

TOWERCOM

ON AIR. ON TIME.

Case Study: Battleground, Built to Suit – Greensboro, NC

Tower Type/Height: 100-120' Monopine

Status: Zoned and in construction

Zoning: limit to 100' with TRC review and SUP for up to 150' with 1:1 setbacks if within 1500' of residential

Setting: Dense commercial corridor

The Challenge:

The site was sought after by at least two wireless carriers over a couple years unsuccessfully. There are multiple carrier retail stores in the immediate vicinity that did not have good coverage. The setting is in one of Greensboro's urban core high traffic and high density commercial areas consisting many small commercial lots flanked by dense residential. The surrounding sites were at capacity. Our client had exhausted the ring twice over a 2-year period before awarding to us.

With the opening of a retail store hundreds of feet away the site earned their highest priority ranking in the market.

The TOWERCOM Solution:

Ultimately, we were left with one potential property. It was a newly developed shopping plaza anchored by a major restaurant franchise. The problem was that the setbacks put us in the middle of the parking lot or in a retention pond. It was previously excluded for these reasons. Upon further investigation with the building department we discovered the retention pond was intended to be temporary and was supposed to be capped and closed after development was complete.

Before advancing with zoning, we had to work with the developer and the city to formerly abandon and cap the retention pond. This included the abandonment of a cross-access easement that allowed the city to tie into the pond for storm water management.

Another zoning challenge due to the proximity of dense residential was a height limit below what our client desired. We decided to first build the site to the 100' height allowed and the client had requested as their minimum and then go back through the special use process once the tower was built. We employed this strategy for two reasons. First, we had to go through the permit review process either way but the Special Use process would add at least 90 days on top of that and subject the project to public scrutiny.

We were approved to build to the 100' height limit and get our client on air for the launch of their new retail store. We were then successful in using an eligible facilities request to obtain Special Use Permit approval for a 20' extension which is also now complete. Presently we have two tenants on the tower with a third pending.

The Result: We succeeded where others failed multiple times due to our hands-on experience and vision.