

From: [Pamela Bramwell](#)
To: [DP Hearings](#)
Subject: Arthurs Point Hearing Stage 1
Date: Friday, 3 February 2023 5:09:43 PM

To Whom It May Concern,

I'm Pamela Bramwell, Further Submitter #80. I spoke at the Arthurs Point Hearing yesterday (Thursday, Feb 2) at 12:10pm, and forgot to table this document, which I read verbatim to the Commissioners.

Warmest regards,
Pamela

My name is Pamela Bramwell.

I wrote in my submission back in April 2022 that I support both submissions because:

- I've lived in Queenstown since 2001. In that time, I've seen my home town grow exponentially and I've witnessed new housing projects pop up everywhere. Development hasn't always been comfortable or convenient for those of us who got here early, but I don't believe it's fair to completely close the door on others who want their piece of Paradise too and want to enjoy all that Queenstown has to offer.
- I worked in Arthurs Point at The Hangar at 182 Arthurs Point Rd for several years and have many connections to Arthurs Point. I drive through this area regularly, so I am quite familiar with the land in question.
- I'm not a farmer obviously, but I live on a lifestyle block and it seems obvious that such a small piece of land wouldn't be viable as a true "rural" site for a working farm and should be rezoned for the needs of Arthurs Point now, and in the future.
- Having sold up and moved away from Alpine Retreat in part because of the high fire risk due to wilding pines, I know the dangers of wilding pines surrounding a residential area. I believe we need to continue finding practical ways - including commercially viable means - to permanently remove the wilding pines that are choking the landscape in Queenstown, including in Arthurs Point.
- We have a housing crisis in Queenstown and more affordable housing located adjacent to an established residential area makes sense in terms of sharing existing infrastructure. This area would be ideal since it's not going to impact many others who are already looking out on existing houses. The area being submitted on is actually relatively hidden compared to many others being considered for development.
- This could be an ideal area for businesses, including NZSki, to secure staff accommodation.
- I believe Low Density Residential (or other density mix) is the appropriate rezoning of this land.
- It makes sense for the environment and the current and future needs of Queenstown.

Since my written submission in support, I've had a chance to look at Gertrude Saddlery's master plan design proposal and as a Queenstown local -- it looks sensible to me and very reasonable for this site, contrary to what the media is reporting as popular opinion.

I hold a degree in Journalism. I have worked as a freelance writer and in Marketing. I think it would be fair to say I have more experience in how the media works than the average person. Even so, I have been astounded by the one-sided articles I've seen about this project in local and even national media over the years. You don't have to be an

investigative reporter to take 5 minutes to fact-check quotes from your sources against easily accessible public records.

As a marketing professional, I can recognize spin and I trust this Panel can too, but it's probably not as clear to the average reader or resident. The Arthurs Point Outstanding Natural Landscape Society was formed in 2018 by someone the headlines describe as the "100% Pure NZ ad man," an international advertising executive whose holiday home just happens to look at the subject site.

It would be interesting to follow up with some of the objectors to see how many people would change their minds after taking the time to sit down with the actual master plan design. From what I could see, it addresses a lot of the concerns I've heard:

- There are far fewer sections planned than were reported.
- The rezoning would secure community access and continued use of the land by the community
- Surely restoring the landscape with native plantings to replace the introduced wilding pines will enhance rather than "desecrate" the views, as was quoted in the Mountain Scene article that kicked off all this fuss three years ago.
- It's a delicate balance, protecting this beautiful place and also letting people come and live here to enjoy it.

Thank you for your time. Do you have any questions for me?



Pamela Bramwell

Queenstown, New Zealand
t: +64 027 413 2933
e: me@pamelabramwell.com

www.pamelabramwell.com

