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**From:** Alex Marshall  
**Sent:** 27/05/2025 11:46:33 AM  
**To:** Council Northernbeaches Mailbox  
**Subject:** Objection to DA2025/0132 – Proposed McDonald's at 37 Roseberry Street, Balgowlah

Alex Vujasinovic  
Artifex Interiors  
3/33 Roseberry Street,  
Balgowlah, NSW, 2093

27 May 2025

Northern Beaches Council  
PO Box 82  
Balmain NSW 1655

Attention: General Manager, Planning Department

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

Dear Sir/Madam,

I am writing as the Showroom Manager of a local business located directly adjacent to 37 Roseberry Street, Balgowlah, I have been with Artifex for 8 years. I wish to formally lodge my **second strong objection** to Development Application DA2025/0132 for the construction of a McDonald's restaurant (with drive-through) at this location. Our business has operated here for 30 years, and I am deeply concerned about the **negative impacts** this development would have on our community, local amenity, and existing businesses. In particular, I oppose the proposal on the grounds of: **(1)** traffic and parking concerns, **(2)** community character and amenity impact, **(3)** potential crime and anti-social behaviour, **(4)** environmental and business impacts (odour, noise, litter), and **(5)** disruption to long-standing local businesses. The proposed changes do not rectify any of the concerns raised by this community, not enough for this to go ahead. I respectfully urge the Council to **refuse** this application in order to maintain Balgowlah's community character and commercial integrity.

**Traffic and Parking Concerns**

The proposed McDonald's would significantly exacerbate already **chaotic traffic conditions** and parking issues in the Roseberry/Kenneth/Condamine Street area:

- **Ineffective Roundabout Proposal:** The updated plans include a roundabout at Roseberry and Hayes Streets, yet this token measure will not meaningfully alleviate congestion. Even the proponent's own traffic study initially noted there is insufficient space for a roundabout at that intersection and warned that attempting to install one could **increase travel times** *file-tdrfwjrblyo5g9vntq8z8file-tdrfwjrblyo5g9vntq8z8*. Introducing a small roundabout cannot counteract the sheer volume of vehicles already choking Roseberry Street, which services major retailers like Aldi, Woolworths, and Bunnings. In fact, Roseberry Street is often gridlocked – essentially a “**car park**” during peak periods due to existing demand. A high-turnover drive-thru will only add to this burden, funnelling constant streams of cars into an area that is already beyond capacity.
- **Hours Cover Peak Traffic:** The revised trading hours (5:00am–12:00am) do little to mitigate traffic impact. These hours still **span all peak travel times** – early mornings, daytime rush, and late evenings when deliveries and commuter traffic are heaviest. In effect, McDonald's would operate during virtually the entire daily cycle of traffic. The slight reduction from 24/7 to 19 hours a day is not a true compromise; it still encompasses morning commuter peaks, school drop-off/pick-up times, lunch hour, and evening peaks. Thus, the **existing chaos on our roads will persist** unabated during those critical periods. There will be no respite: trucks servicing the restaurant at dawn, drive-thru customers at all hours, and late-night patrons up to midnight will all contribute to congestion.
- **Parking Shortages and Illegal Stopping:** Parking in this industrial precinct is already scarce and inadequately policed. Currently we experience frequent issues with trucks and vans **illegally parking or unloading** on Roseberry Street, blocking lanes and driveways. This occurs due to the industrial nature of the area and the high demand from existing businesses. We have them driving across the grass, damaging the lawns too. The McDonald's will attract additional delivery trucks (for food supply) and a surge of ride-share and food delivery drivers (UberEats, etc.) who often stop wherever possible. It is foreseeable that these vehicles will further **clog loading zones or even double-park**, worsening safety and access for everyone. The development's on-site parking may be compliant on paper, but overflow and erratic stopping are inevitable given the volume of customers a drive-through draws.
- **Existing Saturation and Safety Risks:** The local road network is **already saturated** – it can take 10–15 minutes just to travel a few hundred meters from Roseberry Street to Condamine Street at busy times. This over-saturation breeds driver frustration and unsafe behaviour. On a daily basis we witness risky U-turns, cars blocking intersections, and pedestrians dashing across streets under pressure. Adding more traffic will only **amplify these safety risks**. A fast-food drive-through by nature encourages quick in-and-out movements, which, in a congested setting, could lead to more accidents or near-misses. In short, the proposal would inject significantly more traffic into an area that **cannot handle it**, putting both drivers and pedestrians in danger.

