
From: Mark Rodger
Sent: 4/06/2025 1:00:52 PM
To: Council Northernbeaches Mailbox
Subject: Objection to DA2025/0132 – Proposed McDonald's at 35–37 Roseberry Street, Balgowlah

FROM: Mark Rodger
12/27-29a Quirk Road
Manly Vale NSW 2093



4th June 2025

TO: The General Manager
Northern Beaches Council
725 Pittwater Road
Dee Why NSW 2099

council@northernbeaches.nsw.gov.au

Subject: Objection to DA2025/0132 - Proposed McDonald's at 35-37 Roseberry Street, Balgowlah

Dear Sir/Madam,

I write to formally object to Development Application DA2025/0132 for the construction and 24-hour operation of a McDonald's restaurant and drive-through at 35-37 Roseberry Street, Balgowlah.

The proposal presents serious planning, safety, amenity and policy alignment concerns. I request that Council refuse the application outright or impose strict and enforceable conditions, as detailed below.

1. Traffic, Road Safety and Queuing Risks

- The proposed right-turn access into and out of the site contradicts Council's traffic advice recommending a central median to mitigate queue conflicts.

- Vehicles queuing across the frontage may breach NSW Road Rules 132, 133 and 128, obstructing through traffic and compromising safety.

- The site's proximity to a roundabout and its 30m driveway offset violate the intent of AS2890.1, which discourages access points near intersections.

2. Non-Compliance with TfNSW Referral Requirements

- The traffic impact assessment underreports peak vehicle movements, avoiding referral to TfNSW despite likely exceeding the 200 vph threshold.

- This undermines transparency and disregards the Guide to Traffic Impact Assessment, potentially invalidating conclusions on road network suitability.

3. Proximity to Schools and Child Safety Risks

- The site is near multiple schools (St Kierans, Mackellar Girls, and Manly Vale Public), and a 24/7 fast-food outlet presents well-documented health and safety risks.

- In similar cases, proximity to schools was grounds for refusal or operating restrictions (e.g. Kariang, Redfern).

- Increased traffic, marketing to minors, and poor dietary influence are inappropriate in this educational precinct.

4. Inconsistency with McDonald's Own Site Planning Policy

- McDonald's Australia typically selects sites on major arterial roads or shopping centre precincts-not residential side streets near roundabouts.

- This proposal contradicts that model, suggesting it is out of character with the company's own best practices for site location and access.

5. Late-Night Operation and Community Amenity

- Continuous 24-hour operation introduces potential for night-time noise, loitering, antisocial behaviour, and sleep disruption in a quiet residential area.

- Similar proposals in Chatswood and Redfern were modified or rejected due to comparable concerns, even with acoustic mitigation strategies in place.

6. Oversized Signage and Light Pollution

- The proposed 9m illuminated pylon sign is excessive for the site context and will contribute to visual clutter and light intrusion.

- It likely contravenes DCP Part 4 and SEPP (Industry and Employment) 2021 controls on signage impact in low-rise areas.

- Nearby residents will experience unacceptable light spill and signage dominance inconsistent with the existing visual character.

7. Litter and Environmental Management Concerns

- Fast-food drive-throughs consistently generate high litter volumes, especially near schools and pedestrian zones.

- The site drains toward the Manly Lagoon catchment, raising environmental management concerns if waste systems are not rigorously monitored and enforced.

8. Cumulative Community Impacts

- The development fails to respect the low-scale residential nature of Roseberry Street and the broader Balgowlah/Manly Vale precinct.

- It introduces unnecessary traffic and amenity conflicts in a neighbourhood already impacted by through-traffic on Condamine Street.

- The site is more appropriately used for medium-density residential or mixed-use development, aligned with SEPP (Affordable Rental Housing), TOD principles, and Council's Centres Strategy.

In light of the above concerns, I urge Council to refuse DA2025/0132 in its current form.

Thank you for the opportunity to comment on this important matter. I look forward to Council acting in the community's best interest and upholding the planning objectives of the Northern Beaches LGA.

Yours sincerely,

Mark Rodger