

# WIRELESS SITE ACQUISITION AND PERMITTING

**August 15-16, 2018**  
**EUCI Conference Center**  
**Denver, CO**



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1.1 CEUs for the  
course

## OVERVIEW

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The purpose of this seminar is to provide a comprehensive review of the project management and real estate processes utilized in the wireless industry to develop facilities that enable commercial mobile carriers to expand the coverage and capacity of their systems.

Newcomers to the wireless space will immediately gain invaluable perspective regarding networks deployment projects. Since this is an entry level course, a prior background in telecommunications systems engineering, project management, or real estate development is not required. This seminar is comprehensive orientation to the vital site acquisition and permitting role in the wireless industry.

The course presents the fundamentals of the importance of real estate development in the growth of the wireless ecosystem, the typical criteria for how site search, due diligence, and site selection is conducted, and the interrelationships that exist to prepare real estate entitlements for a location to be ready for construction. The attendee will learn how site acquisition and permitting consultants work with technical disciplines, including lawyers, system engineers, civil engineers, surveyors, title companies, environmental consultants, construction managers, operations personnel, local planning and building departments, and property owners to produce the end-product.

Reference materials are provided with the course to assist the attendee after the seminar to conduct independent study, confirm governmental rules and regulations, and contact companies that develop, own, and manage communications facilities.

The seminar is presented in a professional manner without stress. No one will be put on the spot, however interactive discussion between the attendees and the instructor will be encouraged to give depth to the discussion of project team roles, the matter of due diligence, and a mindset that works best from one stage of the project to another. The material, like the job, is diverse in nature lending itself toward multiple approaches to learning. Many of the lessons may be of benefit in other walks of life. None of the content is highly technical.

### **The following topics will be included:**

- Wireless industry structure
- History of wireless carriers and the communications tower business
- Current industry trends
- Components of the industry eco-system
- Expectations of wireless site acquisition & permitting consultants
- Site development consultant contracts
- Project milestones
- The basics of wireless system design
- The components of a wireless facility
- The basics of search area design
- Addressing search area assignment priorities
- Site search mapping
- The primary site selection considerations
- Evaluating alternate locations for site selection
- Property owner negotiations
- Non-negotiables
- Reports that provide analytics regarding candidate options
- The final site candidate information package
- The project team
- Initiating the project after site selection
- Collocation applications and agreements
- Site design drawings and engineering reports
- Wireless space rights agreements
- Local permit applications
- Local planning staff review
- Specific approaches to address the community
- Government bodies, public hearing and permit documentation
- Project management
- Project close-out
- Customer Service

## LEARNING OUTCOMES

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- Review the history of the wireless industry and projections for the future
- Discuss the context in which the site acquisition and permitting tasks are defined
- Identify key stakeholders in the development of wireless real estate entitlements
- Discuss the regulatory components that impact wireless carriers
- Explain the types of technical solutions in the wireless landscape
- Examine the equipment components of wireless facilities
- Analyze the changes occurring in the wireless industry
- Identify opportunities and challenges

## WHO SHOULD ATTEND

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Anyone who is new to the wireless infrastructure development industry and staff who are interested in understanding the critical components of site acquisition and local permit procurement in securing real estate entitlements necessary for implementation of wireless facilities should attend, including but not limited to:

- Site Acquisition Coordinators, Specialists, and Consultants
- Zoning Consultants
- Program and Project Managers
- RF Engineers
- Land Surveyors
- Architectural and Engineering Firms
- Construction Companies/Managers
- Environmental Consultants
- Recruiters
- Turf Vendors
- Professional Services Sales and Marketing Professionals
- Right of Way Consultants
- Fiberoptic Transport Service (FOTS) Companies
- Real Estate and Infrastructure Investors
- Municipal Permitting and Information Technology Officials
- Internet of Things (IoT), Smart City, and Next Generation
- Data Center Developers and Cloud Edge Entrepreneurs

# AGENDA

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WEDNESDAY, AUGUST 15, 2018

**8:00 – 8:30 am**            **Registration and Continental Breakfast**

**8:30 am – 5:00 pm**        **Course Timing**

**12:00 – 1:00 pm**        **Group Luncheon**

**Introduction of Instructor and Attendees**

Company, location, job function and industry tenure

**Learning Objectives and Goals of the Course**

**Introduction**

**Past, Present, & Future of the Wireless Communications**

- Frequency spectrum and federal regulation
- How the cellular industry was initiated
- The role of site acquisition and permitting
- Project management
- Wireless site owners and managers
- Current market conditions
- Future trends

