

# *David Brower* Center

*Because the Environmental Movement  
Deserves a Permanent Home*

## *Positive Action Begins Here*

The David Brower Center will be a home for the 21st century environmental movement. Under one roof in the heart of Berkeley, activists, business people, students, and visitors from around the world will meet, eat, exchange ideas, and work toward a just and ecologically sustainable society.

This place for progressive citizenship will be unprecedented—and its impact is critical. In this era of “virtual communities,” activists need a real place to call their own. And in this age of short-term thinking, the social change movement needs a place that’s built to serve for generations.

“Whatever you can, or dream you can, begin it. Boldness has genius, power, and magic in it.”

— Goethe

Cover photo of David Brower  
photograph: Arthur Schatz, 1966

## *A Real Place Makes a Real Difference*

Environmentalism is no longer a grab bag of single issues or a succession of one-time campaigns. It is now a collection of long-term efforts to preserve and sustain life in all its forms, from wilderness and farmland to human dignity and urban health. When these various efforts converge and interact at the Brower Center, they will better serve our planet.

In one “green” building in downtown Berkeley, the Brower Center will inform, connect, and inspire people in a lively and convivial community. On the ground floor, an organic café, an art gallery, a theater, and eco-friendly retailers such as Patagonia will attract the public. In the three floors above, offices large and small will house progressive for-profits and scrappy non-profits, including Earth Island Institute, whose myriad action projects carry on Brower’s legacy; the Center for Ecoliteracy, whose curriculum integration between gardens and school lunchrooms at The Edible Schoolyard led to its Rethinking School Lunch Project; and Rainforest Action Network, which has enjoyed remarkable success persuading lumber companies to stop plundering old-growth forests and the world’s largest banks to act more responsibly.

Day and night, the Brower Center will pulse with activity. Activists from around the world will hold major conferences here. Local gardeners will hold small permaculture classes. Tenants and visitors will mingle in the atrium and enjoy meals in the café. Soon, this center will be a global catalyst for progressive thought and positive action.

“ We do not inherit the Earth from our fathers. We are borrowing it from our children.”

— David Brower



David Brower climbing in  
Pinnacles National Monument  
photographer unknown, 1934



