
Sent: 8/03/2025 6:33:17 PM
Subject: My Place not McPlace

To the Northern Beaches Council

RE: DA2025/0132

If the Northern Beaches Council is true to its stated values, it will reject the application for a McDonalds development at the intersection of Roseberry Street and Kenneth Road.

As stated in the Northern Beaches Council vision statement, the elected council pledges to create:

"A safe, diverse, inclusive and connected community that lives in balance with our extraordinary coastal and bushland environment. Holding to an ideal of connectedness, inclusion and preservation, these underlying principals protect our futures and the future of this unique and beautiful place we call home."

A 24 hour fast food establishment brings with it a range of associated anti-social behaviour. Behaviour that is at odds with the 'safe place' the Council values. The fact that this establishment is directly opposite many residential dwellings exacerbates the problem. This 'unique and beautiful place' these residents call home will be severely diminished if this development were to proceed..

The Northern Beaches Councils vision for serving the community states it aims to 'add value, to earn your trust and respect, by delivering the highest quality service through, leadership, integrity and collaboration. We all want to preserve our unique habitat, our culture, our sense of place. As our community grows and develops, together, we'll protect all that makes it so special for future generations'. These are fine words, and if the council is true to its word, it will earn the trust and respect of the Manly Vale community who are clearly against this development. The Council will protect our habitat, our culture and most importantly, our sense of place. A MacDonald's establishment at this location has little or no benefit for the local residents. The claim that the business will 'bring jobs for local kids' is negligible and has all of the hallmarks of an application that has little to offer the community. In truth the current establishment (Seven Miles Coffee) offers many employment opportunities (and more all time opportunities) and not just to local kids, so the net gain of genuine employment would be negligible.

My Place

According to the councils My Place strategy, it is 'focused on the community's connection to the place. The Council works together with local community to establish a vision and pathway for the local area, that is aligned with the current and future needs of the community'. Within this plan it states a series of aims, as follows:

Create places designed for people

Clearly the residents do not want a McDonalds (quite literally) on their door step. So I urge the Council to act in accordance with its own stated aims.

Attract the right uses to the right places

A McDonalds establishment is not the right use for this place. Apart from the aforementioned anti-social behaviour, the junction of Roseberry Street and Kenneth Road is at best over congested and at certain times of the day/week virtually gridlocked. This area has seen an exponential amount of commercial development in recent years that has not been matched by infrastructure planning. Fast food outlets bring with them a significant amount of litter from the over packaging of takeaway food. In 2017 Simon Leo Brown from ABC News wrote an article regarding the circles of litter generated by fast food establishments. The article stated that the first ring of takeaway litter appeared about 500 metres from the outlet, which was approximately the distance it took to consume a hamburger while walking. A second ring appeared on main roads a little further on, most probably dropped by people in motor vehicles. It was found that most litter was found between 1.2 and 2.5 kilometres from a major fast food restaurant (see article attached below). This indicates that the problem would not be localised to areas surrounding the site but would spread into Balgowlah, North Manly, Queenscliff and beyond.

<https://www.abc.net.au/news/2017-06-01/circles-of-rubbish-ring-fast-food-restaurants-says-riverkeeper/8578876>

Provide a focal point for employment and deliver high quality urban design outcomes

As previously mentioned the employment argument is a smokescreen as many jobs would be lost if the current users of the site were to move to a new location. The net gain would be inconsequential. If the Council is serious about making 'high quality' decisions around urban design it will reject this application.

Improve connectivity in and around the centre, especially for pedestrians

A 24 hour McDonalds will exacerbate already congested traffic conditions in an already congested area and therefore will have a negative impact on connectivity.

Recognise the importance of streets as community spaces and destinations

I urge the Council to respect the feelings and concerns of the residents of the area and wider community, whose lived experience of the streets will be severely affected by the Council's decision. We, like the Council, want an area that is 'enjoyable, vibrant, safe, inclusive, and sustainable. A 24 Hour McDonalds has no place in such a vision.

Yours Sincerely
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