
From: Melissa McCann
Sent: 26/05/2025 3:41:24 PM
To: Council Northernbeaches Mailbox
Cc: Melissa McCann
Subject: Application DA2025/0132: Demolition works and construction of a restaurant McDonalds including signage - OBJECTION to updated plans

Dear Application Manager,

I am writing to object to the revised proposal from McDonalds. Their review and subsequent updates amount to nothing and are disingenuous, claiming to have addressed concerns of residents, but are actually not doing so.

The operational hours, traffic impact and environmental issues still pose the same or significant impact.

Hours of Operation and Signage:

- The reduction in signage and operation hours, will not mitigate perceived conflicts as stated by McDonalds. They will merely slightly reduce them to a level that is still unacceptable to residents and surrounding neighbourhoods.
- McDonalds belongs in the middle of an industrial estate, or shopping centre. The current site proposed is on the edge of an industrial zone facing people's living quarters.
- The reduction in signage is insufficient, with 2 predominant Golden Ms still remaining.
- With McDonalds still proposing long operational hours from 5:00am to midnight 7 days a week, none of the resident's concerns are being allayed. Additionally, there is no clause preventing the operational hours from being expanded once McDonalds has a foot in the door.

Gridlocked traffic twice daily:

- Kenneth Road traffic is gridlocked at weekends for a several hours from morning into mid-afternoon and weekdays during the morning and evening rush. McDonalds will exacerbate this greatly.
- A huge addition of traffic will be seen at the Harris Farm roundabout and Pittwater Road, leading to short cuts being taken through Queenscliff and Harbord Road. This is going to impact residents, not just in Manly Vale and Balgowlah, but Manly, North Manly, Queenscliff and Freshwater too.
- Proposing a roundabout at Hayes/Roseberry streets is irrelevant given the proposed location of the McDonalds is the Roseberry/Kenneth Roundabout.

Environmental concerns:

- The same concerns remain regarding litter, odour, loitering, crime, and residential safety. These concerns have not and cannot be addressed. This is simply the wrong place for a McDonalds of any size or operation.
- The council and McDonalds have ignored multiple women's concerns for their safety returning from the B-Line after work and later at night and children's safety as pedestrians on overcrowded pathways.
- Increased traffic means increased roadkill of native fauna.
- The Waste Management Plan (WMP) mentioned - if it's as effective as Manly beach when the bins are overflowing on a regular basis, polluting our beautiful beaches, I don't believe this will actually carry any weight to keep the McDonalds surrounds pollution free.
- The Odour Amenity Assessment was not sufficient. I reiterate, quoting, "The rate of odour emissions from the kitchen exhaust vents would vary throughout the day depending on the demand, with peak times generating more odour. Other potential

sources of odorous emissions include the storage and handling of waste at the Site, and to a lesser extent, the storage of raw materials...no significant food related odours would be associated with this activity. Therefore, this source has not been considered further.

- So basically, the odour assessment was inconclusive. The fact is current site Seven Miles produces a roasted coffee smell for several blocks in every direction. The council is proposing to replace this with greasy fries and burger stench.

McDonalds only offering:

- The only benefit of this proposal is a handful of jobs, which simply doesn't justify the level of destruction of the local area imposed by an unwanted, unhealthy fast-food joint. Better to retain the local onshore businesses currently employing dozens of staff, or a similar onshore business.

Thousands of residents are horrified that our council is even entertaining this proposal given the original close to 600+ opposing letters. Listen to your rate payers, not corporations. The mass objection isn't going to go away.

Regards

Melissa McCann



[Redacted phone number]



[Redacted email address]

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