

---

**From:** [REDACTED]  
**Sent:** 13/03/2025 9:18:49 PM  
**To:** Council Northernbeaches Mailbox  
**Subject:** TRIMMED: URGENT: Development Application DA2025/0132 - 37 Roseberry Street, Balgowlah

Dear Council Members,

I'm writing to formally object to Development Application DA2025/0132, which proposes the demolition of existing structures and the construction of a McDonald's restaurant, including associated signage, at 37 Roseberry Street, Balgowlah.

**I would like to remain anonymous due to safety reasons, and the fact that a local resident in a neighbouring building was recently assaulted due to them opposing McDonald's.**

**Grounds for Objection:**

**1. 1. .Traffic and Parking Congestion**

The proposed development is likely to cause a significant increase in traffic congestion in an already busy area. Roseberry Street and surrounding roads experience heavy traffic, particularly during peak weekday hours and weekends. The introduction of a 24/7 fast-food restaurant leads to increased vehicle movements, drive-thru congestion, and illegal parking, impacting local businesses and residents.

**2. 2. .Pedestrian and Cyclist Safety**

The site is located in a mixed-use area with high pedestrian and cyclist activity. Increased vehicle traffic, particularly late-night drive-thru customers, poses a safety risk to pedestrians, schoolchildren, and cyclists navigating the area.

**3. 3. .Impact on Local Character and Amenity**

The proposed McDonald's does not align with the character of Balgowlah, which is known for its village-like atmosphere and community-focused businesses. A fast-food chain of this scale detracts from the existing local businesses and their livelihood, and contributes to a loss of community identity.

**4. 4. .Environmental Concerns**

The operation of a McDonald's restaurant will result in increased Vermorel, littering, waste generation, noise pollution and increase pollution from traffic. The presence of a 24-hour establishment will cause late-night disturbances, increased rubbish accumulation, and its impact on nearby residential properties.

**5. 5. .Health and Wellbeing Considerations**

The approval of another fast-food outlet contributes to increased consumption of unhealthy food, particularly among children and young people in the area. Given the proximity to local schools and recreational areas, this negatively impacts community health. The consumption of unhealthy fast food has been linked to a range of health issues, including obesity, diabetes, and heart disease which adds more pressure on local governments and local healthcare facilities.

**6. 6. .Loitering and Anti-Social Behavior**

24-hour fast-food establishments become gathering points for unsupervised individuals & groups, particularly during late-night hours. This leads to loitering, noise disturbances, and an increase in anti-social behavior, which affects nearby residents and businesses. Reports from other McDonald's locations have shown that these sites attract groups engaging in disruptive

behavior, creating an ongoing issue for law enforcement and local authorities. Eg: <https://www.northernbeachesadvocate.com.au/2024/10/07/mayhem-at-brookie-maccas/>. The introduction of this development will lead to a similar situation, negatively impacting the safety and liveability of the surrounding area. There has already been a reported assault on Rosebery Street in relation to the McDonald's issue.

For the reasons outlined above, I strongly urge the Council to reject DA2025/0132. Instead, I encourage the consideration of developments that align more closely with the needs, safety and character of the Balgowlah community and surrounding areas. Perhaps the council should consider investing in existing local businesses to generate more employment opportunities for locals.

Thank you for considering my submission.