

City of Coral Gables City Commission Meeting
Agenda Item I-1
February 25, 2020
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
Assistant City Manager, Ed Santamaria
City Attorney, Miriam Ramos
City Clerk, Billy Urquia

Public Speaker(s)

Federico Francesconi

Agenda Item I-1 [9:50 a.m.]

Presentation regarding industrial design proposal for small cell wireless infrastructure.

Mayor Valdes-Fauli: I'm going to take up I-1, presentation regarding industrial design proposals for small cell wireless infrastructure.

City Manager Iglesias: And this is something that we've been -- we have been working on 5G. It's an up and coming technology, but it can be very destructive. Do we want five poles at every

corner of every intersection. And so, IT has been looking at different options. We have been looking at Pininfarina as far as the industrial design part of it. And our IT director found a company at the consumer electronics show, a German company that has a lot of the technology that's already been done. So, we're looking at providing a combination of Pininfarina and EKIN to see if we can promote this one pole technology. And we've been told that there's no other way to do it. Well, we're trying to find -- we were trying to -- instead of saying let's look for something, we are looking for something. We have found something. And by having a joint venture between these two companies, we feel that we can get maybe a pilot program by the end of the year and have our local state legislators there and maybe looking at the state statutes concerning co-location and issues like this and address them from a problem-solving perspective. So, this is what this presentation is about. It's to initiate this.

Assistant City Manager Santamaria: Good morning, Mr. Mayor, members of the Commission. Ed Santamaria, Assistant City Manager, Operations and Infrastructure. And what Peter just described is something that we are trying to do, which is to refine our objective design standards for 5G infrastructure throughout the City, and also to probably, in the future, hopefully get to a point where we can minimize the number of poles by co-location all in a very attractive skin. And to talk about that attractive skin is Federico Francesconi of Pininfarina who will make a brief presentation to you.

Mayor Valdes-Fauli: Thank you. Morning.

Federico Francesconi: Good morning, everyone.

Vice Mayor Lago: Good morning.

Mr. Francesconi: My name is Federico Francesconi. I work at Pininfarina of America in Miami. And I would like to go to our quick presentation on who we are and our capabilities.

(Audiovisual presentation made.)

Commissioner Keon: That's lovely.

Mr. Francesconi: It's a video (INAUDIBLE) introduction. Let's see if we can play the PowerPoint.

Mayor Valdes-Fauli: Get closer to the microphone.

Mr. Francesconi: Let's see if I can play the PowerPoint from here. Okay. Design is the instrument to humanize innovation. This is our -- where our main principle, guiding principle are from because everything we design has to be designed to the human experience and only in this way, we believe we can really deliver innovation to any product or work we do. Elegance, purity, and innovation, our main driving value and principle since the beginning of the company. So, the harmony of proportion, the essentiality of the shape and the lines. These are all elements that can deliver a long-lasting design. And innovation, obviously, as a design company, we always need to be in the future, forward thinking. This is an element that all our project needs to have, deliver some innovation with it. We are a 360-design house. What does this mean? That we really work at 360 degrees in everything that surrounds the human. Everything that we use or where we live from transportation, we do from cars -- obviously, we started as a car coaching company, trains, airplanes, helicopters, people mover, cable cars, scooter, electric bike, everything that is really moving. Architecture from skyscrapers to malls, large infrastructure, interior design and furniture, industrial design, time pieces and design strategy. We are recognized and awarded on all the sector we work on. But for us really the main driver is having a second next project with the same customer. This is -- we value long-lasting relationship a lot and we have quite a few. We work with Ferrari since 70 years. (INAUDIBLE) kitchen, almost 30. Lavazza Coffee, 30 years. And many developers, we have done four or five, six projects together because there is a return on their investment, and it creates a good synergy. The 4D methodology, this is how we work. First is the most important phase is really understanding the DNA of the company, of our customer or their

