



Re: Objection to Planning Application PLN/2019/572 and PLN/2019/571

ATTENTION

Awais Sediq and Damien Hodgkins
Co-ordinator Statutory Planning and Senior Statutory Planning Officer
Macedon Ranges Shire Council
PO Box 151, KYNETON VIC 3444
mrsc@mrsc.vic.gov.au

Hello Awais and Damien,

I am writing to you both regarding the Planning Application PLN/2019/572 for the use and development of land for a Service Station (including a Convenience Shop and a Convenience Restaurant) and a stand-alone Convenience Restaurant), and the Planning Application PLN/2019/571 for the development of land for Trade Supplies/Restricted Retail Premises, Signage, Removal of Native Vegetation, and Creation and Alteration of Access to a Road Zone - Category 1 at Lot 1 Edgecombe Road, Kyneton.

I wish to make my objection on the following grounds:

1. There is no need for a Service Station at this location

The Freeway Service Centre Design Guidelines (1997) state "Service centres must be located at strategic intervals along rural freeways, preferably at no less than 50 km from an existing or approved centre." (p. 17)

This proposal lies within 10 km of the Karlsruhe service station, and within 50 km of the Ravenswood service centre.

Kyneton already has three service stations: two in the town centre on High Street, and one just outside of town on Burton Avenue.

Council must ensure there is a need for this service station in this proposed location as I believe the area and the Freeway are well serviced by service stations.

2. Breaches in the Commercial 2 Zone land planning

Service Station is not in keeping with the C2Z which permits land reserved for uses including an art gallery, informal outdoor recreation, and food and drink premises under 100 m², it does not specify the land use of Service Station like in other zones.

The C2Z goes further to stipulate the use of land must not detrimentally affect the amenity of the neighbourhood through transport of materials, goods or commodities to or from the land, appearance of any building, works or materials, or the emission of noise, artificial light, vibration, smell, fumes, smote, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil. (Clause 34.02-2). This application requires the transport of petroleum products, retail deliveries, food and drink deliveries to this one site increasing the level of impact on the roads and residents living on Edgecombe Street, Kyneton, and those using the road for commuting and travelling. The cross-overs for the application are inconsistent. Where are the entry/exit points going to be? The Plans submitted with the application are inconsistent with the Planning Report. If they were to use Pipers Creek Road, then this is a local road network which is not appropriate for such traffic movements. If they were to use Edgecombe Road, then the carriage way would hold up traffic and bank it to the 'Gateway' to Kyneton. This inconsistency much be rectified.

Under Clause 34.02-1, C2Z specifies the leasable area for Food and drink must not exceed 100 square metres. This proposal has a stand along restaurant, McDonalds, at 377 square metres, and has a Service Station that has a retail shop, at 250 square metres, and a restaurant, at 165 square metres, inside it. This is a total area of 792 square metres that clearly contravenes this section of the planning scheme.

3. Impacts on Kyneton Town Centre

Clause 21.13-2 states as its Objective 4, to encourage development that respects Kyneton's distinctive character and defining attributes such as its heritage buildings and features by requiring high quality design and landscaping in industrial and commercial development (Objective 4.5). The building of a McDonalds/Service Station, and a Bunnings, does not constitute high quality design and the landscaping plan is such that the visual impact on Kyneton will be immense.

Clause 21.13-2 states at its Objective 5, to consolidate and strengthen the retail, commercial and industrial functions of Kyneton. This includes strategies to:

5.1 Maintain the role of the town centre as the retail, commercial and civic core.

5.2 Avoid out-of-centre commercial development that may have a negative impact on the economic viability of the town centre.

5.5 Avoid prominent business identification or promotional signs that are visible from the Calder Freeway or its exit and entry ramps servicing Kyneton.

This development has the capacity to adversely impact on all the above-mentioned clauses to consolidation and strengthening Kyneton.

4. Inconsistencies with the Kyneton Structure Plan

Gateways are designated as areas of the town which are to promote high quality architecture and urban design, through the implementation of the Kyneton Urban Design Framework. This proposal, at the norther Gateway of Kyneton does not exhibit high quality architecture nor urban design. The generic and non-descript design of the buildings.

This proposal is designated as Industrial Services Uses that should avoid compromising the viability and/or undermining the role of the town centre as the retail focus of Kyneton. The inclusion of a fuel retailer, hardware retailer, and a food restaurant is in direct competition with the Kyneton town centre and will have an adverse economic impact on Kyneton business.

5. Inappropriate Signage

Strategy 5.5 of the Kyneton Structure Plan states that applications should *avoid prominent business identification or promotional signs that are visible from the Calder Freeway or its exit and entry ramps servicing Kyneton.*

PLN/2019/572 proposes a 6 m pylon sign on the Pipers Creek Road side of the McDonalds standalone restaurant, and there is also another pylon sign (no height mentioned) marked on the Plans for the Edgecombe Road side of the McDonalds standalone restaurant.

PLN/2019/571 proposes to have a 12 m pylon sign on the Edgecombe Road which will have a definite visual impact on the entry and exit points of the Gateway to Kyneton. It is noted there were no height listed on the 'Signage Plans' submitted with this application, so an accurate assessment of the impact of these signs could not be determined. However, the Proposed Elevations Version B document clearly shows this pylon to be taller than the actual building itself. This is a gross visual impact on the Gateway to Kyneton town centre and should be removed.

Section 4.6.4 of the Design Guidelines for Industrial and Commercial Development state that "Freestanding signage should be avoided and will only be permitted if it can be demonstrated that signage on the building facade will not provide effective business identification. If freestanding signage is permitted, it should integrate with the overall design of the site in terms of scale, form, landscaping, and materials, and should not detract from the streetscape character and key views to the area (refer to Figure 43)." Both the 6 m pylon sign on Pipers Creek Road, the undetermined height of the pylon sign on Edgecombe Road and the 12 m pylon sign on Edgecombe Road should be avoided as they completely detract from the streetscape and key views of the area. The current sight is a wide-open undulating land that will be at complete odds to this form of signage.

6. Inconsistencies with Kyneton Industrial Master Plan and Design Guidelines

PLN/2019/572 According to the Kyneton Industrial Master Plan the McDonalds restaurant should be setback at least 20 metres from Edgecombe Road pavement, and a 5 m screening should be provided along Pipers Creek Road. The current proposal is set at 15.6 m from Edgecombe Road and as there is not Landscaping Plan for the site, the meagre Plan submitted only shows a few small trees scattered along the boundary length. This must be screened so there is no visual impact from the McDonalds, which is a 6 m high building.

As the site interfaces with the Post Office Creek, the Design Guidelines for Industrial and Commercial Development in the Macedon Ranges (2012) state that there should be a continuation of plant species to provide both a visual and ecological connection (p 38). The Plans for landscaping between the interface of the development and the Post Office Creek is inadequate, as only a few trees are marked on the Plan and the rest of the land to the creek is vacant and treeless.

PLN/2019/571 The landscaping along Pipers Creek Road does not fulfil the requirements of the Kyneton Industrial Master Plan or the Design Guidelines that require a 5 m screening buffer between the development and the road. There should be only trees or a green wall to remove the visual impact of the development from Pipers Creek Road.

Section 2.5 of the Design Guidelines for Industrial and Commercial Development in Macedon Ranges (2012) states large carparking lots should be avoided in the front of the building and along the street frontage (p. 26). Both PLN/2019/571 and PLN/2019/572 contravene this Guideline with all of its visitor carparking fronting Edgecombe Road and Pipers Creek Road.

7. Contravenes Macedon Ranges Environment Strategy 2019

The Macedon Ranges Environment Strategy 2019: 9 states:

"A key requirement for the viability of ecosystems and for survival of flora and fauna species is connectivity of vegetation and waterways, to allow for movement of wildlife, and cross pollination within individual plant species to maintain genetic diversity. Within the Shire, connectivity is provided by roadside vegetation, streamside vegetation and waterways and native vegetation on private and public land. Connectivity is provided by remnant or restored ecosystems, and plantings of native vegetation, especially in the form of strategically planned biolinks."

It is Council's responsibility to ensure that the good work of protecting and rehabilitating the ecological quality of the shire and the habitat for our valued species is not interrupted by the adverse impacts of this proposed development. The recently planned reserve for

Post Office Creek will be greatly impacted by the ecological and aesthetic impacts of the proposed developments.

8. Traffic Impacts

The Traffic Report submitted with the application states “given the nature of the site’s proposed use as a service station and convenience restaurants, and its location in a non-residential area with no formal footpath or bicycle path connections, it is anticipated that almost all people visiting the site will do so by private vehicle, including a mixture of cars and heavy vehicles ... and expected to generate up to 334 additional vehicle movements...”. This will have such a massive impact on traffic that flows through this area and cause unnecessary delays and stress on peak hour traffic.

