
Sent: 25/02/2025 8:29:32 PM

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

Dear Sir/Madam

As a local resident, I strongly object to McDonald's proposed development on 37 Roseberry Street DA2025/0132. This plan poses significant risks to the character of our community, local businesses, and public wellbeing.

Character Impact

A McDonald's would disrupt the character, replacing the street's evolving identity with a standard corporate design that doesn't fit our community.

Social and Community Impact

The site is close to:

- Local High School's
- Local Primary School's
- Residential housing impacted

Introducing a McDonald's here would harm vulnerable community members, particularly school children, by promoting unhealthy dietary choices linked to fast food near schools.

Economic and Market Saturation

- An existing McDonald's is only 2.5 km away at Warringah Mall
- McDonald's already delivers to the area via services like Uber Eats.

This proposal threatens the viability of small, local businesses that contribute to Balgowlah and Manly Vale community.

Environmental Concerns

McDonald's typically generates significant waste, worsening local litter issues and straining waste management. The resulting mess would impact the area's appearance and may attract pests.

Traffic and Amenity

The development would:

- Increase vehicle traffic significantly to an already heavy congested area and delivery noise, especially late-night.
- Create additional foot traffic around the area.
- Cause parking issues in an already crowded area.

Alternative Suggestions

Rather than approving this development, I suggest:

- Supporting adaptive reuse for local, independent businesses.
- Encouraging businesses that align with Balgowlah/Manly Vale character.
- Finding an alternative site ie a main road, that would suit this type of development more.

Conclusion

This McDonald's proposal conflicts with the community's interests and undermines the careful development of Balgowlah/Manly Vale. I respectfully urge the Council to reject the application.

Kind regards
Kirsten Pedersens-Jones