

**TRAFFIC NOTE: RESPONSE TO THIRD PARTY COMMENTS**  
**PROPOSED McDONALD'S RESTAURANT**  
**GATE SERVICES, A2 BROUGHTON BYPASS**  
**CANTERBURY, ME13 9LN**  
**APPLICATION REF 23/504375/FULL**  
**ADL REF: 5648/02A DECEMBER 2025**

- 1.1 ADL Traffic and Highways Engineering Ltd have prepared this Traffic Note in response to the third party comments raised by Mr B Bamber of Railton TPC Ltd issued 02/12/25.
- 1.2 The typical drive time to a McDonald's restaurant is 5km or 8 minutes. This is the threshold that McDonald's Restaurants Ltd themselves utilize for their sales assessments and ADL are consistent with this in our assessments. The Vanarama survey cites that 35% of fast food customers would be prepared to travel over 10 miles but the article also clearly identifies that in many areas this is not necessary and customers are well served by takeaway facilities.
- 1.3 There are 3 existing drive thru restaurants within 10 miles of the proposed development site as shown in Table A so clearly customers do not need to travel this distance to access a McDonald's restaurant in this location.

**Table A Existing McDonald's Restaurants Within 10miles of the Site**

ADL Ref		Details
1	Address	Canterbury High Street CT1 2SS
	Distance	3.8 miles
	Drive Thru	No
2	Address	Canterbury 2 CT1 1AD
	Distance	4.9 miles
	Drive Thru	Yes
3	Address	Chestfield CT5 3JE
	Distance	5.7 miles
	Drive Thru	Yes

- 1.4 The population serving the proposed restaurant has been carefully considered when selecting the comparable restaurant used to assess the McDonald's trip types. The details are summarised in Table B below.

**Table B Comparable Restaurant**

	<b>Wyboston Services</b>	<b>Proposed Site Gate Services</b>
Restaurant Type	Single storey	Single storey
Floor Area	259sqm	377sqm
No of Seats	76	76
Parking Provision	29	42
Drive Thru Facilities	Side by Side	Side by Side
Population Within 5km	30,403	22,639
AADT	55,406	23,692
No of surrounding McD's restaurants within 5km (incl. store)	1	1
Population per McD's restaurant (market share McD's restaurants only)	30,403	22,639
Location	Roadside	Roadside

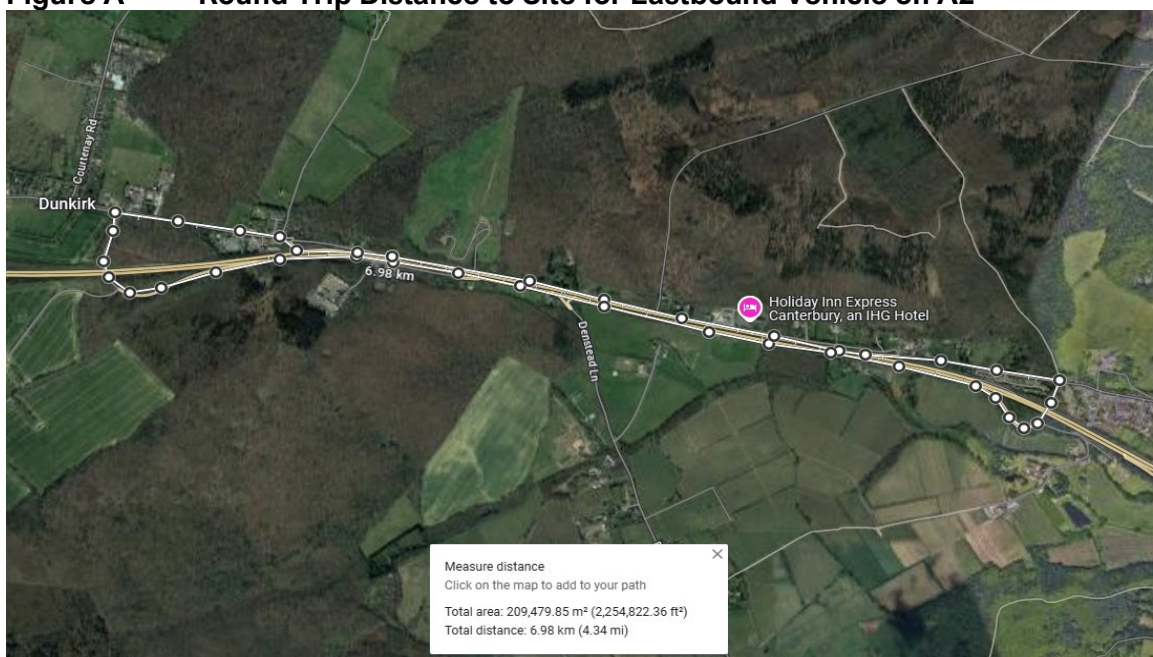
- 1.5 The market share population for the proposed restaurant was calculated by McDonald's as 22,639.
- 1.6 ADL have reviewed the 5km catchments for the proposed and existing restaurants as shown on the plan in Attachment 1.0. An assessment has been provided for a slightly larger catchment including Faversham. The 2021 census data is included as Attachment 2.0. The population within this area is 28,616. Therefore even as a worst case the population is still comparable to that at Wyboston 30,403.
- 1.7 The 5km catchment for Wyboston is shown on the plan in Attachment 3.0. This restaurant serves St Neots so has an urban population in closer proximity than the populations of Faversham to the proposed restaurant. The customer trip patterns at Wyboston in terms of additional trips are therefore likely a worst case compared to the proposed Gate Services restaurant.
- 1.8 Based on the comparable restaurant this level of population, located on a dual carriageway still generates a relatively low level of additional sole purpose trips as set out in Table C and this is a robust assessment