9. Cultural Heritage Impacts

A Cultural Heritage Management Plan (CHMP) was prepared in support of the subdivision (PLN/2019/573) that preceded the current planning applications (PLN/2019/571 and PLN/2019/572) due to the high impact development proposed within an area of cultural heritage sensitivity. The complex assessment undertaken for the CHMP has found that this area contains a significant scatter of artifacts, the largest of its kind in the region, suggesting this was a location of substantial occupation and a place where social activities involving ochre as well as social interaction and trade between Aboriginal groups took place (CHMP, p. 104).

Clause 15.03-2 of the Victorian Planning Provisions (VPP) sets out as an objective ‘[t]o ensure the protection and conservation of places of Aboriginal cultural heritage significance’ and provides that planning should consider as relevant, “the findings and recommendations of the Aboriginal Heritage Council”.

In mid-2020, the Aboriginal Heritage Council released a discussion paper proposing reforms to the Aboriginal Heritage Act 2006 in which they highlight the current weakness of protection under s 61(b) of the Act:

- ‘Sponsors have the power to argue that an activity must still go ahead despite the threat of harm to Aboriginal Cultural Heritage. This is because the activity is still arguably being conducted in a way that minimises that harm. Thus, the RAP’s position in the approval process is less about protecting Aboriginal Cultural Heritage and becomes something in the way of managing damage to Cultural Heritage. RAPs are often placed in a difficult negotiating position, having to approve CHMPs that still cause harm to Cultural Heritage.’
- ‘The Act should be amended to allow RAPs a veto power over CHMPs that threaten harm to Aboriginal Cultural Heritage. This would be in accordance with s 1(b) of the Act, which states that a purpose of the legislation is to empower Traditional Owners as protectors of their Cultural Heritage. It would also accord with Article 31 of the United Nations Declaration on the Rights of Indigenous Peoples, which states that Indigenous peoples have the right to maintain, control, protect and develop their Cultural Heritage.’ (p. 20)

It should also be noted when assessing the development proposal against the Macedon Ranges Statement of Planning Policy (MRSP), which sets out the following binding objective for RPEs:

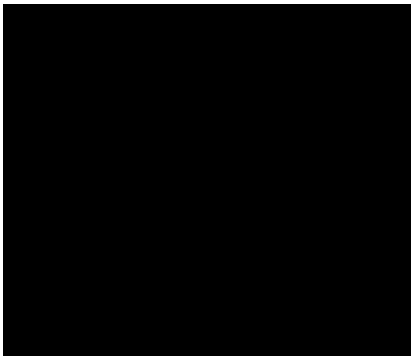
- Objective 4 - To recognise, protect, conserve and enhance the declared area's Aboriginal cultural and spiritual heritage values and work in partnership with Traditional Owners in caring for Country.

The purpose is articulated in the document as 'providing a framework to ensure that the outstanding landscapes, layers of settlement history, impressive landforms and diverse natural environment of the Macedon Ranges are protected and conserved and continue to be of special significance to the people of Victoria. It celebrates the inexorable links between Country and Aboriginal Victorians' (p. 6). Amongst other objectives the MRSP aims to support efforts to identify and protect significant landscapes and environmental and cultural heritage features within the declared area; and to provide greater certainty about the landscape values and rural land to be conserved for current and future generations.

Thus, the management conditions set out in the CHMP are a process for the managed destruction of the cultural heritage significance in the area, this alone should be sufficient to reject the application. Given the additional protection afforded the Macedon Ranges in recognition of the significance of the area, Objective 4 of the MRSP provides Council a sound basis to refuse the current proposal as it fails to recognise, protect, conserve or enhance the heritage significance of this place.

Summary

Based on the examples of this application not being consistent with state and local planning regulations, nominated Design Guidelines, and the various Strategies, I believe the only viable choice for MRSC is to refuse this planning application.



P21-3350

23 January 2021

Macedon Ranges Shire Council
Planning Department
Attention: Awais Sadiq
129 Mollison Street
Kyneton Vic 3444

asadiq@mrsc.vic.gov.au

Dear Mr Sadiq

Re Edgecombe Road Planning application PLN/2019/572

[REDACTED] and value the culture and social cohesion of this wonderful area we have [REDACTED]. Managing the economic and social conditions of any area is hard but the prosperity for all of us depends on how well this is done.

The planning rules and the system to manage those rules should not be so formulaic as to be replaceable by an AI BOT so I am writing to object and call on Council to build on our established local identity and social cohesion to reflect what are our local priorities of the people the Councillors should serve by bringing together the right mix of businesses and quality services to provide us all with a better life and a real connection to the land and community that is the Macedon Ranges.

Please accept this letter as our formal objection and please acknowledge this objection and if this application should proceed to a council submitters meeting we would like to be included as an objector.

Specifically, we object to this McDonalds application because:

- We regularly visit Kyneton, mostly for food and wine but often for medical services and whilst we [REDACTED], we deeply appreciate the iconic position of Piper Street and the 'foodies' focus in what is the brand of Kyneton in the Macedon Ranges.
- Our indigenous peoples have provided all of us with continuity to where we live and together with the gold fields heritage what has emerged is a unique community and culture that we do want to see developed and not diminished.
- Over recent decades our political decisions have become much more aware of damaging our important icon brands and this type of development will be [REDACTED] brutally present in the images of what [REDACTED]

is Kyneton, and we believe this development will be a direct threat to our tourism revenue and will diminish our standing in our established brand built around natural attractions and this quintessential Australian country town.

- When reviewing the locally owned and operated cafes, restaurants and bars that support many local families who live in the Macedon Ranges it just does not jump out at you that what is missing here is a homogenous, global experience of eating at a McDonalds restaurant.
- This development would undermine the significant MRSC investment of millions and millions of dollars over many decades supporting local businesses and tourism.
- Just because something is lawful that something is permitted by the regulations should not mean it must be automatically approved. Local government has a duty and obligation to make decisions that are in the best interests of all their citizens.

If you require more information from us on this objection, please contact me at the email address provided.



15th January, 2021

To Macedon Ranges Shire Council,

RE: Objection to the Pipers Creek Rd and Edgecombe Rd corner development.

As long-standing members of the Kyneton community, we wish to object to aspects of the development plans under advertisement on the MRSC website. Specifically, we object to the proposed addition of a McDonald's restaurant as part of the development. After reviewing the plans for the first phase of the Pipers Creek Rd and Edgecombe Rd corner development, we ask developers to provide the community with a rationale as to why Kyneton needs a McDonald's?

We are greatly concerned that should the proposal proceed; it will have significantly detrimental effects on the environment and the local community.

The applications should be rejected on the following grounds:

1) Threats to profitability of local business.

Rather than create jobs, McDonald's are a proven threat to the local food service industry from which Kyneton derives much of its reputation as a desirable destination. This is clearly evident when the buying power of a multinational corporation, like McDonald's, undercuts the local sellers. A clear example of this is the coffee phenomenon, and the thriving culture that it currently generates and promotes. McDonald's can offer cheaper - if arguably inferior - options, leaving local businesses with a limited client base and therefore constitutes a threat to the future stability and prosperity of these businesses. It is our local producers that attract people to Kyneton and encourage them to stop on their travels. Country Cobb Bakery is an example of a nationally recognised, award-winning local business that will be adversely affected with the introduction of any fast food chain.

Tourists, local consumers and local businesses rely on and enjoy the variety and quality of the Kyneton's food service industries; for example, gourmet larders, provedores, the Farmers' Market, local restaurants, family run cafés and catering, all of which are more labour intensive, and require a variety of skilled and unskilled workers of all ages. McDonald's, on the other, hand operates a high-pressure, fast turnover business with a low staff/volume of sales ratio. McDonald's stores nationally average around only 15% crew labour costs as a proportion of sales. Surely the variety and opportunity of employment available to our community is better served by protecting our local food service industry and producers.

We are very concerned that, rather than enhancing the development opportunities for Kyneton, building a 'one-stop shop' on the highway will, in reality, reduce the amount of foot traffic and potential consumers coming into town and spending their money in our community. At the very least, the MRSC could offer local food providers the opportunity to build a restaurant connected to the proposed service station.

2) Undermining the historic character of Kyneton

It is widely acknowledged and celebrated that Kyneton is a significant area of *genuine historic character*, and this is something of which councillors from the Macedon Ranges should be proud. It is a pivotal reason for many current and future residents' decision to move here. Inviting a cooperate commercial franchise, like McDonald's, to operate in our community will destroy the charm of the town, which ultimately threatens the desirability of the area.

If the proposal for the development of McDonald's is approved, we are concerned that the potential for yet further multinational franchises will follow suit. The Midland Express article (5/1/21)

highlighted that there is a “second – yet to be identified – convenience restaurant with a drive-through” proposed on the site. This is of great concern to any resident who cares about maintaining the cultural integrity of the township and indeed the value of their property.

