

Atlanta I-75/I-85 Connector Transformation



SWA worked with the Midtown and Downtown Development District of Atlanta to develop a vision, and urban design plan for the five-mile Interstate 75/85 Connector that divides the city. “The Connector” is famous for its snarl of traffic and frequent flooding that brings urban Atlanta to a standstill. The Connector also creates an inhospitable urban environment that reduces walkability, diminishes transit ridership, and presents a bleak image of the City to visitors. SWA’s vision plan calls for the creation of urban forests to line this urban highway – creating a theme for this City in a Forest. Through the implementation of urban forests, the plan also calls for minimizing heat island effect, reducing storm water runoff, increasing bicycle and walking connectivity, and upgrading the image of Atlanta.

SWA also developed strategies for the creation of the Museum of Contemporary Freeway Art – the first

Location
Atlanta, Georgia
Client
Midtown Alliance
Atlanta Downtown Improvement District, Inc.
SWA Scope
Vision Plan
Urban Design
Design Guidelines
Size
5 miles (8.05 km)
Awards
ASLA Texas Chapter Award of Excellence:
Planning and Analysis

of its kind. The museum will highlight international, super-graphic art and sculpture and show Atlanta’s commitment to its rich culture. The museum will be viewed from the automobile as well as from city streets and newly created parks and promenades along the Connector’s margins.