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Sent: Monday, September 20, 2021 10:29 PM
To: Ethan Parsons; Caja Johnson; Kristen Grubbs; sabelson@oraclinical.com; Jennifer Williams; Nancy Baker
Subject: Ora Corporation, Phases 1-3, Preliminary Personnel Estimates
Attachments: Projections, Ora Corporation Final.pdf

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Please find attached a report prepared by myself and Nancy Baker regarding a preliminary analysis of Ora Corporation daily personnel and parking spaces at 55 Waldingfield Road for all four development phases (1A, 1B, 2 & 3). The report is based upon information provided by Ora Corporation as well on documented references. Three scenarios are presented corresponding to varying levels of occupancy density.

The purpose of the report is to address the overall magnitude of the potential commercial development in a rural residential /agrarian environment and to inform decision making. The results indicate the potential for several hundred new and additional daily personnel traveling Waldingfield Road, at least twice each day. The impact to the character of the area is considerable and alarming. Such a dramatic divergence in land use is glaringly inappropriate, and the Planning Board needs to consider wisely how to proceed. There is no requirement that the Planning Board allow every allowance and exception to accommodate a development with such significant impacts. Similarly, there is no imperative for Ora Corporation to utilize all of the space that is permissible under the auspices of the Great Estate Bylaw. We encourage Ora Corporation to reconsider the scale and scope of Phases 2 and 3 so as to retain the rural character of the area. We recommend that Phases 2 and 3 be eliminated in their entirety.

Should you have any questions, please do not hesitate to contact us. We look forward to robust public discussion of all four development phases to allow for a full understanding of the overall scope and impact of the proposed corporate development.

Sincerely
Jack Whittier
35 Waldingfield Road

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Ora Corporation: Development Scenarios

55 Waldingfield Road

Jack Whittier and Nancy Baker

Summary

An initial analysis of Ora Corporation daily personnel occupancy and parking lot spaces at 55 Waldingfield Road is presented for the three proposed development phases in three density scenarios; (1) Low, (2) High, (3) Average. The results of the analysis indicate a large projected number of personnel, from 418 to 715 persons per day, accompanied by a large area dedicated to parking spaces, approximately 1.1 acres or ~3% of the total developable site. The magnitude of the numbers, not the actual values, are of great concern as the lowest values are truly large for a location that historically has zero commercial occupancy.

The analysis is notable for what is not included. No projections are included for daily truck traffic associated with running a corporate facility. Nor are there projections for corporate events that have been publicly disclosed such as hosting corporate clients, large corporate events, or equestrian functions beyond what is presently at the site.

With specific regard to parking spaces, there is insufficient information at this time to understand the impacts associated with full buildout. It is recommended the Planning Board address this issue in conjunction with the Conservation Commission.

It is difficult to comprehend the impacts of such a significant increase in intensity of use on the rural, agrarian character of Waldingfield Road and on its residents who have invested in our communities and homes with the expectation that zoning would protect the character of the neighborhood. The recommendation is to limit growth at the location, well below what is permissible under the auspices of the Great Estate Bylaw. The Ora Corporation, the Planning Board, and other interested parties are strongly encouraged to consider eliminating Phases 2 and 3 in their entirety as the size and scope are incompatible with the rural character of the area. The Great Estate Bylaw establishes limits and there is no inherent reason to fully develop the site to a limit.

Introduction

The purpose of this report is to illustrate for a better understanding the potential impacts of the proposed Ora Corporation development plans at 55 Waldingfield Road, Ipswich MA. Ora Corporation has submitted Special Permit applications to the Ipswich Planning Board for Phases 1A and 1B. Ora Corporation documents provided to the Planning Board indicate Phases 2 and 3 are also to be developed at a future and as yet unknown date. Because limited information has been provided by Ora Corporation to either the Planning Board and the public regarding Phases 2 and 3 beyond the identification of the floor area and notional locations for the new commercial construction that are being considered for each phase, this report expands on the later phases using accepted methodologies for projecting impacts of those future phases.

The additional square footage of commercial office space for Phases 2 and 3 is considerable. Ora Corporation indicates a combined 72,000 ft² of new commercial floor space. At present there is no commercial office space on Waldingfield Road and the area is entirely rural residential. The information

presented in the following paragraphs has been developed to begin an initial public discussion of the magnitude of the proposed development so as to foster comprehensive decision making. The intent is to shift the focus and public discussion from solely Phases 1A and 1B to consider the cumulative impacts of the corporate headquarters development. All of the development phases will have considerable impacts relative to the current site and rural character.

