



Rogers Communications Inc
1600 – 4710 Kingsway,
Burnaby, British Columbia
V5H 4W4

Mayor and Council
District of West Vancouver

Introduction

Rogers Communications Inc. (Rogers) is pleased to submit this one of three applications for Type 3 cell towers on the Ministry of Transportation and Highways Right of Way in the District of West Vancouver. The proposed infrastructure will address significant coverage gaps and meet rapidly growing demand for wireless service in residential neighbourhoods north and south of the Upper Levels Highway.

Rogers would like to thank the District of West Vancouver for its guidance on this project. We believe the creative solution that emerged from this process – one that engaged architects, urban designers, engineers, network planners from Rogers and the other wireless providers along with input from West Vancouver staff – is a first for the wireless industry in Canada.

Background

Over two years ago, Rogers proposed several wireless telecommunications structures, including one in West Vancouver at Taylor Way and Highway 1, which raised community and local government concerns. In response to these concerns, the Ministry of Transportation and Infrastructure (MoTI) convened meetings with Rogers, the District of West Vancouver and Industry Canada, and asked Rogers to work with local governments to develop a corridor plan for the north shore. The objective was to facilitate more orderly and predictable installation of wireless infrastructure to serve these communities over the mid to long-term and address concerns about proliferation of towers along the right-of-way by accommodating multiple carriers.

Rogers was also challenged to address aesthetic and urban design issues in the belief that more could be done to improve the appearance of the towers in the community and minimize the visual impact.

Process

In response, Rogers' senior management approved a significant pilot project to seek solutions to these community challenges. Rogers engaged Design DIALOG to develop tower and urban design (tower siting) concepts. Senior radio frequency engineers and other technical land use specialists worked with DIALOG to develop the preliminary concepts. These were shared with the District of West Vancouver in late June last year and presented subsequently to the District's Design Review Committee for their consideration and feedback.

Result

This collaborative approach has been a very positive experience for Rogers and has produced significant innovations in both process and tower design. A diverse group of stakeholders worked together to meet multiple objectives and the outcome reflects hundreds of hours of work and a significant financial investment. To our knowledge this is the first time in Canada that a tower design incorporates the required radio equipment inside the base, reducing the need for multiple exterior cabinets. Also innovative is the shape of the tower. Cell towers are typically round (monopole) or lattice style. This design, a blade shape, allows the structure to be oriented such that the visual impact is reduced. The team was also able to accommodate three levels of antennas meeting the request to accommodate multiple carriers.

Next Steps

This proposal identifies three sites to meet the immediate and medium-term needs of West Vancouver residents in the surrounding neighbourhoods. The towers are proposed for Taylor Way, 15th and 26th Avenues. All wireless companies were invited to share this tower and Rogers is pleased to report that TELUS has expressed strong interest in co-locating on all three of the proposed structures.

The heavily residential character, terrain and tall trees of West Vancouver create a real challenge for wireless providers as cellular technology relies on line-of-sight to transmit and receive signals.

These unique characteristics of West Vancouver have resulted in wireless installations being concentrated in commercial areas along Marine Drive and at higher elevations, with mid-levels of West Vancouver being served primarily by cell sites in Vancouver, which are increasingly running at near maximum capacity serving the customers closest to them in Vancouver. These sites will soon be unable to serve West Vancouver as the demands on them from Vancouver users increases.

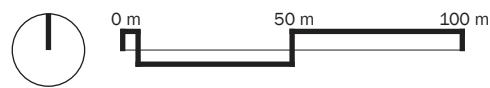
The three sites proposed in these applications will not fix or address all coverage problems in the District of West Vancouver, but will go a long way to addressing the most significant current coverage gaps that have been created by rapidly increasing demand in residential areas north and south of the highway.

In closing, Rogers would like to acknowledge and thank the District of West Vancouver for the opportunity to work together so productively over the past two years.

