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**From:** Floriane Guilbaud  
**Sent:** 5/06/2025 3:03:24 PM  
**To:** Council Northernbeaches Mailbox  
**Subject:** TRIMMED: DA202025/0132 - Formal Objection to proposed McDonalds Restaurant

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

Floriane Guilbaud  
23/41 Roseberry St  
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30th May 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 amended proposal continues to present serious planning, safety, amenity and policy alignment concerns.

The fact that McDonald's state, in their submission, that: traffic, litter, noise and crime will not be an issue, shows just how out of touch they are, as well as the lack of regard which they have for the communities in which they install themselves. It is all about making money at the expense of all else. I urge the Council to stand up for the rights of its community and to show that money doesn't always talk. I urge the Council to refuse the application based on the following:

### **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.
- The proposed roundabout at Hay St/ Roseberry St will do nothing to mitigate this problem, only adding to further obstacles and slowing up of the traffic flow.

### **2. Impact on Public Transport**

The proposed site is in close proximity to major transit routes used by the B-Line buses, which are a vital commuting option for hundreds of local residents daily. Introducing a high-traffic fast-food outlet in

this location would inevitably lead to significant congestion, particularly during peak hours. Drive-through queues and increased vehicular activity will disrupt traffic flow and cause substantial delays for commuters relying on the B-Line.

### **3. 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.

### **4. Proximity to Schools and Child Safety Risks**

- The site is near multiple schools (St Cecilia's, Mackellar Girls, and Balgowlah Heights 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. Kariong, Redfern).
- Increased traffic, marketing to minors, and poor dietary influence are inappropriate in this educational precinct.

### **5. Oversaturation – Existing McDonald's Locations Nearby**

- There are already two McDonald's restaurants within a 10-minute drive of the proposed site. This over-concentration is unnecessary and unjustified. Residents already have access to McDonald's if they choose; adding another location offers no meaningful benefit to the community and only amplifies the aforementioned negative effects.

### **6. 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.

### **7. Late-Night Operation and Community Amenity**

- The proposed amended hours of operation, from 5am through to midnight, continues to introduce potential for; constant very early and night-time noise, loitering, antisocial behaviour, and sleep disruption in a quiet residential area, with a block of units right opposite the proposed site.
- Similar proposals in Chatswood and Redfern were greatly modified or rejected due to comparable concerns, even with acoustic mitigation strategies in place.

### **8. Light Pollution**

- Nearby residents will experience unacceptable light spill and signage, inconsistent with the existing visual character and disturbing rest and sleep.

### **9. 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, which, unfortunately, they rarely are.

## **10. 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.

## **11. Missed Opportunity for TOD-Compatible Housing**

- The NSW Government's new Transport-Oriented Development (TOD) reforms identify this precinct for increased residential density, supporting up to 6-storey apartments within 800m of transit nodes.
- Roseberry Street clearly falls within this TOD catchment, with access to frequent bus services and the Balgowlah commercial centre.
- A car-centric, single-storey drive-through is entirely inconsistent with the State's strategic planning intent for the site.
- 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.

Request for Determination

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

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,  
Floriane Guilbaud



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