David Brower at the  
Golden Gate Bridge  
photographer unknown, 1982

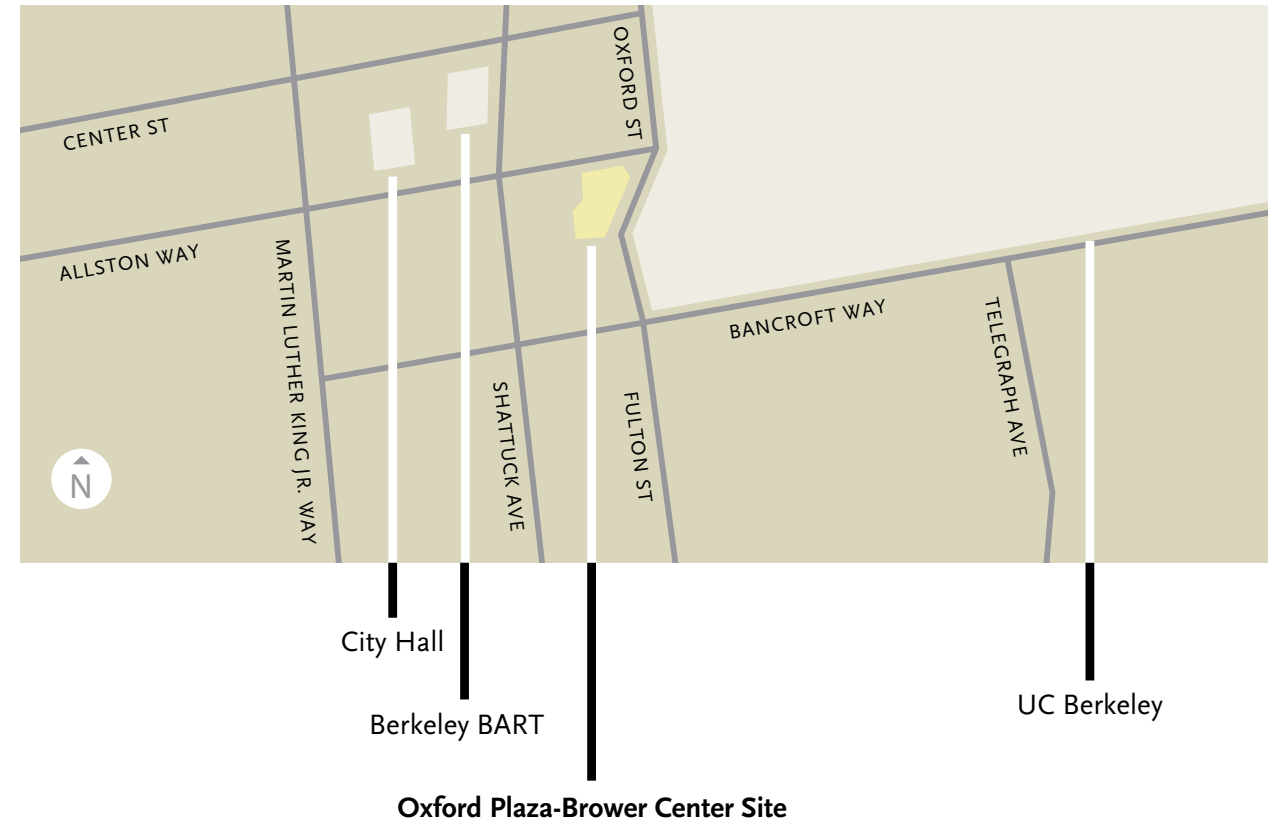
## The Location

The heart of Berkeley is the best possible place for the Brower Center. We're across the street from the University of California, well served by public transit, and at the epicenter of an area that celebrates progressive thought and action.

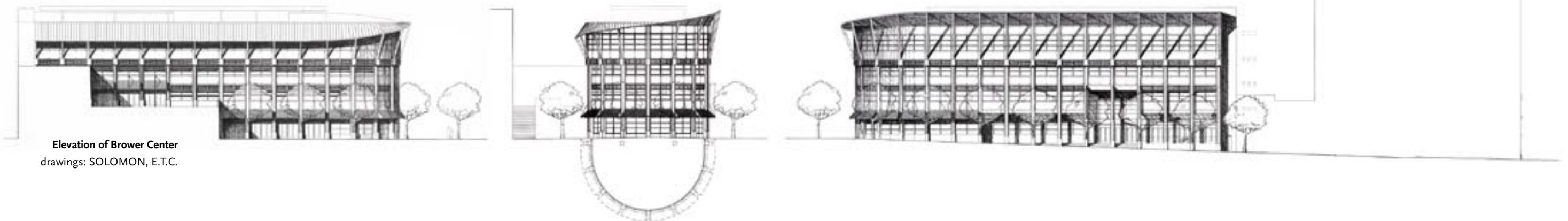
Long known for social change, downtown Berkeley attracts a diverse population of students, residents, workers, and international visitors. We at the Brower Center have already forged ties with UC Berkeley's Haas School of Business, Graduate School of Journalism, Energy & Resources Group, and Bancroft Library, which houses David Brower's archives. Brower Center tenants will enjoy access to the university's vast resources while offering excellent opportunities for students to get involved with real-world environmental activism.

*"Imaginations shared invite collaboration, and collaboration creates community."*

— Terry Tempest Williams



- Next to UC Berkeley campus and its more than 33,000 students
- Near AC Transit and central Berkeley BART station
- Twenty minutes from San Francisco
- Two blocks from Berkeley High School and its 3,200 students
- Part of the Oxford Street revitalization that includes nearby hotel/conference center, modern art museum, and anthropology museum
- Supported by local officials, business community, and civic institutions