For these reasons, I believe the development would **unreasonably worsen traffic flow, parking availability, and road safety** in and around Roseberry Street. The mitigation offered (a modest roundabout and non-24hr trading) is simply **insufficient** to address the scale of the problem. I urge Council to consider the everyday reality of this location's traffic snarls and recognize that this proposal is incompatible with an already strained infrastructure.

**Community Character and Amenity Impact**

The McDonald's development, even after recent revisions, remains out of step with Balgowlah's community character and the intended **planning controls** for this zone:

- **Excessive Signage and Branding:** The proponent's updated signage plans are still **excessive and intrusive** for our streetscape. While some reductions were made, the plans continue to feature multiple large illuminated signs (including a pylon sign and oversized logos) that are not characteristic of the local area. In fact, the scheme still **exceeds Council's normal signage limits**, requiring a special variation for having more than two identification signs per *frontagefile-tdrfwjrblyo5g9vntq8z8*. This kind of branding overload might be expected on a highway or in a commercial strip, but it is wholly inconsistent with the human-scaled, light industrial character of Roseberry Street. Our community values a relatively low-key visual environment; by contrast, the Golden Arches and bright corporate imagery would dominate the sightlines, especially at a prominent corner. Such visual impact would undermine the **neighbourhood aesthetic** and is not in keeping with the “look and feel” of Balgowlah.
- **Incompatible Land Use (Zone E3 Productivity Support):** The site's zoning (formerly B6 Enterprise Corridor, now E3 Productivity Support) is meant to support **productive enterprise and light industrial or business uses** that complement the area – not high-traffic fast-food outlets. The proposed use as a 24/7-style drive-through (even with slightly reduced hours) is fundamentally out of step with the **small-business nature** of the community. Roseberry Street and its surrounds are filled with local, independent businesses, showrooms, and service providers that have existed in harmony with nearby residences. In contrast, a McDonald's drive-through would operate at a scale and intensity that detracts from this balance. It would bring noise, late-night activity, and a transient customer base, whereas the zone's intent (and the community's preference) is for daytime-oriented businesses that **support local productivity** without harming amenity. Simply put, a corporate fast-food chain on this site would erode the

In summary, the McDonald's proposal fails to **respect the existing character and planning context** of the area. Even with revised signage and hours, it introduces an inappropriate commercial intensity and branding that would diminish the visual amenity and local character that residents and businesses cherish. The Council should uphold the intent of the zoning and the community's expectations by refusing a development so clearly **misaligned with the area's identity**.

Late-night fast-food outlets are known magnets for **loitering and anti-social behaviour**, and this proposal raises serious concerns on that front despite the reduction from 24-hour trading:

- Considering these points, the **social risks** associated with this development are significant. The Northern Beaches community should not be subjected to an increased burden on police resources or a decline in public safety and comfort due to an unnecessary late-night drive-through. I urge Council to prioritise community safety and amenity by refusing a development that could become an **after-hours trouble spot** in Balgowlah.

In summary, the **environmental nuisances** – odour, noise, and litter – posed by this development are incompatible with the delicate environment required by adjacent businesses and are likely to impose new costs and discomforts on the community. The applicant's reports might claim impacts are within acceptable levels, but from a next-door perspective, even "moderate" disturbances can be highly detrimental. These issues further demonstrate that a drive-through fast-food outlet is **not suitable next to long-established, high-end businesses** in our area.

