
From: Hamish Lee
Sent: 15/03/2025 10:44:56 AM
To: Council Northernbeaches Mailbox
Subject: Objection to Proposed McDonald's Development at 37 Rosebury Street, Brookvale

To the Council Planning Department,

I am writing to formally object to the proposed development of a McDonald's restaurant at 37 Rosebury Street, Brookvale. After carefully considering the implications of such a development, I believe this proposal is not in the best interests of the local community. The reasons for my objection are as follows:

1. Increased Traffic Congestion

Brookvale already experiences significant traffic congestion, particularly around Rosebury Street and its surrounding areas. The addition of a high-volume fast-food restaurant, which will generate continuous vehicular movement from drive-through customers, delivery trucks, and dine-in patrons, will only exacerbate this issue. This will likely lead to:

- Increased wait times at intersections.
- A higher risk of accidents, especially for pedestrians and cyclists.
- Strain on existing road infrastructure, which is not designed to accommodate this additional traffic load.

2. Oversaturation of Food Venues

The Brookvale area already has a high concentration of food establishments, including locally owned cafés, restaurants, and takeaway businesses that contribute positively to the community. The introduction of a multinational fast-food chain will unfairly compete with these smaller businesses, potentially threatening their viability.

3. High-Density Residential Area Impact

Brookvale is a high-density residential area, meaning a large number of people live in close proximity to the proposed site. A McDonald's outlet in such a location could negatively affect residents due to:

- Increased foot and vehicle traffic in the neighborhood.
- Higher levels of litter and waste in surrounding streets and residential zones.
- Late-night noise pollution affecting the quality of life for nearby residents.

4. Trapped Odours in a Built-Up Area

Due to the valley-like positioning of the proposed location, cooking odours and fumes from the restaurant's exhaust systems are likely to become trapped in the area. This will lead to a persistent smell of fried food, which can be unpleasant for residents and other businesses in the vicinity. Given Brookvale's layout, natural air circulation is limited, making this issue particularly concerning.

5. Late-Night Noise and Undesirable Behaviour

A McDonald's restaurant, particularly one operating late into the night, is likely to attract increased noise, loitering, and potential antisocial behavior. Many fast-food outlets have historically become hotspots for late-night gatherings, which could lead to disturbances for local residents. Noise from car engines, honking, loud conversations, and potentially intoxicated patrons would significantly impact the area's peaceful environment.

6. Increased Litter and Waste Management Concerns

Fast-food restaurants are known for generating a large amount of waste, including packaging, food scraps, and disposable utensils. The presence of additional rubbish in car parks, streets, and nearby public areas is an inevitable consequence of this development. Local waste management services may struggle to accommodate this increase, leading to:

- Overflowing bins.
- Increased street litter.
- Rodent and pest issues in the area.

7. Supporting Local Small Businesses Over Multinational Chains

Brookvale has a thriving small business community, with many independent food vendors and cafés that contribute to the area's character. Encouraging multinational corporations like McDonald's to set up shop undermines these local enterprises. Instead, the council should prioritize developments that support local businesses and foster a unique, community-driven economy rather than promoting corporate chains that divert revenue out of the local area.

Conclusion

Given the significant traffic concerns, the negative impact on local businesses, the risks to residential amenity, and the environmental factors outlined above, I strongly urge the council to reject the proposed McDonald's development at 37 Rosebury Street, Brookvale. This proposal does not align with the best interests of the community and will create long-term issues that outweigh any perceived benefits.

I appreciate your time in considering this submission and would welcome the opportunity to discuss this matter further.

Regards

Hamish Lee

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