customer and really deep into designing what the journey experience could be into this. And then we start by designing, development and we come with the customer until the end, where we deliver it to the market, and we score with marketing activities and PR activities. We turned 90 year this year. We were born in Turin in 1930, and we believe we share a lot of (INAUDIBLE) and tradition respect as the City of Coral Gables. Historic design conservancy is a very important topic for us, but also from the City of Coral Gables. And this is done to honor the heritage that we have, amplify the brand values through this heritage, built on experience and attention to details. The objective of this project is to create an innovative and aesthetically refined 5G pole to limit the footprint on the City and to really deliver an added value to just the pole, so adding future they can really deliver this value. These are some of the examples that we see in the City today. These are some picture in Coral Gables. We see another picture in Brickell. And what we can see is that this is everything, but a refined design and it's completed with add-ons. There are external cables that we can see here, and it doesn't feel -- doesn't give the right impression of technology. This is why we believe that a nice job could be done also to incorporate new technologies to this pole. And we foresee the possibility to partner with Ekin. Ekin is a very (INAUDIBLE) into this and they deliver a modular approach to adding sensor to Smart City technology. This is why we see that by partnering with them we can limit -- really limit the footprint on the poles on the streets. Some example on the design language and how it affects the brand and the recognition in the market. It's a case study of Cisco Systems. We have been working with Cisco Systems since six years since we came to Miami, and we started to actually design the first job we were asking to do is to design the rack -- the first server rack in the middle, so not much to design to be put to that. So, what we did, we tried to standardize a few lines and deliver some innovation within the technicalities making it easy to assess for people who have to do the maintenance and so on. They liked the product. They asked us to expand it to the more B2B line, the top line that we can see. They liked what we did, they asked us to do also the B2B product -- B2C product. During this process, we came out in understanding that there was a lot of lack of recognition within the market. Cisco at the time was buying seven to ten companies per year, and it wasn't catching up in really creating a unified design language. Now, on the left square we can see the situation that was in Cisco after analysis. So, a lot of companies but a lot of inconsistency within the brand. And the

risk here was that a smaller incumbent, the orange dots, could have a prevalent market position in the market just in terms of perception because Cisco was not perceived as at its full capability. After the exercise we did together, we see the resulting in really strengthening the Cisco brand and recognition within the market. After the product, they ask us, okay, you guys understand us very well, understand our brand, our principle. You expanded the design language for all the products. Now let's see how you guys do it with the office spaces, physical spaces. And this was a year-long project where we investigated around 30 offices around the world for Cisco and we had to come out to create a design that would give a clear brand message to the customer and instill consistency and modularity different -- on the different locations. This is why we came out with some elements that are invocative of the overall Cisco branding. It's another example of the importance of the branding in a project, this industrial design project. This is for the City of Miami Beach, the bus shelter. On the left side, we kind of see the inspiration we took. It's the beach, the colors of Miami Beach, the palm trees. And this is actually the delivering product, where we can see it fits with the identity of Miami Beach. We have the colors; we have the technology. We can see the pillars almost recalling the palm trees. There are solar panels on top. And what we did was actually adding small glass, colored glass so that with the sun, they could project on the ground, kind of more colorful, more colorful, playful environment. We had the technology from the weather to Wi-Fi incorporated and some digital advertising. And also, here we can see the modularity. We can see on the right, the larger version and the smaller version on the left. This gave the chance also to Miami Beach to install bus shelter where previously it was not possible because of the dimension. Another project to create a brand identity for a park. This was in Istanbul with the creation of a bridge, a bit of a mix between art and bridge. We really merged together the environment and this bridge experience. This Costa coffee machine. This is a clear example, on the left, how a brand is used to sell the product, and on the right, how an instrument, as it could be, this vending machine, can differently enhance the brand. The idea here was -- the request was to create a coffee shop bar experience. And so, we decided to engage with the five senses. So, in order to do that, we started to think about the old journey when somebody is approaching a coffee machine to get a coffee. So, we decided to get an engagement from more far away and we introduced -- so from very far, we have the sight. So, we have the lights of the machine. We have

