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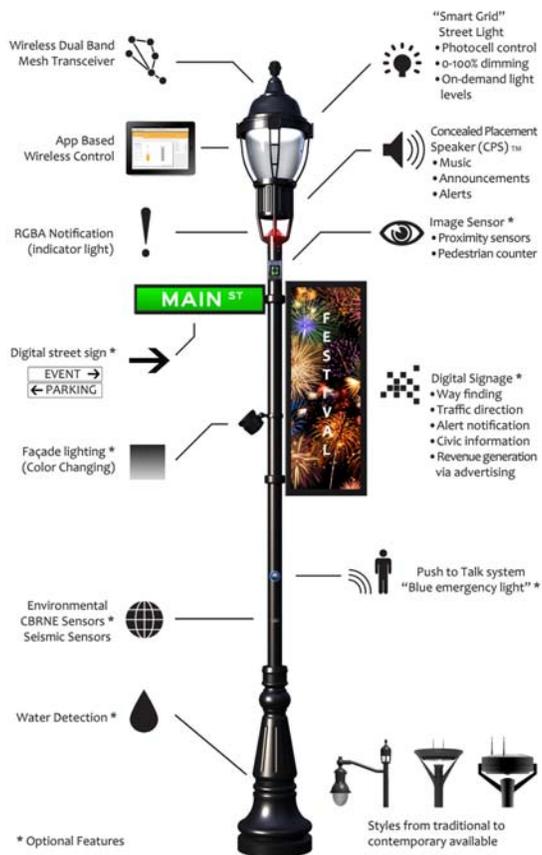
November 10 2011

[IntelliStreets: Lighting the Way for Sustainable Cities](#)



Fall 2011, independently organized [TEDxDetroit](#) assembled an impressive line-up of Michigan entrepreneurs to share their Big Ideas with Detroit's active [social network](#). The focus of the day was [sustainability](#): responsible business, exceptional education, strong communities, and innovative technologies. **So, what's the Big Idea for cities? Intelligent Streets.**

The [IntelliStreets](#) name demonstrates the importance of [branding for environmental design](#). Derived from a southeast-Michigan based company, "**[IntelliStreets](#) is the wireless digital infrastructure that controls, monitors and maintains the sensory world.**" The [IntelliStreets](#) street light integrates energy efficient technologies and environmental sensors for a dynamic device that both gives and receives data wirelessly.



Dawn to dusk, winter to summer, lighting controls allow clients to adjust light levels for each independent light post according to environmental conditions. With classic, traditional, and [contemporary](#) styles and a two-sided LED display, they offer a uniquely customizable [urban design](#) product. Creating [sustainable](#) cities is a give and take operation; that means learning from and responding to existing conditions. **The product employs integrated sensors to promote a cleaner, safer and smarter public thoroughfare by measuring changing environmental variables, including: atmospheric levels for light, water, wind, temperature, gas, and radiation; and pedestrian movement at a busy intersection or outside a major event complex.** Via wireless communication, the site-specific information is collected and organized at a central computer for further analysis and manipulation.

In this way, [IntelliStreets](#) offers not only a distinctive design component, but a process for further sustainable innovation; capturing critical information for decision makers such as [architects](#), [urban planners](#), and traffic [engineers](#). **Easily incorporated into the existing lighting arrangement infrastructure, developers envision a wide application for the [IntelliStreets](#) technology in well-established city centers, shopping districts and college campuses, in addition to new planning projects. Where can you envision them?**

What does an intelligent street look like for [Detroit](#)? Perhaps a safer [Wayne State](#) campus, a night life for Midtown and a game-day ready Grand Circus Park. What could an intelligent street look like for [Ann Arbor](#)? [Grand Rapids](#)? [Lansing](#)? **Next time you're out, look up; these sleek, smart street lamps will soon be lighting up a city near you.**

Credit: Images linked to source.



[Alexandria Stankovich](#)

Alexandria Stankovich graduated from The University of Michigan with a B.S. in Architecture. In order to gain an authentic understanding of the urban context through the lens of education, she became a Denver, Colorado corps member with Teach for America, teaching elementary Special Education. Returning to her hometown of Detroit, Michigan, Alexandria writes about the innovative design projects and urban programs taking place in the Motor City. Fueled by her passions for the triple bottom line - environment, economy, and social equity – she is currently applying to graduate Urban Planning programs with a concentration in Urban Design and Environmental Sustainability.

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