3) Employment

McDonald’s has a track record of exploiting young workers. Young workers are employed because they are cheaper labour and less experienced or practiced in exercising their rights as workers, and therefore more easily manipulated. Union representation is not encouraged by the company, so often young workers are unaware - or learn how to exercise - their rights. Young workers are routinely employed under casual contracts so there is limited job security.

4) Unhealthy food choices.

The potential threat to the health and wellbeing of young people, and indeed adults, cannot be understated. Internationally, McDonald’s has been taken to court time and time again for their conscious and deliberate promotion of unhealthy food. Most abhorrent is the way McDonald’s aggressively markets their product to children. According to the Australian Association of National Advertisers (AANA), there are currently no specific restrictions to prevent McDonalds from advertising to children - as long as they are seen to promote a ‘healthy lifestyle’. McDonald’s use their local restaurants as a base for corporate marketing and outreach into local community events, fetes, schools etc, especially where children are involved. In this context we feel the proposal should not be granted permission as it would expose our vulnerable children to ultimately harmful food. We believe that at the very least there must be a caveat in the planning permission that McDonalds will not be allowed to market the company, its logo or product to local children at all.

5) Waste and litter

Fast food restaurants produce a huge amount of rubbish. MacDonald’s still uses single use plastic straws and cutlery. Their take-away coffee cups and post-mix cups are lined with polyethylene (plastic). If you drive past any current highway-oriented MacDonald’s, you will undoubtedly see rubbish on the ground. This does not take into consideration the massive impact MacDonald’s has on Victoria’s growing waste crisis. We are mindful of the ecosystems immediately adjacent to the proposed site that will be threatened by the initial building process and subsequent use.

As Macedon Ranges ratepayers, we embrace - and indeed value - the innovative approach council is taking to our domestic waste management systems. Allowing more fast food restaurants to operate in the Macedon Ranges is contradictory to this initiative.

In closing, while we understand that Kyneton is a growing community and development is inevitable, we believe emphatically that there needs to be careful consideration about the type of development we allow and encourage in the Macedon Ranges.

A simple google search brings up the following from Wikipedia:

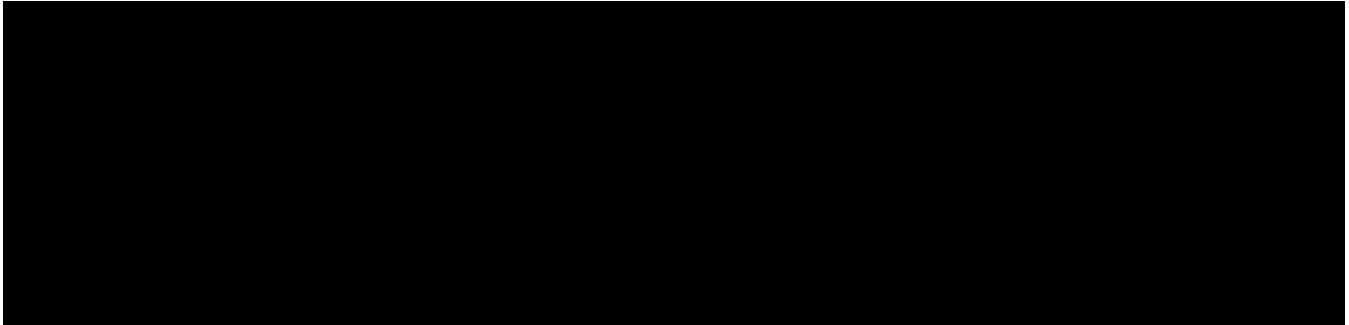
<p><i>The Macedon Ranges is a region in Central Victoria, known for its expansive native forests, vibrant arts scene, thriving artisan food and wine industries (including weekly farmers' markets) and natural attractions such as Hanging Rock and Mount Macedon.</i></p>
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There is little, conceivably, that a multi-national fast-food franchise can bring to a local ‘thriving artisan food industry’. So much for the much-touted promotional slogan: ‘the foodie capital of the Central region’.



We look forward to your response.

Yours sincerely,





Macedon Ranges Shire Council.

Planning Dept

Att: Awais Sadiq

125 Mollison Street, Kyneton Vic 3444.

ASadiq@mrsc.vic.gov.au

Dear Mr Sadiq

Re: Edgecombe Road Planning Application PLN/2019/573

I write regarding the above planning application for Edgecombe Road Kyneton, submitted to the MRSC, which includes a 24-hour service station and McDonalds fast food outlet and wish to formally lodge my objections.

I request formal acknowledgement of this objection and should this application proceed to a council submitters meeting, I wish to be included as an objector.

I believe this is an inappropriate development for this town and is contrary to the interests of the residents and businesses of this town. However, should this decision go ahead, I request the consideration of the following measures be implemented in conjunction with this development.

Road Safety

As a local resident, I am concerned about the road safety of Edgecombe Ro. There is significant traffic of heavy and recreational vehicles travelling down this road and frequent traffic incidents. There are also frequent pedestrians and cyclists along this road, travelling in a manner that puts them at risk from incidents involving fast moving vehicles.

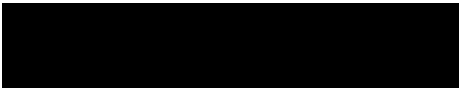
- The 60 km zone must be extended north as far as the Bushland Resort.
- The 80 km zone must also be extended up to Foxes Lane. This is often a dangerous intersection with vehicles either speeding up or slowing down.
- A dedicated pedestrian and bike track must be created up to the Bushland Resort.
- Safety measures such as warning signs are required to warn drivers about the foot and bike traffic.
- Traffic lights are required at the new development to allow traffic to enter and exit safely.
- Improved safety measures for pedestrians crossing the freeway bridge.

Local Environment and Aboriginal Heritage


The area has suffered significant loss of environmental quality and has experienced harm to Aboriginal cultural features as a result of development in the area and neglect. Measures must be put in place to address these issues as part of the development.

- Creation of indigenous plantings and revegetation areas in locations surrounding the new development.
- Establishment of visual amenity through planting of banks of indigenous vegetation that provides a visual barrier from vehicular travel through the location.
- Implementation of riverside protection measures such as prevention of pollution from reaching drainage lines, enrichment of drainage line vegetation and physical protection such as fence lines which prevent access to vehicles dumping rubbish and so on.
- Attention to the natural amenity of the development such as use of shade trees and plantings within the location reducing the area of concrete area and balancing the ambience of the constructed environment.
- Implementation of climate change measures such as installation of solar powered energy generation technology, electric car charging stations, collecting and recycling stormwater and rainwater, extraction of waste products from the location, prevention of litter and adequate rubbish disposal at the site.
- Implementation of Aboriginal cultural amenity such as access for Aboriginal community members to the site, and creation of measures appropriate for that community.

Thank you for the opportunity to contribute to the planning process for this proposed development.



P21-5133



30 January 2021


Letter of Objection for Planning Application PLN/2019/572

I am writing to state my objection for this planning application, as a concerned member of the community.

Kyneton, and the Macedon Ranges, draws its value in being a Goldfields region with fertile farming land and unique heritage and I am concerned that this service station would take away from that value. The service centre could detract visitors along the freeway from the charm of the Kyneton township and erode tourism interest. It is also along an access road which leads to many family farms and would devalue these properties by eroding the experience of the country lifestyle.

A major service station is unneeded by the community, as there is a service centre already accessible to the highway at Carlsrhue and two service stations within Kyneton.

I feel this planning application is wholly inappropriate and unnecessary for the town, and the region, and I ask council to listen to the community and decline this application.



Maria Nunez

From:

[REDACTED]

D21-9232

To:

[REDACTED]
Macedon Ranges Shire Council
Edgecombe road development

Subject:

Categories:

Planning

Sent from my iPad Progress by selling out to huge multi nationals is not what is needed in Kyneton.
The words of Joni Mitchell's "Big Yellow Taxi" written in 1973 comes to mind,

"they paved paradise and put up a parking lot"

"That you don't know what you got till it's gone"

PLEASE FOR THE SAKE OF PAST AND FUTURE GENERATIONS DONT ALLOW THIS DEVELOPMENT.

one concerned ratepayer [REDACTED].

Objection Letter

D21-9861



Macedon Ranges Shire Council.
 Planning Dept
 Att: Awais Sadiq
 129 Mollison Street Kyneton, Vic. 3444

ASadiq@mrsc.vic.gov.au

Dear Mr Sadiq,

Re. Edgcombe Road Planning application PLN/2019/572

I write in regard to the above planning application for Edgcombe Road, Kyneton, which includes a 24-hour service station and McDonald's fast food outlet. I wish to formally lodge my objection.

I request formal acknowledgment of this objection and should this application proceed to a council submitters meeting, I wish to be included as an objector.