the shapes that attract the customer. By -- as far as it moved forward, other senses come into place. The machine has a smell dispenser so it can dismiss flavor of coffee. It dispenses also noises, so the grinding of the coffee, so we really get more involved into the machine the more we come closer. Once we come closer, then we have all the -- we actually have for now four senses. So, we also add the touch, the digital display. We can select different aroma. We can mix different kinds of beverages up until we take the cup. We have the feeling of the cup, and we leave happy to have taken this coffee. Now, the example of how to revolutionize the dispensing, the private dispensing, this was a project for Coca-Cola. And actually, here we created something more for them actually. This is a lively connected machine to the Coca-Cola headquarter. From there, they can -- first of all, they can dispense over a hundred beverages. They can mix beverages throughout an app. The customer can also record it and every time it goes to a dispenser, he can have his own beverage. But Coca-Cola, in real time, it collects the information on what location is dispensing what, at what time, quantity and so on, and what are the new tastes the customers are exploring. This is a big driver for the R and D on what's the new soda going to be. Some example of streetscaping. This is in Italy, in Mombercelli. This is how -- this shows how the inclusion of some element can really change the whole experience just of a walking area streetscape by having more engagement. And last, this is the Istanbul traffic control tower. It was a very large competition that we had been awarded in 2015 for the new Istanbul airport who was against the big, big, big architects (INAUDIBLE). And the reason why we've been awarding this, and it was our first experience such award is they really -- the diving we did in the DNA of Turkey. This had to be emblematic symbol for the city. By studying, we found out that the julep was a prosperity sign that was kind of fading with the new generation. It was very strong in the past. And we tried to reevoke this feeling and it was very much appreciated, and it's actually built with it both interior and exterior and is already in function. Some clients and partners. These are just quickly some projects we did in Miami, actually in Florida, from Orlando, a very large development master planning, to the bus shelter in Miami Beach, with Related we did Millecento, and we did a project for the marina in Key Biscayne (INAUDIBLE). Some of our customers all over. Thank you very much.

Commissioner Keon: Thank you.

Mayor Valdes-Fauli: Thank you very much.

Vice Mayor Lago: Congratulations.

Mayor Valdes-Fauli: Thank you. Mr. City Manager.

Assistant City Manager Santamaria: And so, thank you Federico for a very nice presentation. So, the idea is to further consider a relationship with Pininfarina to proceed in refining our objective design standards, and also at the same time, seeing if we can get to a place where we can wed the technology of Ekin to achieve a system that is scalable and modular and allow for, in the future, possible co-location of 5G infrastructure on one pole. Right now, the State has certain statutes in place that give the carriers wide berth in not having to co-locate. We would prefer rather than having five poles at one intersection, to have one perhaps that would house five carriers. And so, we'll be coming back to you with a proposal from Pininfarina to see if we can move forward with a relationship. Do you have any other questions?

Commissioner Keon: No, it's great.

Mayor Valdes-Fauli: I think it's a wonderful idea, and we'd be very, very proud to have our poles designed by Pininfarina, a world-class design company. And I think it'd be a wonderful, wonderful solution. I introduced Pininfarina to the City Manager six months ago, four months ago, whenever it was, and we fell in love with the idea of having them to work for Coral Gables.

Commissioner Mena: Yeah, but I...

Mayor Valdes-Fauli: Thank you.

Commissioner Mena: Listen, I think it's a wonderful idea. The only thing is, you know, before we invest a lot of time and energy in the pursuit, I -- you know, I'm wary of the fact that the State Legislature is obviously very much focused on this issue and what are the sort of limitations on what we can and can't do in terms of preemption. I agree -- I'm sure my colleagues all agree we would love nothing more than to: A, co-locate; and B, have a high-end design, if you will. But is that really realistically something that's going to happen given our State Legislature and what we've seen so far from them on such issues?

City Attorney Ramos: So, today the way that the statute is written, we are permitted to have what's called objective design criteria, which means that we cannot make them, for example, come to the Board of Architects and receive comment, but we can say to them it can -- if it's a new pole, it has to be this color, this height, this shape, with this design. So, I think they would be very helpful as an initial step in getting us some really good object -- we have some in there, but there's some that we came up with as far as the staff came up. I think it would be helpful to engage them to come up with good objective design criteria that we can bring back to you and amend the ordinance. The second part of it --

Commissioner Mena: I presume there's some limitations on that though in terms of like what sort of cost burden that might or might not impose. In other words...

