



VALLEY WATCH Inc.

ABN 68 541 154 062

P.O. Box 637, YAMBA 2464

ValleyWatchInc@gmail.com

E-mail Transmission to Council@clarence.nsw.gov.au
Clem.Rhoden@clarence.nsw.gov.au; [Council Members](#)

20 April 2010

Clarence Valley Council
Stuart McPherson, General Manager
Locked Bag 23, Grafton 2460

RE: SUBMISSION TO OPPOSE MCDONALDS PROPOSAL - YAMBA NSW

Valley Watch wishes to register our opposition to the McDonalds proposal on Treelands Drive. This is a permitted use ONLY WITH CONSENT in the zoning. Consent involves assessing each development and ascertaining the impacts of that development. The suitability of any development and its effect on the adjacent residential neighbourhood must be considered. The adverse impacts far outweigh the claimed (and unsubstantiated) benefits.

The locations of the McDonalds between Coffs Harbour and Ballina are all on the Pacific highway or in major shopping centres:

- Coffs Harbour: one on Pacific Highway, one next to Pacific Plaza: one High Street Mall shopping centre.
- Grafton: Pacific Highway and Grafton Shopping World.
- Ballina: Pacific Highway*.

Both Ballina and Grafton (north) McDonalds seat between 75-80 customers. The Yamba proposal has **40% more capacity**. The local road system is totally inadequate for this volume of traffic. *The access street to the Ballina location has 10 residential driveways allowing one vehicle movement per driveway. Commercial developments are to be expected when houses are one street back from the main highway.)

Treelands Drive is the only ingress/egress street for the residents of Park Ave – 34 house blocks and 13 units. The residential area behind Yamba Road between Barbara Close and Park Street has not been fully developed, and when it is there will be even more congestion on Treelands Drive.

LOSS OF CHARACTER OF YAMBA.

McDonalds is not in keeping with the seaside character and feel of Yamba which attracts so many people as tourists and permanent residents. Smaller scale franchises such as Eagle Boys do not generate the traffic, residential disruption and visual pollution that this proposed development does. Many areas with McDonalds have major issues with loss of amenity, crime, litter, and traffic, and Councils have refused applications based on these grounds.

LOSS OF NEIGHBOURHOOD AMENITY.

Unacceptable adverse effect on amenity of nearby homes due to heavy traffic, pollution and noise (vehicles, car doors slamming, loud conversations. The 2 customer traffic lanes of the property, and the delivery bays (trucks) are all located in close proximity to residences. Loss of amenity to feeder residential streets due to increased traffic.

TRAFFIC.

The huge increase in traffic generated (per developer's consultant's estimate 180 -230 per hour in peak) is unacceptable and not manageable in this location. The intersection at Treelands Drive and Yamba Road is already at its capacity, yet the applicant claims the existing intersection would adequately support 60% of the traffic generated. **There is nothing in the application (traffic counts, flows, holiday periods, etc). to substantiate this claim**, or to justify the increased commercial traffic along residential streets. When the traffic congestion necessitates a roundabout or traffic lights at the intersection – who pays? The ratepayers!!

The DA claims the patronage will be predominately from residents in nearby areas – 40% of which will be from the northern end of Treelands Drive via Gumnut and Osprey Drives and The Halyard. With a projected traffic movement of 180-230 vehicles per hour in peak period, this equates to 72-92 extra traffic movements per hour along those residential streets. There are school and community bus stops on these residential streets, and a Child Care Centre on Shores Drive. One bus stop is almost directly opposite the site. The congestion caused on Treelands Drive will cause some of the remaining 60% of vehicles to divert along these residential streets.

From Yamba Road to Gumnut Road is 0.3km. In that distance there are entrances, which allow the following vehicle movements to Treelands Drive.

Residences on Treelands	7
Side streets (Osprey, Roberts, Park (excluding residences on Park Ave)	3
Businesses on Roberts with access only to Treelands Drive	3
Ambulance station access to Treelands Drive via Roberts	2
Petrol station Treelands	4
Petrol Station Roberts	2
Bi-lo Complex traffic movement – in	4
Bi-Lo Complex traffic movement – out	4
Church	2
Treelands Drive Community Centre	2
Vacant Block	1
Ex Farmer Lou's	2
YPS	2
Video outlet	2
Shopping Centre cnr. Park Ave – Treelands Drive entrance	1
Shopping Centre cnr. Park Ave. – exit	1
BWS Treelands	2
BWS side entrance Park Ave	1
Veterinary Clinic	2
Medical Centre Tile/furniture store shopping complex	4
Existing Theatre	2
Total existing possible traffic movements onto Treelands Drive	53

Note: This does not include the entrance/exit, which will be required for the proposed Community Health Centre.

