

---

**From:** Predrag Bubalo  
**Sent:** 4/06/2025 7:51:41 PM  
**To:** Council Northernbeaches Mailbox  
**Subject:** TRIMMED: Objection to DA2025/0132 - McDonald's Drive-Through Development at 37 Roseberry Street, Balgowlah

**RE: Formal Objection to DA2025/0132 – McDonald's Drive-Through Development at 35–37 Roseberry Street, Balgowlah**

<https://eservices.northernbeaches.nsw.gov.au/ePlanning/live/Public/XC.Track/SearchApplication.aspx?id=2560448>

To Whom It May Concern,

I am writing to formally object to Development Application DA2025/0132, which proposes the construction of a McDonald's restaurant and drive-through facility at 37 Roseberry Street, Balgowlah.

My objection is based on well-founded concerns regarding traffic congestion, road and pedestrian safety, planning non-compliance, and the inappropriate use of strategically significant land designated for residential intensification under current NSW planning reforms.

---

#### **Traffic Congestion and Public Transport Impact**

The proposed development is situated adjacent to key public transport corridors, including routes served by the B-Line buses, an essential transit option for many local residents.

The introduction of a high-traffic fast-food drive-through in this area will exacerbate congestion, particularly during peak commuting hours.

Queuing vehicles and increased turning movements will disrupt traffic flow and compromise the efficiency and reliability of public transport services.

---

#### **Conflict with Road Safety Legislation**

The proposed site access includes right-turn movements both into and out of the development, which contradicts Council's earlier recommendation for a central median on Roseberry Street.

This design raises significant safety concerns, including lane obstruction and intersection queuing. These issues potentially violate NSW Road Rules, specifically:

- Rule 132 (Queueing),
- Rule 133 (Obstruction of Intersections), and
- Rule 128 (Obstruction of Traffic Flow).

These safety risks have not been sufficiently addressed in the current application.

---

#### **Proximity to Schools and Pedestrian Safety**

The development site is within walking distance of several schools, including St Cecilia's Catholic Primary, Mackellar Girls Campus, and Balgowlah Heights Public School. It is also located along highly active pedestrian

pathways.

The proposal fails to assess potential interactions between vehicle traffic and pedestrian activity during peak school drop-off and pick-up times, which coincide with McDonald's breakfast and dinner periods.

This omission raises serious concerns regarding pedestrian safety and non-compliance with **AS2890.1** and **Road Rule 74** (Failure to Yield to Pedestrians at Crossings).

---

### **Insufficient Traffic Modelling**

The submitted traffic assessment does not include modelling of weekend peak periods or school zone peak hours (8:00–9:30 am and 2:30–4:00 pm).

These critical time frames are essential to understanding the full impact of the development.

The absence of this data renders the modelling incomplete and undermines the credibility of the projected vehicle movements and traffic flow assessments.

---

### **Non-Compliance with TfNSW Thresholds**

The traffic impact statement appears to understate projected vehicle volumes, remaining just below the 200 vehicles per hour threshold that would trigger a mandatory referral to Transport for NSW (TfNSW). Based on data from comparable McDonald's drive-throughs, this threshold is likely to be exceeded. Failing to refer to the application contradicts both the intent of the *Guide to Traffic Generating Developments* and may breach **Clause 56 of the Environmental Planning and Assessment Regulation**.

---

### **Cumulative Traffic Impact and Local Congestion**

The surrounding area already experiences significant traffic volumes due to adjacent major retailers (ALDI, Woolworths, Harvey Norman, Bunnings) and a nearby bus depot.

These generators contribute to congestion along Roseberry Street, Kenneth Road, and Condamine Street.

The cumulative impact of introducing a high-turnover drive-through restaurant has not been adequately addressed or mitigated in the proposal.

---

### **Signage and Visual Impact**

The proposed 9-metre-high illuminated pylon sign is inconsistent with both **Manly DCP 2013 (Section 4.4.3)** and the **SEPP (Industry and Employment) 2021** guidelines.

Its excessive scale and lighting intensity are incongruous with the local character and may present additional hazards at the nearby roundabout.

---

### **Misalignment with Strategic Land Use and TOD Objectives**

The subject site falls within a designated Transport-Oriented Development (TOD) precinct, identified for future medium-density residential development (4–6 storeys).

The current proposal for a surface-level drive-through and associated car parking is a poor utilisation of this strategically important land. It compromises potential housing yield and undermines broader NSW planning priorities around sustainable urban growth and transit-linked living.

---

### **Flawed Roundabout Proposal and Associated Safety Risks**

The proposed roundabout at the intersection of Hayes and Roseberry Streets is presented as a traffic mitigation measure. However, it is likely to:

- Fail to meaningfully alleviate congestion along Roseberry Street;
- Introduce traffic queuing of up to 339 metres, as noted in the traffic report;
- Result in the loss of at least three on-street parking spaces; and
- Remove pedestrian priority at a key junction, increasing danger to school children and elderly pedestrians.

Rather than resolving traffic issues, the roundabout redistributes congestion and encourages unsafe driving behaviours, including illegal u-turns and increased circulation on residential streets.

---

### **Public Health Implications**

The proliferation of fast-food outlets is widely linked to unhealthy dietary habits, particularly among younger demographics.

The introduction of another McDonald's undermines local and state public health campaigns aimed at encouraging nutritious eating and active lifestyles.

---

### **Impact on Local Businesses**

The proposed development would pose a significant threat to locally owned cafés, restaurants, and food providers, which form the cultural and economic heart of our community.

A multinational fast-food chain leveraging economies of scale and aggressive marketing tactics creates an uneven playing field that could jeopardise the viability of independent operators.

---

### **Incompatibility with Community Character**

The ethos of our neighbourhood is centred on sustainability, community engagement, and support for small business.

A McDonald's drive-through conflicts with these values and would diminish the local character and amenity that residents cherish.

---

### **Oversaturation of Existing Outlets**

There are already two McDonald's outlets within a 10-minute drive of the proposed site.

This oversupply offers no material community benefit and only compounds the traffic, environmental, and social issues outlined above.

---

### **Environmental Hygiene and Social Behaviour Concerns**

Drive-through fast food outlets are frequently associated with increased littering, vermin attraction, and late-night anti-social behaviour.

These outcomes pose a threat to local environmental hygiene and public safety, while placing added pressure on council resources and law enforcement.

---

### **Conclusion and Recommendation**

This application fails to comply with essential traffic safety standards, TfNSW referral thresholds, sightline and driveway design requirements under AS2890, and relevant signage policies.

It also ignores the strategic value of the site for medium-density residential development under the TOD framework.

I therefore respectfully urge Council to:

- **Refuse Development Application DA2025/0132 outright;** or
- At a minimum, **require:**
  - A comprehensive road safety audit;
  - Referral to TfNSW;
  - Removal of right-turn access;
  - Reduction of signage scale;
  - Alignment with TOD and medium-density housing objectives.

Our community deserves development that is thoughtful, sustainable, and aligned with our shared values, not driven by short-term commercial interests.

Yours sincerely,

*Predrag Bubalo*  
*6 Burchmore Rd Manly Vale*