

Premier L.A.-Area Office Building Makes Cellular Connectivity a Top Priority

Cerritos Center Court is a visually striking, modern eight-story office building; strategically located in a sprawling, 125-acre mixed use campus environment in Southern California.

Surrounded by lush landscaping, public artwork, and water fountains—along with numerous retailers, a performing arts center, and over a dozen restaurants—the residents of Cerritos Center Court always enjoy many amenities within this idealized business real estate setting.

With the exception of strong, reliable cellular coverage.

For the business residents of Cerritos Center Court, dropped calls and zero bars were almost a daily occurrence. Some would simply accept this reality. Others would take matters into their own hands—attempting to remedy the situation by purchasing cellular repeaters.

But nothing seemed to work. Simone Wilson, property manager for EQ Office-Los Angeles and overseer of Cerritos Center Court, knew something needed to be done right away. The property management company knew that good cell service in their building was critical for their building's tenants.

THE CHALLENGE

On the EQ Office website, visitors notice a simple, powerful motto: Find Space for Greatness.

For Simone and her team, these are more than well-chosen words. Unlike many real estate owners and brokers who talk in terms of “square footage” and “floor plans,” their focus is on the “experience”—how a business property or retail space feels, activates, and performs.

To this point, Cerritos Center Court had every imaginable amenity—including electric vehicle chargers. Such efforts had already resulted in a Silver, Wired Certified award by WiredScore.

Property Management



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Still, the lack of great cellular connectivity was a glaring issue in need of resolution. It wasn't limited to the Cerritos Center Court building. Even the outside street level readings for cellular signal in this affluent, suburban city in southeast Los Angeles County were less than promising.

“Phone service in the entire building was failing and everyone in the lobby couldn't make their calls. It didn't represent us well. It's not what we stand for,” Simone explains. “It even becomes a safety issue. When there's an emergency and I can't get through to my staff, who I know is onsite at the property, that's a problem. Tenants would ask if they could get certain equipment on the roof. We want to keep a clean roof, but also want to serve our tenants.”

“In 2019, the expectation of people is to always be connected. To be on Facebook throughout the day. We're tied to our phones. It's fair to say this is a quality of life issue for our tenants. You can't reach your child because can't get an outside line here. We didn't want that. Ever.”

THE SOLUTION

Simone reached out to their technology advisement company and they explored different options to resolve the cellular connectivity issues at Cerritos Center Court—including an active DAS solution. That idea was deemed too unrealistic.

Active DAS is extremely expensive, often costing millions of dollars. It can also be inconvenient and time-intensive to deploy. Every active DAS installation must be approved by the cell phone carriers affected. It also becomes an FCC-regulated project because the carriers own the frequencies involved.

Often, an active DAS solution can take years to deploy and get up and running.

Fortunately, they came across WilsonPro cellular amplifiers, which use passive DAS technology to boost signal for all carriers and is less costly.

THE RESULTS

They reached out to a WilsonPro Certified Installer to begin putting a plan together for installing a WilsonPro cellular signal amplifier system in the office building.

“The installation was very quick. It didn’t impact our tenants at all. And all the equipment was relatively small; placed in each corridor. Out of sight, so no one would interfere with it or hang decorations on it. Things like that. It was done very quickly and very effectively,” said Simone.

Since the Cerritos Center Court installation, the response by tenants has been overwhelming.

Tenants are able to reliably make calls and conduct business. Today, the presence of solid cell coverage throughout the 168,588 sq. ft. commercial space has become a bragging right for the brokers when pitching Cerritos Center Court against its neighboring commercial properties.

“It’s a highlight on tours of the space. Prospective tenants have obviously looked around this area before and that’s one thing they will always complain about is the (lack of) phone service. You’d be surprised at how many people hang out around our building now,” say Simone.

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