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**From:** Justin Shupe  
**Sent:** 13/03/2025 3:31:44 PM  
**To:** Council Northernbeaches Mailbox  
**Subject:** TRIMMED: DA2025/0132 Lot 100 DP 1199949 37 Roseberry Street  
Balgowlah  
**Attachments:** DA2025\_0132 McDonalds Manly Vale.pdf;

Dear DA Assessment Officer

Please find attached my submission for DA2025/0132 Lot 100 DP 1199949 37 Roseberry Street Balgowlah.

Kind regards  
Mr Justin Shupe [REDACTED]  
40/41 Roseberry Street Manly Vale NSW 2093

Hello

I am writing to object to the proposed DA (DA2025/0132) for a McDonalds in Manly Vale, whether it is in its current application, or revised. At no point in time should a McDonalds be developed within the proposed site.

The proposed and incomplete DA is in direct contradiction with Greater Sydney Region Plans, and Councils Towards 2040 priorities. It also presents several severe negative impacts on the local area including traffic, crime and antisocial behaviour, environmental impacts, and does not contribute to supporting the local economy, businesses or entrepreneurs.

The Manly Vale area does not have a master plan, an economic development plan or similar – to allow such a development as proposed within the DA does not adequately govern the local area, support the development of the local area or meet the needs of current and or future community / residents. There are several higher priorities such as the demand for mixed used residential and commercial spaces that could be used for the site. Such as a development with cafes, restaurants and bars, office spaces with residential above – this type of development provides significant economic, community and residential benefits for the area. Which would also increase amenity and further support a sense of community.

This submission further details where the proposed DA should be rejected by Council.

Justin Shupe

### **Inconsistency with Local and State Planning Strategies**

#### Greater Sydney Region Plan & Northern Beaches Local Strategic Planning Statement:

The focus is on creating liveable, sustainable communities that prioritize pedestrian-friendly areas, low-traffic environments, and local business support—a McDonald's drive-through does not align with these goals.

McDonalds is in direct contradiction with the following priorities of '[Towards 2040](#)':

Towards 2024 Priority	McDonalds DA contradiction
Priority 7: a low carbon community with high energy, water and waste efficiency.	Fast food has a high demand on natural resources and produces huge amounts of single use packaging.  McDonalds operations are energy and water intense producing high carbon emissions.
Priority 9: infrastructure delivered with employment and housing growth.	The DA does not support a 30-minute city, a McDonalds is not a place people need to visit each day. The site is much better suited for a development that supports residents accessing, exercise, employment, health services and or education and travelling in their day – NOT a McDonalds.
Priority 11: community facilities and services that meet changing community needs.	McDonalds does not create a space for people to connect, create and learn. It is not a multiuse facility for the community. There is limited social infrastructure in Manly vale. The area also does not have a masterplan or economic development plan, the placement of a McDonalds is poor planning and does

	not meet the needs of current or future community members and or residents.
Priority 12: an inclusive, healthy, safe and socially connected community.	<p>McDonalds is a globalist organisation, the DA does not support opportunity for local residents and or community members to access and or participate in community activities that support social connection, trust, understanding and or neighbourliness.</p> <p>It does not encourage the availability of healthy fresh food in shops, and fresh food production in urban areas, such as community gardens, private gardens, rooftop gardens and verge gardens.</p>
Priority 15: Housing supply, choice and affordability.	<p>There is no local housing strategy for Manly Vale. With a high demand for housing a McDonalds does not deliver on local or state needs.</p> <p>The site would better suit missed use residential development supporting local businesses, community facilities and residential dwellings.</p>
Priority 17: Centres and neighbourhoods designed to reflect local character, lifestyle and demographic changes.	<p>The presence of a McDonalds in a residential area in Manly Vale destroys the character of the neighbourhood and does enhance the local area at all. The design of the McDonalds is an eyesore and not support creating or renewing the local area.</p> <p>The design of the building and the presence of a McDonalds in Manly Vale does not enhance local identify through place-based planning and design, does not activate public spaces, nor provide appropriate outdoor dining, and or nighttime activity.</p>
Priority 22: jobs that match the skills and needs of the community.	<p>The McDonalds does not impactfully increase local job opportunities, nor does it strengthen the local economy / supporting local businesses.</p> <p>It does not align employment areas with future industries of growth to attract and retain local businesses and entrepreneurs.</p> <p>The DA does not facilitate innovative environments to support and connect industries such as flexible floorspace in local centres to co-locate commercial uses with social infrastructure, such as work hubs or support start-up businesses.</p> <p>The DA does not provide high-quality and industry appropriate commercial and industrial floor space focussing on flexible division of floorspace that supports small businesses.</p> <p>The DA does not support planning for age-friendly centres that provide employment and volunteer opportunities to support independence later in life and centres and businesses that cater to the needs of older people.</p>
Priority 26: Manly as Sydney's premier seaside destination	A McDonalds in Manly Vale does not support balancing competing land uses in the local area to serve the needs of workers, residents and visitors.

