

Transforming Atlanta's I-75/85 Connector





The I-75/85 Connector is a vital piece of our City's urban infrastructure.



However, the condition and experience of our City's most heavily traveled roadway leaves residents, commuters and visitors with a negative impression of Atlanta.

Midtown Alliance, Midtown Improvement District, Central Atlanta Progress, Atlanta Downtown Improvement District, and the City of Atlanta have partnered to create a Strategic Plan for enhancing the visual appearance of the Connector, creating a positive economic impact on the City, and improving the experience of more than 300,000 citizens and visitors who travel the roadway each day.

Landscape Infrastructure Approach to the Mixed Use Freeway



The background of the slide features four abstract, rounded shapes that resemble cars, arranged in a staggered pattern. Each shape is heavily blurred with horizontal motion lines, suggesting high speed. The colors of the shapes are: a light blue and white car at the top left, a purple and black car at the top right, a multi-colored (blue, green, yellow, and black) car on the middle left, and an orange and black car on the middle right. At the bottom, there is a red and yellow car, also blurred. The overall effect is one of rapid movement and modern design.

500,000 AUTOMOBILES PER DAY



300,000 METRIC TONS OF CARBON

A close-up photograph of a hand holding a waffle cone with two scoops of pink ice cream. The ice cream is melting, with a thick, pink liquid dripping down the sides of the cone. The background is a clear, bright blue sky. The text "8 DEGREE HEAT ISLAND EFFECT" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

8 DEGREE HEAT ISLAND EFFECT



6,996,000 SQUARE FEET PAVING

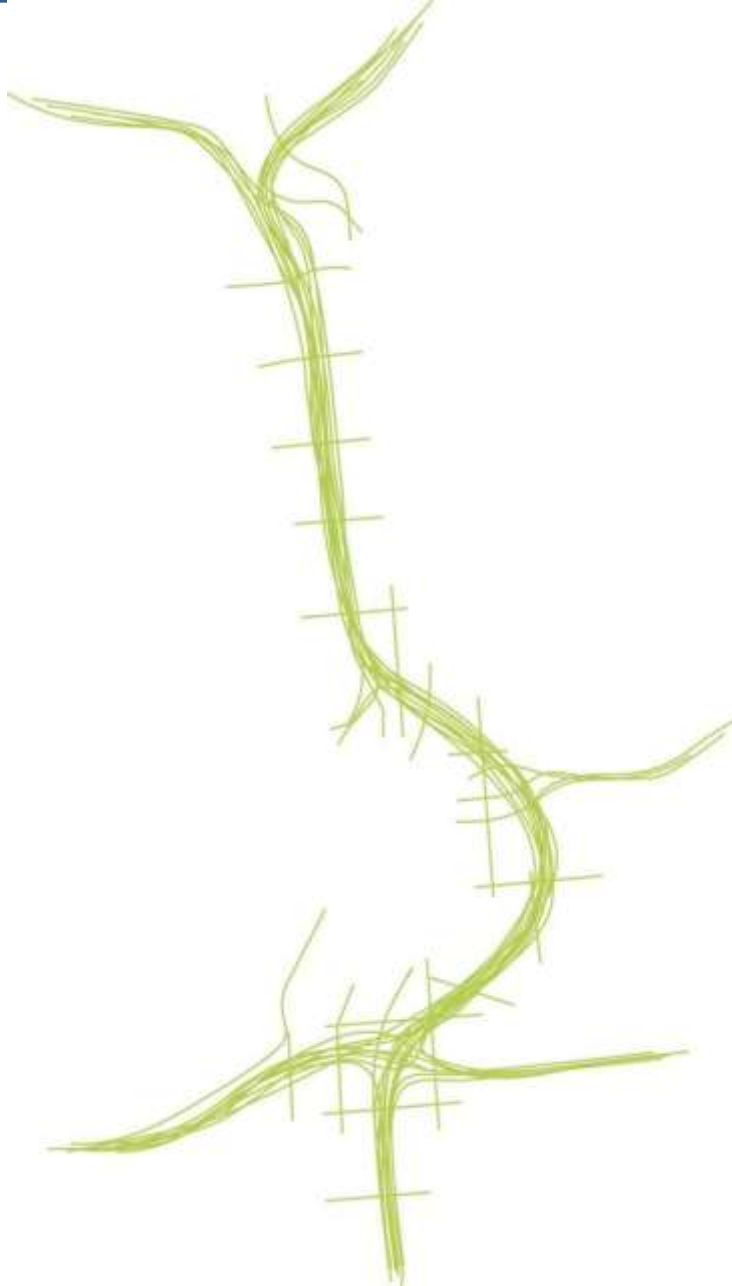
A close-up, slightly blurred photograph showing a large, dark pipe discharging a thick, yellowish-brown stream of stormwater. The water is turbulent and splashing as it enters a larger body of water, which appears to be a river or lake. The surrounding area is dark and indistinct, focusing attention on the powerful flow of water.

