
From: BRADY Greg
Sent: 24/02/2025 3:10:59 PM
To: Council Northernbeaches Mailbox
Subject: cDonalds- Kenneth Road and Roseberry Street Manly Vale- DA2025/1032

To whom it may concern,

Proposed McDonalds Kenneth Road and Roseberry Street Manly Vale

I am currently working at a General Manager of a large multinational hotel and have been a resident of the Northern Beaches all my life. I write to you to express my concern about the proposed McDonalds at 37 Roseberry Street Manly Vale

Houses not Fast Food

We should be building places for people to live and build communities. Yes, we need to provide facilities for those communities, but the positive facilities include grocery stores, coffee shops, art galleries etc these are community builders. Fast food outlets are community destroyers. The Manly Vale suburb is a transport hub for the B1 service to the city. In fact, the stop for the B1 is only a few short meters away from the proposed McDonalds. It makes sense to approve a block of units for this site as a transport hub but certainly not fast food.

This is not a required amenity, it does not add value to the precinct. It would be better suited to the main road.

Fast food- what does it really contribute?

Fast food eateries are open 24 hours a day. Situated in a residential community they provide light pollution, noise, smell and increased crime. Council responsibility should be looking to build healthy and vibrant communities. Fast food contributes to neither. Council's own Shared Transport policy refers to "minimizing disturbance and safety hazards" (July 2019) McDonalds situated on a busy intersection will only increase disturbance and provide significant safety concerns with families and young children seeking to get to school and work.

Intersection of Roseberry and Kenneth Road

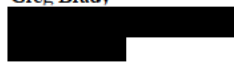
This is a significant intersection already with traffic from the beaches turning left or right into Condamine street. There is always delays and traffic buildup. This would in fact be the worst place to situate a McDonalds and will only exacerbate an already busy intersection and add to traffic concerns and increase safety hazards.

Social sustainability

The council's own policies rightly refer to building better communities. "Northern Beaches Council acts principally as a facilitator and enabler of social sustainability in order to build the capacity and resilience of the community to achieve individual and collective wellbeing" (Social sustainability policy August 2021). The addition of a McDonalds in this location would contradict the council own policy and statements.

Why?

Is there really a need for another fast food outlet. They are already dotted along the Northern beaches. This would also be the first in a burgeoning residential area. Why punish a growing residential community; in fact Manly Vale is a suburb in early stages of transformation meeting council objectives of a vibrant growing community. Why damage it with an unsightly, not required McDonalds.

Greg Brady


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