
Sent: 22/02/2025 5:49:14 PM
Subject: 37 Roseberry Street McDonalds Submission - AGAINST

Dear Council,

I am writing to express my strong opposition to the development application DA2025/0132 for the proposed McDonald's location at Manly Vale. The community's swift and overwhelming concern regarding this application is testament to its unsuitability for our neighbourhood.

Below, I outline my critical concerns regarding this proposal:

Exacerbation of Traffic Congestion: The proposed site sits at an already congested traffic hub, particularly during peak hours and weekends, with heavy traffic from Bunnings, Woolworths, Harvey Norman, and Aldi on Roseberry Street. The introduction of a McDonald's will undeniably worsen the situation. The right turn into Kenneth Rd from Condamine St is already at capacity with extreme delays, taking 3-4 light cycles to turn right at peak times. With additional traffic, this will further impede access and escalate gridlock.

Compromised Road Safety: The frequent navigation of delivery trucks in and out of the proposed site poses a significant safety hazard. The site's current access plan is wholly inadequate for large delivery vehicles, endangering pedestrians, teenagers on e-bikes, and other drivers in that location.

Escalation of Negative Environmental Impacts: The existing rat infestation problem (consistently ignored) and attributed to KFC's food waste will be exacerbated by another fast-food establishment, leading to further health and hygiene concerns. The constant light pollution from a 24-hour operation will severely disrupt the lives of nearby residents, especially families with young children and night shift workers, who make up a large proportion of the demographic in Manly Vale. The odours from fast-food cooking can be pervasive and unpleasant, affecting the quality of life for nearby residents. These smells can permeate homes and public spaces, detracting from the overall environmental quality of our neighbourhood - despite what the report outlines.

Artificial Light and Residential Impact: The proposal does not adequately address the impacts of 24/7 artificial lighting on the surrounding community. With an apartment complex directly opposite the proposed site, residents will be subjected to intrusive light pollution, which has been linked to sleep disturbances and reduced well-being. The Environmental Planning and Assessment Act (EP&A Act) in NSW outlines the need to consider the amenity of surrounding developments, and excessive artificial light contradicts this principle by impacting nearby residential living standards.

Increased Noise Pollution: The non-stop noise generated by a 24/7 McDonald's, including that from patrons, will shatter the peace of our residential area.

Social and Community Impact: The Northern Beaches already hosts two McDonald's within a 2-kilometre radius, and a third at Beacon Hill, making another outlet completely redundant and unnecessary. Fast-food venues are notorious for attracting groups of youths, evident with KFC already in the area which may lead to increased noise, vandalism, and anti-social behaviour, compromising community safety, particularly being so accessible near the B-Line.

Economic and Ethical Concerns: The profits from another multinational corporation such as McDonald's will be funnelled offshore rather than being injected into the local community, providing little tangible economic benefit of the multiplier effect in our local economy. Additionally, it will negatively impact small businesses that are integral to our community's unique character. Given the current housing crisis, this site would be far better utilised for residential or hybrid residential/local commercial development, offering much-needed housing solutions close to public transport links like the B-Line.

Alignment with Northern Beaches Council's Strategic Plans:

- * **Community Strategic Plan 2040 (CSP):** Council's plan emphasises creating a sustainable, liveable, and vibrant community. The proposed McDonald's development contradicts this vision by exacerbating traffic congestion, compromising road safety, and increasing environmental and noise pollution.
- * **Local Strategic Planning Statement (LSPS) Towards 2040:** This outlines the desired future direction for housing, employment, transport, recreation, environment, and infrastructure. The proposed McDonald's does not align with these priorities, as it will negatively impact traffic flow, road safety, and the local environment. Again, the site would be better utilised for residential development, addressing the current housing crisis and supporting the community's long-term vision.
- * **Environment and Climate Change Strategy:** Council's strategy focusing on protecting and enhancing the natural environment, reducing waste, and promoting sustainable practices contradicts this. The introduction of another fast-food outlet will undoubtedly contribute to increased waste, environmental degradation, and a larger carbon footprint, which is contrary to the Council's environmental goals.
- * **Community Safety Plan:** Council's plan aiming to create a safe and secure environment for all residents also contradicts the proposal. The proposed McDonald's is likely to attract groups of youths (already present with KFC and Dominos in close radius), leading to increased noise, anti-social behaviour, and safety concerns, which undermines the objectives of the Community Safety Plan.

The proposed McDonald's at 37 Rosebery street will impose numerous detrimental impacts on our community, with a high amount of costs to the local community and zero benefits. I, along with many others, urge you to reject this application and consider alternative developments that address the needs and well-being of local residents.

Kind Regards,

Victoria Felsman

Koorala Street, Manly Vale resident and Ratepayer