**Table C Proposed Trips By Type**

Trip Type	Weekday					Saturday		
	%	Am Peak		Pm Peak		Saturday Peak		
		In	Out	In	Out	%	In	Out
Additional	12%	10	10	11	10	29%	39	34
Pass by/ Diverted	79%	66	66	72	68	68%	90	80
Shared	9%	8	8	8	8	3%	4	4
Total	100%	84	84	91	86	100%	133	118

- 1.9 ADL previously advised that if a vehicle was heading eastbound and diverted at Upper Harbledown and then on exiting the site travelled via Dunkirk to head back eastbound it would incur a 6.98km round trip. ADL maintain the position that it is actually highly unlikely that motorists would do this. If a motorist travelling eastbound required food then the Morrisons and takeaways in Canterbury incur either a shorter or very similar journey whilst continuing in the direction of intended travel.

**Figure A Round Trip Distance to Site for Eastbound Vehicle on A2**



- 1.10 Even if a worst case scenario the pass by/diverted trips on the A2 (Table C) were split 50% pass by on A2 westbound and 50% diverted from A2 eastbound. The number of additional + diverted trips would be +43 vehicles during the Am peak, +47 vehicles during the Pm peak and 84 vehicles during the Saturday peak. This is less than 1 vehicle per minute during the Am/Pm peaks and 1-2 vehicles per minute during the Saturday peak. This assesses effectively 51.5% of trips as 'new' to the A2 westbound on a weekday and 63% on a Saturday.

**Table C Proposed Trips By Type Including 50% Pass By/50% Diverted**

Trip Type	Weekday					Saturday		
	%	Am Peak		Pm Peak		Saturday Peak		
		In	Out	In	Out	%	In	Out
Additional	12%	10	10	11	10	29%	39	34
Pass by (Existing vehicles on A2 eastbound	39.5%	(33)	(33)	(36)	(34)	34%	(45)	(40)
Diverted from A2 eastbound	39.5%	33	33	36	34	34%	45	40
Shared with PFS (Existing vehicles accessing site)	9%	(8)	(8)	(8)	(8)	3%	(4)	(4)
Total	100%	84	84	91	86	100%	133	118

1.11 The overall worst case net effect at the Services egress slip road would be as follows.  
Again the effect is 43/44 vehicles during the Am/Pm peaks and 74 vehicles during the Saturday peak

- Am peak +76 new merge on exit from Services  
(8) shared trips existing merge on exit from Services in any event  
-33 pass by on A2 westbound removed from through traffic  
Net effect on junction = +43
- Pm peak +78 new merge on exit from Services  
(8) shared trips existing merge on exit from Services in any event  
-34 pass by on A2 westbound removed from through traffic  
Net effect on junction = +44
- Sat peak +114 new merge on exit from Services  
(4) shared trips existing merge on exit from Services in any event  
-40 pass by on A2 westbound removed from through traffic

Net effect on junction = +74

- 1.12 The worst case impact on the A2 westbound traffic flows would be 2.5-5.9% which is not considered to be significant.

