

Expanding a city's wireless capacity—and capturing its culture.

In 2016, Cleveland was squarely in the national spotlight—the Cavaliers were on their way to an NBA championship, and the Republican National Convention (RNC) was coming to town. This was all happening at a time when the city was revitalizing its downtown. Given this confluence of events and circumstances, we worked with a wireless carrier in the area to design and implement a network expansion that would complement their existing towers and rooftop antennas and prepare them for the anticipated demand. The project needed to be finished ahead of the RNC and in a way that contributed to the vibrancy and energy of the surrounding area.

The Need

- › With the RNC quickly approaching, we had to complete the installation in just nine months.
- › We had to balance the needs and interests of the wireless carrier with the various municipal departments, including Engineering Design, Construction Inspection, the Bureau of Sidewalks, Plats & Surveys and the Historic Landmarks Commission.
- › Due to special requirements, no equipment could be placed on the streetlights except for the antennas—meaning that some equipment would need to be placed on the ground.
- › The installation had to meet the highest aesthetic standards so the city could put its best foot forward during the convention.

The Solution

With several towers and rooftop antennas already in the area, a small cell network was the best option for adding coverage and capacity to the existing infrastructure—especially in key outdoor gathering spaces. Working closely with the Downtown Cleveland Alliance, we sponsored the Downtown Cleveland Art Box Series—a contest and art installation involving our ground equipment. As part of the project, local artists submitted work, and the winning entries were wrapped around our equipment boxes, transforming them into attractive and popular conversation pieces. The new installation has contributed to the culture



and vibrancy of the downtown area and, most important, was able to handle the influx of crowds that gathered for the RNC. And much to the delight of local residents, the Cavaliers won the NBA championship! As hundreds of thousands of basketball fans descended on the city for the victory parade, the network was completed ahead of schedule and ready to handle the demand.



Nine ground equipment boxes enliven downtown Cleveland.

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.

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.