New Cingular Wireless PCS, LLC d/b/a AT&T Mobility AT&T
Site ID CRAN_RSFR_NOVA0_004 FA No. 14885690
In the Public Right-of-Way near 7123 Redwood Blvd, Novato
Project Narrative & Justification

New Cingular Wireless PCS, LLC d/b/a AT&T Mobility ("AT&T") is proposing to install a new small cell wireless telecommunications facility to serve residents and businesses in this portion of the community. Small cells are low-power, low-profile wireless communications facilities that improve signal quality and capacity within AT&T's existing wireless network. The proposed installation satisfies all sections of FCC 47 CFR 1.6002(I) because it is less than 50' tall, the antenna volume is less than 3 cubic feet, all equipment is less than 28 cubic feet in volume, antenna structure registration is not required, the facility is not on tribal land, and the facility satisfies applicable radiofrequency safety standards. Additionally, the proposed installation is on a pole structure, satisfying FCC 47 CFR 1.6002(m). The proposed small cell facility adjacent to 7123 Redwood Blvd will help AT&T provide and improve critical wireless services in this area.

AT&T estimates that since introduction of the iPhone in 2007, mobile data usage has increased 470,000% on its network. AT&T forecasts its customers' growing demand for mobile data services to continue. Customer needs require AT&T to design and maintain its network to provide and improve wireless signal quality and to increase data rates sufficient to stream video. Areas that do not meet this minimal standard, or where wireless service is otherwise compromised, represent service issues that must be addressed.

The proposed small cell is needed to bring more robust and competitive services to the city, and it is needed to densify AT&T's wireless network, introduce new wireless service, and improve wireless service capabilities throughout the community. Specifically, this proposed small cell facility will help improve AT&T's wireless services by offloading network traffic carried by an existing macro facility in the area. In addition, faster data rates allow customers to get on and off the network quickly, which produces more efficient use of AT&T's limited spectrum. By placing the small cell facility in areas where AT&T's existing wireless telecommunications facilities are constrained and where AT&T experiences especially high network traffic, AT&T can address the existing and forecasted demand and support 5G speeds in the near future.

Improving signal quality and increasing data speed is critical to providing the mobile experience customers demand and to manage the unprecedented increase in mobile data usage on AT&T's network. The Center for Disease Control and Prevention (CDC) tracks the rates at which American households are shifting from landlines to wireless telecommunications. According to the CDC, 75% of California households rely exclusively or primarily on wireless phones, and the FCC conservatively estimates that 72% of 911 calls are placed using mobile devices. And with AT&T's selection by FirstNet as the wireless service provider to build and manage the nationwide first responder wireless network, each new or modified facility will help strengthen first responder communications.

AT&T selected the proposed facility as the best available means to address its service objectives in this portion of Novato. The overall site location and design will comply with applicable code provisions, General Plan, and other published siting guidelines. In addition, the proposed facility fully complies with applicable design and siting criteria. The proposed small cell facility will be in the public right-of-way where AT&T has a right to place its equipment pursuant to state law. The project will involve the placement of a small antenna and associated small cell equipment on an existing light pole on a new

foundation. Equipment will include (1) antenna, (1) radio, and (1) disconnect/smart meter. All equipment will be shrouded, and all cabling will be located within the pole. The facility will not obstruct pedestrian or vehicular traffic. It will not adversely affect the surrounding properties and will have a minimal physical and aesthetic footprint in this area.

The City of Novato can easily make the necessary findings for approval for this small cell facility. The proposed project is in General Commercial (GC) Zoning, a preferred location of Section 6.B.1.a of Ordinance 1654 and on an existing streetlight pole (Section 6.C.1) in the Public Right-of-Way adjacent to 7123 Redwood Blvd. Additionally, the proposed site does not interfere with any City Facilities or other uses, has no ground mounted equipment, and is within the minimum pole height possible while abiding all applicable safety standards. The equipment meets all Novato design and concealment requirements, the facility does not add any additional lighting, does not exceed Noise limits, any adverse impacts on landscaping are mitigated, and all public safety requirements are met.

The following documents are included in our application submittal package:

1. Planning Application
2. Shot Clock Letter
3. Project Narrative & Justification
4. Construction Drawings
    a. Site Survey (Sheet C-1)
    b. Traffic Control Plan (Sheet TCP-1)
5. Structural Analysis
6. Foundation Scan Report
7. Radio Frequency Compliance Report
8. Noise/Acoustic Study
9. Photo Simulations