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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
**Sent:** 31/05/2025 12:17:40 PM  
**To:** DA Submission Mailbox  
**Subject:** TRIMMED: Online Submission

31/05/2025

MRS Monique Branch  
- 50 Sunshine ST  
Manly Vale 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 other concerned members of the community.

**1. Traffic Congestion and Impact on Public Transport**

The proposed site is in close proximity to major transit routes used by the B-Line buses, which are a vital commuting option for hundreds of local residents daily. Introducing a hightraffic fast-food outlet in this location would inevitably lead to significant congestion, particularly during peak hours. Drive-through queues and increased vehicular activity will disrupt traffic flow and cause substantial delays for commuters relying on the B-Line.

**2. Public Health Concerns**

Fast food outlets like McDonald's are associated with unhealthy eating habits, particularly among children and adolescents. The introduction of another such establishment undermines public health initiatives aimed at encouraging healthier lifestyles.

**3. Negative Economic Impact on Local Businesses**

Our neighborhood thrives on its small, locally owned cafés, restaurants, and food providers. A multinational chain with massive marketing power and artificially low prices creates unfair competition and threatens the survival of these independent businesses. The unique character and economic diversity of our area should not be compromised for the benefit of a global corporation.

**4. Incompatibility with Community Character**

The presence of a McDonald's is incompatible with the established aesthetic and values of our neighborhood. Our area prides itself on being community-oriented, environmentally conscious, and supportive of local enterprise. A fast-food chain does not align with these values and would diminish the character and charm that makes our neighborhood a desirable place to live.

**5. Oversaturation - Existing McDonald's Locations Nearby**

There are already two McDonald's restaurants within a 10-minute drive of the proposed site. This over-concentration is unnecessary and unjustified. Residents already have access to McDonald's if they choose; adding another location offers no meaningful benefit to the community and only amplifies the aforementioned negative effects.

**6. Environmental Hygiene and Social Behaviour Concerns**

Fast food outlets such as McDonald's are known to attract vermin due to improper disposal of food waste and littering, which can create public health risks and degrade the local environment. In addition, such establishments often become late-night gathering spots for unsupervised youth, leading to increased noise, anti-social behaviour, and in many cases, vandalism and graffiti. This not only creates a sense of unease among residents but also

increases the burden on local law enforcement.

In light of these serious concerns, I strongly urge the planning committee to reject the proposal for a McDonald's at this location. Our community deserves thoughtful, sustainable development that reflects its character and serves the best interests of its residents-not corporate convenience.

Sincerely, M Branch