THIS DOES NOT INCLUDE RESIDENTIAL TRAFFIC FROM THE 34 EXISTING HOUSE BLOCKS AND 13 UNITS IN PARK AVE WHERE THE ONLY INGRESS/EGRESS IS TREELANDS DRIVE. THIS AREA IS NOT FULLY DEVELOPED AND ALLOWS FOR MANY MORE DWELLINGS.

The DA claims the traffic will be predominately from residents in nearby areas – which 40% will be from the northern end of Treelands Drive via Gumnut and Osprey Drives. With a projected traffic movement of 180-230 vehicles per hour in peak period, this would equate to 72-92 extra traffic movements per hour along those residential streets, which have school and community bus stops and a Child Care Centre on Shores Drive. One bus stop is almost directly opposite the site.

The locations of McDonalds at Ballina and Grafton have no conflict with driveways of other businesses.

24 HOUR OPENING.

A Facebook supporter of this DA stated that it would be a good place to hang out after the pubs closed. This venue will provide another “hangout” for late night anti-social gatherings. Given the lack of police numbers in Yamba this is not desirable. The fact that “Crime Prevention” has to be addressed by the applicant indicates this is a potential problem.

LIGHTING.

The lighting issue (addressed under “Crime Prevention”) indicates that the site will be illuminated for security purposes while the restaurant is open – 24 hours. This will adversely affect residents’ sleep patterns and amenity.

SIGNAGE.

THE SIGNAGE WOULD BE 6M HIGHER THAN THE CLEARANCE AT THE CALTEX PUMPS. The application attempts to justify the 10x 6 m McDonalds sign (to be seen from Yamba Road) by comparing it to the existing Caltex sign opposite, and the Bi-Lo Centre sign. From edge to edge, the support posts of the Caltex sign are 2.04m. The small sign at the top of the Caltex sign is around 2 m sq. The Caltex price sign is 2.56m high and 1.23m wide. The Caltex sign is around 6-8 metres high (estimate), and the support posts are 10cmx15cm. Compare this to McDonalds 10 m x 6 m. (width of the McDonald’s sign). The Bi-Lo sign is for a whole shopping centre, and is on the only road in and out of Yamba. The proposed McDonalds’ sign would be 6 metres higher than the clearance roof over the petrol pumps.

Local Business -Jobs and viability.

McDonalds would create some jobs. However it would mainly be a transfer of jobs as the local businesses (would be forced to put people off when they lost business. The majority of local businesses are locally owned, and the money stays in our community) rather than go to a big corporation. This loss of diversity and choice for residents is not desirable. The “contribution” to the economy as far as purchasing locally will (according to the applicant’s letter published in the newspaper) be for milk and newspapers.

Claims are made by consultants/franchisee regarding the number of jobs generated are not substantiated in the application, nor is “job” defined – 4 hours per week?

LITTER.

Experience in other areas is that McDonalds’ outlets generate huge amounts of litter. Contributing to Clean Up Australia campaigns and the like is not the solution.

Summing up:

- The Treelands Drive site, which is adjacent to residential areas, is unsuitable for McDonalds.
- The existing traffic congestion at the intersection of Treelands Drive will be exacerbated when the already approved residential development at the end of PARK Ave., and the Community Health Centre, are completed.
- The intrusive commercial signage will be seen from many residential areas and adversely effect neighbourhood amenity.
- Noise, anti-social behaviour and 24 hour lighting will also adversely and unfairly effect residential areas.
- Residential streets will have unacceptable increased levels of traffic.
- The location means late night patrons (“after the pub”) will have to drive to the outlet – no courtesy bus offering option to drink-driving.
- That “Crime Prevention” is addressed in the application indicates awareness and expectation that this will be a problem.

Signed: Cath Clark, Secretary
Valley Watch Inc.

19th April 2010.