

Location Selection Analysis Verizon Wireless

Site name: Hwy 101 Baker
Address: 122 Baker Avenue, Santa Rosa, CA 95407
APN: 037-190-007

Introduction

Verizon Wireless is seeking to improve communications service to residences, businesses, public services, and area travelers in Santa Rosa. Verizon maintains a strong customer base in Santa Rosa and strives to improve coverage for both existing and potential customers. The proposed facility is needed for two reasons. The first is to close a significant gap in coverage that exists in the area, and the second is to provide capacity offload to the existing Santa Rosa cellular sites. This project will expand Verizon's existing network and improve call quality, signal strength, and wireless connection services in Santa Rosa. The improved wireless service will benefit residents, travelers, public services, and roadway safety in the area.

Location Selection

In March of 2016, Verizon Wireless (Verizon) identified a need for improved coverage and capacity in Santa Rosa. To address a significant coverage gap, Verizon issued a search area and a desired centerline height for antennas. The Hwy 101 Baker search ring is located within the southern part of Santa Rosa, approximately .6 miles south of the intersection of Highway 101 and Highway 12. The search ring represents the area within which a facility can be located to achieve the desired coverage objective.

In identifying the location of a wireless telecommunication facility to fulfill the above referenced service objectives a variety of factors are evaluated. These factors include: a willing landlord, compliance with local zoning requirements, topography, existing structures, colocation opportunities, available utilities, and road access. Verizon conducted an exhaustive search for alternative sites, after which it determined that the proposed site at 122 Baker Avenue is the best available location for a wireless telecommunications facility to meet the desired coverage objective.

Need for Facility

Verizon Wireless has determined that a significant gap in coverage exists in Santa Rosa along Highway 101, south of the intersection of Highway 101 and Highway 12. To remedy this gap, the proposed facility will bring expanded coverage and capacity to enable those traveling along Highway 101 and Santa Rosa Avenue, as well as those living and working in the surrounding area, to enjoy the benefits of improved wireless service.

Below, please see the comparison of the two maps. The first map shows the target area currently lacking wireless coverage on the Verizon Wireless network. The second map show what the coverage will be like upon activation of the proposed facility. The uncolored areas shows denote poor or no coverage, the area shown in red shows some outdoor and indoor coverage, the area marked in yellow shows some indoor coverage and good outdoor coverage, and the area marked in green indicates good indoor, in-car, and outdoor coverage. Please note that much of the red and yellow and red areas along Highway 101, including the residential areas, are replaced by green following activation of the proposed facility.

