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Sent: 9/03/2025 10:37:09 AM
To: DA Submission Mailbox
Subject: Online Submission

09/03/2025

MS Sarah Chandler
8 / 43 - 45 Roseberry ST
Manly Vale NSW 2093
[REDACTED]

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

Subject: Objection to DA2025/0132 - McDonald's at 37 Roseberry Street, Balgowlah

Dear Council,

I'm writing to strongly object to the proposed 24-hour McDonald's at 37 Roseberry Street, Balgowlah. This development raises several serious concerns that I believe should prevent a McDonald's being built at this location.

1. Poor Site Choice

The 2024 Franchising Code of Conduct (Clause 13(1)) states that franchise businesses should be set up in locations that make sense for long-term success, considering things like visibility, accessibility, and traffic flow. From what I have observed as a local resident, the traffic flow at this location would make accessing the McDonald's difficult at many times of day and albeit impossible at other times.

2. Too Many McDonald's in the Area

The Franchising Code (Clause 9(2)) discourages oversaturation of the same franchise in one area, as it can lead to struggling businesses and closures. There are already multiple McDonald's outlets nearby at Brrokvale, Warringah Mall and Beacon Hill, and while I'm not about to make a case for McDonald's' business interests I would hate go through a lengthy construction and development process only for the restaurant to sit vacant when McDonald's realise the location isn't suitable.

3. Zoning & Planning Concerns

This development needs to comply with the Environmental Planning and Assessment Act 1979 (NSW), the Northern Beaches Local Environmental Plan (LEP) 2011, and the State Environmental Planning Policy (SEPP) (Transport and Infrastructure) 2021. A 24-hour fast-food restaurant in this location could contribute to increased traffic congestion, noise pollution, and environmental concerns, which need to be properly assessed. In addition as a local resident, I have noticed many species of animal (in particular birds and bats) that I would assume live in the Manly Dam reserve travelling through the area. I believe the impact of the restaurant on these animals also needs to be properly assessed.

4. Community Health

Finally, as a mother I am also concerned about the impact that a fast-food restaurant will have on the community's health, and in particular on children in the area. The area is surrounded

by schools (Manly Vale Public School, Manly West Public School and Mackellar Girls High School, among others) and I have observed many children from these schools moving through the area of the proposed development. I believe that this restaurant, which is notorious for unhealthy food options would only have a negative impact on the health of the community, and as mentioned above, it simply isn't needed with other alternate locations nearby.

Final Thoughts

There are too many unanswered questions about the suitability of this location, market oversaturation, environmental protection and community health. I strongly urge the council to reject this application.

Sincerely,
Sarah Chandler