I raise the following objections to issues within the planning application:

- Construction of a Service Station is not appropriate for the current land zoning.
- Application exceeds the allowable leasable area dedicated to food and drink.
- Positioning of a petrol station adjacent to a rural living zone – petroleum products need to be a minimum distance from a rural living zone.
- Full details of the proposed McDonalds signage have not been confirmed in this application, but there are restrictions on visibility, with indications of their big pylon sign illustrated in the planning application.

I also raise the following additional objections to this proposal:

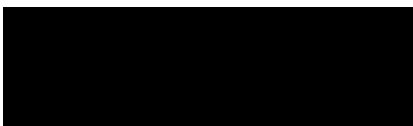
- Kyneton has a unique goldfields heritage and land developments and should *"continue to build on and enhance Kyneton as a key local and regional township, building on a rich and historic character set amongst a picturesque rural and environmental landscape."* (as per the Macedon Ranges Shire Council's own "Vision for Kyneton" statement in its 'Kyneton Structure Report'.)
- The introduction of a service station and fast food/convenience outlets is directly contrary to the Kyneton Structure Plan's key Retail and Commercial recommendation that *"The existing Business 3 Zone land on Edgcombe Road north of the Freeway needs to be carefully managed to avoid undermining the town centre with the preferred land uses to be trade and industry based to support the adjoining industrial area."*

Kyneton town centre also already has two petrol stations and two vacant sites where petrol stations have closed, while small cafes and restaurants which are already experiencing hardship due to COVID-19 are likely to face incredible challenges if a large 'convenience restaurant' was to be permitted, impacting the community further.

- I have major concerns about the increase to traffic and for traffic safety on and around Edgcombe Road, particularly with an increase in large trucks using the entry, exit and turning points.
- This development will be within approximately 1km of Kyneton's neighbouring primary schools and within 2km of Kyneton's secondary schools, likely attracting a large number of school children away from the town centre, along sections of road that are currently without pathways and across freeway entry and exit points towards an area designed to service cars and trucks.
- The proposed introduction of a McDonalds provides minimal nutritional value to the residents of Kyneton and the Macedon Ranges, completely contrary to Council's 'Healthy eating' priority stated in its own Health and Wellbeing Plan (2017-2027).
- This type of development damages the Macedon Ranges' standing as an area that values and protects its natural attractions and country town character advertised under the "Visit Macedon Ranges" banner and presents a potentially significant threat to Kyneton's tourism business, particularly in attracting visitors from larger towns and suburbs, including Melbourne. Kyneton is brimming with locally owned and operated cafes, restaurants and bars, which support many families in the Macedon Ranges and are synonymous with Kyneton's attraction as "one of Victoria's top gastronomic destinations" (RoyalAuto, January 2020). Positioning a McDonald's (and likely other major fast food outlets) at both a major gateway to the town and access point to local wineries and landscapes would significantly undermine Kyneton's tourism appeal.
- The proposed development is in an area found to have high aboriginal cultural significance and sensitivity and presents inevitable risk that appears to undermine Council's statements of respect for indigenous culture.
- I have deep concerns over environmental degradation and the loss of flora and fauna, in particular the threat to aquatic habitat along the Post Office Creek.
- I have major concerns regarding the loss of access to potential fertile farming land, particularly as climate change, population growth and even potential future pandemics are expected to have an increasingly profound impact on secure food production and demand in regional and metropolitan Victoria.

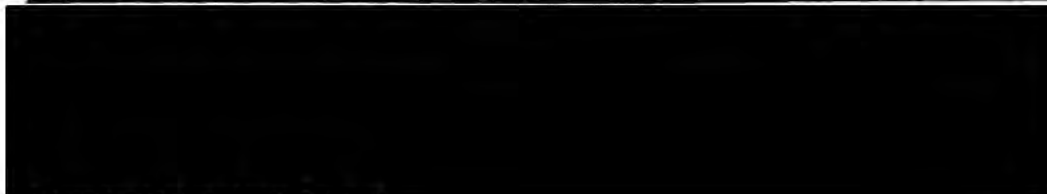
I trust that the above detail is sufficient for you to record, but should you require further information, please contact me via return email or the above listed address.

Yours sincerely,



D21-10714

Objection Letter



Macedon Ranges Shire Council.
 Planning Dept
 Att: Awais Sadiq
 129 Mollison Street Kyneton, Vic. 3444

ASadiq@mrsc.vic.gov.au

Dear Mr Sadiq,

Re. Edgecombe Road Planning application PLN/2019/572

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- Full details of the proposed McDonalds signage have not been confirmed in this application, but there are restrictions on visibility, with indications of their big pylon sign illustrated in the planning application.

I also raise the following additional objections to this proposal:

- Kyneton has a unique goldfields heritage and land developments and should *"continue to build on and enhance Kyneton as a key local and regional township, building on a rich and historic character set amongst a picturesque rural and environmental landscape."* (as per the Macedon Ranges Shire Council's own "Vision for Kyneton" statement in its 'Kyneton Structure Report'.)
- The introduction of a service station and fast food/convenience outlets is directly contrary to the Kyneton Structure Plan's key Retail and Commercial recommendation that *"The existing Business 3 Zone land on Edgecombe Road north of the Freeway needs to be carefully managed to avoid undermining the town centre with the preferred land uses to be trade and industry based to support the adjoining industrial area."*

Kyneton town centre also already has two petrol stations and two vacant sites where petrol stations have closed, while small cafes and restaurants which are already experiencing hardship due to COVID-19 are likely to face incredible challenges if a large 'convenience restaurant' was to be permitted, impacting the community further.

- I have major concerns about the increase to traffic and for traffic safety on and around Edgcombe Road, particularly with an increase in large trucks using the entry, exit and turning points.
- This development will be within approximately 1km of Kyneton's neighbouring primary schools and within 2km of Kyneton's secondary schools, likely attracting a large number of school children away from the town centre, along sections of road that are currently without pathways and across freeway entry and exit points towards an area designed to service cars and trucks.
- The proposed introduction of a McDonalds provides minimal nutritional value to the residents of Kyneton and the Macedon Ranges, completely contrary to Council's 'Healthy eating' priority stated in its own Health and Wellbeing Plan (2017-2027).
- This type of development damages the Macedon Ranges' standing as an area that values and protects its natural attractions and country town character advertised under the "Visit Macedon Ranges" banner and presents a potentially significant threat to Kyneton's tourism business, particularly in attracting visitors from larger towns and suburbs, including Melbourne. Kyneton is brimming with locally owned and operated cafes, restaurants and bars, which support many families in the Macedon Ranges and are synonymous with Kyneton's attraction as "one of Victoria's top gastronomic destinations" (RoyalAuto, January 2020). Positioning a McDonald's (and likely other major fast food outlets) at both a major gateway to the town and access point to local wineries and landscapes would significantly undermine Kyneton's tourism appeal.
- The proposed development is in an area found to have high aboriginal cultural significance and sensitivity and presents inevitable risk that appears to undermine Council's statements of respect for indigenous culture.
- I have deep concerns over environmental degradation and the loss of flora and fauna, in particular the threat to aquatic habitat along the Post Office Creek.
- I have major concerns regarding the loss of access to potential fertile farming land, particularly as climate change, population growth and even potential future pandemics are expected to have an increasingly profound impact on secure food production and demand in regional and metropolitan Victoria.

I trust that the above detail is sufficient for you to record, but should you require further information, please contact me via return email or the above listed address.

Maria Nunez

D21-10061

From: [REDACTED]
Sent: [REDACTED]
To: Macedon Ranges Shire Council
Subject: MacDonalds in Kyneton- Objection

Categories: Planning

To whom it may concern,

I am writing to you again (I sent an email last year and a lovely man [REDACTED] I think, rang me to let me know that the tenders were only just going out for the subdivision proposal, still being examined by MRSC to put a large scale Service Centre, with retail and fast food outlets on the Edgcombe/Redesdale roads, just off the highway at Kyneton. MacDonald's will only compete with our small town food outlets, and the resultant litter will be nothing but a blight on our town and waterways. I put it to you that MRSC could lead the way by promoting a different business model- promote OUR town and our businesses over multi-store behemoths like MacDonald's, and Bunning's. Surely creative minds and business schemes could come together to drive something that would be a unique tourist attraction? MacDonald's will sustain itself if it doesn't have a feature store in Kyneton, but our small businesses and the families that run them, will falter and fail if this business proposal succeeds.