	<p>It destroys the Manly Vale character identify and social significance for the northern beaches.</p> <p>Does not diversify the night-time economy and directly conflicts with the local residential uses. Appropriate local restaurants within a mixed-use residential development better serves the community, local economy and support building manly vale as a destination for food and entertainment.</p>
Priority 29: A thriving sustainable tourism economy.	<p>Does not support providing a range of well-designed tourist accommodation. Accommodation for tourists that is cost friendly would further support visitors to Manly – that has limited affordable accommodation.</p>
Priority 30: a diverse night-time economy.	<p>A McDonalds does not broaden the range of night-time activities and locations in the local area.</p> <p>It directly results in conflict and prevents more sensitive uses such a varied restaurant / bar uses under a residential development.</p>

#### Council's sustainability commitments

Northern Beaches Council has committed to reducing single-use plastics and improving environmental sustainability—allowing a high-waste, carbon-intensive fast-food chain contradicts these goals.

#### Incomplete DA

The DA submitted to Council is incomplete and Council cannot be satisfied that thorough, accurate and complete environmental assessment has been completed as required by S.4.15 of the *Environmental Planning Assessment Act 1979*.

The DA proposed is in direct conflict with the Objectives of the E3 Productivity Support Zone. It does not create employment activities of high visual quality that relate favourably in architectural and landscape treatment to neighbouring land uses and to the natural environment. The DA completely ignores the Strata Plan 83233. There is also no evidence supplied in the DA that demonstrates the DA will not have unreasonable lighting, acoustic, odour, crime and safety, and traffic impacts on the Strata Plan SP 83233 (76 Kenneth Road / 41 Roseberry Street Manly Vale), nor the adjoining local area.

The DA provides insufficient detail and an appropriate level of assessment of the impacts of the proposed development. There are numerous gaps and deficiencies in the assessment reports – which prevent Council from undertaking a proper assessment of the proposed DA and satisfying itself that the proposed development will not have unreasonable impacts.

#### Residential Zone

The proposed DA is in a residential transition zone, rather than a highway orientated site and is therefore inappropriately located. There are several sites along Condamine Street that are more appropriate for a McDonalds.

#### **Traffic, Parking, and Road Safety Risks**

The DA has insufficient and misleading Externa Traffic Impact Assessment regarding the average vehicle delay experienced, average vehicle lengths and 95<sup>th</sup> percentile vehicle queue lengths for the

Condamine Street and Kenneth Road traffic signalled intersection. These findings are supported by the submission made by the Strata Plan No 82322 (76 Kenneth Road / 41 Roseberry Street Manly Vale) which is directly opposite the proposed McDonalds site.

#### Traffic issues

- Increase traffic congestion on two intersections (Kenneth Road / Roseberry Street / Condamine Street. Impacting the ability of residents in 76 Kenneth Road from entering and existing their underground carpark. As it is with current traffic it is a nightmare, with long delays experienced getting in and out – not to mention from the additional B1 Carpark exiting after work and on weekends.
- Significant traffic impact will occur also during peak hours, affecting local school zones and safety for kids / pedestrians.
- Currently with the presence of Coles, Woolworths, Aldi and the several home stores (Bing Lee, Coco Republic, Harvey Norman) the traffic experienced is insane. The presence of a drive through will further delay and cause havoc with people lining up to get into McDonalds. On an evening and weekend, the traffic caused from people trying to enter KFC off a main road result in cars queuing across Kenneth Road / Condamine Street intersection – backing up Kenneth Road (in direction towards Condamine Street) and turning into KFC from both directions from Condamine Street. This McDonalds would not be on a main road but in a residential area further making even more chaos with the lines and ques to get in.

#### **Road safety concerns:**

- Increased risk of accidents due to queuing for drive-through services and increased pedestrian activity.
- Proximity to schools, playgrounds, or community facilities may endanger children that walk across the intersection (Kenneth Road and Roseberry Street Manly Vale) to and from home/school and to get to the shops.
- The roundabout now at Kenneth Road and Roseberry Street is dangerous enough, I recently had a car accident from someone running into the back of me while waiting to turn into Kenneth Road from Roseberry Street. Adding more traffic and pedestrians for an intersection where people get aggressive and drive on the other side of the road and over the roundabout in frustration from long traffic delays will only add more fuel to the fire.