- **Undermining Small Businesses and Chamber Members:** Our neighbourhood is characterized by a network of **long-standing small businesses**, many of which are proudly involved in the Manly Business Chamber and contribute to the local economy and community events. We have built trust with residents over decades. The introduction of a large multinational fast-food chain on Roseberry Street directly undermines this small-business ecosystem. McDonald's, with its massive marketing power and generic appeal, would siphon customer attention (and dollars) away from local eateries and shops. It sets a precedent that favours big corporations over local entrepreneurs. Moreover, it alters the unique commercial mix that makes Balgowlah special. Replacing a site that could be used by another local enterprise with a global fast-food franchise **diminishes the community's character** as a hub of independent businesses. Many of us fear that this development signals to other chains that our area is open for exploitation, potentially accelerating a decline of the bespoke local commerce we have fostered. This is not just another shop opening; it's a **direct challenge to the viability of its neighbours** and the values of our business community.
- **Impact on Client Perception and Property Values:** The presence of a drive-through McDonald's next door raises concerns about how clients (and potential future tenants or investors) will **perceive our location**. Currently, our business location is seen as a premium, tidy, and professional environment. If a fast-food outlet known for bright lights, noise, and late-night activity moves in, it could tarnish that perception. Clients may associate the area more with heavy traffic, litter, and a rowdy nighttime atmosphere than with quality local commerce. This shift in perception can tangibly hurt our patronage – for example, clients might avoid scheduling meetings at certain times to “avoid McDonald's traffic,” or they may choose competitors in quieter locales. Additionally, there is a legitimate worry about **property values** and rentability of adjacent premises. Commercial tenants like myself value the current environment; if it degrades, property values could stagnate or drop as the location becomes less attractive. The development application does not address or compensate for these external economic impacts. **The costs would be borne by local businesses and property owners**, who stand to lose value and goodwill, while the multinational corporation faces none of these consequences.

In light of these points, it is clear that the proposed McDonald's would deliver a blow to the **fabric of our local business community**. The Council has a responsibility to consider not only the immediate planning merits but also the broader economic and social consequences of approving a drive-through that could displace or diminish the very businesses that give Balgowlah its character. We urge you to stand with your local businesses, rather than against them.

#### Conclusion

In conclusion, I firmly believe that the proposed McDonald's development at 37 Roseberry Street is **inappropriate for Balgowlah** and would have far-reaching negative impacts on traffic, safety, amenity, and the local economy. The modest concessions made in the revised proposal (such as reduced signage and curtailed hours) do not adequately address the fundamental conflicts this development poses. As a directly affected neighbour and a proud member of a small Australian manufacturing business that has been operating at this site for 30 years, I respectfully ask Northern Beaches Council to **reject DA2025/0132**.

Balgowlah's unique community character, safety, and commercial integrity are worth protecting. I thank the Council for considering my submission, and I trust that you will give weight to the concerns of residents and local businesses who have overwhelmingly voiced opposition to this development. Please help us keep Balgowlah a place we are proud to live and work in, free from the disproportionate impacts of an unsuitable drive-through restaurant.

Sincerely,

Alexandra Vujasinovic

Artifex Interiors – not the owner, the Showroom Manager – owners will submit separately

Directly Adjacent Business – 37 Roseberry St, Balgowlah

Warm regards

**Alex Vujasinovic**  
**Showroom Manager**  
Available Mon-Thurs

Artifex Interiors Pty Ltd  
3/33 Roseberry St, Balgowlah 2093



**artifex**  
INTERIORS PTY LTD  
made local, made to last



## Objection to DA2025/0132 – Proposed McDonald's Development in Balgowlah



Alex Marshall

To: Council@northernbeaches.nsw.gov.au



Dear Council Members,

I am writing to formally register my objections to the proposed development application DA2025/0132, which seeks approval for a new McDonald's in Balgowlah. I believe that this development poses several significant concerns for our community, which I outline below:

### 1. Traffic and Parking Concerns

An establishment of this scale is going to increase local traffic volumes considerably.

I am particularly concerned about the potential influx of congestion during peak times and the likelihood of insufficient parking provisions for both customers and local residents, which may adversely affect nearby streets (some which our staff live on).

- Our street is industrial with large trucks coming in and out – particularly to Woolworths, Aldi, dsm-firnenich and to US with timber and materials.
- Roseberry Street is narrow with one side of parking (East side) however people continue to park in the no stopping zones (in front of Seven Mile and Artifex) causing chaos and dangerous traffic conditions.

