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Sent: 22/02/2025 2:52:41 PM
To: Council Northernbeaches Mailbox
Subject: Objection to DA21025/0132, McDonald's Manly Vale

Northern Beaches Council

Planning and Development

Clare Ryan,

I wish to submit a submission against DA2025/0132 McDonald's Manly Vale.

Knowledge of this application has caused a great deal of concern in the community in the short time it has become known.

It's important when considering planning applications that the proposed development is suitable and appropriate for the location. It is clear on this occasion that this application is not suitable.

My main concern is the overlapping of McDonald's restaurants in the area contrary to the guide lines set out below

Customer mapping

The first thing we suggest when the issue is raised is to map the customer database. Once we have this mapped, our analysis involves looking at what radius we need to go out from the store to enclose 60 percent and 80 percent of the customers. Our view is a reasonable measure of the PMA is somewhere in between.

In many cases we are asked to map the customer database of 10 or 20 stores, and come to a realistic conclusion as to what is a reasonable PMA in:

1. High density areas – normally > 100,000 persons in a 3 km radius. eg Bondi, Mosman/ Neutral Bay (Sydney), Elwood, South Yarra, Richmond (Vic)
2. Middle Suburbia – normally a population density of about 60,000 to 80,000 persons in a 3km radius: the middle suburbs of Melbourne and Sydney, anywhere in Adelaide/Perth, and most of Brisbane
3. Outer Metro areas – normally population < 40,000 person in 3kms – outer metro growth areas – Cranbourne, Doreen, Kellyville, Albion Park, Helensvale etc.

Often this type of process for many brands may look like:

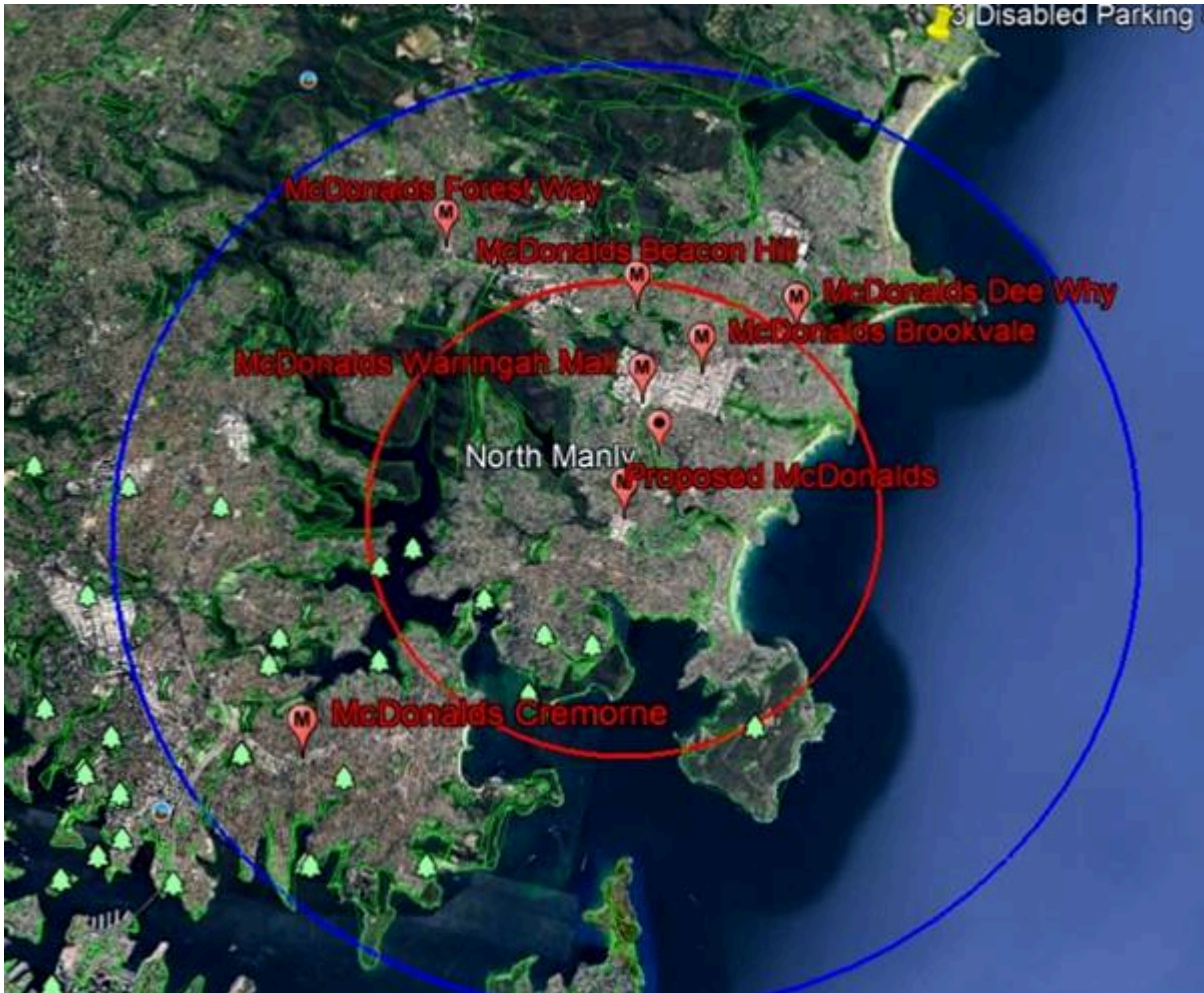
Area	60% customer radius	80% customer radius	Suggested PMA radius
Inner	3km	5km	4km
Middle	4km	8km	6km
Outer	6km	10km	8km

So if we think of two adjoining sites, we normally accept the two suggested PMAs can overlap somewhat. In the inner area, we would probably be looking at separating sites about 5-7kms away from each other; sites in middle areas should be about 8-10kms apart, and outer metro locations at a distance of about 12-14kms.

As you think in terms of a large market like Sydney (Newcastle to Wollongong), this will probably generate about 40 locations, for Melbourne/Geelong close to 32, and Brisbane/Sunshine and Gold Coasts around 20.

<https://franchiseexecutives.com.au/what-is-a-reasonable-distance-between-stores/>

McDonald's' certainly do not use the advice when planning a new store.



3Km Radius 8km Radius

Considering the increased pressure on street parking for the residents in this area, due to the proximity of the B-line which is full most days, you would be better using that space as additional parking for B-Line travellers, thus relieving some pressure for those of us who live here and end up having to park streets away. Some are already talking about parking in the new McDonald's all day whilst they catch the B Line.

Rosebery Street is busy enough and the traffic is awful along here every day particularly at peak hours it can be banked up from Kenneth Road as far as Woolworth's. Having a huge McDonald's there would not only put traffic at a standstill but would also make it an incredibly dangerous area.

Paul Davison

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