

SANTA CRUZ COUNTY
INDUSTRY GENERAL
1990
2000

Borland's 'East-meets-

West' design



Dan Coyro/Sentinel photos

World-renowned architect Kevin Roche designed the Borland International office building.

REFERENCE

New grounds include waterfalls, tennis courts and a whole lot more

By **MAY WONG**
Sentinel staff writer

SCOTTS VALLEY — The migration of some 1,000 Borland International Inc. employees into a new 495,000-square-foot office building off Highway 17 has begun.

About 300 employees of the software manufacturer will begin working there Monday. Seven hundred more are expected to move into the \$72 million corporate headquarters by mid-October. An official ribbon-cutting ceremony is scheduled for Oct. 22, and an open house is set for Oct. 30.

After two years of a shrinking market share that led to layoffs eight months ago of 15 percent of the company's work force, the move ushers in what employees view as a positive step.

"The company has been through a lot of changes, and I think this will be a real morale boost for people who have

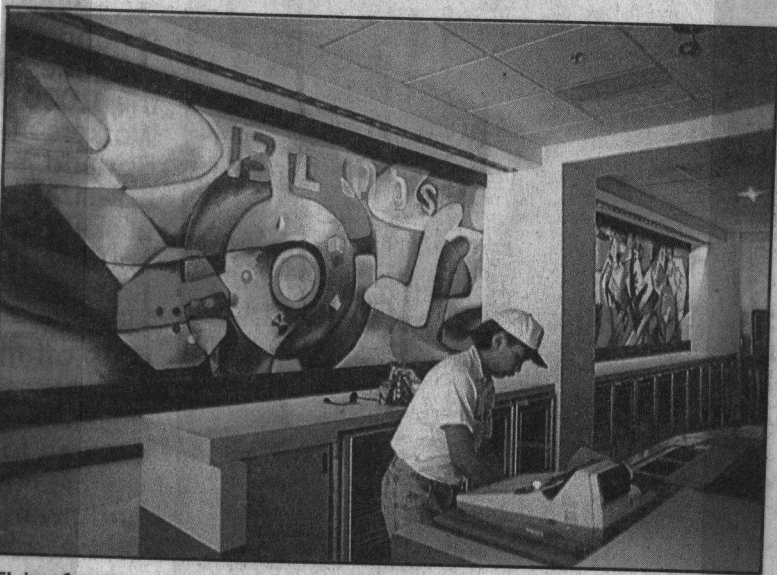
worked hard for a long time," said Kelsey Selander, Borland's vice president of marketing.

Despite financial troubles and falling stock prices, Borland forged ahead with the construction of the 3½-story headquarters on the former Santa's Village site, paying cash for building costs.

The nation's fifth-largest personal computer software company and the largest employer in Scotts Valley, Borland set out to create an environment that will enhance worker productivity.

Beyond the sprawling glass and concrete facade that Highway 17 commuters whiz by at 60-plus mph lies a peaceful, garden campus with a Japanese Koi pond, a man-made lake with a meandering stream, two waterfalls, a lush green amphitheater, a jogging path within a ring of fledgling redwoods, a soon-to-be completed softball and soccer field, two ten-

Please see BORLAND — A2



This fresco, located in the bistro of the new building, depicts milestones and new products developed during Borland International's history.

Continued from Page A1

nis courts, a 25-meter swimming pool and jacuzzi.

The U-shaped structure reveals pagoda-style awnings that shade second and third-floor exterior walkways. Wisteria makes its way up trellises to the awnings.

Atriums with sunlight pouring in from third-floor courtyards divide each of the seven modules that make up the main building.

Inside, cubicle dividers are covered with material patterned after Japanese-style floor mats. Soft lighting with Japanese screens flank the interior walkways with carpeting color-coded to each module.

It's an "East-meets-West" design by world-renowned architect Kevin Roche, who studied with Mies van der Rohe and Eero Saarinen.

Philippe Kahn, who founded Borland in Scotts Valley in 1983, chose Roche after seeing a building he designed outside Paris. Roche, who was awarded architecture's highest honor in January — the American Institute of Architecture Gold Medal — also designed the Oakland Museum and additions to the Metropolitan Museum of Art in New York.

The new Borland campus represents "the tranquility of creating software," said Linda Gilcrest, the company's director of facilities development who has managed the project since its infancy three years ago.

It also represents some welcome good news.

In the last two years, the \$464 million-a-year company, with 1,900 employees worldwide, has seen its stock plummet as it battled Microsoft Corp. in the software market and in court. Borland stock peaked 20 months ago in the mid-\$80 range. Friday, it closed at \$18.

The company reported a \$110 million loss for the year ended March 1992. In the three months ended Dec. 31, it reported a net loss of \$61 million.

The company also is in the midst of a controversial trade secrets theft case, in which a former executive has been accused of turning Borland secrets over to the presi-

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dent of Symantec Corp.

But the company has returned to profitability in its two most recent quarters, and released last week new versions of Quattro Pro for Windows and DOS, hoping to build its market share of spreadsheet programs.

"Things have been picking up, and it's great to add to that momentum with moving into the new campus," said Margaret Cuevas, a communications specialist for Borland. "It's great that Borland's bouncing back, and this is a great way to celebrate."

