



Alisha Strasheim
Real Estate Project Manager
3300 Irvine Ave, Ste 300
Newport Beach, CA 92660
alisha.strasheim@smartlinkgroup.com
(951)440-0669

AT&T Project Number: CSL04566
Project Name: AT&T Land Line Switch

City of Ojai
Application for a Wireless Communication Facility
Project Information, Justification, Alternative Site Analysis

AT&T Mobility (AT&T) is requesting approval of a discretionary entitlement for the construction and operation of an unmanned wireless telecommunications facility (cell site), and presents the following project information for your consideration:

Project Location

Address: 202 W. Ojai Ave, Ojai, CA 93023
APN: 021-0-104-070
Zoning: Commercial C-1

Project Representative

Alisha Strasheim
Smartlink, LLC
18401 Von Karman Ave, Ste 400
Irvine, CA 92612
(951)440-0669 cellular
alisha.strasheim@smartlinkgroup.com

AT&T Contact

Robert Sturtevant , Project Manager
1452 Edinger Ave. 3rd Floor
Tustin, CA 92780-6246
rs1458@att.com
714-473-7268

Project Description

AT&T proposes to build an unmanned wireless telecommunications facility consisting of a three (3) sector array with three (3) panel antennas per sector that is concealed behind proposed FRP screening, designed to blend in with existing architecture and compliment the surrounding vicinity. All associated equipment will be located within the screened enclosure. AT&T will work with the City and the community to install a state-of-the-art fully concealed structure that will improve communications services for the residents and visitors in the Ojai area.

Project Objectives

A wireless carrier requires the installation of a cell site within a specified area to close a “significant gap in coverage.” Other criteria for selecting sites include the following:

- The radio signal must be of sufficient strength to achieve consistent, sustainable, and reliable service to customers at a *level sufficient for outdoor, in-vehicle, and in-building penetration with good voice quality* (Threshold, 15.85 db).
- When nearby other sites become overloaded and more enhanced voice and data services are used (4G and other high-speed data services), signal contracts and a gap is created. With heavy use it is intensified due to the unique properties of digital radio transmissions.

In this specific case, AT&T’s radio-frequency engineers (RF) have identified a significant gap in coverage in the vicinity of Ojai Ave, and central downtown Ojai area. See enclosed radio-signal propagation maps.

Alternative Site Analysis

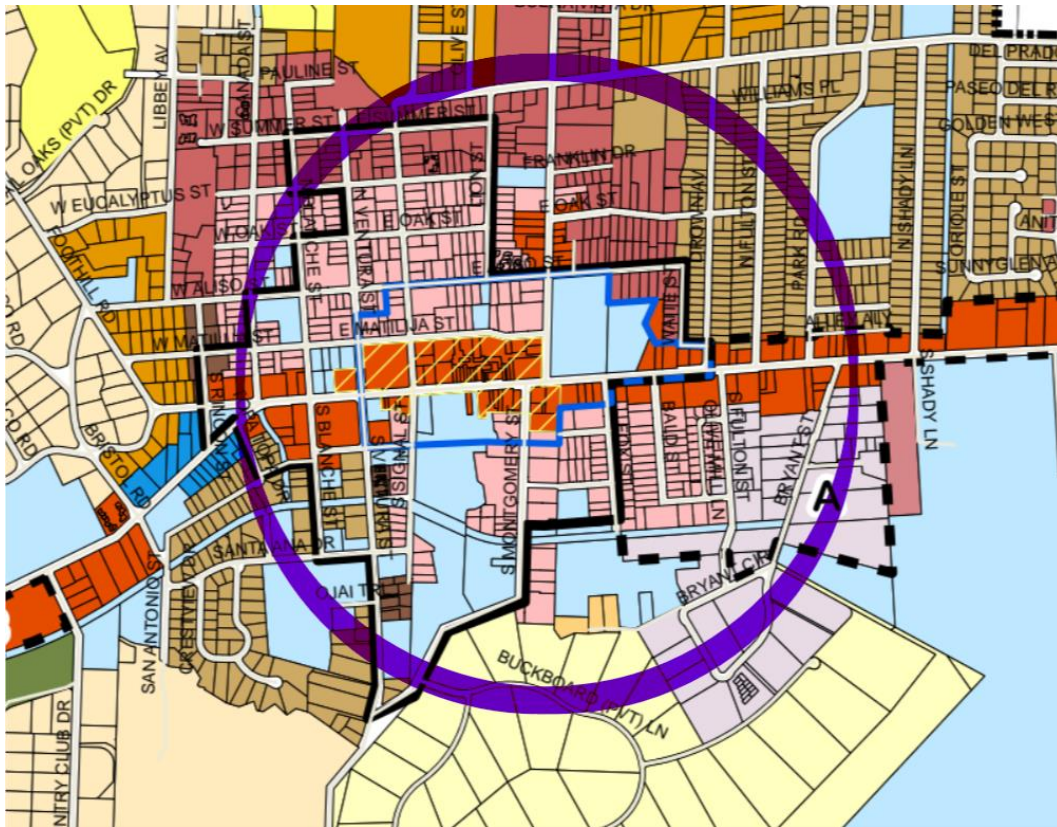
Section. 10-14.050. Regulations for Facilities subject to a Conditional Use Permit

