

APPENDIX 1 – NEIGHBOUR CONSULTATION RESPONSES

492 Comments Received

480 Objections

11 in support

1 Representation

Whilst there are responses both in support and in objection to the development, the volume of representation heavily weighs against the planning of the scheme.

The following material planning objections were received:

- Increased traffic generation and congestion on Wrotham Road and surrounding roads.
- Highway safety concerns, including vehicle movements, pedestrian safety and impacts on school children.
- Insufficient parking provision and potential overspill parking on surrounding residential streets.
- Noise and disturbance arising from customer activity, deliveries, plant equipment and late-night operation.
- Potential increase in litter and waste within the surrounding area and Woodlands Park.
- Impacts on residential amenity, including odour, light pollution and general disturbance.
- Concerns regarding anti-social behaviour associated with late-night activity and congregation of customers.
- Air quality and pollution concerns arising from increased vehicle movements and plant equipment.
- Concerns regarding the proximity of the site to nearby schools and a public park.
- Impact on the character and appearance of the area, including concerns regarding signage, external alterations and the perceived intensification of the use.
- Concerns regarding delivery drivers, servicing arrangements and emergency vehicle access.
- Concerns regarding the adequacy of extraction and ventilation equipment.
- Concerns regarding the impact on the, local character, nearby park and surrounding street scene.
- Concerns regarding the operational intensity of the proposed restaurant use compared to the former Beefeater use.
- Concerns regarding obesity, unhealthy eating and lifestyle choices in principle.

The following objections were received as below, however, these are non-material planning concerns and as such will not be considered within the following report:

- General opposition to McDonald's as a business/operator.
- Assertions that there are already sufficient McDonald's restaurants within Gravesend.
- Concerns regarding potential impacts on property values.
- Commercial competition impacts on existing businesses.
- Speculation regarding the motives or profitability of the applicant/operator.
- Preference for alternative operators or uses, including suggestions for other restaurant brands or alternative community uses.
- Rumours regarding future drive-thru proposals or future operational changes not included within the application.

- General moral or political objections to fast food establishments.

The following responses were received in support of the application:

- Support for the principle of the restaurant and reoccupation of the vacant site.
- Potential Economic and employment benefits
- This site was a pub/restaurant before, so there would not be an increase in traffic.
- Requests that highway and traffic impacts be carefully managed to avoid congestion and impacts on the surrounding highway network.