The new headquarters will consolidate operations that currently are spread out in 11 separate buildings in Scotts Valley. Borland owns only two of those buildings, both on Green Hills Road.

Most of the 1,100 employees who work in Scotts Valley will relocate, although some in the manufacturing and distribution divisions will stay where they are.

The move means days of company meetings at the local roller-skating rink are gone. Now the quarterly meetings will be conducted in the amphitheater, Gilcrest said.

Employees won't have to spend countless hours "driving all over town to get to each other," she said.

Time will be saved in other ways, too.

A full-service 24-hour fitness center will be available for use by Borland employees and their families. Six full-time workers, not counting aerobics instructors, will manage the center, which features a gymnasium for full-court basket-

ball, a racquetball and squash court, a weight room, a sauna, locker rooms, and dozens of stationary bicycles and muscle-toning equipment.

Around the bend from the cafeteria and a bistro that will double as a sports bar is a convenience store complete with birthday cards and miniature dinosaurs. There's even a place for video rentals, film developing, and dry cleaning services.

No wonder employees at Borland are enthusiastic.

"It's a much nicer place," said Eli Boling, a staff engineer who will be moving into one of the third-floor offices reserved for R&D personnel.

"It's very different. I can't believe that there's going to be anything but a positive impact on the employees," he said. "It's definitely going to get people jazzed up."

Borland bought the 33-acre site from the city in 1990 for \$15.1 million. Construction started in December 1991. The project was to include two phases: the main building and a smaller one, together accommodating 2,400 employees.

Company officials say phase two has been put off for now. The Polo Ranch site, an adjacent 115 acres that Borland bought in 1991 for \$8.1 million, will be used when future expansion is needed.

Because of concerns over increased traffic in the neighborhood, city officials required several road improvements, including new traffic signals at the intersection of Granite Creek and Santa's Village roads and a new on-and off-ramp for Highway 17. Those projects were completed earlier this month.

Last fall, a sound wall was built after neighbors complained about construction noise.

Gilcrest said she's very excited the headquarters is opening.

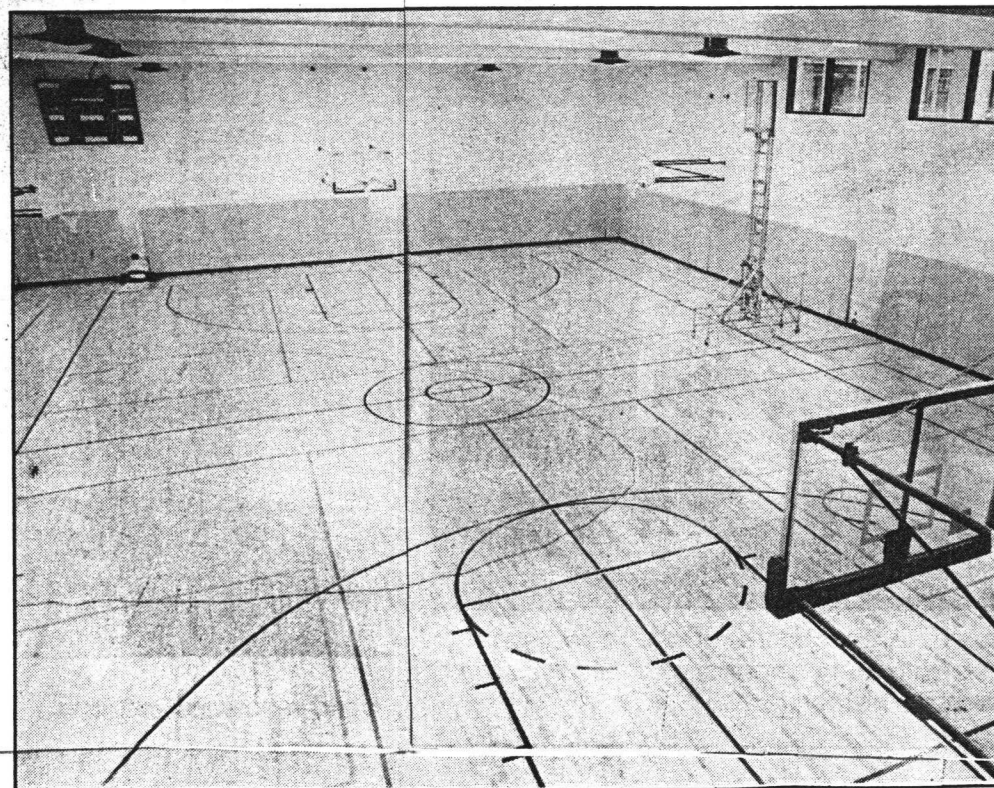
"But there's a combination of feelings: everyone's exhausted and everyone's elated," she said.

City officials are pleased also. "We already have the name of Silicon Glen," said Scotts Valley Mayor Gina Koshland. "I think (the Borland headquarters) punctuates that nomenclature."



Dan Coyro/Sentinel photo

With artificial lakes, waterfalls and redwoods outside its new headquarters in Scotts Valley, Borland officials hope nature will nurture software designers.



Among the amenities for the 1,000 workers at Borland is a full-size basketball court. Employees also can drop off film for developing, arrange for dry cleaning and even rent a video without leaving the 33-acre campus.