
Sent: 11/03/2025 9:17:01 AM
Subject: DA2025/0132 - Submission (see attached)
Attachments: 2025-03-11 Objection to DA2025_0132.docx;

Tony Sherlock
79 Innes Road, Manly vale,
NSW 2093

Objection to DA2025/0132

Attention Claire Ryan;

I am objecting to the development Application for a McDonalds at the site of 37 Roseberry Street primarily due to the negative for the traffic congestion it will create in the adjacent intersections and nearby streets. There are over a thousand members of the public that use that intersection regularly and each will experience delays in their commute and reduced amenity

The application as submitted is biased and flawed in many respects, as such the council and community are not in a position to assess the application in good faith. What is needed is an 'independent' traffic and impact report. Until this occurs, the development application should be rejected.

Traffic Report is Deficient in most respects and needs to be reperformed by a truly independent consultancy.

As a local resident who has shopped and commuted daily by bicycle in both directions of Roseberry Street, I don't believe the traffic study undertaken by 'Colston Budd Rogers and Kafes' provides a fair and correct assessment. Issues include, but are not limited to the following:

a) Traffic Consultants are Biased and Not Independent. The report has been prepared by a consultant paid by McDonalds, having undertaken over 200 traffic reports to support fast food outlets. The report has not been prepared from an independent perspective, arguing in favour of the site, throughout. A quick internet search reveals this firm is consistently on the payroll of McDonalds.

- Dec 24 – Traffic report for McDonalds, 4 Heritage Drive, Chisholm
- Oct-21; Traffic Report for McDonalds, Hindmarsh Drive, Philip.
- 18-Dec-21 Traffic Report for McDonalds, 355 Church St, Parramatta
- 30 April-13, Submission on Behalf of McDonalds for North West Rail Link site

b) Patronage volumes through the proposed McDonalds are understated. The patronage volumes through fast food restaurants have sky-rocketed post covid and the consultants have relied on a 2016 report for estimating throughput/patronage, "*Trip*

Generation and Parking Demand – Surveys of Fast Food Outlets – Analysis Report’ (Bitzios Consulting 2016).

c) Understates impact of bottleneck and minimal buffer zones caused by Traffic Lights at Kenneth road intersecting Condamine. These traffic lights are already a major bottleneck, with North travelling vehicles along Burnt Bridge Creek Deviation often lining up 200metres to turn right into Kenneth road. There is insufficient research or consideration of this in the traffic report. The addition of the McDonalds will see this extended further well up Burnt Bridge Creek Deviation, a significant deterioration in amenity for the public. Other factors contributing to build up and lost community amenity include

- a. Buffers zones at the intersection are already too small causing traffic to build up into Roseberry street and along Kenneth road
- b. Foot traffic will increase massively with addition of fast food on the corner, slowing traffic movement.
- c. a McDonalds will attract traffic into the precinct and worsen already challenging conditions.

d) Long-term impact of inevitable densification has not been given due consideration. Urban densification will result in natural upwards pressure on traffic levels at the intersection of Kenneth Rd/Roseberry Street. In a few years the intersection will be unpassable, causing traffic to use side-streets to bypass the junction.

Tony Sherlock
79 Innes Road, Manly vale,
NSW 2093

Objection to DA2025/0132

Attention Claire Ryan;

I am objecting to the development Application for a McDonalds at the site of 37 Roseberry Street primarily due to the negative for the traffic congestion it will create in the adjacent intersections and nearby streets. There are over a thousand members of the public that use that intersection regularly and each will experience delays in their commute and reduced amenity

The application as submitted is biased and flawed in many respects, as such the council and community are not in a position to assess the application in good faith. What is needed is an 'independent' traffic and impact report. Until this occurs, the development application should be rejected.

Traffic Report is Deficient in most respects and needs to be reperformed by a truly independent consultancy.

As a local resident who has shopped and commuted daily by bicycle in both directions of Roseberry Street, I don't believe the traffic study undertaken by 'Colston Budd Rogers and Kafes' provides a fair and correct assessment. Issues include, but are not limited to the following:

- a) **Traffic Consultants are Biased and Not Independent.** The report has been prepared by a consultant paid by McDonalds, having undertaken over 200 traffic reports to support fast food outlets. The report has not been prepared from an independent perspective, arguing in favour of the site, throughout. A quick internet search reveals this firm is consistently on the payroll of McDonalds.
 - Dec 24 – Traffic report for McDonalds, 4 Heritage Drive, Chisholm
 - Oct-21; Traffic Report for McDonalds, Hindmarsh Drive, Philip.
 - 18-Dec-21 Traffic Report for McDonalds, 355 Church St, Parramatta
 - 30 April-13, Submission on Behalf of McDonalds for North West Rail Link site
- b) **Patronage volumes through the proposed McDonalds are understated.** The patronage volumes through fast food restaurants have sky-rocketed post covid and the consultants have relied on a 2016 report for estimating throughput/patronage, "*Trip Generation and Parking Demand – Surveys of Fast Food Outlets – Analysis Report*" (Bitzios Consulting 2016).
- c) **Understates impact of bottleneck and minimal buffer zones caused by Traffic Lights at Kenneth road intersecting Condamine.** These traffic lights are already a major bottleneck, with North travelling vehicles along Burnt Bridge Creek Deviation often lining up 200metres to turn right into Kenneth road. There is insufficient research or consideration of this in the traffic report. The addition of the McDonalds will see this extended further well up Burnt Bridge Creek Deviation, a significant deterioration in amenity for the public. Other factors contributing to build up and lost community amenity include
 - a. Buffers zones at the intersection are already too small causing traffic to build up into Roseberry street and along Kenneth road

- b. Foot traffic will increase massively with addition of fast food on the corner, slowing traffic movement.
 - c. a McDonalds will attract traffic into the precinct and worsen already challenging conditions.
- d) **Long-term impact of inevitable densification has not been given due consideration.** Urban densification will result in natural upwards pressure on traffic levels at the intersection of Kenneth Rd/Roseberry Street. In a few years the intersection will be unpassable, causing traffic to use side-streets to bypass the junction.