Analysis Approach

This assessment of the scope of the overall Ora Corporation development addresses two metrics: employees and parking spaces which are indicative of traffic impacts. Both are a function of floor space which has been provided by Ora Corporation. Using the number of employees and parking spaces with different scenarios allows varying levels of occupancy density to be established. By creating scenarios a range of future site conditions may be captured to elucidate the inherent uncertainties associated with predicting the future. In this fashion, order of magnitude impact elements are identified that help frame the possible actions to mitigate risks.

The first step in the analysis is to identify the building area and associated uses. As shown in Table 1, the full build out projected by Ora Corporation for all four phases is 104,781 ft². Over 50% of the development occurs in Phase 2.

Table 1. Ora Corporation, Proposed Building Area by Phase and Use¹

Category	Units	Value	% of Area	Use
Phase 1(a) and 1(b)	ft ²	32,781	31%	Office, equestrian, guest housing
Phase 2	ft ²	56,000	53%	Office
Phase 3	ft ²	16,000	15%	Health and mindfulness center
Total Area	ft ²	104,781		

Note: On September 9, 2021 Ora Corporation presented to the Ipswich Planning Board a PowerPoint slide that indicates 95,000 ft² for actual development. There is a discrepancy between the documents provided to the Ipswich Planning Board for public review and the presentation to the Ipswich Planning Board of approximately 10,000 ft². The value provided for public review, 104,781 ft², is used in the analysis.

The next step in the analysis is to create scenarios which reflect varying levels of employee / visitor density associated with the floor space and usage used as a proxy for traffic impacts. For Phases 1A and 1B Ora Corporation has provided estimates ranging from 35-50 personnel per day although in the public presentation to the Planning Board on September 9, 2021, CEO Stuart Abelson indicated up to 60 people per day. Ora Corporation has not put forward plans for ride sharing which leads to the assumption each person will arrive and depart in one car along with possible trips to local restaurants, doctor visits, or errands on a daily visit. Thus the additional traffic impacts will be more than twice the number of daily employees.

¹ Source: Ora Corporation drawings

And at this point Ora Corporation has not provided estimates of daily vehicular traffic associated with deliveries such as Amazon, FedEx, caterers, and other office-related supply activities. For this analysis the range of 30-50 people is used with the recognition this range is likely on the low side of actual usage particularly with respect to the daily truck traffic to service a corporate office.

For Phases 2 and 3 there is no Ora Corporation data on future office occupancy density, thus estimates on density were obtained from Internet-based sources.² Ora Corporation has indicated the health and mindfulness center is for use by Ora employees. There are likely only a limited number of additional employees who would be present to operate the facility. Ora Corporation personnel have stated the intent is to offer massage, personal trainer, and mindfulness services. For this analysis a conservative occupancy value of 5-10 additional daily employees is included.

With the floor area and occupancy / density values, different scenarios were created to provide a range of estimated total occupancy and parking spaces. Three base case scenarios were created as follows:

- Low Density
- High Density
- Average Density

Daily Personnel On-Site

The information provided in Figure 1 addresses each phase, building area, and occupancy by scenario. The same information is presented in tabular form in Table 2. For the total buildout of 55 Waldingfield Road, the estimated range is 418 to 755 people occupying the site on a daily basis. The average is 537 people per day. These estimates do not include daily commercial truck traffic to service a corporate facility nor do the estimates include additional personnel associated with a corporate function such as a retreat or seasonal party.

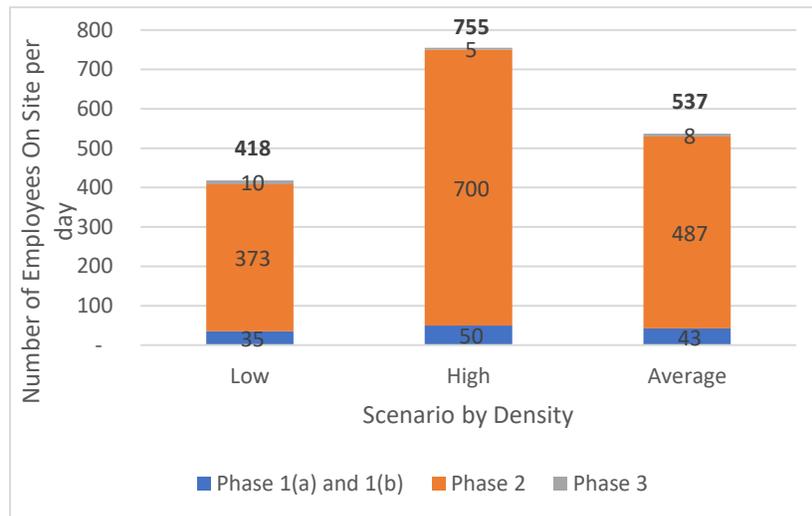


Figure 1. Personnel Daily Occupancy by Scenario

² <https://aquilacommercial.com/learning-center/how-much-office-space-need-calculator-per-person/>

