

# The Rustic Beauty of Authentic Wood Lighting Poles



Cascade Avenue in Sisters, Oregon feature customized TimberWood® poles, with Sternberg Lighting LED Prairie styled lanterns, create a dramatic mission feel overlooking the Cascade Mountains.

Across the Cascade Mountains between the sprawling communities of Central Oregon and the Willamette Valley, thousands of cars and trucks commute through the tourism-based city of Sisters, Oregon each day, making US 20 both a main street and a major regional freight route.

In 2014 improvements were made to the US 20 Cascade Avenue streetscape that addressed pedestrian and motorist conflicts, improved the walk-ability of downtown, and expressed the identity of the city of Sisters. To maintain this identity, the new streetscape abounds with many trees, furniture, brick paving, and TimberWood® authentic wood lighting poles. These 18 1/2-foot tall craftsman-style posts are impressive, not just because they are so tall, they are beautifully designed and greatly enhance Sisters' distinctive appearance. Constructed of laminated coastal Douglas fir and featuring Prairie styled LED fixtures by

Sternberg Lighting, they are worlds removed from the standard city streetlight. Which is exactly the idea.

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Expressing the natural environment of your landscape is an important aesthetic for any project, whether it is a downtown streetscape, resort, golf club, day care center, city park, residential development, or an historic urban landmark. Landscape developers have discovered the wonderful economy and flexibility that wood poles offer. Wood is abundant in nature, renewable, and easy to handle, while being an excellent cost efficient insulator that is environmentally preferred.

Because wood is not a synthetic material, it tends to blend into virtually any environment. Treated wood poles offer another big advantage. They sequester atmospheric carbon contained in trees from the natural photosynthesis process. Most people are surprised when they learn that treated wood poles have a useful service life of more than 50 years. Preserved wood poles store carbon for their lifetime, keeping damaging carbon from escaping into the atmosphere, and prolonging the life of the lighting pole.

## Sustainable Benefits of TimberWood® Poles

### RENEWABLE FORESTATION

TimberWood® engineered wood light poles utilize younger, fast growing, and small diameter trees for the lamination process. Unlike metals or concrete poles which deplete the earth's resources, replanted seedlings continue to provide a sustainable natural resource that increases carbon absorption, and generates oxygen for the environment. For each tree harvested to make TimberWood® light poles, three saplings are planted as replacements.

### REDUCING THE CARBON FOOTPRINT

Carbon sequestration and low energy consumption are two primary ways that wood contributes to the efforts to minimize CO2 emissions and global warming. Trees absorb and store carbon (carbon sequestration) and give off oxygen. This process even continues to some degree after harvest and in the manufactured state. Wood has the lowest impact to the environment in the manufacturing process as it consumes less than 10% of the energy required to produce steel and concrete.

### LIFE CYCLE ANALYSIS (LCA)

Wood is the only sustainable product that provides low energy consumption throughout its entire life cycle.

For more information on TimberWood® products, visit [www.SternbergLighting.com](http://www.SternbergLighting.com), or write [mrktng@sternberglighting.com](mailto:mrktng@sternberglighting.com)



Sternberg Lighting serves the municipal, landscape, higher education, and commercial markets providing efficient and cost effective lighting solutions to the outdoor market.



Balsam Place in Tewksbury, MA offers a woody residential experience with TimberWood® poles enhancing the landscape.



Different mounting options and arm configurations are available with your choice of Sternberg LED lighting fixtures.