**Table D Traffic Flows A2 Westbound At Point Of Merge Worst Case Including Diverted Trips**

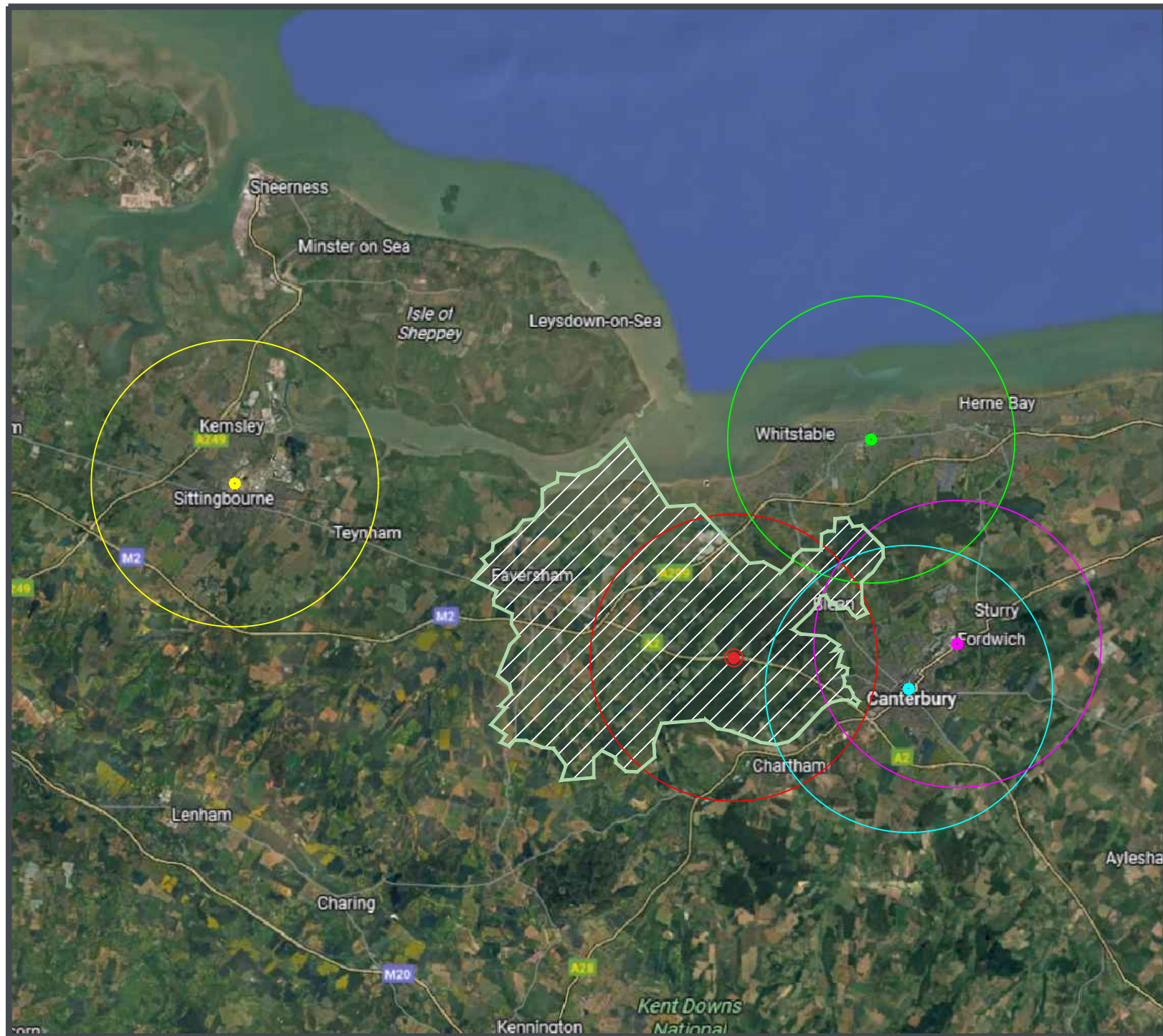
	Time	Existing Traffic A2 Westbound	Proposed Worst Case Traffic Increase Point of Merge	Proposed Traffic A2	% Increase
Friday	08:00	1321	43	1364	3.2%
	16:00	1694	44	1738	2.5%
Saturday	12:00	1242	74	1316	5.9%







