

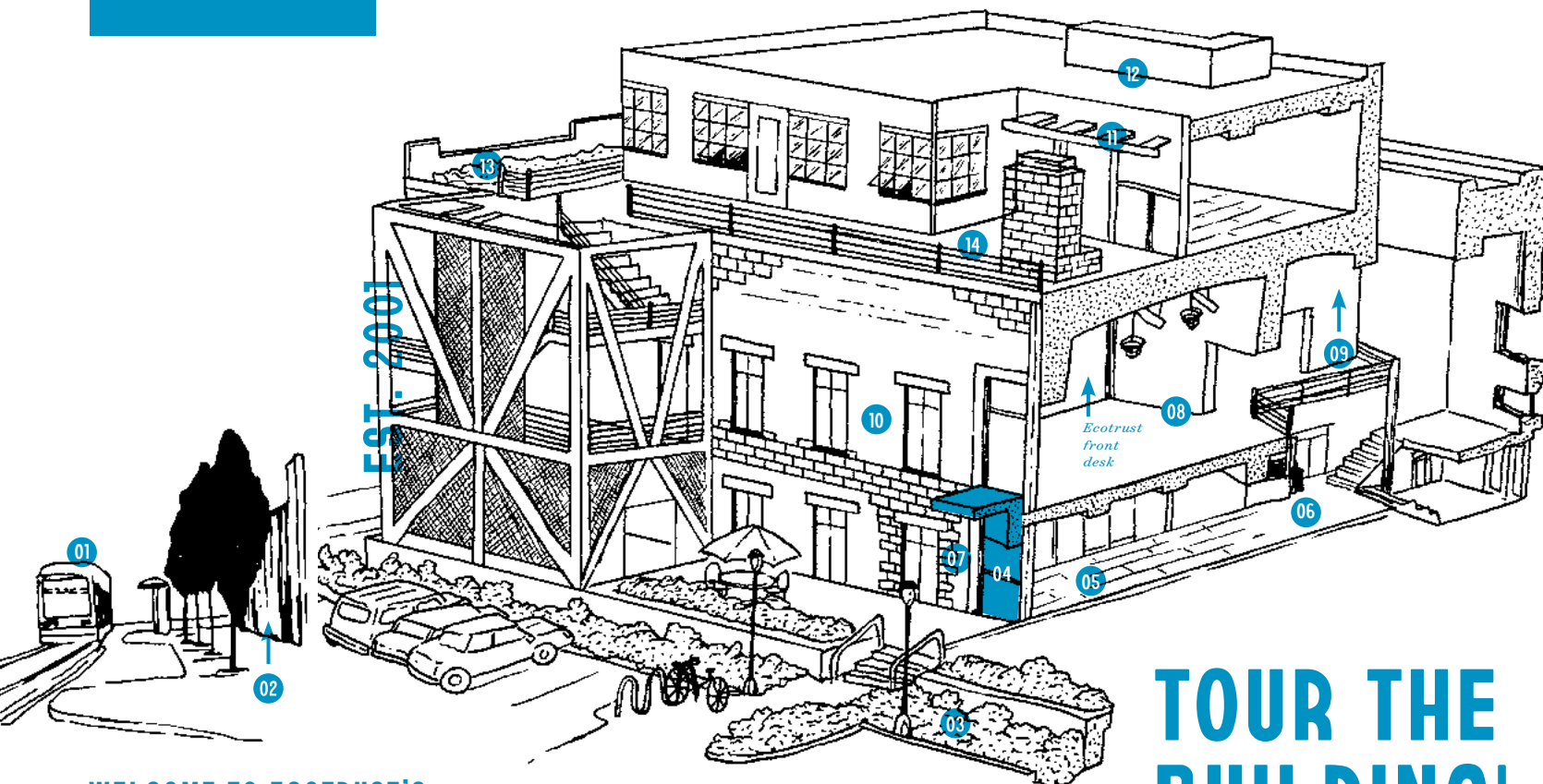
Ecotrust

FIELD GUIDE

A self-guided tour



Our building shortly after it was built around 1900



WELCOME TO ECOTRUST'S JEAN VOLLUM NATURAL CAPITAL CENTER

Established as Ecotrust's headquarters in 2001, this building where you are standing is a marketplace for innovation, inspiration, and fresh thinking. This 1890s warehouse, originally designed to distribute the goods of an industrial economy, has been transformed into a place where we work to build business as a force for good and drive radical practical change toward economic opportunity, social equity, and environmental well-being. Come in and explore.