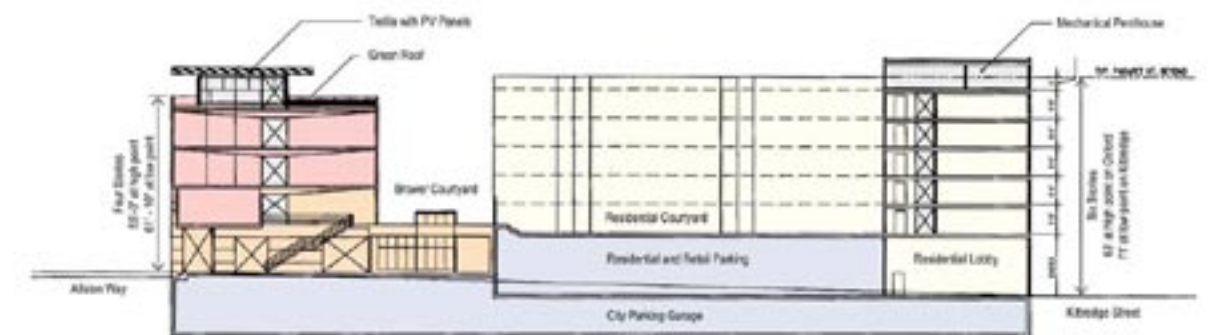
## The Building

With 53,000 square feet of useful and inviting space, the Brower Center will be a home for activists and a magnet for visitors. The 200-seat theatre, with top-notch audio-visual capabilities, will make an inviting forum for films and lectures. The art gallery will show exhibits related to environmental campaigns. The various meeting rooms will accommodate conference breakout sessions. The café, created with the help of chef and restaurateur Alice Waters, will serve lunches and dinners made with foods from local and sustainable sources. And any nonprofit organization—not just office tenants—can rent the auditorium, meeting rooms, and other facilities at affordable rates, so the Brower Center will soon become the Northern California hub for progressive activities of all sorts.

In addition to facilitating organized gatherings, the building’s layout also invites the chance encounters that spark fresh ideas. Common areas such as the rooftop, atrium, and second-floor courtyard will be ripe settings for conversation collaboration among tenants, and long community tables in the café will encourage interaction among regulars and visitors alike. And the café will lead directly into the gallery, inviting people to wander and visit before, during, and after meals.



With its narrow floor plate, the center can reconfigure its 35,000 square feet of office space to suit changing needs. This ability to adapt will keep the Brower Center vital for decades—or even centuries. This long-term vision is part of our plan, because we realize that change takes place over generations. The facilities will be self-sustaining and will eventually generate a profit, thereby building financial security for the Brower Center as a resource for the environmental movement.



Brower Center, Oxford Plaza  
drawings: SOLOMON, E.T.C.

## Green Design

Green from the ground up, the Brower Center will be a powerful model for the construction industry—a business sector that accounts for 40 percent of U.S. energy and material flows. From the power saved through natural lighting to the trees saved through the use of recycled building materials, the center will make as light a footprint on the Earth as possible, taking into account the true life-cycle costs of building construction, operation, and maintenance.

The center will set specific targets and benchmarks for environmental efficiency through all phases of construction and operation. As a result, the building is expected to attain the highest possible LEED (the U.S. Green Building Council's Leadership in Energy and Environmental Design program) rating.

- Photovoltaic roof panels produce clean electrical energy
- Special windows increase light but deflect glare
- Construction with sustainable, nontoxic, and often salvaged material curbs waste
- Natural light and a clean environment ensure better worker health and productivity
- City Car Share, public transit, bicycle commuting, and alternative and high-efficiency fuel vehicles help reduce pollution



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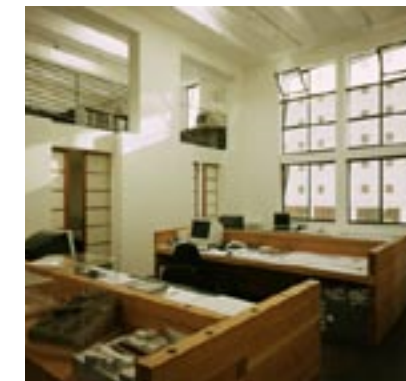
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“ We shape our buildings and afterwards our buildings shape us.”

