

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 13/03/2026 12:03 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] Kent Road Gravesend Kent

Comments Details

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

Reasons for comment:

Comments: Planning Objection - Proposed McDonald's Restaurant at the Former Woodlands Beefeater, Wrotham Road

I am a local resident living approximately 0.3 miles from the site and wish to formally object to the proposed conversion of the former Woodlands Beefeater into a McDonald's restaurant.

My objection is based on the likely adverse impacts on residential amenity, traffic and highway safety, public health considerations, and the suitability of this location for a high-intensity fast-food use.

Firstly, the site sits on a predominantly residential section of Wrotham Road with very limited surrounding commercial activity. Introducing a national fast-food outlet of this scale would represent a significant intensification of use compared with the former restaurant use and would fundamentally alter the character of the area. McDonald's restaurants typically generate substantially higher customer turnover, longer opening hours, and increased delivery activity compared with traditional sit-down restaurants. This level of activity is not compatible with the surrounding residential environment.

Secondly, there are serious concerns regarding traffic generation and highway

safety. Fast-food outlets attract frequent short-stay visits, delivery drivers, and high volumes of vehicular movements throughout the day and evening. The growth of app-based delivery services such as Just Eat, Uber Eats and Deliveroo has significantly increased the number of mopeds and drivers operating from these premises. This inevitably leads to increased parking pressures, engine idling, and vehicle movements along Wrotham Road and nearby residential streets. Given the proximity of residential properties, a public park and a school, this increase in activity raises legitimate concerns regarding congestion, pedestrian safety and disturbance to residents.

Thirdly, the proposed location is very close to St George's School and a neighbouring public park. The introduction of a fast-food outlet immediately adjacent to these community facilities raises concerns regarding increased litter, congregation of young people, and potential antisocial behaviour in the surrounding area. Fast-food outlets are well documented as generating litter and late-evening activity which can negatively impact nearby public spaces and residential areas.

Gravesend already has two McDonald's restaurants located within the town centre area, including the outlet within Asda. These establishments already serve the local demand for this type of use. The town centre McDonald's in particular has historically attracted significant antisocial behaviour and disturbance, and there is understandable concern that locating another outlet in a quieter residential corridor could replicate or extend these issues into an area that is currently more peaceful and residential in nature.

Furthermore, the presence of a major fast-food outlet so close to a school conflicts with broader public health objectives aimed at reducing childhood obesity and limiting the concentration of hot-food takeaways near educational facilities. Many local authorities have adopted planning policies specifically restricting such developments within close proximity to schools due to these concerns.

For the reasons outlined above, I believe the proposed development would result in unacceptable impacts on residential amenity, increased traffic and disturbance, potential antisocial behaviour, and an inappropriate intensification of commercial activity within a predominantly residential area.

I therefore respectfully request that the Council carefully consider these concerns and refuse the application, or at the very least impose strict conditions relating to operating hours, delivery activity, traffic management and noise mitigation should the development be approved.

Thank you for taking the time to consider these comments.

Kind regards