WHO IS JEAN VOLLUM?

A philanthropist and early Ecotrust board member, Jean Vollum made a critical gift that allowed us to purchase the entire block where the Natural Capital Center sits today. Jean and her husband Howard were regular supporters of the arts, scientific research, and environmental conservation efforts throughout the region.

Radical Practical

▲ During this building's renovation, we found graffiti dated May 14, 1913 painted across many basement beams. The lettering above is in the style of that century-old graffiti. "Drive radical, practical change" is a core value of Ecotrust.



WHOSE LAND?

The Natural Capital Center sits on land originally inhabited by the Clackamas, Cowlitz, and Chinook people. At Ecotrust, we recognize that our headquarters sit on stolen land and work to actively confront the destructive legacy of colonialism and the deep inequities of this place with radical, practical change.

WHAT'S IN A BUILDING?

In the late 1990s, Ecotrust's founder, Spencer B. Beebe, was looking for a home for the growing nonprofit. Upon hearing that a full city block in Portland's Pearl District was up for sale, he took a look at the crumbling parapets of the historic McCracken warehouse and saw the organization's future home. Thanks to a generous gift from philanthropist Jean Vollum, we purchased the building in 1998 and commenced a radical restoration, pursuing the first LEED-certified historic renovation in the nation. Three years later, we saw our vision realized. We are proud to call this building home.

WHAT IS NATURAL CAPITAL?

Natural capital includes the many goods and services provided by nature—such as clean air, clean water, healthy soil, and habitat for wildlife. We believe resilient natural systems are key measures of prosperity for communities, economies, and environments. For example, here in the Pacific Northwest, salmon are a regionally critical species. Salmon's health and well-being contribute to and mirror the vitality of the region as a whole—from the availability of clean water to the strength of coastal economies and the accessibility of indigenous first foods.

TOUR THE BUILDING!

- 01 Go by bus/streetcar/bike
- 02 Remnant wall
- 03 Bioswales
- 04 A living laboratory *10th Ave. entrance*
- 05 More than a floor
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- 07 A first
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01 GO BY BUS/STREETCAR/BIKE

The Natural Capital Center is ringed by a myriad of public transportation options, including the Portland Streetcar, with a stop on the corner of 10th and Johnson. Union Station—the city’s only Amtrak stop—is just blocks away. We encourage alternative transportation—there are 75 bike parking spaces for our tenants and an additional 20 for visitors. We also provide locker rooms and showers for our tenants who bike commute.

02 REMNANT WALL

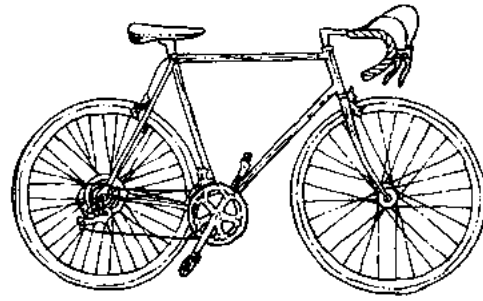
The original McCracken warehouse once covered an entire city block. The remnant wall between the parking lot and the 10th Avenue streetcar stop is what remains, and you can still see the fire-scarred outlines of the original roofline on the brick.

03 BIOSWALES

Permeable surfaces are a key part of landscaping with nature in mind. The native plants in our bioswales help process rainwater from our building and clean it on its way to the Willamette River.

04 A LIVING LABORATORY

A mix of large, open spaces and comfortable nooks provide ample opportunity for our tenants and guests to interact



spontaneously, test new ideas, or hunker down for some deep thinking. Our building hosts hundreds of events every year and has welcomed more than five million visitors since the doors opened for the first time.