1.9 BILLION GALLONS OF STORM WATER

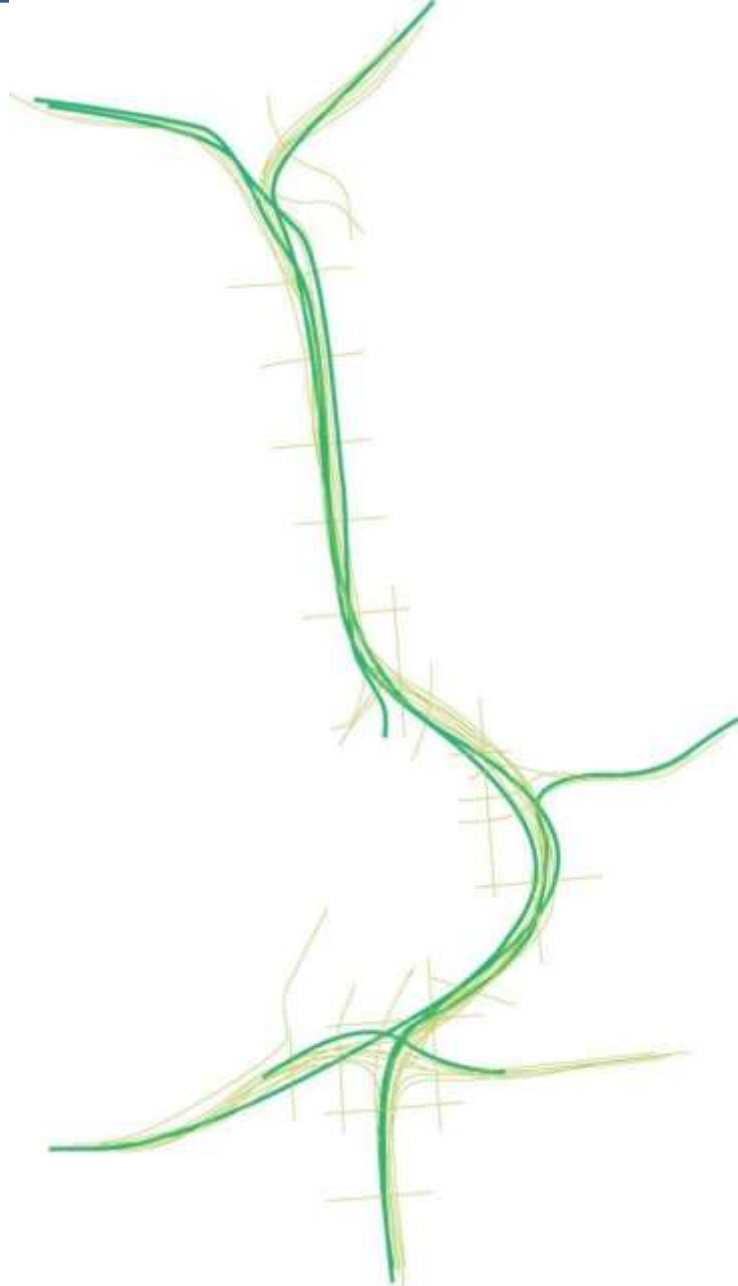
87.63% UNATTRACTIVE

A large, dense crowd of people is shown at night, likely at a festival or concert. Many individuals have their arms raised in the air, some holding small flags or objects. The crowd is wearing various clothing, with a notable presence of red and white items. The scene is illuminated by warm, ambient light, creating a sense of energy and celebration. The text "420,003 URBAN ATLANTANS" is overlaid in white, bold, sans-serif font across the lower-middle portion of the image.

