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**From:** DYPXCPWEB@northernbeaches.nsw.gov.au  
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**Subject:** TRIMMED: Online Submission

13/03/2025

MR Kevin Collins  
ST  
Manly Vale NSW 2093  
[REDACTED]

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

I am writing to formally object to DA2025/0132 regarding the proposed construction of a 24 hour McDonalds junk food outlet. My strong recommendation is that the consenting authority reject this DA.

My reasons are as follows.

The proposed location for this development is directly opposite an existing medium density residential area on the north side of Kenneth Rd. Hundreds of people live within a few metres of the site and would experience a permanent negative impact to their quality of life. The other McDonalds on the Northern Beaches are sensibly located away from residents in commercial and/or light industrial areas and so any noise, traffic, rubbish and antisocial behaviour that is generated by these facilities are kept away from large concentrations of residents. This is a significant consideration during the day, and would be even more important late at night. Currently all commercial activity on Rosebury St shuts down at night. This DA is for a 24 hour outlet at the very end of the street that is closest to housing and so is a major negative change for those living adjacent (note the Manly Vale KFC shuts at 11pm). In contrast to the existing McDonalds premises on the Northern Beaches, the new Rosebury St/Kenneth Rd site would be much more problematic for the large number of people who live nearby.

Any locals in need of a fast food fix would not be seriously disadvantaged if a McDonalds was not built at 37 Rosebury St. McDonalds Westfield is only a 5 minute drive away, Brookvale is an 8 minute drive and Beacon Hill is a 10 minutes drive from the proposed location. KFC is only a minute's walk away. The proposal for a fourth McDonalds within 5km is unnecessary overservicing.

There are existing issues with antisocial behaviour in the surrounding areas late at night, particularly around the B-line carpark and the nearby reserves at either end of Quirk Rd. Provision of a 24 hour McDonalds would exacerbate the pre-existing issues with litter, vandalism and even physical assault.

The construction of a large drive-through McDonalds at the proposed location would cause a seriously negative, permanent impact on the traffic flow in the surrounding area. The traffic report by COLSTON BUDD ROGERS & KAFES PTY does suggest that the likely impact would be acceptable - but I believe there is compelling evidence that the report is wrong both in methodology and conclusions. The DA must not be approved on the basis of a flawed, seriously inadequate report.

Some major shortcomings of the report are detailed below.

Drivers southbound on Rosebury turning across traffic to access McDonalds is identified as a major issue. The report addresses this with two options (pages 11 + 12). Option 1 isn't a real option at all since it is later admitted that a roundabout cannot be constructed at the intersection of Hayes St/Rosebury St. Only Option 2 is possible (apparently) so why the strawman argument of Option 1?

In the real world, the preferred Option 2 would introduce a serious bottleneck adjacent to the existing roundabout. It is very likely that people waiting to turn right into the site would queue back into the Rosebury/Kenneth intersection while impatient drivers northbound on Rosebury obstruct the no queuing space in front of the driveway. On a busy afternoon that would produce gridlock on Kenneth and Rosebury and that would then block cars trying to turn into Kenneth from Condamine. Cars exiting the McDonalds site would similarly impede northbound traffic on Rosebury if they (inevitably) poke out into the western lane while trying to turn right. Having a right hand turn into and out of the site only metres from a critical roundabout is irresponsible and should be rejected.

Quoting from pages 3-4: "In order to gauge traffic conditions, counts were undertaken on Friday (8 November 2024) and Saturday (9 November 2024) during the weekday afternoon and Saturday midday peak periods" at the three closest intersections. The report does not indicate how these numbers were obtained or the actual time periods over which the sampling was done. Neither is there any information on the different vehicle types making up the flow. This data was one of the main inputs for the SIDRA traffic modelling. It is obvious that this tiny data set cannot be regarded as being representative. Small, coarse grained data sets collected using unstated methodology on consecutive days cannot generate statistically significant outputs. Garbage in, garbage out - hence the modelling is highly unreliable and cannot be used to justify the approval of this DA.

The nature of the intersections in the SIDRA modelling seem to be correctly characterised in the report. However, Rosebury St itself is modelled as a regular thoroughfare and this is patently not the case in the real world. There are many driveways opening onto Rosebury that experience a high flux of vehicles entering and leaving the roadway. These include driveways for Woolworths, Aldi, Harvey Norman and Bunnings - as well as many smaller businesses plus end-on parking and a congested roundabout at the southern end of the road. Rosebury St was modelled as being a simple, unimpeded thoroughfare linking Balgowlah Rd and Kenneth Rd. This is an incorrect characterisation and brings into question the accuracy of any predictions made by the whole model, even if adequate data had been used (see above dot point).

I have lived in Manly Vale for 35 years and driven along Rosebury St and Kenneth Rd on thousands of occasions on every day of the week and all times of the day and night. The traffic flows have become increasingly congested and I have sat in queues many, many times in recent years. Weekend mornings are particularly busy and frequently I have got stuck heading north along Rosebury St towards Kenneth Rd - often sitting in stationary traffic for upwards of 10 minutes. Such jams are not rare and are indicative of how close to failure the intersections can be for many hours each week. The additional vehicles and vehicle movements generated by the presence of a new McDonalds would definitely precipitate many more intersection failures for this already stressed road network.

Thank you for taking the time to consider my submission. I strongly urge that DA2025/0132 be rejected.

Regards,  
Kevin Collins  
Manly Vale