— Winston Churchill

1. Photovoltaic Panels
2. Recycled/Reclaimed/Non-Toxic Materials
3. Green Roof  
Chicago City Hall; McDonough & Partners
4. High Performance Building Envelopes  
White Rock B.C.; Busby & Associates
5. Daylighting and Natural Ventilation  
Solomon E.T.C. Office
6. Sunshades  
University of Nottingham; Michael Hopkins

## Building Usage - Street Level

### Café

- Cooking classes
- Lunch meetings
- Local food tastings
- Organic wine tastings
- Fair trade coffee tastings
- Long tables for making new acquaintances
- Showcase for local sustainable agriculture



### Gallery

- Photo essays tied to the launch of books, films, or campaigns
- Artist and author receptions
- Youth environmental art festival
- Art auctions
- Art shows
- Rotating exhibits on green technology



### Auditorium

- Film festivals
- Speaker series
- Panel discussions
- Concerts
- Brower Youth Awards
- Forums and lectures



## Building Usage - Upper Floors

### Offices

- International headquarters for leading organizations
- Affordable space for small nonprofits
- New campaigns
- Research projects
- Strategy sessions



### Meeting Rooms

- Board meetings
- Press conferences
- Environmental leadership trainings
- Courses on renewable energy, permaculture, and green building
- Video conferences with groups around the world



### Common Spaces

- Rooftop receptions
- Green building tours
- Outdoor dining in the courtyard
- Tenant exhibits in the atrium



## People

### **David Brower Center Development Team**

The people and outfits below bring a full spectrum of expertise to the design and execution of the Brower Center.

**Architect Dan Solomon (Solomon E.T.C. – WRT)** is known as the “Dean of New Urbanism.” Residential architecture and the interaction between housing and urban design have been the main focus of his work.

**Equity Community Builders** developed the Thoreau Center for Sustainability in the San Francisco Presidio and is currently developing Fort Baker on the north side of the Golden Gate Bridge as a retreat and conference center.

**Loisos and Ubbelohode** is an internationally recognized green architecture consulting firm.

**Resources for Community Development** is a Berkeley-based affordable housing developer.

**David Brower Center** is the non-profit organization formed to realize the vision of the center.

**Swinerton Builders** is California’s largest contractor and has a division devoted to green building and sustainable design.

**Tipping Mar & Associates** is a Berkeley-based structural engineering firm.

**City of Berkeley**

### **The Board**

In 2001, the David R. Brower Corporation, a tax-exempt 501(c)(3) charitable organization, was formed for the exclusive purpose of planning, building, and operating the David Brower Center. Our founding board members are:

**Peter K. Buckley, President:** Co-Founder of the Center for Ecoliteracy. Formerly CEO of Esprit-Europe and Esprit-International

**Randall Hayes, Secretary:** President, founder of Rainforest Action Network

**John A. Knox, Treasurer:** co-Executive Director of Earth Island Institute

**Ken Brower:** Author, son of David R. Brower

**David Phillips:** co-Executive Director of Earth Island Institute

The current Board will take the project through the conceptual and planning phases, up to the point where site control is acquired. Upon successful completion of that phase the Board will recruit new members to increase the diversity and skills necessary to raise funds for, build, and operate the Brower Center.

“Social change takes time. Communities are built on the practice of patience and imagination—the belief that we are here for the duration and will take care of our relations in times of both drought and abundance.”

— Terry Tempest Williams

## Business Plan: Summary of Project Costs and Financing

Construction cost estimates have been prepared by Swinerton Builders based on design and engineering documents prepared by Solomon, ETC and their team of engineers and consultants. Funding sources have been identified to complete the project as indicated in the following summary of project costs and financing:

