

Working closely with a community to find the right solution.



Living in a vibrant community with a mix of residential and commercial areas, residents of Cinco Ranch, Texas, depended on reliable wireless service to communicate with each other, navigate the area and discover the latest new shops and restaurants. Wireless coverage and capacity couldn't keep up with the town's rapid growth, despite its already having as many towers as the landscape could strategically accommodate. To answer the demands of this growing community, we would need to meet with and educate the community groups and homeowners associations (HOAs) about the need for new wireless infrastructure solutions to boost the efficiency of the existing towers. We planned and deployed a small cell network that added much-needed coverage and capacity, and developed a model for repeating the process as the community continues to grow and expand.

The Need

When it comes to wireless service, the residents of Cinco Ranch wanted the best. But the towers serving the area needed support to meet the growing demand—presenting several significant challenges:

- HOAs and local government officials wanted the best for their community but needed to understand the available options and learn how small cells would benefit their residents. Due to frequency and geography limitations, new towers could not be a part of the solution.
- HOAs and businesses wanted to preserve the aesthetics that made the community so desirable.
- Cinco Ranch is a community that is rapidly growing. Even after solving for their current needs, the process will need to be repeated as new developments go up.



The Solution

After considering the needs of residents and business owners, we determined that small cells would be the best solution for Cinco Ranch. We met with and educated community groups and HOAs to make sure their needs were being considered and that they understood how the installation would affect their neighborhoods. Their input helped determine where nodes were placed and how they integrated into the surrounding landscape. We worked with Fort Bend County to obtain the proper right of way access so we could utilize public infrastructure like utility poles, streetlights and signposts.

The network was well received by residents and business owners alike—both for its inconspicuous, sleek look and its ability to deliver the coverage and capacity the community demanded. With the trust of the HOAs and an established, repeatable permitting process in place, future upgrades will be even smoother.



Small cell node installed on a slimline pole.

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.

Discreet, innovative technology

We provide shared infrastructure that enables the wireless service you have come to depend on—all while blending in with your environment.

Scalable solutions

Small cells are connected by fiber optic cable—making upgrades easy and enabling virtually unlimited future capacity.

Collaboration

We involve residents in every major decision so everyone has a say in the solutions that are deployed,



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.