- 1.13 National Highways have also reviewed Mr Bambers comments and have responded dated 02/12/25 have still maintained 'no objection' to the proposals. They conclude that the evidence provided by Mr Bamber would not change their final recommendation.
- 1.14 Mr Bamber cites his experience in transport planning. Catherine Chapman BSc, MSc MCIHT (Managing Director) of ADL and author of the transport submissions accompanying this application also has over 20 years transport planning consultancy experience and over 13 years continuous experience as transport consultant working for McDonald's Restaurants Ltd. In terms of experience of trips generated by McDonald's restaurants our experience is far more extensive. National Highways have also cited their experience in assessing this type of application in their response dated 02/12/25. Both the applicant's consultants and the Highway Authority are more than appropriately qualified and experienced.
- 1.15 In summary the issues raised by Mr Bamber have been assessed in detail but even taking a worst case assessment both ADL and National Highways have concluded that the traffic effects would not constitute a "severe residual cumulative impact or unacceptable impact on highway safety". There is no reason why this application should not be permitted.

## **ATTACHMENTS**

- 1.0 CATCHMENT PLAN PROPOSED RESTAURANT**
- 2.0 2021 CENSUS DATA**
- 3.0 CATCHMENT PLAN MCDONALD'S WYBOSTON**





-  **Proposed Canterbury, ME13 9LN**  
**Proposed Site**
-  1. **Canterbury - Whitefriars, CT1 2SS**  
6.4 KM from site
-  2. **Canterbury - Stour RP, CT1 1AD**  
8.0 KM from site
-  3. **Chestfield, Whitstable, CT5 3JE**  
9.4 KM from site
-  4. **Sittingbourne, ME10 2XD**  
18.9 KM from site
-  **Census Study Area**  
Population: 28,616  
(Canterbury and Faversham)

**Note: 5KM Radius taken from stores**

**ADL**  
**TRAFFIC & HIGHWAYS**

Title  
**5KM RADII OF EXISTING  
McDONALD'S RESTAURANT**

Scale  
**NTS@A4**      **ATTACHMENT 1.0**

## TS001 - Number of usual residents in households and communal establishments

ONS Crown Copyright Reserved [from Nomis on 2 December 2025]

population	All usual residents
units	Persons
residence type	Total: All usual residents