	Brower Center	Housing	Retail	Total
<b>Project Costs</b>				
Share of Land/Public Parking Cost	1,579,218	1,866,909	1,339,091	4,785,218
Development Cost	17,379,228	23,420,407	1,860,909	42,660,544
<b>Total Project Cost</b>	<b>18,958,445</b>	<b>25,287,316</b>	<b>3,200,000</b>	<b>47,445,761</b>
<b>Project Financing</b>				
<b>Brower Center</b>				
Bank and PRI Loans	7,535,634			7,535,634
New Market Tax Credits	4,000,000			4,000,000
Charitable Contributions/Investments	7,422,812			7,422,812
<b>Housing</b>				
Tax Exempt Bonds		5,230,100		5,230,100
Housing Trust Fund		2,500,000		2,500,000
MHP, AHP, HOPWA, Grants		7,803,214		7,803,214
4% Tax Credit Equity		9,754,002		9,754,002
<b>Retail</b>				
CDE Loan			2,558,872	2,558,872
New Market Tax Credits			641,128	641,128
<b>Total Financing</b>	<b>18,958,445</b>	<b>25,287,316</b>	<b>3,200,000</b>	<b>47,445,761</b>

## **David Brower, 1912-2000: Berkeley's Environmental Pioneer**

When David R. Brower died at his home in Berkeley, California, in late 2000, the world lost an irreplaceable leader. Eighty-eight years of courageous, contentious, and joyful activism made Brower one of the most successful environmental advocates the Earth has ever known.

Considered by many to be the father of the modern environmental movement, the Berkeley native followed in the footsteps of John Muir, the man who founded the Sierra Club, Brower led the Sierra Club to new levels of achievement and success in the 1950s and 60s. With a vision and influence unequalled in the last century Brower created a legacy of activism that made the environmental movement not only a part of our day-to-day lives, but a way for us to engage the world around us as an interconnected, integrated whole.

Like the redwoods he fought to protect, Brower's achievements became landmarks. Beginning his career as a world-class mountaineer with over 70 first ascents to his credit, Brower served as the first executive director of the Sierra Club from 1952 to 1969. Under his leadership, the Club's membership expanded tenfold, from 7,000 to 70,000 members, becoming the nation's leading environmental membership organization.

*"Calling David Brower an important environmental activist is like calling Hamlet an important member of the Danish royal court. Brower invented modern American environmental activism"*

*—John Nielsen, National Public Radio*



**David Brower and Ansel Adams**  
photographer unknown



**First Ascent,  
Shiprock, New Mexico**  
photograph: John Dyer, 1939

Brower later founded Friends of the Earth, a worldwide environmental network now active in 52 countries, and co-founded the League of Conservation Voters, the nation's most influential environmental political action group. In 1982, Brower founded Earth Island Institute, an incubator organization that fosters and supports activist projects around the world.

David Brower successfully fought to stop dams in Dinosaur National Monument and in Grand Canyon National Park. He led campaigns to establish ten new national parks and seashores, including Point Reyes, the North Cascades, and the Redwoods. He was instrumental in gaining passage of the Wilderness Act of 1964, which protects millions of acres of public lands in pristine condition. While with the Sierra Club, he pioneered the use of media advocacy, including full-page newspaper ads to dramatically communicate conservation issues. He also initiated an aggressive publishing program that would produce over 70 major books—including oversize formats with stunning high-quality nature photographs—over his lifetime. Twice nominated for the Nobel Peace Prize, Brower was also instrumental in leading environmentalists to rethink their early support of nuclear power.

Yet most important of all, perhaps, was Brower's special genius as a teacher, advocate, communicator, and mentor. He had an unmatched talent for articulating what we were doing to our planet, and the urgent need for remedial action. Brower's message and vision led thousands of activists across three generations to put the Earth first.



David Brower and President Johnson  
photographer unknown, 1964

You do not have to be good.  
You do not have to walk on your knees  
for a hundred miles through the desert repenting.  
You only have to let the soft animal of your body  
love what it loves.

Tell me about despair, yours, and I will tell you mine.  
Meanwhile the world goes on.  
Meanwhile the sun and the clear pebbles of the rain  
are moving across the landscapes,  
over the prairies and the deep trees,  
the mountains and the rivers.  
Meanwhile the wild geese, high in the clean blue air,  
are heading home again.

Whoever you are, no matter how lonely,  
the world offers itself to your imagination,  
calls to you like the wild geese, harsh and exciting—  
over and over announcing your place  
in the family of things.

Mary Oliver – Wild Geese (Dream Work 1986)

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