**Wireless System Engineering**

- Coverage and capacity sites
- Macro and micro cell sites
- DAS and small cells
- Backhaul and fronthaul
- Permanent and temporary facilities
- Facility components
- Search area design

**Site Search Due Diligence**

- Evaluation of the search area assignment
- RF suitability, zone-ability, constructability, and lease-ability
- Comparison of alternative candidate feasibility analytics
- Search area reports and site candidate Information packages
- The project team
- Site selection

**Site Development**

**Project Preparation**

- Site visit by project team
- Title insurance
- Site design
- Collocations

# AGENDA

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THURSDAY, AUGUST 16, 2018

**8:00 – 8:30 am      Registration and Continental Breakfast**

**8:30 am – 12:00 pm      Course Timing**

**Recap of Content from the First Day**

**Space Rights Agreements**

- Initial space rights
- Leasing concepts
- Collocation agreements
- Lease provisions
- Purchase contracts
- Miscellaneous agreements
- Space rights documentation

**Local Permit Rights**

- Permit applications
- Planning staff
- Community due diligence
- Local governing bodies

**Real Estate Entitlements Completed**

- Project management
- Project close-out
- Customer service

**Course Recap and Other Topics of Interest from Participants**

## COURSE INSTRUCTOR

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**John M. Rowe**

**President, Communications Real Estate, Inc.**

**Owner, Telecom Birddogs, LLC**

Mr. Rowe has over forty years of experience in the telecommunications industry. He is currently the owner of Telecom Birddogs, LLC, located in Centennial, CO, which specializes in the training and development of site acquisition and permitting consultants to the telecommunications industry. He is also the President of Communications Real Estate, Inc., a consultancy that has provided site acquisition and permitting services in the telecommunications industry since 1993. Prior to 1993 was President of Telecommunications Development Corp., worked as a freelancer, and got his start in antenna site infrastructure in 1980 working for MCI Telecommunications, and then Hughes Communications Satellite Services, Inc., and Teleport Denver. After graduating from Iowa State University in 1974 John was sales representative for the Electronic Division of Belden Cable in NYC, Northern New Jersey, and Upstate NY. In 1983, Mr. Rowe received his M.S. in Telecommunications from Colorado University. His Thesis Project was assembled from notes used to train agents at MCI to acquire space rights and local permit rights for MCI's nationwide microwave network.

## REQUIREMENTS FOR SUCCESSFUL COMPLETION

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Participants must sign in/out each day and be in attendance for the entirety of the course to be eligible for continuing education credit.

## INSTRUCTIONAL METHODS

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PowerPoint presentations and open discussion will be used.

## IACET CREDITS

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EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 1.1 CEUs for the course.**

## EVENT LOCATION

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### **EUCI Conference Center**

4601 DTC Blvd., B-100  
Denver, CO 80237

## NEARBY HOTELS

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### **Preferred Hotel**

#### **Hyatt Place Denver Tech Center**

8300 E. Crescent Parkway, Greenwood Village, CO 80111 (0.9 miles away)

Call Central Reservations at **888-492-8847** and ask for the corporate rate of \$159 under the **Group Code: EUCI**.

or visit [https://denvertechcenter.place.hyatt.com/en/hotel/home.html?corp\\_id=102338](https://denvertechcenter.place.hyatt.com/en/hotel/home.html?corp_id=102338) for the corporate rate using the

**Group Code: EUCI**

#### **Hyatt Regency Denver Tech Center**

7800 E. Tufts Ave  
Denver, CO 80237  
Phone: 303-779-1234  
0.3 miles away

#### **Hilton Garden Inn Denver Tech Center**

7675 E. Union Ave  
Denver, CO 80237  
Phone: 303-770-4200  
0.6 miles away

#### **Denver Marriott Tech Center**

4900 S. Syracuse St  
Denver, CO 80237  
Phone: 303-779-1100  
0.7 miles away

## REGISTER 3, SEND THE 4TH FREE

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Any organization wishing to send multiple attendees to this course may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**

Please make checks payable to: "PMA"

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**SEE NEARBY HOTELS ON PAGE 6**

## PLEASE SELECT

- WIRELESS SITE ACQUISITION AND PERMITTING COURSE**  
 AUGUST 15-16, 2018: US \$1395  
 Early bird on or before July 27, 2018: US \$1195

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name Job Title

Company

What name do you prefer on your name badge?

Address

City State/Province Zip/Postal Code Country

Phone Email

List any dietary or accessibility needs here

### CREDIT CARD INFORMATION

Name on Card Billing Address

Account Number Billing City Billing State

Exp. Date Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) Billing Zip Code/Postal Code

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

### Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before July 13, 2018 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.