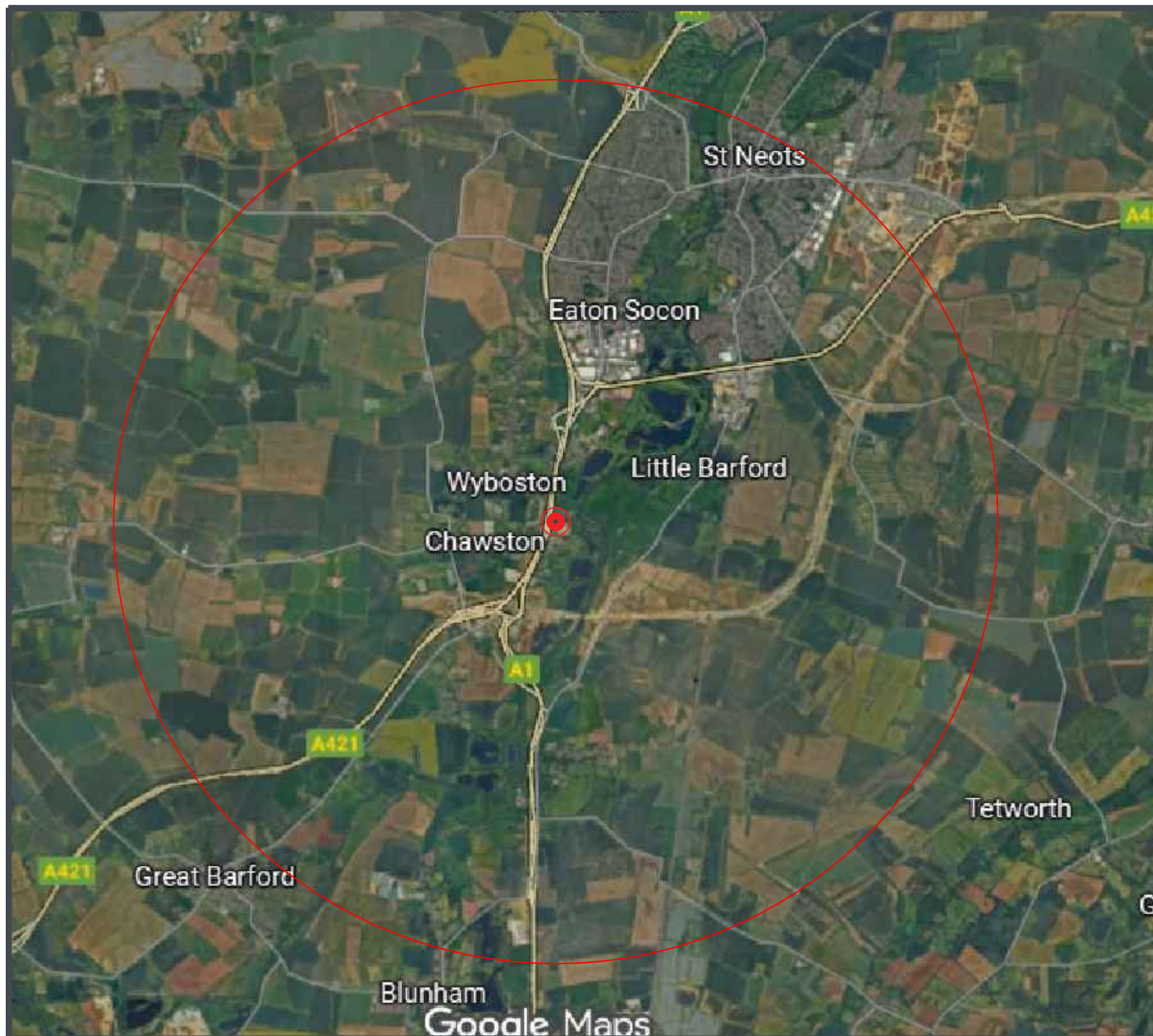
### 2021 super output area - lower layer

#### 2021

E01024564 : Swale 014A	1,228
E01024603 : Swale 014B	1,239
E01024604 : Swale 014C	1,214
E01024605 : Swale 014D	1,283
E01024626 : Swale 014E	2,052
E01024627 : Swale 014F	1,957
E01024551 : Swale 015A	2,193
E01024552 : Swale 015B	2,307
E01024553 : Swale 015C	1,976
E01024563 : Swale 015D	1,674
E01024602 : Swale 015E	1,410
E01024625 : Swale 015F	1,902
E01024555 : Swale 017A	1,347
E01024556 : Swale 017B	1,222
E01024557 : Swale 017C	1,496
E01024558 : Swale 017D	1,733
E01024067 : Canterbury 012C	1,216
E01035308 : Canterbury 012G	1,167
	28,616

In order to protect against disclosure of personal information, records have been swapped between different geographic areas and counts perturbed by small amounts. Small counts at the lowest geographies will be most affected.





● McDonald's Wyboston MK44 3AA

Note: 5KM Radius taken from stores

**ADL**  
**TRAFFIC & HIGHWAYS**

Title  
5KM RADII OF McDONALD'S  
WYBOSTON RESTAURANT

Scale  
NTS@A4

ATTACHMENT 3.0