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**Sent:** 25/02/2025 1:02:13 PM  
**Subject:** DA2025/0132

To whom it may concern,

**Re: Objection to Development Application DA2025/0132 – McDonald's Restaurant, Rosebery Street, Manly**

I am writing to formally object to Development Application DA2025/0132, which proposes the construction of a McDonald's Restaurant at Rosebery Street, Manly. I firmly believe that this proposal is wholly inappropriate for the area and will have significant negative impacts on both the local environment and community.

**Inappropriateness for the Area**

Rosebery Street is situated within a semi-residential and industrial precinct, which is fundamentally incompatible with the scale and nature of the proposed McDonald's development. This area is predominantly home to smaller-scale businesses and residential properties, and introducing a high-traffic, commercial fast-food outlet of this magnitude will disrupt the established character and amenity of the neighborhood. This development is much more suited to a main road location, where it can better absorb the traffic volume without compromising the surrounding area.

**Traffic Concerns**

The proposed site is located on a sub-arterial road that is already struggling with traffic congestion. Rosebery Street and its surrounding network are often gridlocked during peak hours, and adding a high-volume commercial operation such as a McDonald's will only exacerbate these issues. This development will undoubtedly increase traffic flow, cause further strain on local roads, and result in significant safety risks for both residents and pedestrians. The associated traffic management problems, including inadequate parking and increased delivery traffic, have not been sufficiently addressed in the application.

**Impact on the Character of the Area**

The introduction of a fast-food restaurant in such close proximity to residential areas will diminish the unique character of the neighborhood. The area's existing landscape is not designed for such a commercial structure, and the proposed development will be a stark contrast to the surrounding buildings and green spaces. Furthermore, the environmental impact of increased noise, waste, and pollution will likely affect both the quality of life for residents and the overall aesthetic appeal of the area.

In conclusion, I urge the Council to reconsider the approval of this development application. While the specifics of the proposal are acknowledged, the location, scale, and impacts of such a large commercial development are not appropriate for the area. The proposal should be redirected to a site that can more suitably accommodate such a business, particularly along a major road where traffic infrastructure is better suited to handle the expected demand.

Thank you for considering my objection. I trust that the concerns outlined will be taken into serious consideration during the assessment process.

Yours sincerely,

Alyson