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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 27/05/2025 11:53:22 AM  
**To:** DA Submission Mailbox  
**Subject:** Online Submission

27/05/2025

MR Chris Robertson  
1 / 39 Lodge ST  
Balgowlah NSW 2093  
[REDACTED]

**RE: DA2025/0132 - 37 Roseberry Street BALGOWLAH NSW 2093**

To Whom It May Concern,

I am writing to formally object to the proposed construction of a McDonald's on Roseberry Street, on behalf of myself and many other concerned members of our community.

**1. Traffic Congestion and Inappropriate Use of the Site**

The proposed site sits near major transit corridors used daily by hundreds of B-Line bus commuters. Adding a drive-through fast-food outlet, which is dominated by vehicle access and parking, will place a significant and unnecessary burden on already strained traffic flows. Unlike walk-in businesses, McDonald's is explicitly designed to cater to cars, generating frequent drive-through queues and a revolving door of traffic throughout the day and night. This kind of traffic load is simply not suited to the location.

**2. Noise and Anti-Social Behaviour**

Fast food drive-throughs-particularly McDonald's-are well known to attract late-night patrons, including groups of young people who, frankly, too often lack the maturity to respect the peace and property of the surrounding area. Residents near existing McDonald's locations regularly report noise disturbances, litter, vandalism, and loitering, particularly during late hours. It is deeply unfair to impose this kind of disruption on a residential community.

**3. Public Health and Community Wellbeing**

While we support new business, we want to welcome businesses that promote healthy lifestyles and community engagement. A McDonald's, with its ultra-processed, high-calorie food, undermines public health-particularly among young people who are especially vulnerable to its marketing. This is at odds with broader community goals of improving wellbeing, walkability, and sustainability.

**4. We Support Development-But the Right Kind**

This community isn't opposed to development. In fact, we want to encourage new businesses-but the right kind of businesses:

- Those that enhance walkability and encourage people to gather, connect, and contribute to a sense of place.

- Those that reflect and support the local economy, rather than extracting from it.
- Those that prioritise long-term community benefit, not short-term convenience or profit.

## 5. Harm to Local Enterprise

Our neighbourhood is home to a number of thriving, locally owned cafés and food providers-businesses that add unique character, employ locals, and keep money circulating in the community. A multinational giant like McDonald's, with its economies of scale and relentless marketing machine, poses a serious threat to these local enterprises. We should be making space for locally grown businesses, not allowing them to be crowded out by global chains.

## 6. Oversaturation and Lack of Need

There are already two McDonald's outlets within a 10-minute drive of the proposed site. There is simply no community need or demand for another. The overconcentration of fast-food chains does not improve access or quality of life; it only amplifies the well-documented negative externalities.

## 7. Environmental and Hygiene Concerns

Fast food outlets generate a significant amount of waste-often poorly managed-leading to an increase in litter, vermin, and environmental degradation. The upkeep of such a site imposes an added burden on local services, both in terms of sanitation and policing.

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In conclusion, this proposal does not align with the values, needs, or aspirations of our community. We urge the planning committee to prioritise development that is thoughtful, locally driven, and community-enhancing-not one that sacrifices long-term livability for short-term corporate gain.

Respectfully,

Chris Robertson