If it must be that the worst come to pass, and a McDonalds is successful, then we, as a community must impel large companies like MacDonald to do more to keep the rubbish from their products out of our natural environments and waterways. I live at the river end of Mitchell st, and I already know how much rubbish accrues from careless people leaving their lunch behind (I am looking at you, Subway). Myself and other concerned walkers often pick up these revolting remains. If Macdonald had to install rubbish bins at key points around the town and near the river, and employed local people to regularly service and empty the bins, it would create employment, and keep our beautiful town clean. This would be a much better initiative than just throwing some 'sports money' at the primary schools (which seems an oxymoronic practice, given he general unhealthiest of their food), and making their underpaid young workers do 'voluntary' (i.e... unpaid) community clean ups a couple of times a year, as is the current practice.

I strongly object to this use of land in Kynbeton and the presence of MacDonalds in our community, regardless of the many claims that the developers have put forth about job creation/investment etc.



Objection to Grant a Planning Permit

D21-10096

Objection Enquiries:
 Phone: (03) 5421 9699
 Web: www.mrsc.vic.gov.au

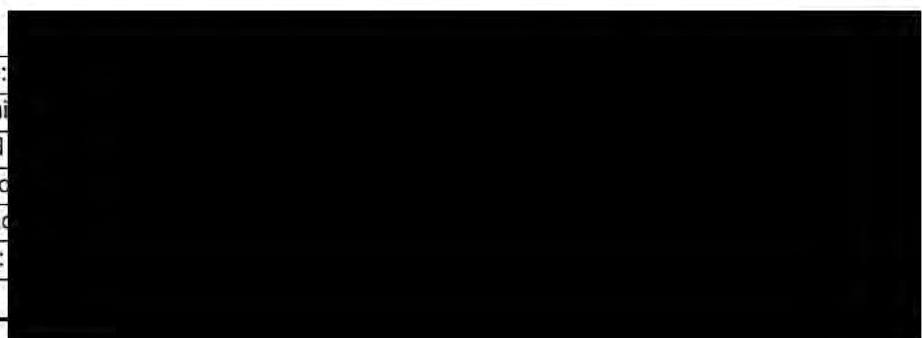
This form is to assist in making an objection as outlined in the *Planning and Environment Act 1987*.

Privacy notice
 Council is collecting the information on this form so that it may consider your objection in accordance with its legislative powers and functions. Council can only disclose any information collected in accordance with these powers and functions. Please be aware that Council may provide copies of this objection to interested parties. Visit Council's website to view our Privacy Policy.

Objector details

Provide details of the objector
 The person you want Council to communicate with about your objection

Name:
Organ:
Postal:
Postco:
Contact:
Email:



Planning Application details

Provide the Planning Application Number

PLN/2019/572

The land

Address of the land

Street No:	Street Name: Edgecombe Road,
Lot No:	Title details (CA, LP, PS, CP, TP) no.:
Township: Kyneton	Postcode: 3444

Reason for your Objection

Prior to lodging an objection please make sure you clearly understand what is proposed. You can inspect the application at the Macedon Ranges Shire Council's Office or on mrsc.vic.gov.au/Build-Plan/Planning-Permits-Approvals-Forms/Object-to-an-application. Under the *Planning and Environment Act 1987*, an objection can be dismissed if it is evident the objection has been made to secure or maintain a direct or indirect commercial advantage.

Attach additional page/s if there is insufficient room.

I strongly oppose a McDonald's so close to a rural living zone. It will be an eyesore, create rubbish, be a danger to pedestrians & those exercising and will create access and unnecessary noise. and maccas is very bad

food for kids.

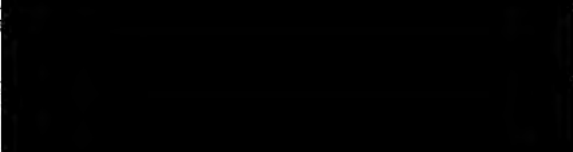
How will you be affected by the granting of a Planning Permit

Attach additional page/s if there is insufficient room.

Every time I drive past the sign it will anger me and make me sad. This is not what Kyneton is about - it is a town renowned for food + culture. Jobs made in this move will be lost as other businesses leave Kyneton for other more quaint and culturally progressive towns.
I will also have to clean up disgusting McDonalds litter from side of road.

Objectors Signature

This form must be signed

Signature		
Date:		

Lodgement

To ensure Macedon Ranges Shire Council considers your objection, ensure the Council receives your objection by the due date on the notice. Council will send you an acknowledgement letter upon receipt of your objection.

Lodge the completed and signed form by:

Mail:
Macedon Ranges Shire Council
PO Box 151
Kyneton Vic 3444

In Person:
Any Council Office

Email: mrsc@mrsc.vic.gov.au

Further important information:

If you object prior to the Responsible Authority determining the application, the Responsible Authority will notify you of its decision.
If the application is to be determined at a Council Meeting, a copy of your objection will form part of the report which is available for public viewing.
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If the Responsible Authority refuses the application, the applicant can also appeal. The provisions are set out on the Refusal to Grant a Planning Permit which will be issued at that time.

For help or more information

Telephone: Planning (03) 54 21 9699
Website: www.mrsc.vic.gov.au

Objection to Grant a Submission 111

Planning Permit D21-9884

Objection Enquiries:
Phone: (03) 5421 9699
Web: www.mrsc.vic.gov.au

This form is to assist in making an objection as outlined in the *Planning and Environment Act 1987*.

Privacy notice

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Objector details

Provide details of the objector
The person you want Council to communicate with about your objection

Name:

Organisation:

Postal Address:

Postcode:

Contact phone:

Email:

Planning Application details

Provide the Planning
Application Number

PLN/

PLN/2019/572

The land

Address of the land

Street No:	Edgecome and Pipers Creek Rd
Lot No:	Title details (CA, LP, PS, CP, TP) no.:
Township	Postcode: 3444

Reason for your Objection

Prior to lodging an objection please make sure you clearly understand what is proposed. You can inspect the application at the Macedon Ranges Shire Council's Office or on mrsc.vic.gov.au/Build-Plan/Planning-Permits-Approvals-Forms/Object-to-an-application. Under the *Planning and Environment Act 1987*, an objection can be dismissed if it is evident the objection has been made to secure or maintain a direct or indirect commercial advantage.

Attach additional page/s if there is insufficient room.

We love Kyneton and it is quaintness and believe that having a McDonalds will interfere with the country feel that Kyneton currently has. Having a McDonalds will also take away from promoting Kyneton as a "Food and Wine" town. We do not need a "fast food" joint here, when we have so many fantastic and affordable food options and cafes. Having McDonald's garbage flying around the highway is also not something that is a good look for a beautiful town. I do believe that the town may benefit from a Bunnings as there is a lack of options for locals to shop for specific hardware items. I believe that there is a direct benefit to locals from having a Bunnings, but this does not appear to be the case with a McDONalds.

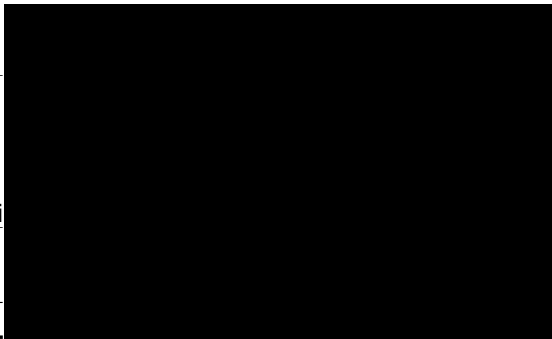
How will you be affected by the granting of a Planning Permit

Attach additional page/s if there is insufficient room.

As mentioned above, I strongly believe that a McDonalds will take away from the local food business, and how we pride ourselves on sourcing local produce.

Objectors Signature

This form must be signed

Si D		

Lodgement

To ensure Macedon Ranges Shire Council considers your objection, ensure the Council receives your objection by the due date on the notice. Council will send you an acknowledgement letter upon receipt of your objection.

Lodge the completed and signed form by:

Mail:
Macedon Ranges Shire Council
PO Box 151
Kyneton Vic 3444

In Person:
Any Council Office

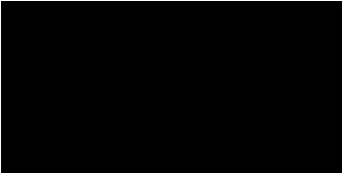
Email: mrsc@mrsc.vic.gov.au

Further important information:

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If the Responsible Authority refuses the application, the applicant can also appeal. The provisions are set out on the Refusal to Grant a Planning Permit which will be issued at that time.

For help or more information

Telephone: Planning (03) 54 21 9699
Website: www.mrsc.vic.gov.au

10th January 2021

To whom it may concern,

I'm writing to express my objection to the proposed convenience restaurant on Edgecombe Road, Kyneton. The application number is: PLN/2019/572.

