

---

**From:** Amelia Bromley  
**Sent:** 26/05/2025 10:12:56 AM  
**To:** Council Northernbeaches Mailbox  
**Subject:** DA2025/0132

To whom it may concern,

I am writing to express my formal objection to the proposed McDonald's development on Roseberry Street, Balgowlah.

The developer's claims regarding traffic and litter impact are not supported by current evidence and local experience.

Roseberry Street currently experiences severe traffic congestion during peak hours. The proposed addition of a roundabout to facilitate U-turns would create additional safety hazards on an already overwhelmed thoroughfare. This road serves as a primary route for school children, who would be particularly vulnerable to increased traffic risks.

While the revised plans show reduced signage, including a shorter pylon sign and the removal of flagpoles and banners, these cosmetic changes do not address the fundamental issues with this development. The reduction from 9m to 5.7m in height and elimination of some 'M' logos are superficial modifications that fail to mitigate the development's core impact on our community's character and amenity.

The existing commercial establishments along Roseberry Street already contribute significantly to our local litter problem. Adding another fast-food establishment, particularly one with McDonald's documented environmental impact, would further compound this issue. This proposal directly contradicts the Council's stated environmental commitments and sustainability objectives.

Given the recent rate increases imposed by Northern Beaches Council, I'm sure I'm not alone in questioning whether additional rate hikes would be necessary to cover the cleaning services required for managing increased waste from this development.

Furthermore, the proposed location's proximity to schools raises serious health concerns. With childhood obesity rates rising across Australia, the introduction of another fast-food outlet in this location would undermine public health initiatives and send the wrong message to our young people. Reducing the size of

I urge you to acknowledge the widespread local opposition to this development. Please reject it.

Yours sincerely,

Amelia Bromley

229 Pittwater Rd, Manly