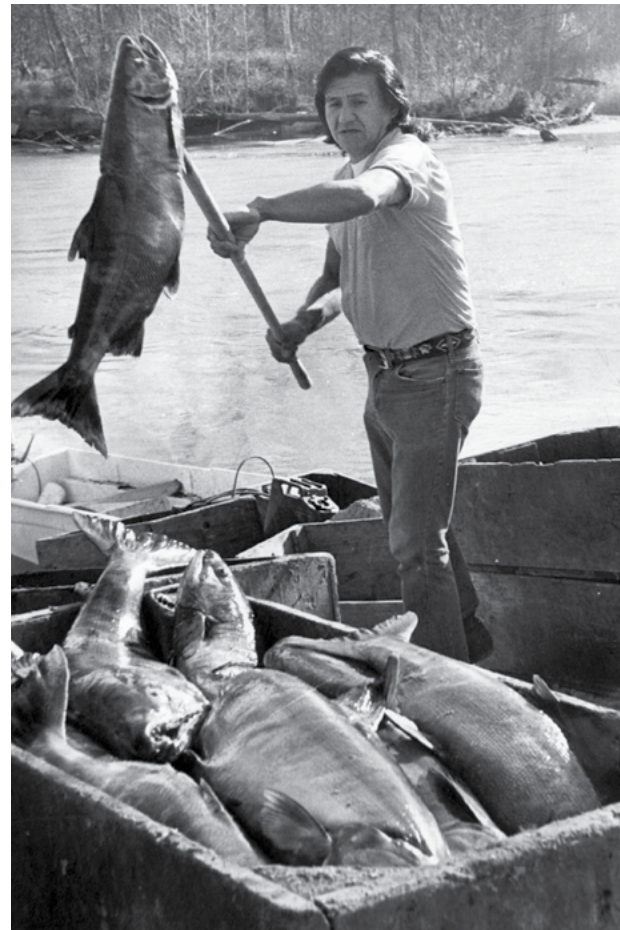
05 MORE THAN A FLOOR

Not only beautiful, the original floorboards of our atrium are also a reminder of our region’s once-mighty stands of old-growth Douglas-fir. The coastal temperate rain forest is sometimes called the “forest that salmon built” for the myriad of species—plants and animals—whose life cycles rely on this keystone species.

06 A LOOK INTO THE PAST

You can still see some elements of the building’s original use on the first floor—from the metal frame of the old warehouse scale embedded in the floor to the iconic brick archways. Situated between two freight yards, the McCracken warehouse was designed to accommodate teams of horses to come through the building.

We also saved artifacts like the old Rapid Transfer & Storage building sign, hanging in our interior stairway. Rapid Transfer & Storage, a trucking company, purchased the warehouse in 1941. The blue diamond numbers and locations “La Grande, Pendleton, and Lebanon” painted on the west-facing exterior of our building are from that era.



▲ Billy Frank, Jr. fishing on the Nisqually River in 1973. “You have to give a lifetime to what I’m talking about. You can’t just be here today and gone tomorrow. You have to tell this story of change continually for the rest of your life.” —Billy Frank, Jr.

Thank you to the Northwest Indian Fisheries Commission for sharing this image with us.

07 A FIRST

The Natural Capital Center was the first LEED Gold-certified historic renovation in the nation. You can see our plaque by the entrance off 10th Avenue. During reconstruction, most building materials were brought from within five miles of the building. In addition, 98 percent of all construction debris were reused, recycled, or reclaimed, which set a record for the City of Portland at the time.

08 HEAVY LIFTING

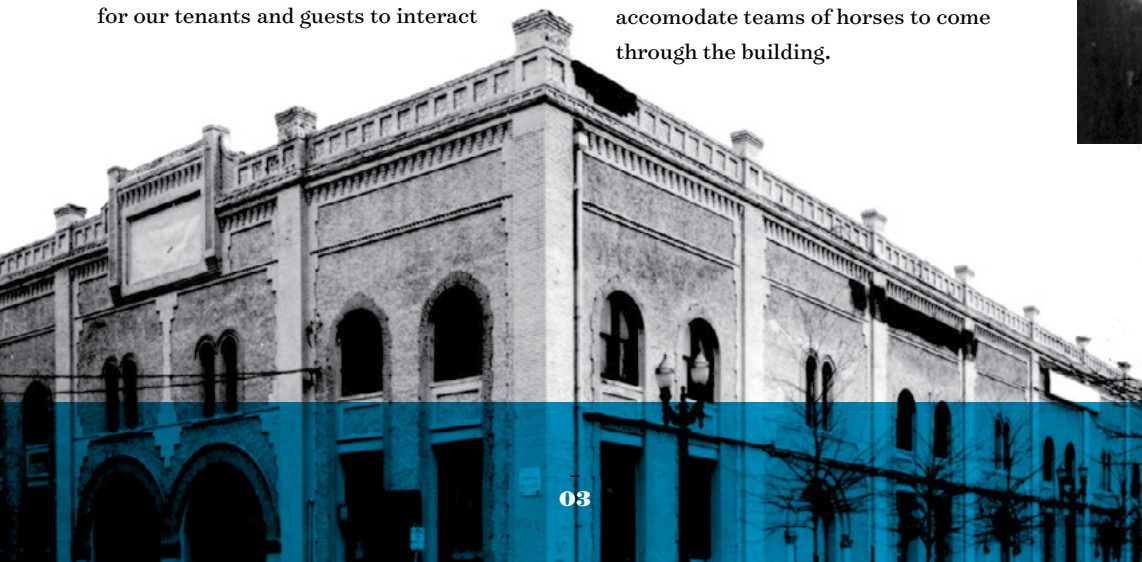
We repurposed an old gear from the building’s historic freight elevator as a coffee table outside Ecotrust’s offices. You’ll also find pulleys that originally supported the sliding warehouse doors and other found objects embedded in our front desk.