(b)(1) Location Guidelines

AT&T’s gap in coverage in this instance includes small businesses, residential homes, and schools in and around the downtown area.

The proposed facility was found after an extensive search throughout the downtown area that also meets the project objectives, as well as the **four key elements** in the site selection process, described in general information section below: (**Findings/ Burden of Proof/ General Information/ Benefits to the Community/ Safety – RF is Radio**)

The extensive search tried to address The City of Ojai’s preferences for wireless facilities. The City of Ojai preference is properties owned by the City, by another government agency, a golf course, industrial, agricultural, and commercial, in that order. Within the ring there was one property owned by the City, two semi government agencies, and a golf course. See below description of each of the parcels. Within the search ring there are no industrial or agricultural land. Therefore, our final option was property zoned commercial.



Alternate Eliminated Candidates

1. MATILIJA PLAZA (414 EAST OJAI AVENUE): This candidate was not viable due to the Landlord declined lease offer.
2. OJAI UNIFIED SCHOOL DISTRICT (414 E. OJAI AVENUE): The candidate was not viable due to extremely long timelines, very expensive process, and the school responded they were not interested in moving forward.
3. LIBBY PARK (210 S Signal St.): City owned park site was not viable due to lack of elevation to meet the significant gap in coverage. Primarily residential area. Site did not meet RF objectives to provided adequate service. City guidelines for elevation do not allow for structure at a height that would meet minimum service levels.

4. POST OFFICE TOWER (201 E. OJAI AVENUE): The government owned building is registered as a historic structure. Due to the limited capabilities on construction on this building, it is not a feasible option.
5. BANK OF SIERRA (402 W Ojai Ave.): This location met many of the requested needs, but when the proposal was made to the property owner, they were unable to come to agreeable terms.
6. SOULE PARK GOLF COURSE (1033 E Ojai Ave.): The golf course was a feasible candidate, but the property management was not receptive to project proposal.

Findings/Burden of Proof

The site for the proposed use is adequate in size and shape.

AT&T is proposing a fully concealed rooftop design for this project, which is concealed behind FRP screening, designed to blend in with existing architecture, and in accordance with the City of Ojai Municipal Code. All cellular equipment and antennas are disguised and screened from public view. The requested height of the rooftop structure is the minimum height needed in order to fill the significant gap in coverage for this project. AT&T uses the most advanced technology to design the rooftop leased space to blend the architecture with the surrounding community and thereby minimizing the visual impact of the site. Minimizing visual impact with FRP screening around the facility and equipment designed to blend the facility with its surroundings.

The proposed location has sufficient access to streets and highways that are adequate in width and pavement type to carry the quantity and quality of traffic generated by the proposed use.

The proposed project in the downtown area which is the perfect location to meet the gap in coverage of the surrounding area to the west, south and east. All the roadways and access ways within the facility are in compliance with local, state and federal regulations concerning width and grading.

The proposed use will not have an adverse effect upon adjacent or abutting properties.

The project is proposed within a Commercial C-1 zone and will not have an adverse effect upon adjacent or abutting properties as it is a concealed facility design that will blend naturally with the subject property and the surrounding community. The project will provide a public benefit of better wireless telecommunications and data services to the surrounding neighborhoods and community.

The proposed use is deemed essential and desirable to the public convenience or welfare.

The new wireless telecommunications facility is in high demand to the existing businesses, residents and visitors of the City of Ojai area. Wireless communications are vastly used in this area and the need for this site was established entirely from increased usage of AT&T services in the vicinity of the requested project.

GENERAL INFORMATION

Site Selection

Customer demand drives the need for new cell sites. Data relating to incomplete and dropped calls is gathered, drive-tests are conducted, and scientific modeling using sophisticated software is evaluated. Once the area requiring a new site is identified, a target ring on a map is provided to a real estate professional to begin a search for a suitable location.

During an initial reconnaissance, properties selected for evaluation for installation of a cell site must be located in the general vicinity of the ring, possess an appropriate zoning designation, and appear to have enough space to accommodate an antenna structure and supporting radio equipment. The size of this space will vary depending on the objective of the site. The owners of each prospective location are notified to assess their interest in partnering with AT&T.