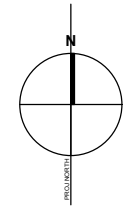
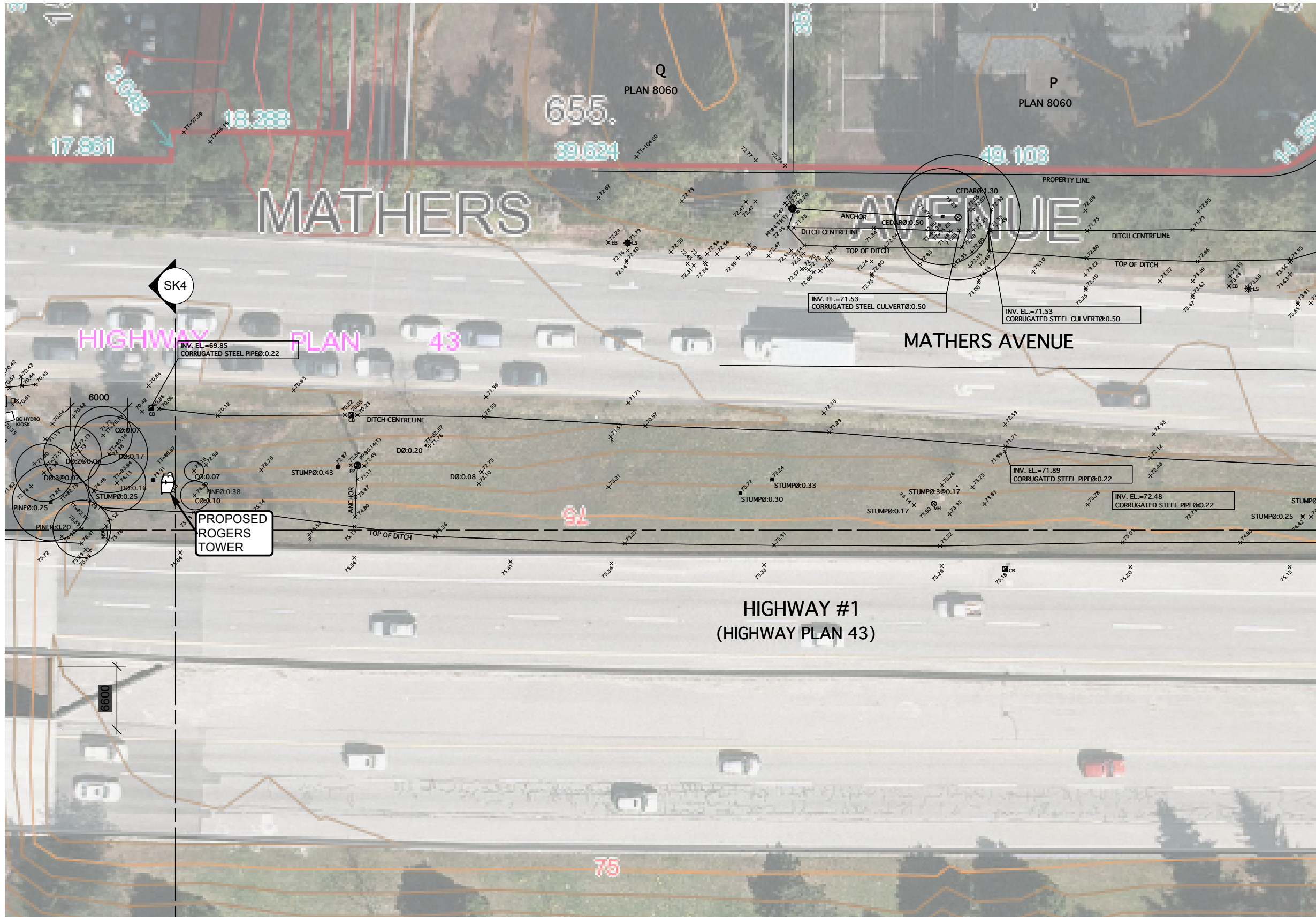
Sincerely,



Leon Leroux
Director, Network Implementation, Western Canada
Rogers Communications Inc.



