

/HW

Decision No. 77049

ORIGINAL

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

IN THE MATTER OF THE APPLICATION
OF IMPERIAL COMMUNICATIONS
CORPORATION for authority to
extend its service area. }

Application No. 51636
(Filed January 21, 1970;
Amended February 10, 1970,
and March 6, 1970)

OPINION AND ORDER

Applicant's Request

By the above application, as amended, Imperial Communications Corporation seeks authority to construct a new base station to extend the service area of its radiotelephone system in a northerly direction to include the communities of Oceanside and Escondido.

Applicant's Present Operations

Applicant presently operates two base stations located at Mt. Soledad, 1 mile east of La Jolla, and at 4285 East Ridge Dr., La Mesa. Both stations transmit on three channels: No. 1, 152.03 Mhz; No. 7, 152.12 Mhz; and No. 11, 152.18 Mhz within the present service area as shown on Exhibit A of the application. Applicant is currently serving 164 two-way mobile units and 494 one-way paging units.

Applicant's Proposed Operations

Applicant proposes to move its Channel 11 transmitter from Mt. Soledad, Latitude $32^{\circ}-50'-20.5$ North, Longitude $117^{\circ}-14'-56.5''$ West, to Mt. Woodson, Latitude $33^{\circ}-00'-30''$ North, Longitude $116^{\circ}-58'-40''$ West, approximately 20 miles northeast of Mt. Soledad. This relocation, applicant claims, will provide three (3) major improvements:

- (1) Reduce the present co-channel interference that now exists with Coast Mobilphone Service at Santa Barbara by the introduction of a natural mountain barrier to the north-westerly propagation of Imperial's signal.

- (2) Provide a strong signal within the City of La Jolla which is not possible now even though the Mt. Soledad base station is but 1 mile east of that city.
- (3) Permit the offering of two-way mobile radiotelephone service to the communities of Oceanside, Vista, Escondido and Rancho Bernardo having a combined population of 110,000 in a growth type market area.

Applicant states that its advertising campaign in the San Diego area through the newspaper, magazine and radio media has resulted in numerous inquiries being received from persons residing in the northern portion of San Diego County, a part of the proposed expanded service area. A list of these interested persons is attached to the application as Exhibit C. As a result of a market survey of this expanded area, applicant estimates the following service requirements:

	<u>Paging Tone-Only</u>	<u>Paging Tone & Voice</u>	<u>Two-Way Service</u>
End of 1st Year	75 units	15 units	10 units
End of 3rd Year	150 units	30 units	20 units
End of 5th Year	225 units	45 units	30 units

The principal communities of Oceanside, Vista and Escondido, are located 35, 35 and 30 miles, respectively, from the center of San Diego and are within the normal marketing region and social environment of that major metropolitan area which applicant now serves.

The Mt. Woodson transmitter will operate at a maximum effective radiated power of 117 watts on a bearing of 250° from an elevation of 2,805 feet which is calculated to result in good signal quality throughout applicant's present and proposed service area. All base station facilities are now in existence at Mt. Soledad and need only to be moved to Mt. Woodson.

The Second Amendment to Application contains an analysis by applicant of the estimated increase in operating costs and the offsetting increase in revenues resulting therefrom at end of first year.

Incorporated in the record as Exhibit 1 as part of the staff investigation is a statement of financial condition as of January 3, 1970, and a statement of income and expense for year ended January 3, 1970, both of which were furnished by applicant.

No objection to applicant's proposed extension of service area has been received, and a public hearing is not necessary.

Based upon the record, the Commission finds as follows:

- (1) Public convenience and necessity require the radiotelephone service which applicant seeks to provide.
- (2) The area applicant proposes to serve is not now served by a radiotelephone public utility.
- (3) Applicant is able to finance the extension of its facilities as proposed by borrowing from its parent company.
- (4) Applicant's present rates for service are reasonable for the proposed service area.

IT IS ORDERED that:

1. A Certificate of Public Convenience and Necessity is granted to Imperial Communications Corporation to establish a new base station on Mt. Woodson, San Diego County, Latitude $33^{\circ}-00'-30''$ North, Longitude $116^{\circ}-58'-40''$ West.
2. Applicant shall file, in quadruplicate, with this Commission, after the effective date of this order, in conformity with General Order No. 96-A, a revised tariff map incorporating the service area boundary described by the

37 dbu contour of the base station located on Mt. Woodson, to become effective upon not less than five days' notice to this Commission and the public.

3. The authority herein granted shall expire if not exercised within two years from the effective date hereof.

The effective date of this order shall be twenty days after the date hereof.

Dated at Los Angeles, California, this 7th day of APRIL, 1970.

William S. Snow, Jr.
President

[Signature]

[Signature]

Vernon L. Sturgeon
Commissioners