

Comments summary

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/05/2026 6:55 AM from [REDACTED]

Application Summary

Address:	The Woodlands 217 Wrotham Road Gravesend Kent
Proposal:	Consent to display advertisement(s) Installation of a freestanding totem sign and 2 dot accessible bay signs.
Case Officer:	Mrs Lisa Fisher

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	[REDACTED] Wrotham Road Gravesend

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Planning Application

Reasons for comment:

Comments:	I am writing to object in the strongest possible terms to the advertisement consent application for the 6.5-metre illuminated totem pole (Sign Type 20) at the above address. I am a resident living directly opposite the development site, just 30 metres away. This proposal is entirely inappropriate for this location and should be refused based on the following statutory grounds: Severe Injury to Visual Amenity (Out of Character with a Residential Zone) Absence of Commercial Context The application site is situated in a purely residential area on a standard main road, with zero commercial activity for a mile in either direction. This is not a town centre, motorway service station, or retail park. A 6.5-metre (21.3ft) tall, bulky composite-clad commercial monolith is completely alien to this low-rise, green residential street scene. Unacceptable Material Increase in Scale The applicant may argue a sign previously existed here for the Beefeater. However, the previous sign was a low-impact, slimline, and significantly lower post. The proposed Sign Type 20 represents a massive, unjustified escalation in height, mass, and physical bulk. It will have an unacceptable, overbearing impact on the street scene and will completely dominate the outlook from residential front windows. Blight on protected green Space
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The development directly adjoins a 14-acre public park. Erecting a towering, highly visible corporate structure on the perimeter of this park will introduce severe visual pollution, permanently damaging the open, natural character of a vital community green space.
Unacceptable Cumulative Light Pollution and Nuisance.

Direct Impact on Habitable Rooms

The specification states the totem features 4 double-sided panels that are fret-cut and internally illuminated. Because the sign sits 6.5 metres high in the air, the glare from these high-intensity internal LEDs will not be screened by standard residential fences or hedges. This wall of light will shine directly into the first-floor bedroom windows of homes just 30 metres away, causing significant sleep disruption and a statutory light nuisance.

Low Baseline Light Levels

As a purely residential and green zone, the existing night-time ambient light levels are exceptionally low. The introduction of intensive corporate illumination is completely disproportionate and harmful to both residents and local wildlife in the adjoining 14-acre park.

Serious Threat to Public Safety and Driver Distraction.

High Risk Highway Location:

I note the McDonald's at the near by Asda store has a totem half the Hight?? So why would this one be acceptable.

The totem is positioned on a main A-road, which accommodates high speeds and heavy traffic volumes. By its very design, this massive, brightly lit structure is intended to capture the attention of drivers. This creates a dangerous distraction on a critical stretch of road.

Proximity To Large Secondary School

The site is located just 400 metres away from a large secondary school with 1,500 pupils. At peak times, this road experiences a high volume of vulnerable young pedestrians crossing the highway. Intentionally distracting drivers at this exact location introduces an unacceptable risk to highway and pedestrian safety.

Obstruction of visibility Spays

I request that the Highways Authority formally review whether the wide, solid "Reynowood" clad base of this 6.5-metre structure physically blocks the visibility splays for residents attempting to pull safely out of driveways and side streets directly opposite.

Conclusion

Under the Town and Country Planning (Control of Advertisements) Regulations, applications must be rejected if they cause injury to amenity or endanger public safety. This proposed 6.5-metre totem pole inflicts severe harm on both counts. It is a motorway-scale corporate structure being forced into a quiet residential neighborhood. I urge the council to protect the local environment, the safety of school children, and the residential amenity of local taxpayers by refusing advertisement consent for this totem pole.

Yours sincerely,

Kind regards