
Sent: 3/06/2025 4:41:25 PM

Subject: Re: DA2025/0132 - Lot 100 DP 1199949 37 Roseberry street Balgowlah - Local resident objection to McDonalds on Roseberry street Manly Vale

Dear Northern Beaches Council,

Re: DA2025/0132 - Lot 100 DP 1199949 37 Roseberry street Balgowlah

Thank you for your recent notification regarding the amended development application for the proposed McDonald's on Roseberry Street, Manly Vale.

I would like to formally and respectfully re-state my **strong opposition** to this development proceeding. Despite the amendments, the core concerns raised by local residents remain entirely unaddressed, and the proposed development continues to pose serious and irreversible impacts on our neighbourhood.

I'm writing not just to make a formal submission—but to ask you to pause and reflect on what kind of future we're shaping together.

This isn't just a planning matter or a development application. This is about doing the right thing for the community. It's about listening—really listening—to the voices of the people who live, work, raise families, and contribute to the neighbourhoods directly impacted by the proposed development zone. It's about understanding that community wellbeing must take precedence over unchecked commercial gain.

Would the same decisions be made if this development were in your backyard?

The reality for many Northern Beaches residents is this: public transport options are limited, often unreliable, and simply don't meet the needs of a growing population. The roads are congested. Parking is scarce. And local businesses—many of which are family-run—are being squeezed out or overlooked in favour of large-scale development that serves outside interests more than it does the people who actually live here.

What's desperately needed isn't more high-density development or short-sighted commercial expansion. It's practical infrastructure solutions that benefit everyday people. Chief among those is another **free parking lot** to properly support the **B-Line service**, ease traffic, and alleviate the stress on residents trying to go about their daily lives.

Please, I urge the council to critically reassess this proposal and ask the hard but necessary questions:

- Who really benefits from this development?
- Have the needs of the people at the heart of this zone been fairly considered?
- How will this impact future generations of Northern Beaches residents?
- Are we preserving what makes this place livable—or giving it away?

We are not objecting simply for the sake of it—we are speaking up for the safety, wellbeing, and future liveability of our community. This development offers no tangible benefit to residents, while creating a host of ongoing and detrimental issues.

Key Concerns:

1. **1. .Traffic and Congestion**

Roseberry Street and Kenneth Road already face significant congestion, especially during peak hours and weekends. This is exacerbated by Bunnings, local cafes, and other retail stores in the vicinity. A McDonald's, especially with a drive-through, will dramatically increase traffic volume, causing further gridlock and commuter frustration—particularly for those relying on local roads. Importantly, it will attract high volumes of transient vehicles, including early-morning trade traffic, currently not present in the suburb.

2. **2. .Redundancy of Another Fast-Food Outlet**

There is an existing KFC directly across the road on Condamine Street. The addition of another major fast-food chain in such close proximity is unnecessary and brings no added value to the area. Residents are not calling for more fast food—we are calling for thoughtful, considered development that serves the needs of the people who live here.

3. **3. .Rubbish and Environmental Impact**

The state of litter and cleanliness surrounding the nearby KFC is already a concern. Fast food outlets inevitably bring excess rubbish—food wrappers, cups, bags—which often ends up on footpaths, in parks, and on private property. This not only creates an unsightly streetscape but also attracts vermin and poses an environmental hazard to our residential area.

4. **4. .Noise Pollution**

An extended hours (not quite 24hrs) drive-through in a largely residential street would introduce continuous noise: car engines, speakers, late-night customers, and delivery trucks. Unlike McDonald's locations in industrial zones such as Brookvale, this site is directly opposite apartment blocks and homes. The level of disruption this will cause to residents' day-to-day lives is not acceptable.

5. **5. .Pedestrian Safety**

Roseberry Street and Kenneth Road are heavily used by families, school children, cyclists, and pedestrians accessing nearby schools and sports fields. Increasing vehicle traffic heightens the risk of accidents and compromises the safety of those who live, walk, and play here.

6. **6. .Community Investment Undermined**

Over the past decade, considerable public and private investment has been made to enhance and beautify Manly Vale—including upgraded footpaths, the B-Line bus stop, and a thoughtfully designed multi-storey car park. Installing a McDonald's undermines these improvements and contradicts the council's long-term vision for the area.

7. **7. .Impact on Local Character and Safety**

Unfortunately, fast-food outlets can attract loitering, graffiti, and anti-social behaviour—issues that are well documented. Residents are understandably concerned about the social impact this development may bring, including a decline in the neighbourhood's sense of safety, particularly at night.

The amended proposal has not alleviated the primary concerns raised by the community. If anything, it has reinforced that this location is entirely unsuitable for a Major fast-food outlet.

We urge the council to consider not just zoning laws, but the very real, everyday impact this development will have on the people who call Manly Vale home. Please prioritise the voices of local residents and make a decision that reflects what's best for our community—not just commercial interests. There is still time to make a different choice. A better choice. One that puts **people over profit, community over commercialism, and long-term sustainability over short-term wins.**

Please—do the right thing. Prioritise the needs of local residents, small businesses, and our environment. **Say No to McDonalds in Manly Vale**

Sincerely,
Joanna Lynsky- Smith
2 Burchmore Road
Home Owner and Impacted resident