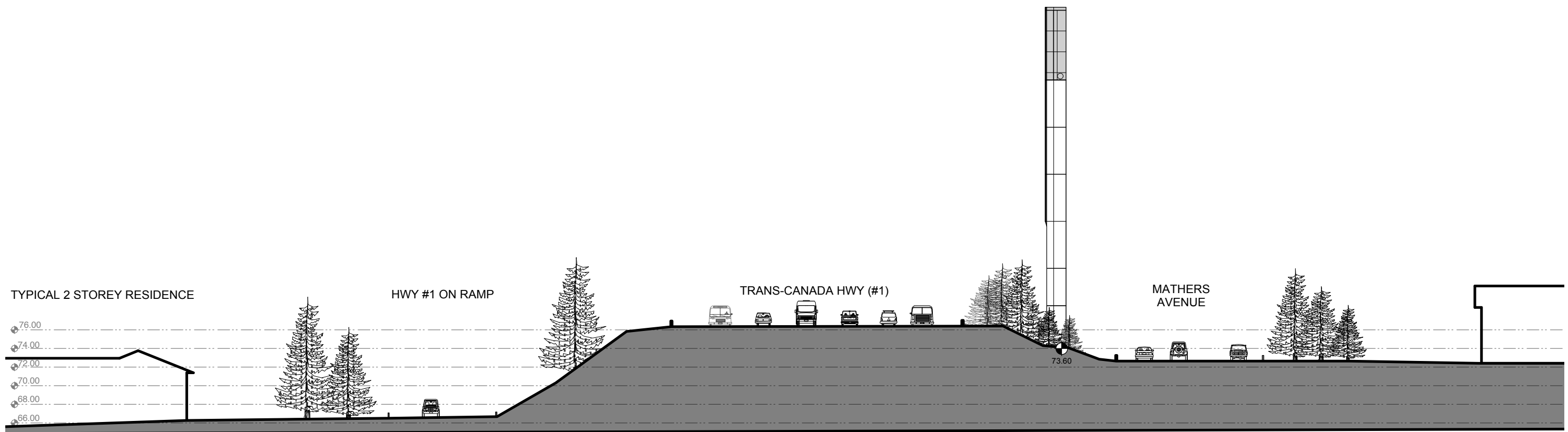
CELLULAR INFRASTRUCTURE
NORTH SHORE CORRIDOR PROPOSAL
TAYLOR WAY



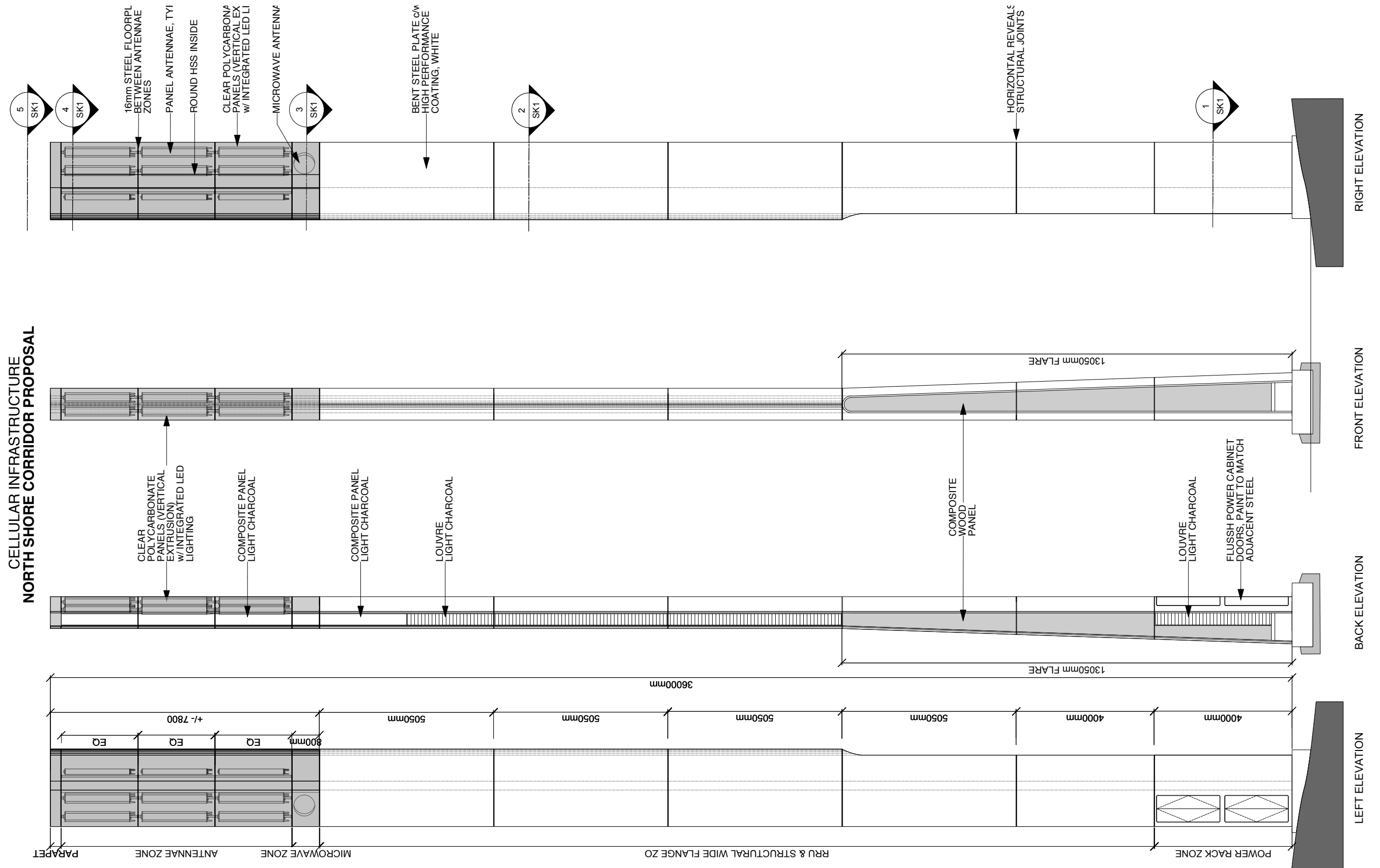
LEGEND

- x 142.65 INDICATES SPOT ELEVATION
- CB INDICATES CATCH BASIN
- ⊗ EB INDICATES ELECTRICAL BOX
- ⊗ LS INDICATES LAMP STANDARD
- MH INDICATES MANHOLE
- S INDICATES SIGN
- ⊗ UB INDICATES UTILITY BOX
- TT INDICATES TOP OF TREE
- ▲ HUB INDICATES HUB SET

