

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 11:29 AM 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] Old Road West Gravesend

Comments Details

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

Reasons for comment:

Comments:	I write to formally object to the above planning application. While described as alterations to an existing restaurant the scale & nature of the proposals represent a clear intensification of use resulting in material harm when assessed against the adopted development plan. Residential Amenity - Conflict with Policy CS19 (Development & Design) Policy CS19 requires development to safeguard the amenity of existing residents including protection from noise, light, odour & general disturbance. The site lies opposite residential properties making it highly sensitive to intensification of use. The addition of plant, extended operational capacity & seating will introduce increased & sustained noise from customers, vehicles & systems such as ventilation. This is likely to exceed acceptable levels particularly during evening & night time operating periods. Cooking odours & waste handling will degrade residential conditions if not fully mitigated. Light pollution from signage, car movements & extended trading will directly impact residents. The car park materially increases the risk of anti-social behaviour with late night gatherings and engine idling which is incompatible with a residential setting. Together the proposal fails to meet the requirements of Policy CS19. Highway Safety & Congestion - Conflict with Policy CS11 & CS12 Policies CS11 (Transport) & CS12 (Planning Strat) require development to ensure safe & efficient movement & not exacerbate existing congestion or safety
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risks.

Transport Assessments for developments of this type often conclude "no severe residual impact" on the road network. This relies on assumptions from comparable sites which does not reflect the specific constraints of this location. Scrutiny should be applied to assumptions that existing traffic flows can absorb additional trips without material delay. Even minor increases will disrupt junction efficiency.

The site is constrained, located between two signal-controlled crossroads & adjacent to a residential junction. This section of Wrotham Road already operates at or near capacity with regular peak time congestion & queuing up to & past critical road junctions. This further impacts traffic on Old Road West, Cross Lane West & New House Lane.

The proposal will intensify traffic generation. This creates a high likelihood of: Increased queuing affecting junction performance, Vehicles entering/exiting in constrained conditions, Conflict with pedestrians, Illegal parking

The proximity to multiple schools means that peak demand will coincide with school drop-off & pick-up times increasing risk to children & other vulnerable users.

Existing street parking pressure is already evident. Any shortfall in on-site capacity or will worsen uncontrolled parking along the road & residential fronts. The proposal therefore fails to demonstrate compliance with Policies CS11 & CS12.

Impact on Children & Community Health - Conflict with Policy CS13 (Green Space, Sport & Recreation) & National Guidance

Policy CS13 seeks to protect community wellbeing & access to safe environments.

The site is in proximity to Wrotham Road & St George's Primary & Secondary Schools & a large children's park. Creating a concentrated zone of child activity & pedestrian movement. The intensification of a high turnover fast food business here introduces increased traffic, disturbance directly affecting children. It undermines planning objectives to support safe, healthy communities & should be given material weight.

Overconcentration & Character - Conflict with Policy CS12 & Saved Local Plan Policies (Town Centre & Retail Mix)

Policy CS12 promotes balanced & sustainable communities including an appropriate mix of uses. There are already two existing McDonald's restaurants within Gravesend. The proposal does not meet an identified need, instead contributes to the overrepresentation of a single operator.

This risks undermining the character & functional balance of the area particularly outside a town centre context. The application fails to demonstrate how the proposal supports a diverse & sustainable local environment.

Design & Operational Impacts - Conflict with Policy CS19

Additional plant, bins & external seating results in visual clutter & an overly commercial appearance that is not sympathetic to the surrounding street.

Operational impacts including deliveries, waste management & opening hours have not been justified in relation to the site's proximity to residential properties. Without mitigation these elements will result in ongoing harm to visual amenity & residential quality of life contrary to Policy CS19.

Conclusion

The proposal represents a significant intensification of use that gives rise to unacceptable impact and material harm on residential amenity, highway safety & local character. It fails to comply with key policies within the Gravesend Local Plan Core Strategy specifically CS11, CS12, CS13 & CS19.

For these reasons the application should be refused.

Kind regards