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Subject: Online Submission

27/02/2025

MISS Emily Lloyd
ST
NSW
[REDACTED]

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

I wish to lodge an OBJECTION regarding the proposed McDonald's development at 37 Roseberry Street, Balgowlah. I am writing to formally express my concerns regarding the proposal to replace the local coffee roasters on the street with a McDonald's franchise. As a member of the community, I believe this development could negatively impact the unique character and functionality of our neighbourhood. Below are the key points supporting this position:

1. Incompatibility with Local Character:

This particular street is renowned for its emphasis on health, fitness, and wellbeing services. Introducing a fast-food chain such as McDonald's would be incongruent with the existing businesses that prioritise a healthy lifestyle. Maintaining the street's identity is crucial for supporting the businesses that align with this ethos and attracting the right clientele who appreciate such an environment.

2. Traffic and Congestion Concerns:

Currently, the surrounding streets experience significant congestion, especially during peak hours. A McDonald's would likely exacerbate this issue by drawing additional vehicular traffic as people drive specifically for fast-food options. This increased congestion could have a ripple effect, leading to longer travel times and a reduction in the quality of life for residents and business owners alike.

3. Alternative Location Recommendation:

A more suitable location for a McDonald's would be in the centre of Manly, where there is a steady flow of foot traffic stemming from the city and late-night venues such as bars and pubs. This area currently lacks late-night food venues, presenting an opportunity for McDonald's to serve an unmet demand without the adverse effects on traffic and local character.

4. Proximity to Existing McDonald's:

It is worth noting that there is already a McDonald's located just a 10-minute drive from the proposed site. This existing location can adequately serve the fast-food needs of the community without introducing the challenges posed by a new establishment in a less appropriate setting.

5. Impact on Local Economy:

Replacing the local coffee roasters with a McDonald's could have a detrimental effect on local businesses. Independent coffee shops contribute to the local economy by keeping profits

within the community and supporting local suppliers. The introduction of a large franchise could divert customers away from these businesses, potentially leading to their closure and a loss of local jobs.

6. Environmental Concerns:

Fast-food chains often generate significant waste, including single-use packaging and increased litter, which could impact the cleanliness and environmental sustainability of the neighbourhood. The local community places a high value on sustainability, and a McDonald's may not align with these environmental priorities.

7. Community Sentiment:

There is significant community sentiment against the proposal, evidenced by petitions and feedback from local residents and business owners. Demonstrating broad community opposition underscores the importance of preserving the area's unique character.

In conclusion, while the introduction of a McDonald's may seem beneficial from a commercial perspective, it is essential to consider the broader impact on our community's character, traffic congestion, local economy, environment, and the potential benefits of situating the restaurant in a more appropriate area. I kindly urge you to reconsider the proposal and explore alternative locations that align better with the community's needs and infrastructure.

Thank you for considering this submission.