#### **Noise, Light Pollution, and Disturbance**

The restaurant lighting and exterior signage lighting will cause light pollution during the evening hours. Furthermore, it impacts the local architectural presence of the area having a 24-hour restaurant in a residential area. The increased lighting will affect residents' ability to sleep impacting health and wellbeing of residents.

The 24 hours non-stop operating hours will cause noise pollution from cars (customers), delivery trucks and evening and morning waste collection.

The 24-hour drive through speaker will cause continuous without any relief of noise of listening to customers and staff scream at each other when ordering food. The apartments are 23 meters from the site. That will severely impact the health and wellbeing of the residents not being able to sleep property having that noise 24 hours a day.

## **Environmental and Sustainability Concerns**

### Environmental pollution and littering

McDonalds further adds additional pressure on the local littering and pollution that is experienced from KFC, the B1 Bus Stop, Coles, Woolworths, Aldi – so much rubbish litters the streets and the gutters from these businesses and transport infrastructure. McDonalds single use plastics/packaging further places negative impacts on the local environment.

### Stormwater Pollution

Stormwater pollution from additional single use packaging and food waste from KFC, Woolworths, Coles, Aldi – adding more from McDonalds which is already littering the gutters of Roseberry Street and Manly Vale will just end up in the Manly Lagoon Catchment area which is already under immense stress.

### Climate Change

McDonalds results in increased traffic, energy and gasses emitted from refrigeration, energy intensive operations which all contribute to local carbon emissions, poor local air quality and climate change. This conflicts with the Northern Beaches Council's Climate Change Strategy

### Rodent and vermin

Currently the Manly Vale area experiences severe rodent issues from the street pollution of food waste from KFC, the B1 bus stop, Woolworths, Coles and Aldi waste. McDonalds will only further contribute to these issues. There have been several instances of rodent infestation with rats burrowing in yards, climbing the walls and entering people's balconies for 76 Kenneth Road / 41 Roseberry Street.

## **Health and Wellbeing Impacts**

McDonald already have locations which are a short drive from Manly Vale, being – Warringah Mall, Brookvale (24-hours), Warriewood and Forestway which both close late at night (after 10pm depending on the day). Additionally, there is already Dominos, KFC in Manly Vale (both located on a main road). The addition of McDonald increases the accessibility of school kids in the local area and encourages unhealthy eating habits.

The [NSW Healthy Built Environments Program](#) discourages the placement of fast-food outlets near schools. The location of McDonalds is close to several primary and secondary schools.

The 24-hour frying of food and exhaust of these fumes into the local area result in unliveable unpleasant smells that linger over the residential areas surrounding McDonalds affecting ventilation of surrounding properties. A recent [study](#) has showed that McDonald locations have higher CO2 levels. The grease particles that will be emitted with linger in the air impacting respiratory health of local residents.

## **Crime and Social Issues**

The Manly Vale area has experienced an increase in anti-social behaviour, loitering, noise and disturbances with the introduction of the B1 Bus Stop and car park, KFC, supermarkets, Dan Murphys and Liquorland.

In March residents at 76 Kenneth Road were physically assaulted because of the DA itself, which kids pulling off posters informing the community about the DA. When they were asked not to do so, they attacked the residents. This kind of antisocial behaviour will only be encouraged and enticed by offering a 24-hour location for kids to hang out in.

Not to mention McDonalds car parks at 24-hour locations are time and time again, as easily googled – locations for drug dealers. The introduction of a location that operates 24 hours further supports this time of crime and antisocial behaviour in the local area and on the Northern Beaches.

The 24-hour location will also place further burden on local law enforcement, the introduction of the B1 bus stop has resulted in continual loitering in the car park at night by youths doing drugs, vandalising cars, vandalising the car park itself, throwing rubbish off the roof on to Condamine Street, climbing the car park – the list goes on and on. Having a McDonalds next to this infrastructure only further supports and provides more amenities for antisocial, violent and crime activity.

### **Impact on Local Businesses**

#### Threat to small businesses

A McDonald's would undermine local cafés and small food outlets that contribute to the unique character and economy of Manly Vale.

#### Local business displacement

Chain franchises often drive-up rental costs, making it harder for local, independent businesses to compete.

### **Fire and Safety Risks**

#### Increased risk of grease fires

High-heat cooking operations pose a fire hazard, particularly in areas not designed for commercial kitchens.

#### Impact on emergency services access

Traffic congestion from a drive-through queue could delay fire trucks and ambulances, impacting emergency response times.

### **Community Character Considerations**

#### Loss of neighbourhood identity

Manly Vale has a unique coastal and residential character that may not be suitable for high-traffic, fast food chain commercial operations.