

## Comments summary

Dear Sir/Madam,

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

Comments were submitted at 04/04/2026 7:30 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                                                                                                                                                                                                                                                                                                                             |

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### Customer Details

|          |                                 |
|----------|---------------------------------|
| Name:    | [REDACTED]                      |
| Email:   | Not specified                   |
| Address: | [REDACTED] Old Road W Gravesend |

### Comments Details

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

Reasons for comment:

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Comments: | <p>Dear Sir/Madam,</p> <p>I write to formally object to the proposed development of 217 Wrotham Road into a McDonald's restaurant.</p> <p>This objection is made on the basis that the proposal conflicts with the development plan and national policy, in particular the Gravesham Local Plan Core Strategy (2014) and the National Planning Policy Framework (NPPF).</p> <p>_____</p> <p>1. Highway safety and severe traffic impacts<br/>The proposal would generate a material increase in vehicular movements, including short-stay visits and high-frequency delivery activity.</p> <p>This is contrary to:</p> <ul style="list-style-type: none"><li>- Core Strategy Policy CS11 (Transport), which seeks to ensure development does not adversely affect highway safety or network capacity</li><li>- NPPF Paragraph 115, which requires refusal where residual cumulative impacts on the road network would be severe</li></ul> |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Given the constrained nature of Wrotham Road and surrounding residential streets, there is a high likelihood of congestion, informal parking, and unsafe manoeuvres. The proximity to Woodland's Park and local schools heightens the risk to pedestrians and vulnerable users.

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## 2. Air quality and environmental impacts

The increase in vehicle trips, idling, and delivery activity will worsen local air quality.

This conflicts with:

- Core Strategy Policy CS12 (Green Infrastructure, Open Space, Sport and Recreation) and CS19 (Sustainable Design and Construction), which support environmental quality and public health
- NPPF Paragraphs 186-188, which require planning decisions to sustain and contribute to compliance with air quality objectives

The proposal fails to demonstrate that its impacts can be adequately mitigated.

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## 3. Harm to residential amenity

The site is located within a predominantly residential context. The proposed use would introduce unacceptable levels of noise, disturbance, odour, and activity, including extended operating hours and delivery movements.

This is contrary to:

- Core Strategy Policy CS19, which requires development to protect the amenity of existing residents
- NPPF Paragraph 135(f), which requires developments to create a high standard of amenity for existing and future users

The scale and intensity of the operation are incompatible with the surrounding residential character.

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## 4. Over-intensification of use and delivery-led model

While no drive-through is proposed, the inclusion of a dedicated delivery kitchen and McDelivery operation indicates a high-throughput, delivery-led use.

This represents an over-intensive form of development for the site, resulting in continuous activity, clustering of delivery drivers, and associated disturbance. The level of intensification is not appropriate in this location and has not been justified.

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## 5. Design, character, and local context

The introduction of a high-turnover fast food outlet in this location fails to respect the character and function of the surrounding area.

This conflicts with:

- Core Strategy Policy CS19 (Design and Sustainable Development)
  - NPPF Paragraph 135, which requires development to be sympathetic to local character and context
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## 6. Failure to demonstrate sustainable development

Taken as a whole, the proposal fails to meet the three overarching objectives of sustainable development set out in the NPPF (Paragraph 8):

- Economic: limited local benefit relative to impact
- Social: harm to residential amenity and community wellbeing
- Environmental: adverse impacts on traffic and air quality

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#### Conclusion

The proposal conflicts with key policies within the Gravesham Local Plan Core Strategy and the NPPF. The impacts on highway safety, air quality, and residential amenity are significant and demonstrably harmful.

In accordance with the development plan and national policy, I respectfully request that planning permission is refused.

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Kind regards