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To: DA Submission Mailbox
Subject: Online Submission

08/06/2025

MR Kevin Mascarenhas
- 28 CHANDOS ST
MANLY VALE NSW 2093
[REDACTED]

RE: DA2025/0132 - 37 Roseberry Street BALGOWLAH NSW 2093

Dear Assessing Officer,

Having reviewed the amended plans, not much has changed for me. While the multinational has reduced some of the exposure of risks, they have done this in the least impact areas.

I continue to write to express my strong opposition to the proposed plan for a 19-hour McDonald's in Manly Vale. Having been a resident of the Northern Beaches for 53 years, I believe this development will have detrimental effects on our community, environment, and local businesses. There are many other options for the space that are consistent with Council's Vision and Strategy and much more favourable to residents and our many tourists. Here are the key points to consider:

1. Northern Beaches Council Vision. A safe, diverse, inclusive and connected community that lives in balance with our extraordinary coastal and bushland environment.

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

The development request and subsequent operations are inconsistent with this vision

1. Community Well-being A 19-hour operating McDonald's will still significantly impact the quality of life for residents in Manly Vale. The potential noise pollution during late-night hours will disrupt the peaceful living environment that our community values. 50% of the residents are seniors, empty nesters, families and home builders, older workers and pre-retirees with no interest in fast food.

2. Environmental Impact The establishment of a fast-food outlet will contribute to increased litter and waste management issues. This can already be evidenced by the litter attributable to KFC.

This also continues your poor choices in environmental care evidenced in billboards on the Burnt Bridge Deviation overpass (Kitchener Street) and above Coco Republic which are visual pollution serving no community purpose. Please do not perpetuate this - resist not only the building, but the advertising of fast food on this billboards.

Preserving the natural beauty and cleanliness of our area is crucial, and such a development will pose a threat to our local environment.

What a laugh that McDonalds have offered to reduce the lighting and signage. This makes little difference when they are not welcome in our community.

3. Traffic and Safety The intersection of Condamine Street and Kenneth Road is already a busy area. The proposed McDonald's will exacerbate traffic congestion and pose safety hazards for pedestrians and drivers alike. You do not have a good history with traffic planning as evidenced with the introduction of Aldi and Woolworths to Roseberry Street with no changes to the street or surrounding entry and exit points. All very well to coerce you into improving the throughput of the Roseberry Street roundabout but there is no point without the unwanted increase in feeder road. With a Coles already on Koorala Street, it seemed a poor choice to also have a Woolworths within 500m (just for a footprint) and to allow another Coles in close proximity (3 minute drive or 15 minutes with your traffic planning).

There are numerous and daily demonstratable violations in traffic codes around KFC including parking in the 'No Stopping' zone on the south side of Kenneth Road, the consistent u-turns across double yellow lines on west side of Kenneth Road and the u-turns carried out at the Condamine Street lights south bound to turn toward Dan Murphy's, entry via the exit driveway to KFC, drivers continuing east from the right turn only lane on Kenneth Road, numerous movements through red lights and consistent queueing on all areas of the intersection.

Currently, pedestrians do choose to cross at the roundabout (Kenneth Road and Roseberry Street) on all four paths - this will only increase.

It seems counterintuitive to add to this development. The increase in traffic will lead to further overcrowded streets and strain public resources.

4. Local Business Support The area has a rich history of supporting local and sustainable choices from the onset with the Gaymagal and through history with the Chinese market gardens and local produce, through to the value of local businesses who have also been here for many years. The proposed McDonald site and operations will not bring employment as evidenced from many local advertisements for employment which cannot currently be filled.

Supporting local businesses is essential to maintaining the unique character of Manly Vale. A 19-hour McDonald's could negatively impact small, locally-owned eateries and shops, threatening their livelihood and diminishing the charm of our community.

5. Community Feedback There has been strong opposition from local residents, as evidenced by petitions and community groups. It is important to consider the voices and concerns of the community in decision-making processes, ensuring that development aligns with our values and priorities. I am sure that Ben the Developer has a strong record in pushing his way into communities but let's take a similar stance to the Blue Mountains and not allow another fast food venue and in this case, McDonald's to be able to set up a footprint in competition to KFC.

This is not to say that those that like McDonalds miss out for there is a 24-hour venue at Brookvale (9 minute drive) and Frenchs Forest (14 minute drive) where both these locations are consistent with their surroundings and traffic control.

6. Alignment with Strategic Goals The Northern Beaches Council's Community Strategic Plan

emphasises fostering a vibrant, sustainable, and connected community. The approval of a 19-hour McDonald's does not align with these strategic goals and would be a step back from our shared vision.

In conclusion, the proposed 19-hour McDonald's in Manly Vale would have negative repercussions for our community. I urge the council to reject this plan and prioritise the well-being, environmental preservation, and support for local businesses that define the spirit of Manly Vale. In our beautiful environment, I also urge you to support the ability for us to continue with healthy choices and lifestyles.

Let's continue the precedent of the Blue Mountains and Refrern and not allow a multinational, fast food company access into our community.

Please do the right thing by our community.