
From: DYPXCPWEB@northernbeaches.nsw.gov.au
Sent: 5/06/2025 4:20:53 PM
To: DA Submission Mailbox
Subject: TRIMMED: Online Submission

05/06/2025

MR Warren Brown
20 Burchmore RD
Manly Vale NSW 2093
[REDACTED]

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

Dear Sir/Madam

I am writing to express my objection to this proposed development on the following grounds:-

Traffic impact

1. The traffic study submitted with this DA is a pure work of fiction, so I can only assume it was concocted in a make-believe world. You only have to spend 5 minutes at the corner of Roseberry St and Kenneth Rd to witness the current traffic congestion in Roseberry St and the resultant chaos that regularly occurs at the Kenneth Road intersections of Roseberry and Condamine Streets. Roseberry St is blocked in both directions during the morning, lunchtime and afternoon peak periods, with a journey from Kenneth to Balgowlah Rd or vice versa sometimes taking more than 10 minutes to complete. Adding a huge McDonalds into this mix will bring the traffic to a standstill across the whole area at peak times and significantly worsen it for the remainder of the day, leading to erratic and dangerous driving behaviours that are already starting to become a problem for people crossing the road.
2. Demolition of the existing buildings and construction of the new premise is going to cause major traffic disruption for a significant period of time, with considerable noise and air pollution accompanying the process. This will be very intrusive for residents just across the street, not to mention a major headache for regular commuters whose journeys will be severely impacted.
3. The above points will have a knock-on effect for all Manly Vale residents on the Eastern side of Condamine St, as more and more drivers will look for "rat runs" and speeding in what are currently quiet residential streets housing many families with young children.
4. There are 2 sizeable primary schools in the area, Manly West & Manly Vale, and with a lack of footpaths in most Manly Vale streets a lot of pupils have no option but to walk in the street for their journey to and from school. As a consequence the before and after school rush sees many streets teeming with schoolkids, and an increase in non-local traffic up and down the side streets will pose a serious risk to child safety. This is a significant concern that cannot be ignored.

Neighbourhood impact

1. A McDonalds or any fast food franchise of the proposed size will generate considerable noise, odour and litter pollution in what is largely a quiet residential area. It will also attract large numbers of non-local patrons, some of whom may have an undesirable effect (loitering, petty theft, drunkenness, abusive behaviour, etc) on the neighbourhood as others have mentioned. The fast food outlets in Brookvale are good examples of this.

2. Manly Vale is a health-conscious beachside community neighbourhood. Having an insidious fast food chain like McDonalds set up shop in the heart of this neighbourhood goes against the Northern Beaches values and potentially threatens the health of local residents and their children. McDonalds has no interest in fostering a local relationship, it is purely looking to secure what it hopes is a high revenue-generating site regardless of the social impact.

3. The loss of 7 Miles/Belaroma will be felt by many, with local residents and passers-by having enjoyed their coffee for nearly 30 years. Residents understand 7 Miles still has a long term lease so there is confusion as to how this move is being allowed to happen to their business. Certainly a McCafe coffee is going to be no substitute, and having the wonderful smell of roasting coffee replaced with the stench of grease chimneys from McDonalds is not a welcome prospect.

The fact Northern Beaches Council is even considering this DA is a travesty and harks back to the bad old days of dodgy developments being approved in the face of public outcry.

I encourage Council to listen to its rate-paying constituents and do the right thing by turning down this self-serving DA by McDonalds.

Yours faithfully
W Brown