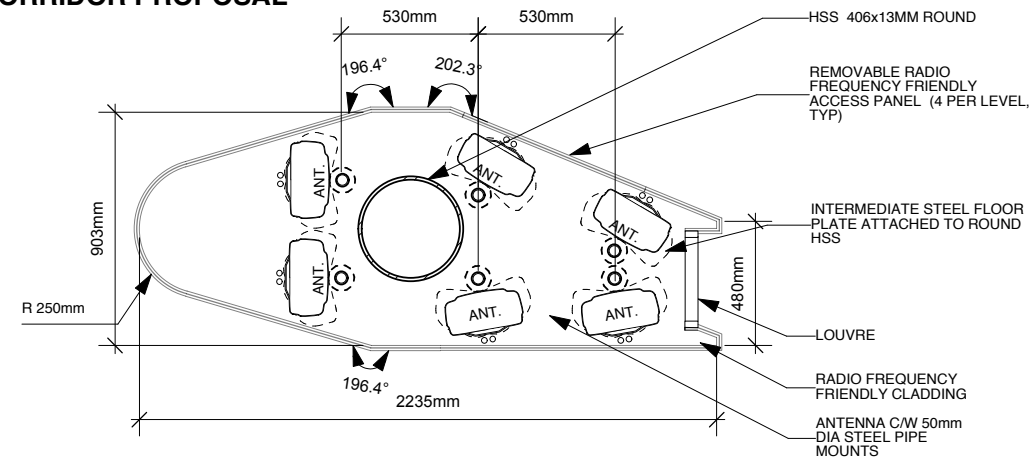
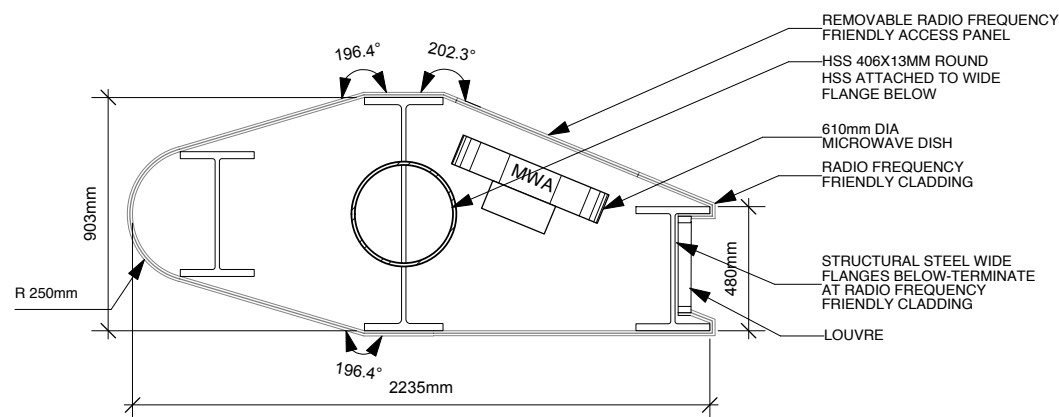
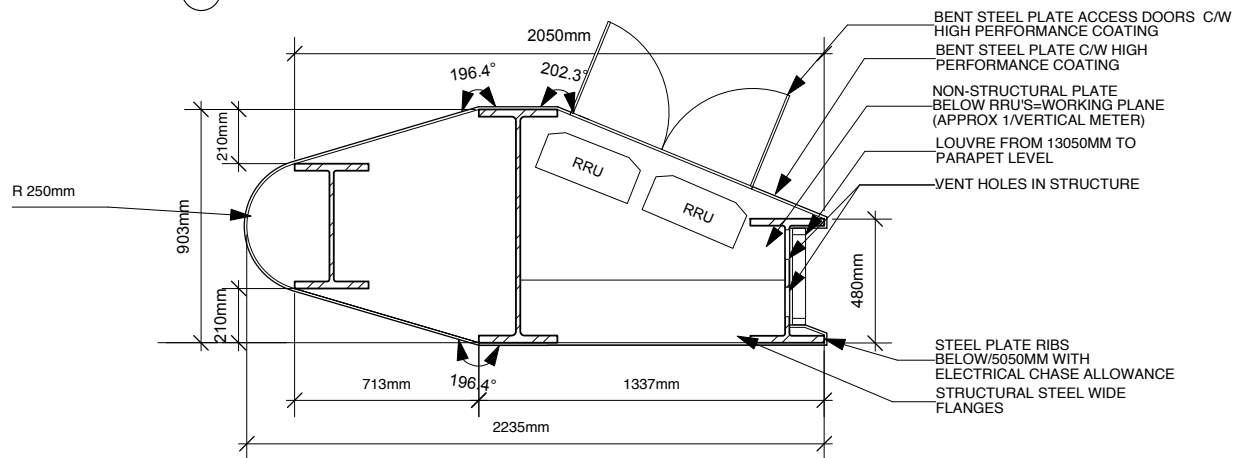
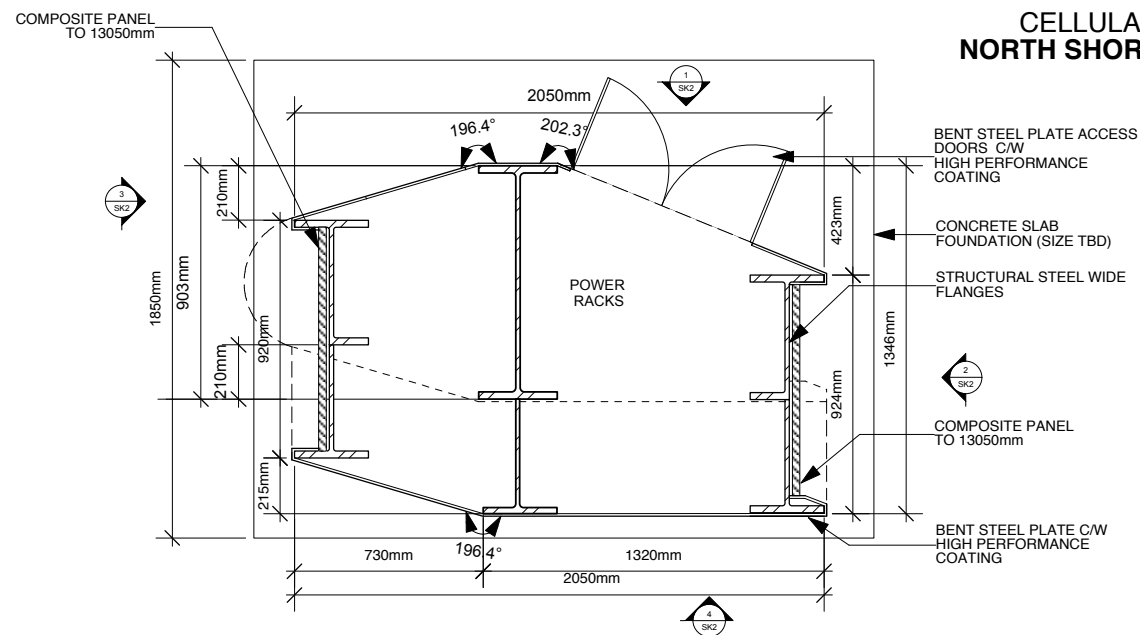
