

An Energy-Efficient, Luxury Residential Building Solves its Cell Service Issue

In 2017, construction was completed on the Jersey City Urby Building (JCUB), an eco-friendly, luxury residential tower in Jersey City, New Jersey. Made up of 72 floors of studio, one- and two-bedroom apartments, the building offers floor-to-ceiling windows, sweeping city views, and is loaded with high-tech amenities for its residents. Given its geographical proximity to New York City, where outrageous rental rates still dominate the market, the complex was built with young, telecommuting millennials in mind.

THE PROBLEM

The building is extremely energy efficient; green building materials and construction methods earned it its LEED-certification. Unfortunately, due to the tendency for eco-friendly materials to block cellular signal, the greenest buildings often have the worst reception. Unsurprisingly, shortly after opening, management received a slew of complaints from residents that they couldn't get cell service in both private spaces and common areas.

Since many of these residents work from home, reliable cellular signal is an absolute necessity at the JCUB. By the time tenants began threatening to break their leases if the issue wasn't resolved, management was already searching for a long-term solution to the issue.

THE SOLUTION

Urby initially approached a WilsonPro Certified Installer to install WilsonPro cellular amplifiers in the top 16 of the 72 floors of the building.

After several weeks of design work, the installer proposed installing four WilsonPro 4000 cellular amplifiers on each floor in strategic locations that would evenly distribute reception. WilsonPro cellular amplifiers, which are carrier-agnostic, were the ideal choice in a residential building where tenants subscribe to a variety of cell carriers.

Because WilsonPro amplifiers use a passive distributed antenna system (passive DAS), which boosts existing cellular signal, the process was minimally invasive, allowing residents to go about their lives without the intrusion of a messy installation.

Apartment Building



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THE RESULTS

Within a week of the installation, cell reception results were so good that executives asked the installer to fulfill the initially discussed work of installing amplifiers throughout the entire building. A month later, they had installed 18 WilsonPro 4000 boosters and over 300 interior antennas throughout the JCUB to rave results. Resident complaints about the quality of cell service ceased completely and they even achieved better cell signal in the isolated basement trash area.

The building owners even requested WilsonPro cellular amplifiers to be installed in two additional buildings so future tenants could experience reliable cell connection.

If your residential complex is plagued by spotty cellular reception, consider the benefits of installing WilsonPro cellular amplifiers throughout your facility. Our amplifiers can be installed in a timely fashion that won't inconvenience your tenants. In a rapidly evolving workforce that includes increasing reliance on personal mobile technology, reliable reception is key to your bottom line.