My objection is being made for the following reasons:

1. We all know that MacDonald's is in no way good for anyone's health. Why would you therefore allow such a fast-food site developed in Kyneton? Why increase the access to a MacDonald's site that will only have detrimental effects on the health of Macedon Ranges residents? The correlation between reduced access, reduced consumption, and better health is undeniable. It's an absolute no-brainer!
2. According to the MacDonald's website, there are 264 of their fast-food junk chains in Victoria. Do we really need to have 265? The nearest one is in Gisborne. That's a comfortable 25 minutes away. Please let's not invite them to develop anything closer!
3. The development of the MacDonald's site will have detrimental effects on the environment due to a number of factors:
 - a) Around each MacDonald's site you will always note discarded MacDonald's rubbish. This is unavoidable. Near to the proposed site is the Post Office Creek. This creek hosts habitat for threatened native flora and fauna species. Pollution created through discarded MacDonald's rubbish will have a detrimental effect on the flora and fauna within the Post Office Creek locally and downstream also.
 - b) It will promote an increase in the consumption of red meat which has well documented detrimental effects on the environment via the high levels of greenhouse gasses red meat production produces.
 - c) Just about everyone wanting to buy from MacDonald's will have to drive to the site for their fast-food fix. Driving is not good for the environment either due to the greenhouse gasses produced by the use of motor vehicles. Nor is driving good for anyone's health.
 - d) It's the worst symbol of junk-food / fast-food that exists today. I would therefore feel ashamed to live in a town that hosts a MacDonald's.

I personally love Kyneton for what it is – a simple and beautiful town with just two supermarkets and without any huge fast-food chains like MacDonald's anywhere nearby. I would literally rather just about anything else be developed on that site in Kyneton than the lowest of the low fast-food chain store of MacDonald's!

I therefore again strongly object to the proposed development of a MacDonald's site on Edgecombe Road in Kyneton. I urge you to please disallow this proposed development.

Yours sincerely,



Objection to Grant a Planning Permit

Objection Enquiries:
Phone: (03) 5421 9699
Web: www.mrsc.vic.gov.au

This form is to assist in making an objection as outlined in the *Planning and Environment Act 1987*.

D21-11789

Privacy notice

Council is collecting the information on this form so that it may consider your objection in accordance with its legislative powers and functions. Council can only disclose any information collected in accordance with these powers and functions. Please be aware that Council may provide copies of this objection to interested parties. Visit Council's website to view our Privacy Policy.

Objector details

Provide details of the objector
The person you want Council to
communicate with about your
objection

Name:
Organisation:
Postal Address:
Postcode:
Contact phone: 0425 743 136
Email:

Planning Application details

Provide the Planning
Application Number

PLN/ 2019/ 572

The land

Address of the land

Street No: Lot 1	Street Name: Edgecombe Rd
Lot No: 1	Title details (CA, LP, PS, CP, TP) no.: 331532T
Township	Postcode: 3444

Reason for your Objection

Prior to lodging an objection please make sure you clearly understand what is proposed. You can inspect the application at the Macedon Ranges Shire Council's Office or on mrsc.vic.gov.au/Build-Plan/Planning-Permits-Approvals-Forms/Object-to-an-application. Under the *Planning and Environment Act 1987*, an objection can be dismissed if it is evident the objection has been made to secure or maintain a direct or indirect commercial advantage.

Attach additional page/s if there is insufficient room.

- A) Traffic impact assessment – data is outdated as traffic volumes were measured in October 2019 prior to some significant changes to the area. Bridgestone Service Centre moved to cnr Saleyards & Edgecombe at the end of 2020, and Central Steel Build began operating out of 21 Saleyards Rd in Jan 2021. Traffic around the Saleyards/Edgecombe/Pipers Creek Rd intersection has increased significantly since then.
- B) Traffic impact assessment flawed – it does not consider the large volumes of seasonal/weekend traffic travelling to/from Lake Eppalock. They are significant volumes and are likely to drive in/out of the service centre and restaurant/drive-through.
- C) Insufficient screening of lighting on the eastern boundary of the service centre.
- D) The planned development is not consistent with Council’s Kyneton Structure Plan – the plan designates the land to be developed to support the adjoining industrial area. The proposed standalone convenience restaurant with drive-through is not consistent with this plan, as the drive-through facility and extensive signage detailed in the application actively seek to capture through-traffic and general public patrons from further afield.
- E) Standalone convenience restaurant sign height not specified – the plans in the application indicate standalone signage of as yet unspecified height. Of relevance is the close proximity of the land to the town gateway site on the southern side of the Calder Freeway. An appropriate limit ought to be applied.
- F) Convenience restaurant waste/litter management – a component of the convenience comes from disposable packaging. There is not sufficient detail in the application describing the size and design of waste collection points to ensure that additional litter is not generated in the neighbourhood and that waste disposed of on site is not blown off site.

How will you be affected by the granting of a Planning Permit

Attach additional page/s if there is insufficient room.

- A) Loss of amenity – particularly at night, due to light emissions, noise generated by traffic stopping or starting (including heavy vehicles coming off the freeway), noise generated by patrons of the convenience restaurant/drive-through loitering or driving recklessly in the area.
- B) Safety – being away from the town centre, the 24/7 convenience restaurant with drive-through, as it appears in the application, provides a focal point for anti-social behaviour at night. A plan to manage this risk is sought.
- C) Increased traffic along the most direct route to the town centre – the treatment of traffic as detailed in the application does not appear adequate due to unrepresentative data about traffic volumes – any resultant traffic congestion will impact on safe and timely pedestrian, bike and vehicular access to the town centre.

Objectors Signature

This form must be signed

Signature		
Date:		

Lodgement

To ensure Macedon Ranges Shire Council considers your objection, ensure the Council receives your objection by the due date on the notice. Council will send you an acknowledgement letter upon receipt of your objection.

Lodge the completed and signed form by:

Mail:
Macedon Ranges Shire Council
PO Box 151
Kyneton Vic 3444

In Person:
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For help or more information

Telephone: Planning (03) 54 21 9699
Website: www.mrsc.vic.gov.au

25th January 2021

**Proposed Developments –
Unacceptable Levels of Risk and Danger!**

**Re: Development Plans - PLN/2019/572 – Edgecombe Road, Kyneton – McDonalds Restaurant with drive through and Service Station – truck stop.
Development Plans – PLN/2019/573 – Edgecombe Road, Kyneton – Bunnings Store**

I was very disappointed to learn from the Planning Officer responsible for the application that the developer is not required to notify in writing property owners on the township side of the Calder Highway that I believe will be badly affected if these developments go ahead.

McDonald's 24/7 restaurants generally attract 2,000 plus customers daily. This will cause major traffic congestion along what is already a danger zone in Edgecombe Road. There is a history of several accidents in this vicinity of Edgecombe Road with vehicles entering from side roads colliding with trucks and other vehicles. Add to this a large number of customers accessing the 24/7 Service Station/truck stop and then add again a high volume of customer traffic of the proposed Bunnings store operating 7 days a week 6.30am to 9pm Mon to Fri and 7am to 7pm Sat and Sun. There is also the added danger of the intersection with Saleyards and Edgecombe Roads. This road is the gateway to the new and growing industrial/commercial park that will generate enormous traffic to and from the township of Kyneton in future years.

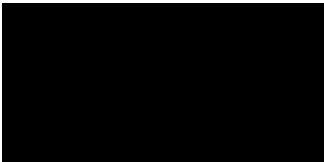
Of greatest concern to me is the unsuitability of the site location due to unacceptable levels of risk and danger to potentially, thousands of drivers daily due to the close proximity of access points of a McDonalds, Service Station/truck stop, Bunnings, on and off ramps to the Calder Highway and Saleyards Road. This section of Edgecombe Road could potentially become one of the most dangerous roads in Victoria.

Another concern is the **traffic along Edgecombe Street** that has significantly increased since the opening of the second primary school. **This will be a major access road (rat run) for locals** visiting McDonalds and a Bunnings store that will increase as the new housing developments increase. Traffic and litter along this route will be significant. [REDACTED] of a McDonalds and the constant litter from people discarding out the window of their vehicles, the food and drink wrappers once the items were consumed was significant. All homes in Edgecombe Street, and others in side streets but especially those **nearest the roundabout at the Beauchamp St** end will be seriously impacted. As well as all connecting side streets off Edgecombe Street as potential access routes.

In my opinion, I believe the site location creates unacceptable levels of danger for all drivers using Edgecombe Road for access to/from the on/off ramps for the Calder Highway, accessing the industrial/commercial businesses off Saleyards Road and for those accessing homes and the Kyneton Golf Course via Pipers Creek Road and is therefore a totally

unsuitable site for such developments. For these reasons, the proposed development plans should not be approved.

I believe that the proposed developments will detract and impact on myself and the community's rural lifestyle economically, socially and environmentally, create a dangerous traffic environment for myself and others and therefore request that Council officers do not approve these proposed developments.



