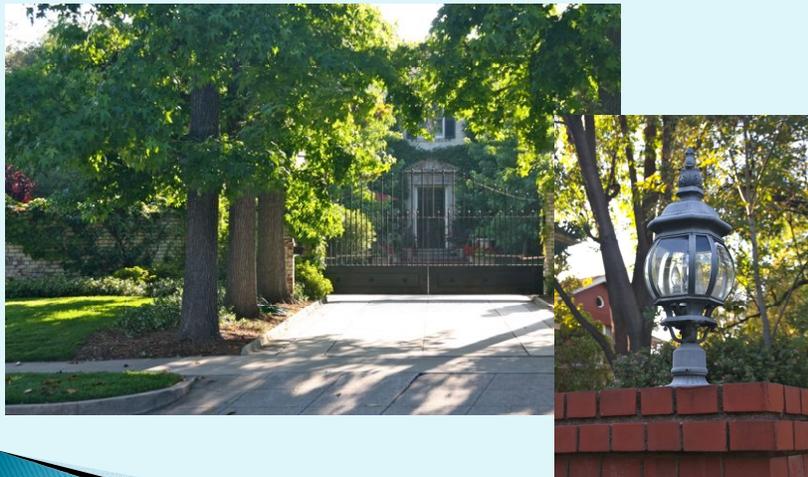




**Appeal to City of Pasadena**  
July 2011

**Introductions**



## Part 1: Hearing Purpose

- ▶ Appeal of staff decision approving a permit application for wireless facility
- ▶ Location: Grand Ave and California Blvd
- ▶ Department of Public Works failed to provide a photographic image of proposed antenna
- ▶ Pasadena residents and pedestrians unable to provide meaningful feedback to City

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## Grand and California



Looking North



Looking South

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## Similar-but-Different Antenna Photo



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# Actual Proposed Antenna

IE05372c 588 S. Grand Ave., Pasadena CA 91105



Location



Existing



Proposed

View 1  
View Name:  
Looking north at proposed pole replacement

**T-Mobile USA**  
3 Imperial Promenade  
Santa Ana, CA 92707  
(714) 850-2400

Applicant

**C&S cable engineering services**  
PROJECT COMMUNICATIONS INC.  
2000 W. 17th Ave., Suite 101  
Pasadena, CA 91105  
(626) 799-8888

Contact

# Underground Installation

IE05372c 588 S. Grand Ave., Pasadena CA 91105



Location



Existing



Proposed

View 2  
View Name:  
Looking east at ground installed equipment area

**T-Mobile USA**  
3 Imperial Promenade  
Santa Ana, CA 92707  
(714) 850-2400

Applicant

**C&S cable engineering services**  
PROJECT COMMUNICATIONS INC.  
2000 W. 17th Ave., Suite 101  
Pasadena, CA 91105  
(626) 799-8888

Contact

## Aged Wooden Pole for Antenna Base



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## License Fee Eliminated after Approval

- ▶ City approval of antenna included annual \$8,000 “license fee”
- ▶ *Following approval* of antenna, license fee has been eliminated because supporting pole is not city-owned property

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## Part 2: Wireless Comes of Age

### We all want cell phones wherever we go!

- ▶ 286 million subscribers generated \$153 billion (2009)
- ▶ 180 wireless providers operate in US
- ▶ Subscribers will grow significantly in next decade
- ▶ T-Mobile is fourth largest in US
  - 34 million subscribers
  - 9,447 U.S. cell phone towers with 29% in California (2,768)
  - In 2012, AT&T plans to purchase T-Mobile from German-based Deutsche Telecom

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## Downside

- ▶ Local neighborhoods are becoming a “distribution channel” for telecommunication industry
- ▶ Tower/antenna placement is causing a *ruckus*
- ▶ California communities opposing installation:
  - 23 - Southern California
  - 17 - Northern California
- ▶ Local municipalities turning to litigation to preserve aesthetics and safety

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## Telecommunications Act of 1996

- ▶ Enables Federal Communications Commission to set radiofrequency electromagnetic radiation standards
- ▶ Prohibits municipalities from making decisions based on harmful environmental effects of emissions
- ▶ Preserves local government authority for towers/ antenna:
  - Placement
  - Construction
  - Modification

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## Pasadena

- ▶ In 2007, Pasadena sued by T-Mobile's then parent entity, Omnipoint, for alleged failure to comply with Telecommunications Act of 1996
  - Settlement resulted in placement of antenna atop street light at Oak Knoll and Alpine

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## Other Local Governments

- ▶ Exercising values in municipal plans and local ordinances:
  - Requiring **safety** set-backs from tower/antenna sites to protect against falling equipment and tower collapse
  - **Preserving** a neighborhood's character and protecting against property devaluation
  - **Taxing** tower/antennas as real estate

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## Part 3: Appeal Proposal

- ▶ Resident involvement:
  - Post clear, accurate picture of antenna
  - Provide on-line report showing need, rationale for selected location and recommended camouflage

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## Proposal cont'd

- ▶ Reconsider antenna location and camouflage:
  - Move to California Blvd
    - East of Grand Ave
    - Orange Grove Blvd or West
  - Install antenna on street light

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## Choose Alternate Location



Option: CA at La Loma



Option: CA at Orange Grove

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## Place on City-Owned Street Light



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## Why Does this Matter to Pasadena?

- ▶ Supports Pasadena's mission and principles
  - Preserves Pasadena's heritage
  - Protects pedestrians
  - Generates resources for municipal responsibilities
  - Promotes community participation

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## City Mission and Guiding Principles

- ▶ Mission: *The City of Pasadena is dedicated to delivering exemplary municipal services, responsive to our entire community and consistent with our history, culture and unique character*
- ▶ Further guided by principles outlined in General Plan

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## Guiding Principle: Preservation

- ▶ *Change will be harmonized to preserve Pasadena's historic character and environment*



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## Grand is *Grand* and Worthy of Preservation

- ▶ Grand is:
  - Located in the Lower Arroyo Seco District
  - Part of the National Register of Historic Places
  - Just two blocks from Pacific Oaks Children's School
- ▶ Moving the antenna to California will preserve Grand's character and protect against property devaluation



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## Guiding Principle: Safe Open Space

- ▶ *Pasadena will be promoted as:*
  - *A healthy family community*
  - *A city where people can circulate without cars*



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## Maintain Grand as Safe Haven for *Walkers*

- ▶ Hundreds of pedestrians walking along Grand each week pass within one foot of the pole
  - In case of accident or earthquake, pedestrians could face injury from falling pole, antenna and debris
- ▶ A sturdy street light instead of a pole provides a safe antenna base and protects pedestrians

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## Guiding Principle: Economic Vitality

- ▶ *Economic vitality will be promoted to provide jobs, services, revenues and opportunities*



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## Support Pasadena's Prosperity

- ▶ Licensing fees offer resources during a time of financial struggle for Pasadena
- ▶ Placing antenna on City-owned street light will enable Pasadena to apply appropriate fees
  - One antenna generating \$8,000 a year would generate \$160,000 over 20 years

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## Guiding Principle: Resident Participation

- ▶ *Community participation will be a permanent part of achieving a greater city*



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## Modeling Excellence

- ▶ Pasadena has opportunity to become model city for telecommunications:
  - Address provisions of federal law that allow flexibility
  - Offer residents access to accurate information
  - Disclose City's relationship with mobile provider
  - Understand how other cities have addressed wireless telecommunications to protect public interest

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## Q & A

- ▶ Thank you



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