ROGERS CELLULAR INFRASTRUCTURE
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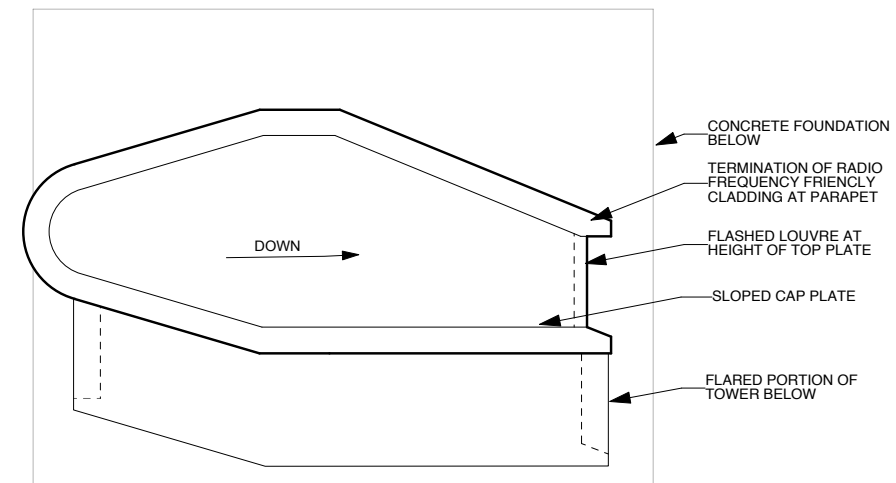
SK4 SITE SECTION