P20-65677

██████████
██████████
██████████
23 December 2020

Attention: Macedon Ranges Shire Council

RE: Objection to Statutory Planning Application **PLN/2019/572** – Development of Land (application by Retail Fuel Developments Pty Ltd)

I wish to submit a formal objection to PLN/2019/572 in relation to the proposed development of the subject land for the construction of a fast food restaurant, identified in the application as a McDonald's. Grounds for objection are set out below. However, I would like to qualify that the objection specifically relates to the proposed fast food restaurant while I am otherwise in support of the service station and further proposed plans for a hardware supplies warehouse opposite the subject land. The proposed fast food outlet is at odds with the benefits of the other proposed land use. That is, a service station in this location encourages drivers to stop halfway on regular journeys from Lake Eppalock to Melbourne and presents minimal impact to the amenity. This location also supports residents on the east side of the wider Kyneton locality, reducing the need to traverse the town simply to procure fuel. Likewise, the hardware store proposed supports growth of the town, enhances Kyneton's role as a service town (for surrounding localities) and fills a significant shortage of building and hardware suppliers in the region.

Specific grounds for objection:

1. My residence in Mulfaheys Road Kyneton is approximately 1.5km south-east of the proposed location, making the site upwind of our residence in summer, when prevailing winds persist from the north/north-east direction. The properties in our road are all zoned rural living zone (RLZ) and speaking for my household, we moved here for the rural lifestyle, open space and sense of country living. Part of the RLZ strategic principles include protection for the rural amenity of the zone¹. Having odours from a global fast food chain drifting across the property does not contribute positively to the rural amenity. I concede other odours occasion across the property – such as those from the saleyards – however, these occasional smells are arguably "part of country life" and are both acceptable in that context and of a pre-existing nature. Smells emanating from a McDonald's (or any fast food outlet) are, I argue, never part of the country lifestyle.
2. Directly related to my first point, given the McDonald's is shown as being 24 hours, the applicant has not displayed adequate awareness of the nature of how sound travels across rural landscapes on a still night. There are no proposed mitigations to address the likely noise impacts of vehicles with occupants congregating in the carpark nor the added sound of

¹ <https://www.mrsc.vic.gov.au/files/assets/public/strategies-amp-plans/in-the-rural-living-zone-strategy.pdf>

vehicles entering and exiting the precinct. Unlike built up areas, sound in the vicinity of the subject land has the ability to travel well over two kilometres, especially in cool weather, at night with no wind. Again, the impact of the proposed McDonald's does not account for the impact on the wider amenity of the surrounding RLZ.

3. Despite arguments from McDonald's to the contrary², litter from McDonald's outlets is a known concern as one of the worst causes of litter³. It is highly likely that litter from the proposed McDonald's will be found many kilometres away, along the north and south-bound Calder Freeway reserves and along the north-bound Edgcombe road reserve. Studies undertaken suggest litter from fast food outlets may be found 1.2 to 2.5 kilometres away, however, with the speed limits of the surrounding roads, vehicular traffic may see litter even further away (up to 15 or more kilometres away)⁴. I argue that McDonald's staff – despite head office rhetoric to the contrary – will not be travelling in a 15 kilometre or greater radius around the proposed outlet to remove all waste. In fact, McDonald's approach to litter is not to reduce it, but to *disguise* it in “camouflage packaging” to minimise the visual impact⁵ - this is not a strategy that supports the ideals of a shire focussed on clean environments. The Gouburn Mulwaree Council (in NSW) reportedly spends over \$1m per annum clearing McDonald's litter from the Hume Highway⁶. I doubt MRSC ratepayers would accept allocation in the budget of a full one per cent of annual revenue specifically to collection of McDonald's litter from the Calder Freeway. Council must assess the true ongoing underlying costs of such a proposal, including litter removal costs.
4. Kyneton is promoted to tourists as having an “artistic and gastronomic focus”⁷, hence a global fast food chain as a prominent feature of the town is argued as the antithesis of this ideal. Additionally, positioning the McDonald's at a critical and highly visible “Gateway Site”⁸ entry point (from the north) would divert tourist traffic seeking a meal stopover in Kyneton away from the town. This would impact local hospitality providers, potentially cost local jobs and detract from the historic feel of the town. I suggest the provision of some food service options within the service station is an acceptable compromise and opens the opportunity for the retailer to source goods and produce locally (which McDonald's does not⁹).
5. The applicant states the “proposal is ... sensitive to the surrounding character”¹⁰ of the town in which they propose to place a McDonald's. Given Kyneton's more than 180 year history, it is incredulous to claim a global fast food outlet is “sensitive” to a town known for local produce, fine food and wine along with its rural retailers.

² <https://mcdonalds.com.au/learn/responsibility/maccas-and-the-environment>

³ <https://www.sunshinecoastdaily.com.au/news/study-reveals-mcdonalds-to-be-pick-of-the-litter/1768498/>

⁴ <https://www.abc.net.au/news/2017-06-01/circles-of-rubbish-ring-fast-food-restaurants-says-riverkeeper/8578876>

⁵ <https://www.betootaadocate.com/uncategorized/mcdonalds-to-trial-green-packaging-to-blend-in-with-roadsides/>

⁶ *ibid.*

⁷ <https://www.mrsc.vic.gov.au/See-Do/Our-Townships/Kyneton-Township#section-4>

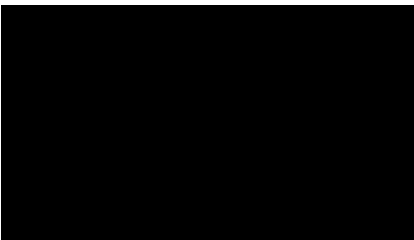
⁸ https://www.mrsc.vic.gov.au/files/assets/public/strategies-amp-plans/kyneton_structure_plan.pdf, p. 2

⁹ <https://mcdonalds.com.au/about-maccas/our-supply-chain/supply-partners>

¹⁰ Section 4.2 of the applicant's Planning Report, p. 27

6. The applicant states “the proposed uses [of the land] do not undermine the role of the Kyneton town centre”¹¹. Further to my point (5, above) placing a fast food outlet outside the town centre arguably diverts trade that would otherwise enter the township to a location outside of the town. Secondary revenue from other tourist and visitor spending would also be lost. This action clearly – in my opinion – directly undermines the role of the town centre, being to provide food and respite for tourists and travellers through the region.
7. The use of the subject land for a service station and hardware warehouse is supported by the Kyneton Structure Plan¹². However, the Kyneton Structure Plan does not suggest the specified subject land is appropriate for a fast food outlet. The Kyneton Structure Plan states (on page 2) the land is suited to “...facilitate industry and trade related land uses that *avoid* compromising the viability of industrial areas and/or *undermining the role of the town centre as the retail focus of Kyneton*” (my emphases). I accept the applicant’s purposed use of the subject land for a service station and hardware warehouse is congruent with the intention of the Kyneton Structure Plan; I do not concede a McDonald’s is in alignment with the same intent.
8. The proposed location of the McDonald’s does not demonstrate any logical connection to the township the applicant claims it will serve due to its location as being “accessible to the broader Kyneton area...”¹³. In fact, with no safe road crossing options on Edgecombe Road and being located outside the town boundary (due to the freeway), the site location is almost completely *inaccessible* except via car. Therefore, the proposed use of the subject land for a McDonald’s could be argued to be to the detriment – not benefit – of the broader Kyneton area. With no pedestrian management evidenced in the application, the McDonald’s specifically presents a risk through attraction of pedestrians to a road area with no pedestrian infrastructure at all. Compounding this risk is the presence of two freeway ramps, an offset cross road, a left turn slip lane and two right turn slip lanes (one part of the proposal) all within a 270 metres segment of Edgecombe Road, which is frequented by B-Double and Semi-Trailers trucks on a regular basis. It is also likely pedestrian traffic will cross Pipers Creek Road from the proposed hardware warehouse site, placing pedestrians at further risk from vehicular traffic in the vicinity.

For the reasons set out above, I reiterate my strenuous objection to the purposed construction of a McDonald’s outlet, as detailed in PLN/2019/572 and respectfully suggest Council refuses to grant approval for the application until such time as the McDonald’s element is removed from an otherwise worthy proposal.



¹¹ Section 5.8 of the applicant’s Planning Report, p. 34

¹² https://www.mrsc.vic.gov.au/files/assets/public/strategies-amp-plans/kyneton_structure_plan.pdf, p. 2

¹³ Section 4.2 of the applicant’s Planning Report, p. 27

Objection to Grant a Planning Permit Submission 116

Objection Enquiries:
Phone: (03) 5421 9699
Web: www.mrsc.vic.gov.au

This form is to assist in making an objection as outlined in the *Planning and Environment Act 1987*.

D21-9723

Privacy notice

Council is collecting the information on this form so that it may consider your objection in accordance with its legislative powers and functions. Council can only disclose any information collected in accordance with these powers and functions. Please be aware that Council may provide copies of this objection to interested parties. Visit Council's website to view our Privacy Policy.