Table 2. Personnel Daily Occupancy by Scenario

Phase 1(a) & 1(b)				
Category	Units	Value		
Total area	ft ²	32,781		
		Density		
Density		Low	High	Average
People	# persons/day	35	50	43
Phase 2, Office Building				
Category	Units	Value		
Office area	ft ²	56,000		
		Density, ft ² per person		
Density		Low	High	Average
High Density	ft ² /person	80	150	115
Average Density	ft ² /person	150	250	200
Spacious Density	ft ² /person	250	500	375
		No. of Ora Corporation People/day		
Scenario		Low	High	Average
High Density	# persons	700	373	487
Average Density	# persons	373	224	280
Spacious Density	# persons	224	112	149
Phase 3, Health and Mindfulness Center				
Category	Units	Value		
Area	ft ²	16,000		
		Low	High	Average
Estimate	# persons/day	5	10	8

Definitions:³

High Density (80 – 150 square feet per employee): Majority open seating with rows of small desks. May have a few private offices. Often seen in companies that house many different teams within the same space, as well as for sales, technology, coworking or customer support offices.

Average Density (150 – 250 square feet per employee): Mix of open cube or desk space and private offices. Traditional office layout.

Spacious (250 – 500 square feet per employee): Majority of the space consisting of large private offices. Historically seen in law firms.

³ Aquila Commercial, op. cit.

Ora Corporation representatives have indicated that remote work will be a corporate policy and thus not all personnel will be in the office on a daily basis. Ora Corporation has also indicated there will be retreats, visits by out-of-town guests, and functions such as corporate celebrations. With respect to the notion of continuing remote working, it is plausible to apply a percentage factor to the three scenarios to account for reduced daily occupancy. For this analysis it is assumed that office personnel will be at 55 Waldingfield three of five work days or 60% of the time. Thus the range of daily occupancy would be reduced to 251 – 453 people per day (see Table 3). While the information in Table 3 may reflect current sensibilities, particularly associated with COVID responses to office space, it is likely corporate practices will change over time and if there is available space then there is a motivation to use it.

Table 3 Projection of Ora Corporation Personnel Density by Scenario, 60% On-Site

Phase	Low	High	Average
1(a) and 1(b)	21	30	26
2	224	420	292
3	6	3	5
Total	251	453	322

Results, Parking Spaces

Ora Corporation has provided initial estimates of approximately 80 parking spaces for Phase 1A and 1B. This value, 80 parking spaces, is roughly equal to 2.5 parking spaces per thousand square feet. For the total projected buildout of 104,731 ft², this is equivalent to approximately 260 total parking spaces. The area required for parking is about 1.1 acres at 180 ft² per parking space which represents ~3% of the total developable area of the site.

For Phases 2 and 3 there is limited information on the square footage of the parking spaces, the access roadways and any visual plantings, lighting, or surface material. At present a pervious gravel is in place on the driveway and Ora Corporation has indicated the parking spaces in Phase 1A and 1B will continue to use a pervious surface. The nature of the parking space surface is of critical concern. A range of 10-15 % imperviousness is linked to significant damage to wetland resource areas. The existing buildings are already within the protected Riverfront Area (i.e., within 200 feet from the Ipswich River, measured perpendicular to the riverbank.) Additional paved surfaces, such as rooftops, roadways, and parking lots, increase the rate and volume of runoff, which will need to be managed to minimize erosion and sedimentation in the wetland resource area. There also is a concern regarding snow stockpiling and contaminated runoff from the parking areas into the Ipswich River. Ora Corporation would need to comply with the stormwater management standards applicable to the proposed development, but this issue should be considered fully before any parking areas are sited in order to minimize degradation of the river .

Ora Corporation has not yet addressed if there will be more lighting needed for the driveway and parking lots nor if there will be additional roadway access and egress to the parking areas. Similarly, it is not yet known whether the existing entry way will be modified to accommodate a higher volume of traffic accessing the site for Phases 2 and 3.

Conclusions

The scale of the project is insensitive to the historic character of Waldingfield Road. This report demonstrate hundreds of people will be traveling daily back and forth to the commercial site and will forever change the area, which is representative of Ipswich's rural history. The site abuts the Ipswich River on one side and the oldest working farm in the United States. Such a dramatic divergence in land use is glaringly inappropriate, and the Planning Board needs to consider wisely how to proceed. There is no requirement that the Planning Board allow every allowance and exception to accommodate a development with such significant impacts.