Comments summary

Dear Sir/Madam,

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

Comments were submitted at 18/03/2026 1:56 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:	
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 formally express my strong objection to the proposed construction of a McDonald's on Wrotham Road. As a resident directly opposite the planned site, I am extremely concerned about the negative impact this development will have on our local area, which is already under significant pressure in terms of traffic, infrastructure, and community wellbeing. This road is already a major thoroughfare with heavy congestion, particularly during school run times. Adding a high-traffic establishment like McDonald's will worsen the situation considerably. We are also directly opposite a public park, which will now border a fast-food outlet. This is likely to increase anti-social behaviour, littering, and noise, severely impacting the park's peaceful and family-friendly nature. It is important to stress that there is no clear public demand for another McDonald's in the area. There is already one just 0.8 miles away-around a 12-minute walk in a straight line-and another one just 1.2 miles away in a nearby retail park. The introduction of a third outlet in such close proximity appears unnecessary and driven by commercial ambition rather than community need. What makes this proposal even more troubling is the potential to attract non-local traffic. We are situated close to a service station and near major road links

including
the M2, A2, and M25. The placement of a McDonald's here would likely encourage motorway users to exit into Gravesend, increasing through-traffic in a town that is already struggling with congestion. This is not just a local issue-it has broader
implications for traffic flow in and around the area.
Further exacerbating the traffic issue is the frequent closure of the A227 Wrotham Road, which often undergoes emergency repairs and maintenance. These disruptions create major bottlenecks, and adding a fast-food restaurant at this location would only worsen delays and frustrate local commuters.
Additionally, the research is clear: developments like this can result in an average 24% drop in nearby property values. With four homes currently for sale on this road,
this news is devastating to residents who are trying to sell or protect the value of their homes. A McDonald's will significantly and unfairly impact property prices and the quality of life of those who live nearby.
We also understand that the same franchise owner is behind the two existing McDonald's outlets in Gravesend. Opening a third location so close by is entirely unnecessary and comes across as a move motivated by profit, not public service.
The local sentiment is overwhelmingly against this development. Those who live closest to the site do not want it, and our views should take precedence over corporate convenience. This proposal also risks fundamentally changing the character of our neighbourhood, which is currently considered safe, community-oriented, and family-friendly.
Finally, I must highlight the serious health concerns. The proposed site is surrounded by six schools-both primary and secondary. Placing a McDonald's in such a location effectively targets young children and teenagers, encouraging unhealthy eating habits. With childhood obesity already at crisis levels, this is not a responsible
or appropriate location for a new fast-food restaurant.
For all these reasons-excessive traffic, anti-social behaviour, health concerns, lack of demand, economic impact on homeowners, and the undermining of our community-I urge the planning authority to reject this application and to reconsider
its implications as a matter of urgency.

Kind regards