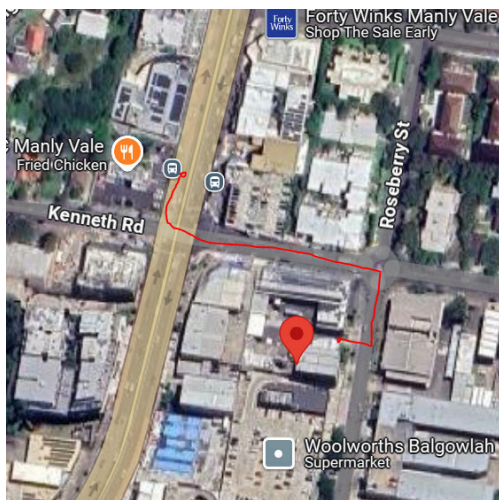
- If McDonalds drive through enter and exit lines spill out on to the street, the traffic load is going to be terribly impacted, including carriers trying to get their deliveries completed within timely manners. Currently we have delivery carriers driving up and down the street several times, turning or U turning as they are unable to deliver at the time they have arrived, it is just going to get so much worse.

Some days it can take 10-15 minutes to get from 33 Roseberry Street to KFC Condamine Street (see map below with red line indicating the short drive).

Due to current traffic congestions, people take so many risks:

- running red lights (and I am talking about 1-4 cars at a time)
- driving over the roundabout
- cutting people off
- driving from Roseberry St, over the intersection at the lights, through the KFC carpark to turn around an beat traffic therefore causing build up on the other side
- pedestrians running out in front of you as they don't want to wait for their "walking" green light

It is already frustrating enough. The roundabout is one of the main concerns but the main lights up at Condamine near the B1, KFC and Bing Lee are dangerous too.



## 2. Impact on Community Character

The introduction of a global fast-food chain into our area WILL undermine the unique local character and charm that residents value. The development could lead to homogenisation of the commercial landscape and erode the distinctive identity of Balgowlah.

This is going to bring young teens "hanging out" at McDonalds 24/7 and to be honest, most hanging out at McDonalds at night are feral and intimidating.

Recently after a Night at the Barracks, we had to stop at Brooky Maccas for my husband to use the bathroom, he got abused by teens and laughed at for wearing a jumper when it was warm. No respect and we don't need that kind of carry on in our little community. The impact of the potential crime and anti-social behaviour has to be a key factor in this and taken very seriously. Do any of the other McDonald locations have anti-social and crime prevention strategies? If they do, they don't work. I constantly see crowds of teens at Warriewood Maccas and local community pages share some displeasing stories about that location.

Values of properties are bound to decrease too which is so sad for current residents.

## 3. Environmental Implications

The anticipated rise in vehicular movement and increased operational waste could have detrimental effects on our local environment. The current proposals do not appear to adequately address issues related to noise pollution, waste management, and energy consumption, all of which are critical in maintaining our community's sustainability.

We run a high end furniture manufacturing company and showroom right next door and have done for 30 years. The thought of our clients having to smell McDonalds whilst spending time in our showroom is ghastly. Also our staff having to smell this on a daily basis whilst managing high end patrons experiences is an absolute turn off, especially with our showroom door open facing the location in question. This is going to devalue the experience we offer as a long standing small business and member of the Manly Business Chamber.

## 4. Impact on Local Businesses

The presence of a large franchise could put pressure on existing local enterprises that contribute to the local economy and community cohesion. A shift towards a more corporate retail environment might undermine local businesses and reduce community engagement.

As a local business, we are constantly dealing with people dropping their Woolworths litter in our garden, having McDonalds next door is going to make this a million times worse for the street and us in particular. Are McDonalds going to clean up their customers' mess? Are they going to have security to stop the riff raff?

Given these concerns, I urge the Council to carefully reconsider the proposal and to ensure that any development decisions are made in the best interests of the Balgowlah business and residential community. I respectfully request that you review the application with these points in mind and consider measures that might mitigate the potential negative impacts.

Thank you for taking the time to consider my objections. I look forward to receiving information on how the Council plans to address these issues.

Yours sincerely,

Alex Vujasinovic  
33 Roseberry Street, Balgowlah, NSW, 2093

Warm regards

Alex Vujasinovic  
Showroom Manager

Artifex Interiors Pty Ltd  
3/33 Roseberry St, Balgowlah 2093



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