420,003 URBAN ATLANTANS



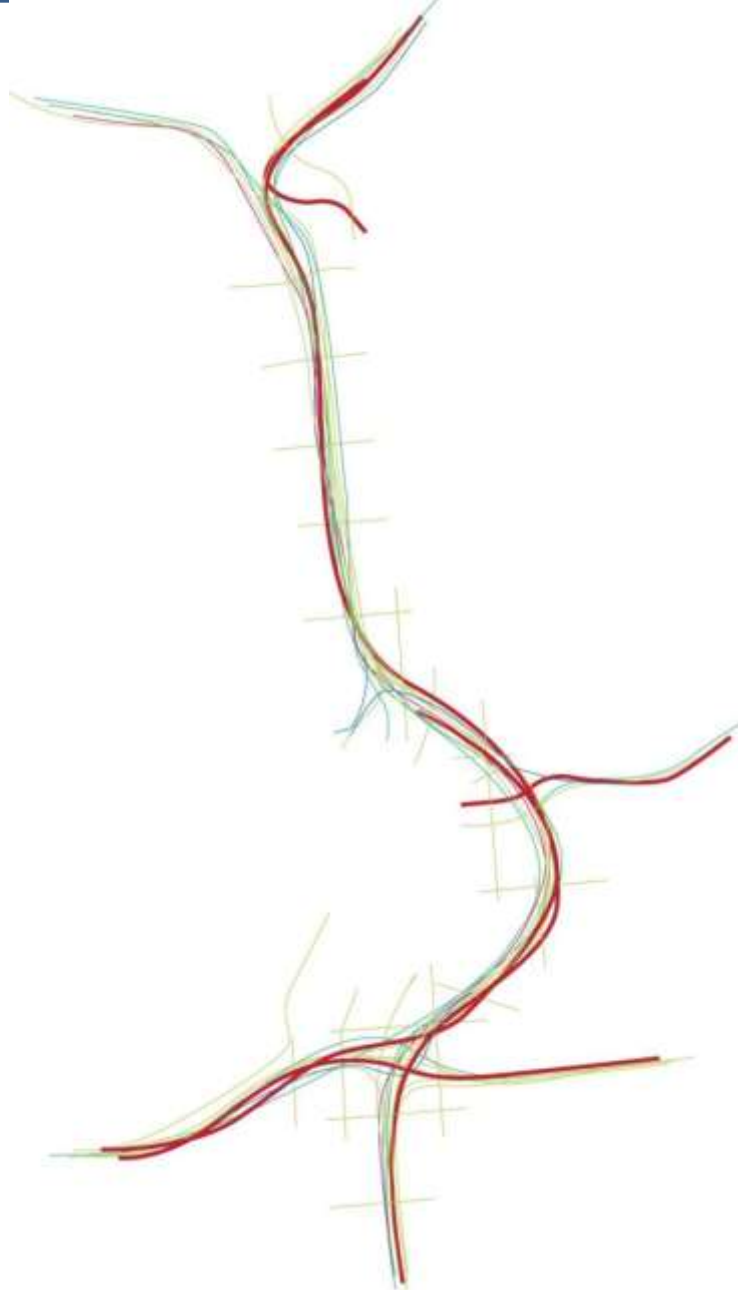
The Connector was built for vehicles, but what if...