Current Coverage



Coverage after activation of proposed facility

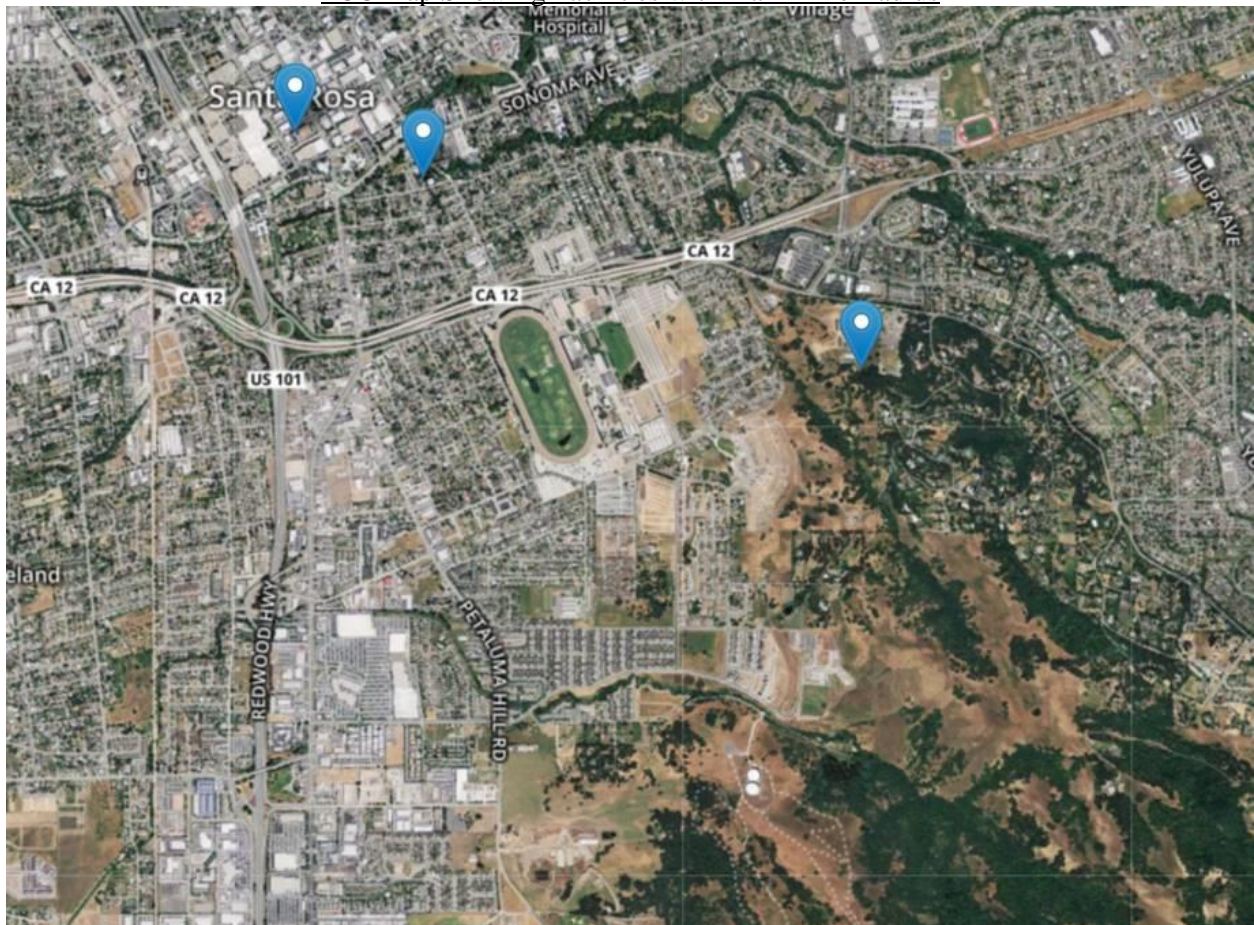


Compliance with City Standards

The City of Santa Rosa requires that applicants for new wireless telecommunications facilities must demonstrate that there are either 1) no reasonable colocation opportunities within a 2 mile radius of the proposed site, or 2) if there are suitable colocation opportunities, sufficient reasons must be given as to why those locations were not selected.

As mentioned above, there are two objectives for this site, capacity offload for the surrounding sites as well as to close a significant gap in coverage that exists within the vicinity of the proposed location. As demonstrated by the coverage maps above, Verizon has existing facilities to the north, east and south of the proposed location, so collocating in any of those directions is infeasible, as Verizon would only be getting closer to their own sites and further away from the optimal coverage area. As for the east, please see the image below, which shows the nearest facility according to the FCC. This facility is roughly 1.7 miles away, and while it is within the required 2 mile radius, the FCC website currently shows this facility as being 14' tall and decommissioned. Additionally, the maps above demonstrate that the proposed tower location would not be able to cover the location covered by the FCC's decommissioned facility to the east, so it stands to reason that if the Verizon tower were to be located in that area, it would not reach its coverage objective along Hwy 101, defeating the purpose of the facility entirely.

FCC map Showing Facilities within a 1-Mile Radius



Conclusion

As demonstrated by the analysis above, there are no existing facilities within a 2-mile radius that would be sufficient for colocation purposes. Additionally, given the largely residential makeup of the surrounding area, the current location selected by Verizon Wireless constitutes the least intrusive means of closing a significant gap in existing coverage, which will bring improved wireless connectivity and capacity to the City of Santa Rosa.