CELLULAR INFRASTRUCTURE NORTH SHORE CORRIDOR PROPOSAL



4 PLAN @ ANTENNA LEVEL



5 ROOF PLAN

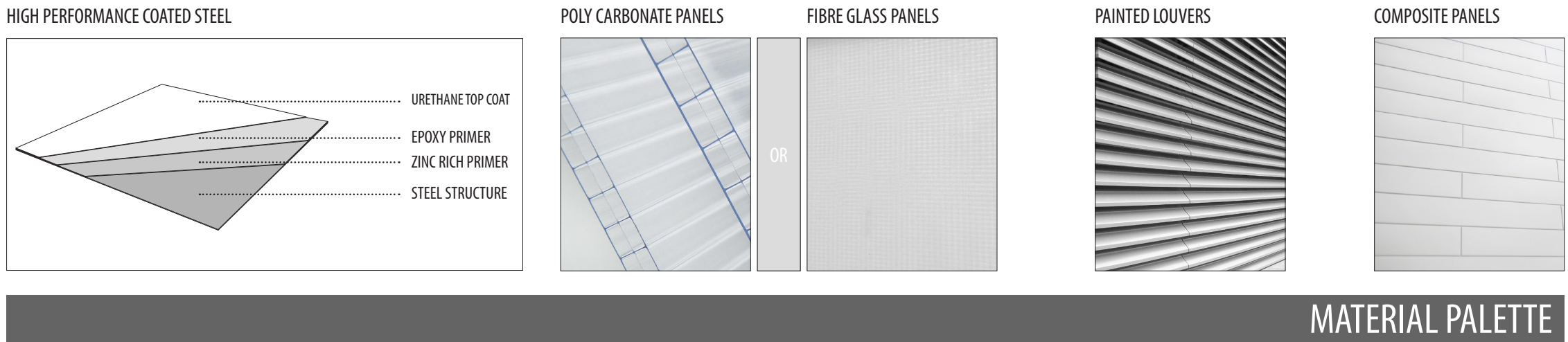
