

# A wireless network to support Baltimore's resurgence.

The economic heartbeat of Maryland, Baltimore is quickly becoming known as a tourist destination that has largely shifted to a new age economy focused on service-oriented industries, such as education, retail and entertainment. This has caused demand for mobile data to grow exponentially in Baltimore—making faster, more reliable wireless connectivity an essential utility for the city. Crown Castle was brought in to find an infrastructure solution that would bring much-needed coverage and capacity improvements to Baltimore's wireless ecosystem.

## The Need

Maryland's largest city and the center of a metropolitan area of more than 2.7 million people, Baltimore is a dynamic confluence of cultures and neighborhoods. It's where past meets present, as skyscrapers sit just blocks away from brick rowhouses and historic buildings. Where industrial sectors including finance, healthcare, creative services, logistics and manufacturing are revitalizing the local economy. And where the world-famous Inner Harbor draws tens of millions of tourists each year to cultural events, five-star restaurants, professional sports and outdoor activities. Meeting the demands of all the wireless customers that a place like this attracts came with several challenges:

- The scope and size of the project made getting approvals especially challenging and required a cooperative partnership with city officials across different departments.
- The unique mix of residents, students, businesses and tourists required careful consideration of the various needs and interests of all parties.
- Residents and city officials wanted to ensure that the installation didn't distract from the unique character and aesthetics of the downtown area.



## The Solution

For a city like Baltimore, with surging businesses, brand new high-rise apartment buildings and cultural epicenters like the Inner Harbor, a small cell network was the ideal answer for the city to add the required capacity to meet current and future connectivity needs. In 2015, we began collaborating with city officials and community members to get the necessary approvals and to ensure that all aesthetic concerns were addressed.

To date, we have deployed over 500 small cells in high density parts of the city, including areas surrounding the University of Maryland Medical Center, Johns Hopkins University, Baltimore City Hall, Camden Yards and M&T Bank Stadium. The network has been such a success that we're already working with the city to extend the network by an additional 583 locations, starting with the Inner Harbor later this year.



An installation on an existing streetlight.

## Why Crown Castle?

We have more than 20 years of experience implementing small cells in communities of all kinds, from dense urban centers to residential neighborhoods.

### Community Outreach

Our community outreach team develops community-friendly solutions and proactively meets with residents to make sure their concerns are heard.

### Collaboration

We involve residents and municipal partners in every major decision so everyone has a say in the solutions that are deployed.

### Long-Term Commitment

Our business is all about infrastructure, and you can count on us to be here no matter how technology or carriers change.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.