

## Ethan Parsons

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**From:** Nathaniel Pulsifer <nat@npulsifer.com>  
**Sent:** Thursday, September 23, 2021 5:10 PM  
**To:** Ethan Parsons  
**Cc:** Jack Whittier (jack.whittier@gmail.com); csprouse@eurekaconnect.com; Milgrom, Mary; jlichten@cmbfound.org; hpulsifer@hotmail.com>; sabelson@ora.com; Jennifer Williams  
**Subject:** Thoughts for tonight' Planning Board discussion on #55 Waldingfield

Ethan -

Please ask chair Britt and as many other board members as are able to review the following memo. TheS so what I would do come down early in the morning to do my work or to come down and then bring the stuff down and just lay in the sun and do it because it's totally a movable I just cannot move around Stationæry for 90 minutes and so with a little and a little let's let's look to doing that and if the weather looks bad on the day of Saturday let's put it off until the day of Sunday no no I like to be I like to be more specific so that you can make other plans when the phone rings or you decide to release somebody else's ice cube will melt betterQ neighbors are concerned about Phases 2 & 3, of the Ora project, specifically the increased vehicle traffic attending the allowable 72,000 sqft of permitted building per the Great Estate Bylaw. We would like to share ways to minimize the impact of these attributable vehicles with the Planning Board and Ora. Also, there is confusion about Ora's future corporate headquarters. John Muldoon's recent news article raised the possibility. Williams and Abelson denied it. Meanwhile Ora is not renewing their Andover lease. What is going on?

Thank you -  
Nat Pulsifer

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Memo to the Ipswich Planning Board in regard to the Great Estate Bylaw application by Ora, Inc.  
Dated September 23, 2021

Many neighbors are in broad support of Phases 1 & 1A of the Ora-#55 Waldingfield Road - Great Estate Bylaw development proposal.

We are concerned about phases 2 & 3 when Ora can add 72,000 sqft of new construction (see Table 1). Our concern focuses on the attributable increased use and traffic on Waldingfield Road.

We know future construction must receive Town approval. But the 72,000 sqft of new construction anticipated during Phases 2 & 3 suggests to one analyst a potential ten-to twelvefold increase in daily employee headcount with an equivalent surge in passenger and delivery vehicle traffic. See Tables 2 & 3.

The additional construction becomes Ora's matter of right on receipt of GEB regulatory approval. The neighbors urge the Planners to dig into this future scenario NOW. Let's apply creative thinking and conversation, finding ways to minimize the impact of the jump in Headcount, i.e., reduce source-attributable vehicle & :traffic increases on Waldingfield Road.

Another future use for Planning Board consideration is the matter of #55 becoming Ora's Corporate Headquarters.

Ora currently leases its Andover headquarters. Stuart Abelson told a meeting of neighbors at True North he does not intend to renew the lease.

A corporate headquarters requires a permanent staff, in addition to the marketing and hospitality teams currently represented as being on site. This staff tends to arrive and depart at roughly the same time of day. Even a Hq Lite model requires more than the 35-60 employees anticipated by the Phase 1(a) & 1(b) buildout. Ora waffled when asked by me if #55 will eventually be their corporate headquarters. Maybe they don't know? Regardless, they should be clear.

Thank you-  
 Nathaniel Pulsifer  
 #11 Waldingfield Road

Disclaimer: Data in the following tables came from a recent study by neighbors Jack Whittier & Nancy Baker. Mistakes in math or copying are mine, not theirs.  
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Table 1. Ora Corporation, Proposed New construction, by Phase

Phase 1(a) & 1(b).	32,781 sqft - office, equestrian, guest housing
Phase 2.	56,000 sqft - office
Phase 3.	16,000 sqft - health & mindfulness center

Total new constr'n 104,781 sqft

Source:  
 Ipswich Planning Board and an Ora or Planning Board PowerPoint slide

Table 2. Ora Corporation, potential Headcount by Phase

	Low.	High	Mean	
Phase 1(a) & 1(b).	35	60	48	Source: PowerPoint slide & S Abelson
Phase 2.	418	755	537.	Source: see below
Phase 3.	10	5	8	Source: “

Total Headcount. 563. 820. 593

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

Table 3. Ora Corporation, Employee Density by Phase - proxy for vehicles

	Low.	High	Mean	
Phase 1(a) & 1(b).	21.	36.	29.	Source: see below
Phase 2.	224.	420.	292.	Source: “
Phase 3.	6.	3.	5.	Source: “

Total Density. 251. 459. 321

Source:  
 60% of Table 2 entries