Objector details

Provide details of the objector
The person you want Council to communicate with about your objection

Name	
Organisation	
Postcode	
Postcode	
Contact	
Email	

Planning Application details

Provide the Planning Application Number

PLN/2019/572

The land

Address of the land

Street No:	Street Name: Edgecombe Road,
Lot No:	Title details (CA, LP, PS, CP, TP) no.:
Township: Kyneton	Postcode: 3444

Reason for your Objection

Prior to lodging an objection please make sure you clearly understand what is proposed. You can inspect the application at the Macedon Ranges Shire Council's Office or on mrsc.vic.gov.au/Build-Plan/Planning-Permits-Approvals-Forms/Object-to-an-application. Under the *Planning and Environment Act 1987*, an objection can be dismissed if it is evident the objection has been made to secure or maintain a direct or indirect commercial advantage.

Attach additional page/s if there is insufficient room.

Economic: Big business squashes small business. McDonalds threaten local small food (takeaway, restaurants and cafe businesses).

Culinary: Kyneton has a reputation as an eatery tourism destination. A McDonalds on the freeway entrance completely undermines this identity as travellers see Kyneton from the freeway

Resident attraction: Kyneton has rapidly grown mostly due to Melbourne and [redacted], who are attracted by the regional setting. Council would know better than I how much value (professionals, many working from home) this residential migration brings into the town. Building a McDonalds will cause many to reconsider their lifelong home location plans if the township changes as drastically by bringing in a McDonalds.

Application exceeds the allowable leasable area dedicated to food and drink.

Full details of the proposed McDonalds signage have not been confirmed in this application, but there are restrictions on visibility, with indications of their big pylon sign illustrated in the planning application.

How will you be affected by the granting of a Planning Permit

Attach additional page/s if there is insufficient room.

[redacted] are living and [redacted] on Edgcombe street. The 60km/p speed is scary enough right near a school and having an addictive fast-food outlet on the opposite side of the closest freeway bridge will put more traffic on an already dangerous road.

There are rumours that the large roundabout will be updated, likely with foot and bike traffic safety in mind...making it easier for youth to cross the freeway to get fast food.

I'm also concerned about the healthy living challenges having a McDonalds will have on my children and their influential peers. McDonalds will be too close to the 2 primary schools and will present a very unhealthy influence.

Objectors Signature

This form must be signed

Si	[redacted]
Da	[redacted]

Lodgement

To ensure Macedon Ranges Shire Council considers your objection, ensure the Council receives your objection by the due date on the notice. Council will send you an acknowledgement letter upon receipt of your objection.

Lodge the completed and signed form by:

Mail:
Macedon Ranges Shire Council
PO Box 151
Kyneton Vic 3444

In Person:
Any Council Office

Email: mrsc@mrsc.vic.gov.au

Further important information:

If you object prior to the Responsible Authority determining the application, the Responsible Authority will notify you of its decision.
If the application is to be determined at a Council Meeting, a copy of your objection will form part of the report which is available for public viewing.
If, despite your objection, the Responsible Authority decides to Grant a Permit, you can appeal against the decision. Details of appeal procedures are set out on the back of a Notice of Decision which you will receive provided you have lodged the objection prior to the determination of the application.
If the Responsible Authority refuses the application, the applicant can also appeal. The provisions are set out on the Refusal to Grant a Planning Permit which will be issued at that time.

For help or more information

Telephone: Planning (03) 54 21 9699
Website: www.mrsc.vic.gov.au

Maria Nunez

From: [REDACTED] > D21-9213
Sent: [REDACTED]
To: Macedon Ranges Shire Council
Subject: Objection to planning permit PLN/2019/572

Categories: Planning

Dear Macedon Ranges Shire Council,

I would like to object to the planning permit of establishing a service station and McDonald's near Edgecomb Rd.

I currently [REDACTED] [REDACTED] and we specifically moved to the Macedon ranges for the quiet lifestyle, natural scenery and lack of multinational food outlets.

I fear that if this proposal goes ahead, it will create excessive pollution by having more people stopping after hours, not to mention the pollution from fossil fuels from a service station when we are facing a climate emergency and need to switch away from these sorts of fuel sources.

It will also add significant rubbish/pollution to our beautiful streetscape as McDonald's rubbish has become an iconic side effect in every local area where these facilities operate. That is not the sort of town I want for my future children and fellow neighbours.

I am also concerned that the presence of a 24hr service station will lead to unsociable behaviour, which often results in increased use of health and ambulance services. I work as a paramedic in the area so I know how finite these resources are - patients are usually transported to Melbourne or Bendigo, taking an ambulance away from the area for a minimum of 4hrs at a time. This is an unacceptable cost of having a 24hr service station in the area.

Given that the Carlsrhue roadhouse is intending to be redeveloped, it makes no sense for there to be an additional service station in Kyneton.

I strongly object to this proposal and urge you to reject it.

[REDACTED]

[REDACTED]

[REDACTED]

Macedon Ranges Shire Council.
 Planning Dept
 Att: Awais Sadiq
 129 Mollison Street Kyneton, Vic. 3444

P21-3960

ASadiq@mrsc.vic.gov.au

Dear Mr Sadiq,

Re. Edgecombe Road Planning application PLN/2019/572

I write in regard to the above planning application for Edgecombe Road, Kyneton, which includes a 24 hour service station and McDonald's fast food outlet. I wish to formally lodge my objection.

I request formal acknowledgment of this objection and should this application proceed to a council submitters meeting, I wish to be included as an objector.

I raise the following objections to issues within the planning application:

- Construction of a Service Station is not appropriate for the current land zoning.
- Application exceeds the allowable leasable area dedicated to food and drink.
- Positioning of a petrol station adjacent to a rural living zone petroleum products need to be a minimum distance from a rural living zone.
- Full details of the proposed McDonalds signage have not been confirmed in this application, but there are restrictions on visibility, with indications of their big pylon sign illustrated in the planning application.

I also raise the following additional objections to this proposal:

- Kyneton has a unique goldfields heritage and land developments and should "continue to build on and enhance Kyneton as a key local and regional township, building on a rich and historic character set amongst a picturesque rural and environmental landscape." (as per the Macedon Ranges Shire Council's own "Vision for Kyneton" statement in its 'Kyneton Structure Report'.)
- The introduction of a service station and fast food/convenience outlets is directly contrary to the Kyneton Structure Plan's key Retail and Commercial recommendation that "The existing Business 3 Zone land on Edgecombe Road north of the Freeway needs to be carefully managed to avoid undermining the town centre with the preferred land uses to be trade and industry based to support the adjoining industrial area."
 Kyneton town centre also already has two petrol stations and two vacant sites where petrol stations have closed, while small cafes and restaurants which are already experiencing hardship due to COVID 19 are likely to face incredible challenges if a large 'convenience restaurant' was to be permitted, impacting the community further.
- I have major concerns about the increase to traffic and for traffic safety on and around Edgecombe Road, particularly with an increase in large trucks using the entry, exit and turning points.
- This development will be within approximately 1km of Kyneton's neighbouring primary schools and within 2km of Kyneton's secondary schools, likely attracting a large number of school children away from the town centre, along sections of road that are currently without pathways and across freeway entry and exit points towards an area designed to service cars and trucks.
- The proposed introduction of a McDonalds provides minimal nutritional value to the residents of Kyneton and the Macedon Ranges, completely contrary to Council's 'Healthy eating' priority stated in its own Health and Wellbeing Plan (2017 2027).
- This type of development damages the Macedon Ranges' standing as an area that values and protects its natural attractions and country town character advertised under the "Visit Macedon

Ranges” banner and presents a potentially significant threat to Kyneton’s tourism business, particularly in attracting visitors from larger towns and suburbs, including Melbourne. Kyneton is brimming with locally owned and operated cafes, restaurants and bars, which support many families in the Macedon Ranges and are synonymous with Kyneton’s attraction as “one of Victoria’s top gastronomic destinations” (RoyalAuto, January 2020). Positioning a McDonald’s (and likely other major fast food outlets) at both a major gateway to the town and access point to local wineries and landscapes would significantly undermine Kyneton’s tourism appeal.

- The proposed development is in an area found to have high aboriginal cultural significance and sensitivity and presents inevitable risk that appears to undermine Council’s statements of respect for indigenous culture.
- I have deep concerns over environmental degradation and the loss of flora and fauna, in particular the threat to aquatic habitat along the Post Office Creek.
- I have major concerns regarding the loss of access to potential fertile farming land, particularly as climate change, population growth and even potential future pandemics are expected to have an increasingly profound impact on secure food production and demand in regional and metropolitan Victoria.

I trust that the above detail is sufficient for you to record, but should you require further information, please contact me via return email or the above listed address.