Vice Mayor Lago: On the carrier?

Commissioner Mena: I'm assuming you can't have an objective design standard that is -- puts the expense of a given pole at a level that, you know...

City Attorney Ramos: I think we probably...

Commissioner Mena: Is unreasonable.

City Attorney Ramos: Couldn't say they have to be made of solid gold, right.

Commissioner Mena: Right, right, right.

City Attorney Ramos: But -- and I don't think that we could say you have to use this particular company or this partic -- but I think if they can design for us something that is relatively within the realm of normal, right, for what...

Commissioner Mena: Right.

City Attorney Ramos: For what they would pay for a pole, I think it's definitely going to be better than whatever we came up with.

Commissioner Mena: Definitely.

Commissioner Mena: Well, Commissioner...

City Attorney Ramos: Then as the second part of the engagement would be the larger plan, which is the State.

City Manager Iglesias: We have looked at that and the issue becomes -- certainly cost is an issue. However, to provide your own pole is an expensive proposition. You have to provide your own electrical, your own pole, your installation. You know, now in this system here, it works on modules. You could add a module to the existing system. So now it starts getting cost effective because you don't have to -- if you add a pole -- if you had five poles, the cost of five poles, five feet as far as the electrical, all your infrastructure getting in, restoration, your actual -- I mean, this is a lot of work. Your MOT. Now, once this poll is there, it works on -- this principle by Ekin works on a module basis. So, you can have four modules in that same pole, much cheaper to buy the module than provide all that additional infrastructure. So, this is one of the interesting things

about this that there could be a cost incentive to actually do this. And it's something that we could instead of saying we need something else or can you do something else, we're saying, here's what you can do. Here's what you can do that is not destructive and could be cost effective.

Mayor Valdes-Fauli: And it behooves us to take a leadership and to provide alternatives before they're imposed on us and then we have to fight them. So, it...

Commissioner Mena: No, I'm all for that. But again, I'm just trying to learn some lessons. You know, I'm all for taking leadership on issues. I just -- I don't want to do so in a manner that is more ambitious than realistic. I mean, I don't doubt that anything that Peter just said is absolutely accurate. It makes total sense to me. I would love nothing more than for them to co-locate, but I just want to deal with the reality of the fact that in Tallahassee you're going to have lobbyists for AT&T and Verizon and so on and so forth, who we all know don't want to co-locate. They've made that abundantly clear so far. And so, I think it's a worthy pursuit. I would love to persuade the Legislature that that's the direction to go in. But I just want to be mindful of how much time and effort we invest in a process that there's a decent likelihood the State Legislature is going to say you cannot impose on them a requirement to co-locate and...

City Attorney Ramos: They've already said.

Commissioner Mena: Right.

City Attorney Ramos: It's a matter of whether they reverse that.

Commissioner Mena: So, just -- all I'm asking is for everybody to keep that in mind. Again, I think it's a noble pursuit. I love the idea. That was a beautiful presentation, but I just want to be realistic about what we can and can't do.

Mayor Valdes-Fauli: Thank you.

City Manager Iglesias: And hopefully...

Commissioner Keon: But I think if we...

City Manager Iglesias: Hopefully, Commissioner, if we provide these economic incentives too where you don't have to physically put a pole out there, we can just put a module to an existing pole. These actually -- these poles, the ones that we're talking about, already provide a pedestrian, vehicle and air quality, red light enforcement, speed detection, license plate recognition, smart intersection management, parking detection, computer vision system control and central management. So, they already provide that. So, from our perspective, they give us a tremendous amount of situational awareness and we can use them for removing actually a lot of our own infrastructure into that one pole. So, they already do that. So, this 5G component would be an additional thing that we could add. So, what we're saying is, do you want to put five poles out there or do you want to put one pole and the module. And since it's modular, four companies can have four different modules there.

Commissioner Keon: Right.

City Manager Iglesias: And connect it to that same system.

