic overload on Condamine Street and Roseberry Street overall

Local streets are not designed to absorb this commercial traffic volume. The McDonald's drive-through model inherently prioritises car throughput, not pedestrian safety or neighbourhood harmony.

3. Light, Noise, and Environmental Pollution Still Significant

The amended plans include a “reduction” in lighting and signage, yet any increase over the current condition is unacceptable. Even with minor scaling back, McDonald's standard signage, illuminated menus, and drive-through lighting will still cause significant light spill into adjacent properties, particularly at night.

Noise pollution will continue through extended operating hours, delivery truck movements, and late-night customers. Moreover, the increased carbon emissions, vermin attraction, and garbage overflow typical of high-volume fast-food outlets remain unresolved.

4. The Site Is Still Unsuitable for This Scale of Development

Nothing in the amended application changes the fundamental unsuitability of this site for a high-impact, high-traffic fast-food outlet. The area is already overburdened by major retailers (Bunnings, Aldi, Woolworths), and the community has not been given a break from years of commercial intensification.

Council must consider the cumulative impact this development would have in accordance with Section 4.15 of the Environmental Planning and Assessment Act. This includes consideration of:

- Environmental impacts (traffic, noise, waste, emissions)
- Social impacts (increased anti-social behaviour, community opposition)
- Economic impacts (devaluation of surrounding residential property)
- Suitability of the site and compatibility with its existing and desired future character

5. Strong and Widespread Community Opposition

The level of public objection to this DA has been overwhelming. This is not simply about not liking a fast-food chain — it is about protecting our local environment, safety, and way of life.

The community has consistently and clearly voiced its opposition based on evidence-backed reasons aligned with planning policy. The amended submission does not address or resolve the core concerns.

In Conclusion

The amended DA2025/0132 continues to fall short of acceptable planning and community standards. The changes proposed are cosmetic and tokenistic, and do not mitigate the major negative impacts that would result from this development.

I urge the Council to reject this amended application in full, in the interests of community safety, wellbeing, and environmental preservation.

Thank you for considering this submission.

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(Please withhold name and address from public records)