

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 15/03/2026 5:13 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] Wrotham Road Gravesend

Comments Details

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

Reasons for comment:

Comments:

I am a local resident who lives 0.2 miles away from the proposed McDonald's site, on Wrotham Road, and would like to formally object to the proposal.

My objection is based on the following criteria; the proximity to schools and children's play areas, the potential for increased traffic and noise pollution, the risk of antisocial behaviour and littering, and the suitability of a fast-food takeaway in an overwhelmingly residential area.

First, the proposed site is not only less than a 10 minute walk from a large secondary school (with primary on site as well), but is prominently placed on one of the major walking and driving routes to the school. I have real concerns on how this proposed McDonald's would impact on the general health of those students, as well as impact the government's policies on tackling childhood obesity. Currently, the closest fast food outlet to the school is a 12 minute walk away, and is tiny in comparison to the proposed McDonald's. Not only is there the school, but also Woodlands Park directly behind the site. Many children and families use this park for exercise, and outdoor playtime. I have grave concerns that the health benefits of the park would be tainted by the proximity of a fast food takeaway.

Second, Wrotham Road is the main route into Gravesend central from the A2, and is already an extremely busy road, that is frequently used by HGVs as well as the emergency services. Parking is scarce on the road due to not all houses having driveways, and during rush hours, queues can form, especially concentrated around the crossroads with Old Road West and New House Lane / Cross Lane West. The McDonald's site is located in the middle of this busy area, and I would worry that a fast food outlet would only increase traffic and pollution. There would also be the risk of delivery app drivers waiting at the restaurant, with engines on, as they do at the McDonald's on New Road in the centre of Gravesend, increasing both fume and noise pollution in the middle of a highly residential and adjacent to a public parkland.

Third, it is well documented that a fast food outlet is linked to an increase of antisocial behaviour across the country (<https://ceres.shop/blog/mcdonalds-uks-response-to-rising-disruptions/>) and I am concerned that a currently calm residential area would be victim to antisocial behaviour. I am also concerned that there would be an increase in littering, especially within Woodlands Park itself. There is already a problem with littering in Gravesend and there is evidence of McDonald's specific litter already in the area without this proposed development. I have reported fly tipping on Wrotham Road a number of times and I worry that the introduction of a takeaway outlet would make this worse.

Finally, as mentioned above, the location of this high-turnover takeaway outlet in an extremely residential area is not in keeping of the area. The Beefeater before made sense, there was a commercial link up between the Beefeater and the Premier Inn, meaning guests could have a nutritious breakfast on site, but also local families could enjoy a Sunday roast together. A McDonald's doesn't support either occasion. The proposed site is less than 1 mile away from the current McDonald's on New Road in the centre of Gravesend (the commercial hub of the town where a fast food outlet is supported by good access and surrounded by other shops and eateries).

Looking at the amount of negative comments on this planning application, I worry that prospective property buyers considering the Woodlands area of Gravesend would be put off, and the opening of this McDonald's would therefore devalue the properties and further interest and investment in the area.

I wholeheartedly object to this proposal, and hope that the council take careful consideration and listen to the people of Gravesend.

Kind regards