

**Remarks by Kirk J. Bradley  
Chairman, President and CEO  
Lee-Moore Oil Company  
To Land and Water Conservation Commission  
November 28, 2006 meeting**

- Thank for inviting me to be here and thank you for the work you are doing as members of this important Commission.
- At your last meeting, I understand that Representative Allen wondered out loud where members of the development community were. I'm not here today on behalf of all developers. But, I can tell you that there are a number of us who strongly support your efforts to significantly increase funding for land and water conservation in North Carolina because we believe the importance of Green Infrastructure.
- I believe clean waterways, wetlands, woodlands, wildlife habitats, parks, working farms and forests and other natural areas are as essential to economic development and quality of life as schools, roads and quality healthcare. We believe those natural features should be viewed as Green Infrastructure. And, Green Infrastructure should be on equal footing with gray or "built" infrastructure such as schools, roads, water and sewer facilities.
- Those developers that don't yet see the direct benefits of Green Infrastructure are still rules based. If community leaders set the framework, they will work within that. There are many examples across the country of Green Infrastructure requirements.
- Green Infrastructure has been proven to lead to higher property values and, therefore, greater tax revenues for local governments. In addition, well planned green infrastructure has also been shown to decrease the costs of other public infrastructure and services, including the costs for storm water management and water treatment systems.
- In my development career, I started with low-density, private amenity based communities. I have subsequently developed Traditional Neighborhood Development (TND) communities. The quality of life for the residents of TND neighborhoods such as Southern Village, Meadowmont and Governors Village is hard to miss when you visit them. They are excellent examples of efficient land use and seeing gray and green infrastructure work in concert.

- My conversion to the benefits of Green Infrastructure happened over time, but I was influenced by several things, among them:
  - “Green Infrastructure: Smart Conservation for the 21<sup>st</sup> Century” (The Conservation Fund: Mark A. Benedict and Edward T. McMahon May 2001).
  - Last Child in the Woods: Saving our Children from Nature-Deficit Disorder by Richard Louv
  - The concept of Sustainability or the “Triple Bottom Line”; Specifically Bill McDonough’s work with China and their land development plans.
  - The Rise of the Creative Class: ...and how it’s transforming work, leisure, community and everyday life by Richard Florida.
  
- The Land for Tomorrow proposal that was a catalyst for your consideration is a great start to improving North Carolina’s Green Infrastructure. It is based on an accumulation of plans done at the state, regional and local levels and specific priorities set by land and water conservation trust funds and agencies. The more specifics about how the funds from a bond issue would be used, the better.
  
- We are fortunate to have in place trust funds that are taking a close look at the needs and priorities for Green Infrastructure as are many local governments. This is a great foundation to build from.
  
- Green Infrastructure planning and implementation needs to be an ongoing process. I was pleased to learn that Secretary Ross is undertaking to develop a statewide greenprint. That is a logical outgrowth for someone who became a national leader with his efforts to plan and implement greenways. When he started such an idea was revolutionary and controversial. Now every community in the State is hard at work trying to build greenways. The same should be true for all green infrastructure planning and investments.
  
- Finally there is the issue of money. I urge you to be bold in the tradition of earlier General Assemblies who undertook major infrastructure improvements in the face of difficult economic and financial conditions. The General Assembly that brought North Carolina “The Good Roads State”, the UNC System, the Community College System and the Research Triangle Park should now look to expand our State’s Green Infrastructure. The clock is truly ticking for these vanishing resources. By the time the General Assembly convenes in January nearly 50,000 acres of North Carolina farm and forestlands in North Carolina will have been converted to other uses. The time for action is now.
  
- Again, thank you for allowing me the time to make these remarks and for the hard work you are doing.