
From: Jarrod Bird
Sent: 14/03/2025 7:34:36 AM
To: Council Northernbeaches Mailbox
Cc: Ashleigh Yardy
Subject: TRIMMED: Response to Notice of Proposed Development: DA2025/0132
Lot 100 DP 1199949 37 Roseberry Street Balgowlah

Dear Development Assessment Team,

Thank you for your letter — Notice of Proposed Development dated 25 February 2025 — I am writing to formally object to **Development Application DA2025/0132**, which seeks approval for demolition works and the construction of a McDonald's restaurant at **37 Roseberry Street, Balgowlah**. As a resident of Manly Vale — and less than 300m from the proposed "restaurant" — and a stakeholder in the local community, I strongly urge the Council to reject this application on the following planning and community impact grounds.

1. Traffic Congestion & Road Safety

The proposed development is located at the intersection of Pittwater Road and Kenneth Road, the former the primary arterial route connecting the Northern Beaches to Sydney's CBD, and the latter a key access point to Manly. This location is already experiencing severe congestion, particularly during peak hours on work days and weekends. The introduction of a high-traffic, drive-through restaurant will exacerbate these issues, increasing delays, vehicle idling, and the potential for accidents.

Further, the addition of a drive-through facility is likely to cause queuing onto public roads, further straining existing traffic infrastructure. The safety of pedestrians, cyclists, and other road users will also be negatively impacted by increased vehicle movements at this high-risk intersection.

2. Over-Saturation of Fast Food Establishments

There are already at least three McDonald's locations within a 5km radius, including Beacon Hill, Brookvale, French's Forest and Neutral Bay. Additionally, the proposed site is directly opposite an existing KFC. The introduction of yet another fast-food outlet provides little to no net benefit to the community and contradicts the objectives of a diverse, balanced, and sustainable local economy.

3. Detriment to Local Character and Amenity

The site currently houses a coffee roastery, which aligns with the area's growing reputation for speciality food, fitness & wellbeing, small businesses, and a thriving café culture. A McDonald's restaurant, by contrast, does not contribute to this evolving identity. Instead, it risks undermining the area's aesthetic appeal and reducing its attractiveness for local businesses and visitors seeking a unique dining experience.

Notwithstanding Roseberry Street already has two supermarkets — ALDI and Woolworths — as well as a Coles (on Koorala Street).

Furthermore, the associated signage, branding, and building design of McDonald's do not align with the visual character of the area and would be a stark contrast to its surroundings.

Environmental Concerns & Waste Management

Fast-food outlets are typically associated with an increase in litter, with waste often accumulating beyond designated disposal areas. The potential for increased packaging waste, including single-use plastics, poses a serious environmental concern, particularly given the site's proximity to local waterways and parklands.

Additionally, the 24-hour operation of a McDonald's will introduce persistent food odours, impacting residential amenity. Residents in close proximity may experience reduced air quality and an ongoing nuisance that negatively affects their quality of life. Having worked at and living close by to a McDonald's (Beacon Hill) for five years, I can personally attest to this impact.

5. Lack of Community Benefit & Public Interest

Council's strategic planning should prioritise developments that contribute positively to the local economy, public health, and community well-being. The approval of this application would fail to align with these objectives, as it offers no significant community benefit beyond duplicating existing services while introducing negative environmental, social, and economic consequences.

Conclusion

In light of these substantial concerns—including traffic congestion, environmental impacts, over-saturation of fast-food establishments, and detriment to local character—I respectfully urge the Council to reject DA2025/0132.

I appreciate your consideration of this objection and trust that Council will act in the best interests of the community by prioritising sustainable, responsible, and locally beneficial development.

I would welcome the opportunity to discuss this matter further and would appreciate being kept informed of any progress regarding this application.

Yours sincerely,

Jarrold Bird

9/11 Koorala Street, Manly Vale 2093, NSW

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