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05/06/2025

MS Alexandra Bonello
19 Highview AVE
Manly Vale NSW 2093
[REDACTED]

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

To: The Planning Department, Northern Beaches Council Re: Objection to Development Application DA2025/0132 - Proposed McDonald's on Roseberry Street, Manly Vale

Dear Planning Officer,

I am writing as a resident who lives less than 500 metres from the proposed McDonald's development on Roseberry Street, Manly Vale, to formally object to Development Application DA2025/0132. This submission is made not only on my own behalf but also on behalf of my family.

The proposed development is wholly inappropriate for this site and would have significant adverse impacts on the safety, amenity, health, economy, and character of our community.

1. Unacceptable Traffic Congestion and Public Transport Impacts Roseberry Street already carries a considerable volume of traffic and functions as a feeder route to Condamine Street, which services the B-Line bus corridor. Introducing a 24hr drive-through fast-food outlet in this tightly constrained location would create unacceptable congestion. Queues spilling onto the roadway will impede through-traffic, obstruct intersections and pedestrian crossings, and severely disrupt B-Line services relied upon by hundreds of daily commuters. The site layout encourages dangerous right-turn movements near a roundabout, contradicting road safety design principles (AS2890.1) and local traffic guidelines. The traffic impact assessment accompanying the DA grossly underestimates peak vehicle trips, circumventing required referral to TfNSW-a serious procedural and safety oversight. Furthermore, the increase in ebike traffic on footpaths and on this already congested traffic corridor is a serious safety concern especially for youth commuters and pedestrians.

2. Severe Public Health Consequences, especially for Youth

Locating a fast-food chain metres from primary and secondary schools (including Manly West PS, Manly Vale PS, Stella Maris College, Mackellar Girls Campus, and Balgowlah Boys Campus) sends the wrong message to our children and undermines community efforts to promote healthy eating. McDonald's aggressive marketing, low-cost pricing, and child-targeted advertising directly contradict public health policies and contribute to rising rates of childhood obesity and diet-related diseases. The proximity to schools makes this application especially inappropriate and warrants the same scrutiny that led to similar refusals in Redfern and Kariang.

3. Unfair Competition and Economic Damage to Local Small Businesses Our area is home to

a vibrant mix of independent cafés, bakeries, and small eateries. These businesses contribute to the local economy, create jobs, and offer diversity of choice. A multinational fast-food franchise with low prices enabled by global scale and supply chains will undercut these businesses and could force several to close. This application threatens not only livelihoods but the unique, localised culture that defines Manly Vale.

4. Negative Impact on Local Amenity and Residential Character Roseberry Street and surrounds is a predominantly residential area with quiet, family-friendly surroundings. A 24-hour fast-food outlet will bring constant noise, bright lights, and antisocial behaviour, particularly during late-night hours. The proposed 9-metre pylon sign is out of scale for the area and will contribute to excessive light pollution and visual clutter. The signage and lighting design breaches multiple local planning controls, including DCP Part 4 and SEPP (Industry and Employment) 2021. Fast-food sites are commonly linked to loitering, littering, vandalism, and late-night disturbances. These issues will strain police resources and degrade the safety and comfort of nearby households; my own included.

5. Environmental Degradation and Waste Management Risks The environmental management plan provided with the DA is inadequate. Drive-throughs are notorious for generating excessive packaging waste, which frequently ends up in waterways and natural areas. The proposed site drains toward the Manly Lagoon catchment-a sensitive ecological zone-and is at risk of pollution from food waste, oils, and litter. Improper waste management could attract vermin and also could have lasting environmental consequences.

6. Incompatible Land Use and Strategic Planning Failure This development is entirely out of step with the NSW Government's Transport-Oriented Development (TOD) reforms, which identify this area for future medium-density residential growth due to its proximity to high-frequency public transport. A low-density, car-centric drive through squanders this opportunity and contradicts the State's strategic planning objectives. This site should be considered for residential or mixed-use development consistent with the SEPP (Affordable Rental Housing), the Council's Centres Strategy, and broader TOD principles-not a single-storey fast-food outlet designed for high vehicle throughput.

7. Precedent and Over-Saturation There are already three McDonald's restaurants within a 10-minute drive of the site (Brookvale, Beacon Hill and Warringah Mall). There is no demonstrated community demand for another outlet. Approving this DA would set a dangerous precedent for placing high-impact commercial developments in residential zones, further eroding the integrity of our planning controls. Request for Determination in light of the above serious planning, social, economic, health, and environmental concerns, I respectfully request that Council:

1. Refuse Development Application DA2025/0132 outright, as it is fundamentally incompatible with the objectives of sustainable urban development, community wellbeing, and strategic planning for the area.
2. Alternatively, if the proposal is to proceed, impose the following enforceable conditions: • Limit hours of operation strictly to 6:00am - 10:00pm. • Install a central median strip to enforce safe left-in/left-out access only. • Require a new, transparent traffic impact assessment and referral to TfNSW. • Conduct a full independent road safety audit. • Remove or reduce the height and brightness of all proposed signage. • Consider rezoning the site under TOD-compatible land uses to allow for residential or mixed use development aligned with NSW Government planning priorities.

Our community is not opposed to thoughtful development. We are opposed to development that prioritises corporate profits over community needs, endangers public safety, undermines small business, and degrades the places we call home. The proposed McDonald's on Roseberry Street is poorly conceived, improperly situated, and overwhelmingly unwanted. As a resident living within walking distance, I urge Council to listen to the people who live here and make the right decision.

Kind regards
Alexandra Bonello