09 LET THE SUN SHINE IN

Look up! The large skylight you see here is part of the building’s passive lighting system. Daylight is available in about 75 percent of indoor spaces, which is a critical part of the building’s LEED Gold certification.

10 MODERN HERO

The Billy Frank, Jr. Conference Room is named for the Nisqually tribal leader and 2003 Indigenous Leadership Honoree from Olympia, Washington, who was one of the most effective voices for clean water, flourishing salmon populations, and collaboration. In the 1960s and ‘70s, Billy Frank, Jr. was arrested more than 50 times in the fight to protect treaty rights. His activism led to the transformative 1974 Boldt decision, which upheld Washington tribes’ right to fish in all usual and accustomed places.



11 A BUILDING LIVES ON

The third floor addition was built with posts and beams from the deconstruction of a neighboring building. This reclaimed wood was also used for doors, trim, furniture, and railings—saving money and materials while providing beautiful, high-quality wood.

12 SUN-POWERED

Whether through solar panels on our roof or the natural rays from our central skylight, our building works to harness as much natural energy as possible. About 10 percent of the building's power comes from the solar array on our roof. The rest of the building is powered with renewable energy, courtesy of Portland General Electric.

13 URBAN GREENPRINT

All of the concrete and asphalt in cities can make them heat sinks, which is one reason we installed a green roof on the Natural Capital Center—plants act as a natural air conditioner. Our green roof also helps filter rainwater before it reaches the ground.



▲ The solar array on our roof. *Dan Tyrpak*

14 A LANDSCAPE EVOLVES

Take a look out at the neighborhood.

Most of what you see wasn't here when we moved in. In fact, ours is only one of five office buildings built before 1900 in downtown Portland.

From here, it's easy to see that what is now one building used to be an entire block of warehouse space, flanked on the east side by railroad, and several bays where goods could be delivered. The westside remnant wall remains as testament to the scale of the old McCracken warehouse. As the landscape continues to evolve, we'll soon see a new development replace the current U.S. Post Office facility across 9th Avenue.



▲ Aerial view of the Pearl District, 1964. The blue arrow points out the Ecotrust building. *City of Portland Archives*

LIKE A HEALTHY
ECOSYSTEM, OUR
BUILDING COMBINES
DENSITY, DIVERSITY,
& CONNECTEDNESS
TO MAKE SOMETHING
GREATER THAN THE
SUM OF ITS PARTS.

—Spencer B. Beebe, Ecotrust founder



ABOUT ECOTRUST

Ecotrust creates and accelerates triple-bottom-line innovations to benefit our region and inspire the world. On the farm, at the coast, in the forest, and across our cities, we work in partnership towards an equitable, prosperous, climate-smart future. Our home is Salmon Nation, the region from California to Alaska that holds productive lands and determined people. We recognize the legacy of colonialism and the deep inequities of this place, and we believe that radical, practical change is possible and necessary. Since 1991, we have created durable change and sparked ideas across the globe. Join us. Learn more at ecotrust.org and follow us [@ecotrust](https://twitter.com/ecotrust).

HOST YOUR NEXT EVENT AT THE NATURAL CAPITAL CENTER

We believe in the power of convening. The Natural Capital Center's community gathering spaces offer a place to hatch your next big idea, build new partnerships, explore what matters to you, dance, feast, and celebrate any occasion. When you host your event here, you support our nonprofit work to build a new economy that holds people and nature at its heart. Take your pick—the Billy Frank, Jr. Conference Center, Irving Street Studio, and our rooftop terrace stand ready to provide the backdrop for your next meaningful engagement. Get in touch at events@ecotrust.org.

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721 NW 9th Avenue, Portland, OR, 97209

Illustrations by Heldáy de la Cruz