

Summary of Evidence of Katie Maxwell for Boffa Miskell Limited

1. Kia ora koutou, my name is Katie Maxwell and I have provided evidence in relation to the planning matters for the proposed billboard. I will provide a short summary of my conclusions.
2. Following a review of the application material and subsequent evidence, as well as my own assessment of the proposed activity, I agree with Mr Thornton's recommendation to decline consent, for the following reasons:
 - The proposal is not reinstating the rooftop signage, but rather is installing a new digital rooftop billboard. There is a significant difference between the effects of a static sign and a digital billboard, as supported by Mr Coolen's evidence.
 - The effects, particularly on streetscape and amenity values would be more than minor and unacceptable, as canvassed in the Council's urban design evidence and further supported by Mr Coolen.
 - The proposal would be at a scale that would dominate and neither maintain nor enhance, the architectural/visual amenity of the host building or the streetscape values of Post Office Square Heritage Area.
 - Overall, I consider the proposal is not consistent with the objectives and policies in the ODP and PDP.