

CITY OF LADUE

City Hall

August 25, 2022

Dear Ladue residents:

As chairman of the *Ladue Cellular Service Advisory Committee*, I felt it was appropriate to update our residents on the findings and recommendations of the committee.

The committee, comprised of seven volunteer Ladue residents, met six times over a seven month period to research the causes and recommend potential solutions to the cellular service deficiencies in our wonderful city. The committee was formed at the direction of Ladue Mayor Nancy Spewak as the result of a large volume of complaints from Ladue residents about unreliable cellular service in Ladue. The complaints about unreliable cellular service in Ladue had increased significantly since the onset of COVID-19, which resulted in many Ladue residents working remotely from home (a growing number of Ladue residents have converted their home service from traditional land lines to cellular service). The committee was formally approved by the Ladue City Council on August 24, 2020.

While the committee initially began by working to determine why cellular calls could not be completed, or were being dropped, it became apparent that cellular service was much more than just cellular calls. The traditional “cell phone” had over time evolved into what today has become a “cell device” used for phone calls and data transmission. Today, cellular devices are used for phone calls, data transmission, wearable medical devices and much more.

With that as background, **the committee findings** are summarized below:

- Ladue has a number of areas where there are cellular deficiencies (gap areas and dead zones)
- Ladue’s rolling topography often blocks cell signals
- Ladue’s tall mature tree canopy often blocks cell signals
- Thick building materials in many Ladue homes and commercial buildings often blocks cell signals
- Commercial height restrictions in Ladue may result in equipment not being installed above Ladue’s tall mature tree canopy
- The installation of additional and updated/upgraded cellular equipment by each of the three primary cellular service providers is necessary to address/eliminate the cellular deficiencies in Ladue
- Ladue is zoned predominately residential, resulting in challenges to locate alternative (non-residential) sites for cellular equipment to be installed

The committee recommendations are summarized below:

- Engage the three primary cellular providers to upgrade their existing equipment and add additional equipment, where necessary, to address/eliminate the existing dead zones and gap areas
- Amend the Ladue Code of Ordinances as it applies to the placement and type of cellular equipment to address unreasonable restrictions
- Collaborate with adjacent municipalities to develop joint opportunities to address cellular coverage deficiencies
- Work with the cellular providers to identify additional locations in and around Ladue for equipment installations (City owned properties, public rights of ways, public and private schools, private clubs, churches, commercial properties, adjacent municipality properties, etc.)
- Enhance communication and education by the City of Ladue with Ladue residents related to the committee findings and recommendations

In conclusion, the traditional “cell phone” is today a “cell device” that every Ladue resident is increasingly dependent upon for phone calls, data transmission and a wide range of life-safety issues. As the cellular industry evolves, it is imperative that the City of Ladue become recognized as a municipality where residents, visitors and businesses can be assured of consistent and reliable cellular coverage at all times and in all areas of the City of Ladue,

Respectfully,



A. Charles Hiemenz III
Chairman – *Ladue Cellular Service Advisory Committee*