Four key elements are considered in the selection process:

- **Leasing:** The property must have an owner who is willing to enter into a long-term lease agreement under very specific terms and conditions.
- **Zoning:** It must be suitably zoned in accordance with local land-use codes to allow for a successful permitting process.
- **Construction:** Construction constraints and costs must be reasonable from a business perspective, and the proposed project must be capable of being constructed in accordance with local building codes and safety standards.
- **RF:** It must be strategically located to be able to achieve the RF engineer's objective to close the significant gap with antennas at a height to clear nearby obstructions.

The Benefits to the Community

Approximately 90-percent of American adults subscribe to cell phone service. People of all ages rely increasingly on their cell phones to talk, text, send media, and search the Internet for both personal and business reasons. More and more, they conduct these activities in their homes, therefore, becoming reliant on adequate service within residential neighborhoods. In fact, 50-percent of people who relocate are not signing up for landline service at their new location and are using their cell phone as their primary communication method.

The installation and operation of the proposed facility will offer improved:

- Communications for local, state, and federal emergency services providers (i.e., police, fire, paramedics, and other first-responders).
- Personal safety and security for community members in an emergency, or when there is an urgent need to reach family members or friends. Safety is the primary reason parents provide cell phones to their children. Currently 25 percent of all preteens, ages 9 to 12, and 75 percent of all teens, aged 13 to 19, have cell phones.
- Capability of local businesses to better serve their customers.
- Opportunity for a city or county to attract businesses to their community for greater economic development.
- Enhanced 911 Services (E911) – The FCC mandates that all cell sites have location capability. Effective site geometry within the overall network is needed to achieve accurate location information for mobile users through triangulation with active cell sites. (Over half of all 911 calls are made using mobile phones.)

Safety – RF is Radio

The FCC regulates RF emissions to ensure public safety. Standards have been set based on peer-reviewed scientific studies and recommendations from a variety of oversight organizations, including the National Council on Radiation Protection and Measurements (NCRP), American National Standards Institute (ANSI), Institute of Electrical and Electronics Engineers (IEEE), Environmental Protection Agency (EPA), Federal Drug Administration (FDA), Occupational Safety and Health Administration (OSHA), and National Institute for Occupational Safety and Health (NIOSH).

Although the purview of the public safety of RF emissions by the FCC was established by the Telecommunications Act of 1996, these standards remain under constant scrutiny. All AT&T cell sites operate well below these standards, and the typical urban cell site operates hundreds or even thousands of times below the FCC's limits for safe exposure.

Rational for Preferred Locations

AT&T search for preferred locations per the city guidelines consist of the above four factors when conducting our property search. AT&T is limited primarily to research properties within the Search Ring provided by AT&T Radio Frequency engineers, in this case just over a quarter mile radius. The primary goal in best servicing the AT&T network and its customers is to ideally position its cell site within the AT&T network. Within the search ring, AT&T's objective is to work with the city guidelines in locating a property that will meet all the above parameters, in the order of *Preferred Locations*. The search that includes multiple layers of criteria, especially in a relatively dense zone that is primarily commercial, mixed use, residential or public property in that order, and taking into account the four key elements in the selection process, we do our best to work within the guidelines. Other properties that were not included in our list of eliminated properties, either were not responsive to our inquiries or were not approached as they did not meet the criteria for consideration.

AT&T proposed location also meets the guidelines (D)(1-4) of not being included in the most strongly disfavored locations, to extend above a ridgeline, does not impact local scenery being completely screened from view, no landscaping involved in the proposed project and is not proposed on a landmark property.

AT&T Company Information

AT&T is one of the fastest growing nationwide service providers offering all digital voice, messaging and high-speed data services to nearly 30 million customers in the United States.

AT&T is a "telephone corporation", licensed by the Federal Communications Commission (FCC) to operate in the 872-1962 MHz and 827-1877 MHz frequencies, and a state-regulated Public Utility subject to the California Public Utilities Commission (CPUC). The CPUC has established that the term "telephone corporation" can be extended to wireless carriers, even though they transmit signals without the use of telephone lines.

AT&T will operate this facility in full compliance with the regulations and licensing requirements of the FCC, Federal Aviation Administration (FAA) and the CPUC, as governed by the Telecommunications Act of 1996, and other applicable laws.

The enclosed application is presented for your consideration. AT&T requests a favorable determination and approval of this Conditional Use Permit application to build the proposed facility. Please contact me at 619-994-8528 or chris.doheny@smartlinkgroup.com for any questions or requests for additional information.

Respectfully submitted,

Alisha Strasheim, Smartlink Group
Authorized Agent for AT&T