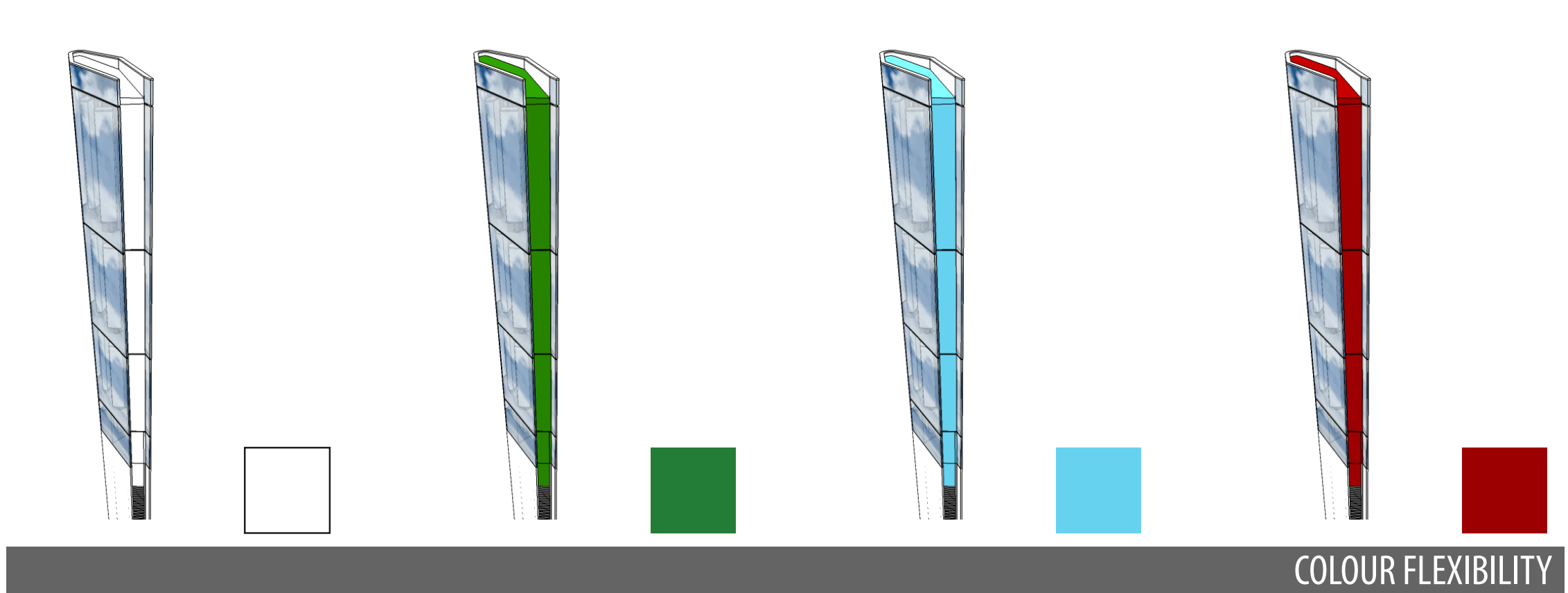
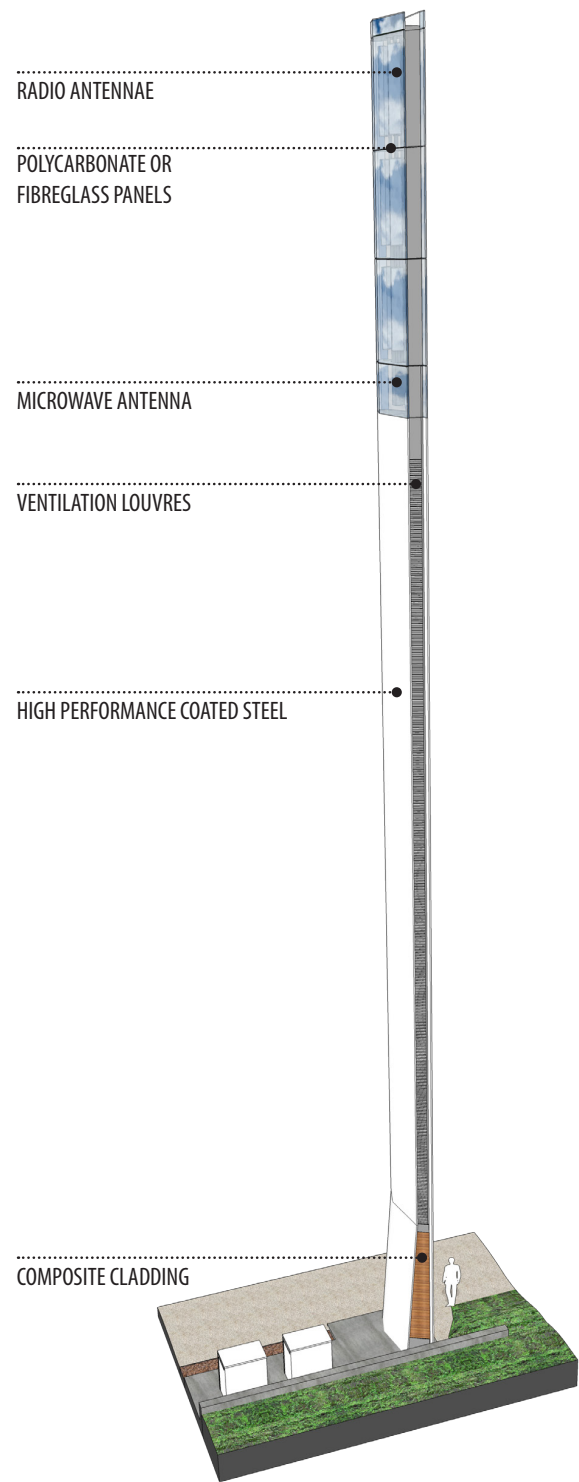




PHOTO-SIMULATION A



PHOTO-SIMULATION B