

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 17/03/2026 2:29 PM from [REDACTED]

Application Summary

Address:	The Woodlands 217 Wrotham Road Gravesend Kent
Proposal:	Alterations to existing restaurant, including alterations to elevations, additional works to accommodate plant, new corral and bin store, demolition of existing single storey side extension with erection of new single storey side extension, minor external work to existing parking bays, creation of patio and other associated work.
Case Officer:	Mrs Lisa Fisher

[Click for further information](#)

Customer Details

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

Comments Details

Commenter Type:	Member of the Public
Stance:	Customer objects to the Planning Application

Reasons for comment:

Comments:	This proposal would introduce the third McDonald's within a two-mile radius, with the nearest existing outlet less than one mile away. The presence of these and other multiple near-identical fast-food sites in such close proximity results in a significant cumulative impact on the local environment, contrary to the principles of sustainable development outlined in the Council's planning framework. The Gravesham Local Plan Core Strategy seeks to promote healthy, sustainable communities and ensure development supports local character and need. Additional fast-food provision in this cluster does not meet demonstrable local need and instead contributes to environmental and social pressures. Wrotham Road is already heavily congested throughout the day, particularly during school start and finish times and commuter periods, as it serves as a direct route to the A2. Introducing a high-turnover drive-through restaurant will worsen existing congestion and air-quality issues. In accordance with Gravesham's EIA guidance, developments must demonstrate that they do not create likely significant environmental effects, including increased traffic generation and associated pollution. Unlike the previous family dining restaurant occupying the site-which generated modest, predictable traffic-the proposed McDonald's will create continuous,
-----------	--

peak-period spikes in vehicular movements, increasing the risk of collisions, obstructing traffic flow, and reducing safety for pedestrians and schoolchildren.

The proposed site lies close to local schools, and placing a major fast-food outlet directly on their main walking routes will contribute to unhealthy eating habits among children. This is contrary to Gravesham's planning objectives to promote healthy communities and reduce environmental pressures related to poor air quality and unhealthy food environments.

The EIA guidance emphasises the need to assess environmental impacts on human health and the local community-this includes indirect effects such as increased consumption of unhealthy foods encouraged by the development's location.

The Council's Environmental Impact Assessment process requires scrutiny of developments that may create significant environmental effects, including:

noise and disturbance,
traffic emissions,
pressure on existing infrastructure, and
negative effects on community well-being.

A drive-through fast-food restaurant is likely to generate substantial increases in:

Vehicle idling and emissions,
Litter and waste,
Disturbance to nearby residential properties.

Given these factors, the proposal should be considered environmentally impactful and inconsistent with the Council's stated objectives of promoting sustainable, healthy development.

I respectfully request that the Council refuse planning permission for this application. The proposed McDonald's at 217 Wrotham Road is inappropriate for the location and inconsistent with Gravesham's planning principles, including those set out in the EIA guidance and Local Plan objectives.

Kind regards