Commissioner Keon: But the issue is, are -- have we talked with the industry to see where they are on their willingness to co-locate on a single pole? Have you talked with them?

Assistant City Manager Santamaria: Not yet.

City Attorney Ramos: At the moment...

Assistant City Manager Santamaria: But that's part of the process that we'll...

Commissioner Keon: Okay.

Assistant City Manager Santamaria: Be pursuing.

Commissioner Keon: Yeah.

Assistant City Manager Santamaria: Is to have a conversation with the carriers to see what kind of a reception this would get.

Mayor Valdes-Fauli: But if we don't...

City Attorney Ramos: I can tell you statewide there's been a humongous push against co-location.

Commissioner Mena: Of course.

City Attorney Ramos: That's what they just want. That's why we have...

Commissioner Keon: Right.

City Attorney Ramos: This ordinance.

Commissioner Keon: I know, but what I didn't know is...

City Attorney Ramos: Now, if we can incentivize them to do something different...

Commissioner Keon: Well, that's why I'm asking...

City Attorney Ramos: In Coral Gables...

Commissioner Keon: If there is, you know -- if we have the conversation with them as to -- the best outcome would be that they would co-locate. We know they don't have to. They can do what they choose. But if we can develop, you know, a cooperative effort to do that, it requires a conversation with them and our, in some way, incentivizing them to do that. So, as part of the process, you'll have that conversation with the different carriers, and you'll come back to have that conversation with us?

Assistant City Manager Santamaria: Yes.

City Manager Iglesias: And there's numerous ways that we can incentivize.

Commissioner Keon: Okay.

City Manager Iglesias: And...

Vice Mayor Lago: And it's not as if this is like a precedent; co-locating already exists.

Commissioner Keon: Well, it does; all over the world it exists.

Vice Mayor Lago: And it's not...

Commissioner Keon: In a lot of places.

Vice Mayor Lago: It's not as it's an issue in your backyard. I mean, when someone steps into your backyard, it's either low voltage. You're dealing with AT&T.

City Manager Iglesias: And I could just imagine...

Vice Mayor Lago: You're dealing with electrical, so...

City Manager Iglesias: Five poles on Miracle Mile at every intersection.

Vice Mayor Lago: And I think...

Commissioner Keon: Right.

Vice Mayor Lago: What we're talking about today is -- and I agree with Commissioner Mena's comments, obviously his concerns about pricing and how to get -- obviously get buy-in from the State. But let's at least see what the price is going to be...

Mayor Valdes-Fauli: And also...

Vice Mayor Lago: Before we make -- before we...

Commissioner Mena: Agreed.

Mayor Valdes-Fauli: If we don't...

Vice Mayor Lago: I mean, I'm willing -- I think we see the price, we see -- and then we have a conversation, like the Manager said, with these five or six entities and see if co-locating is of interest, explain the potential cost savings, especially the maintenance issue. Because when you're cutting up streets here and you're dealing with these issues later, that's a big troubling issue for the community as a whole. And the last thing that these companies want is having to deal with residents who are concerned about a street being closed for a week, week and a half. We've had two or three emails just this week about that in regard to the downtown. So, there's a lot of -- it's not only about money, but it's also about trouble and the ability to kind of...

Mayor Valdes-Fauli: And also, the way to...

Vice Mayor Lago: Get ahead of these issues.

Mayor Valdes-Fauli: The way to ensure that nothing gets done or the way to ensure that they're going to -- that Tallahassee -- they will prevail is for us to do nothing. I applaud your efforts, Mr. City Manager, in coming up with a beautiful alternative and we'll try to sell it.

City Manager Iglesias: And if everything works, we'd like to do a pilot program probably by the end of the year, invite the State Legislature to see what can be done and why technology does not have to be destructive.

Mayor Valdes-Fauli: Thank you.

Commissioner Keon: I think that's a...

Mayor Valdes-Fauli: Thank you very much.

Commissioner Keon: Great objective.

Mayor Valdes-Fauli: Thank you for a good presentation.

Vice Mayor Lago: Thank you.

Mayor Valdes-Fauli: Thank you.