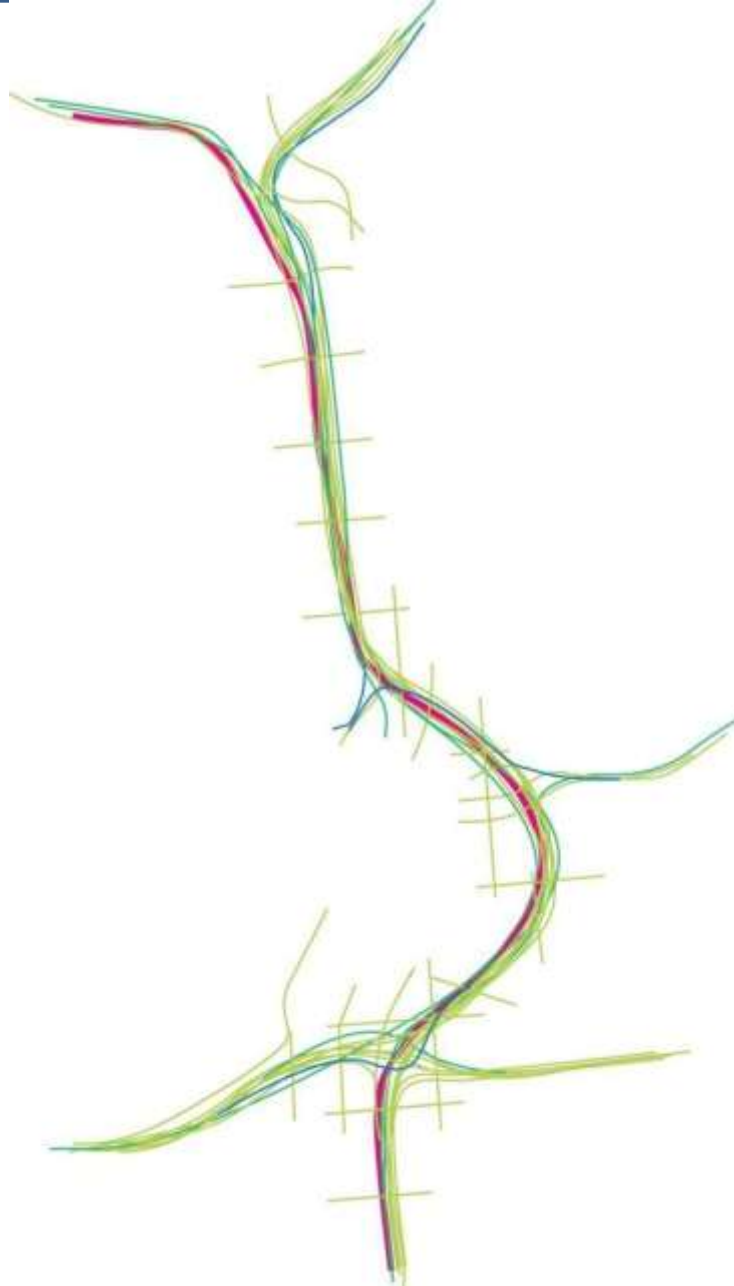
we “greened” the corridor,



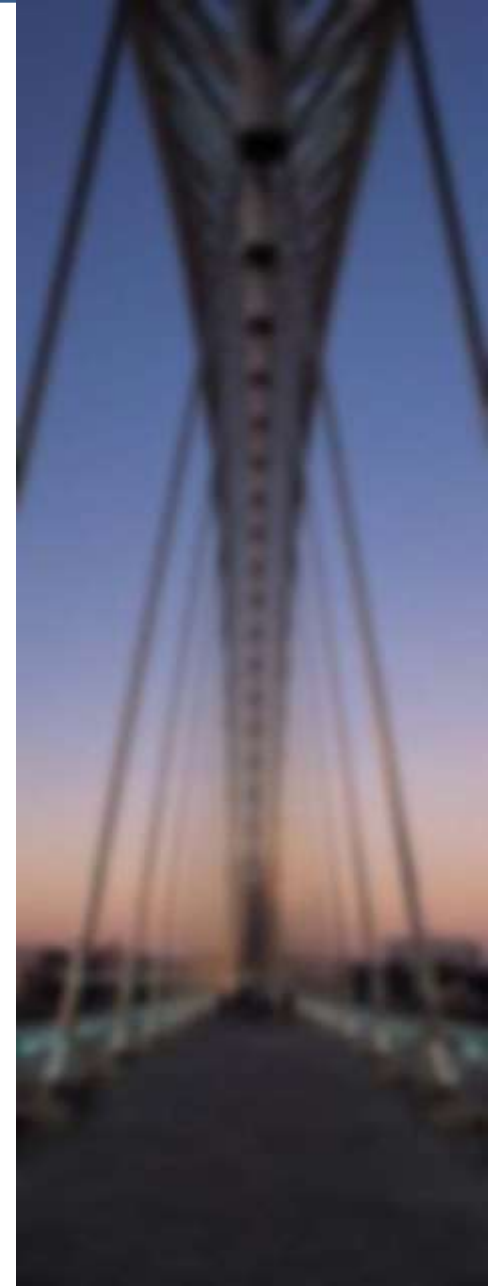
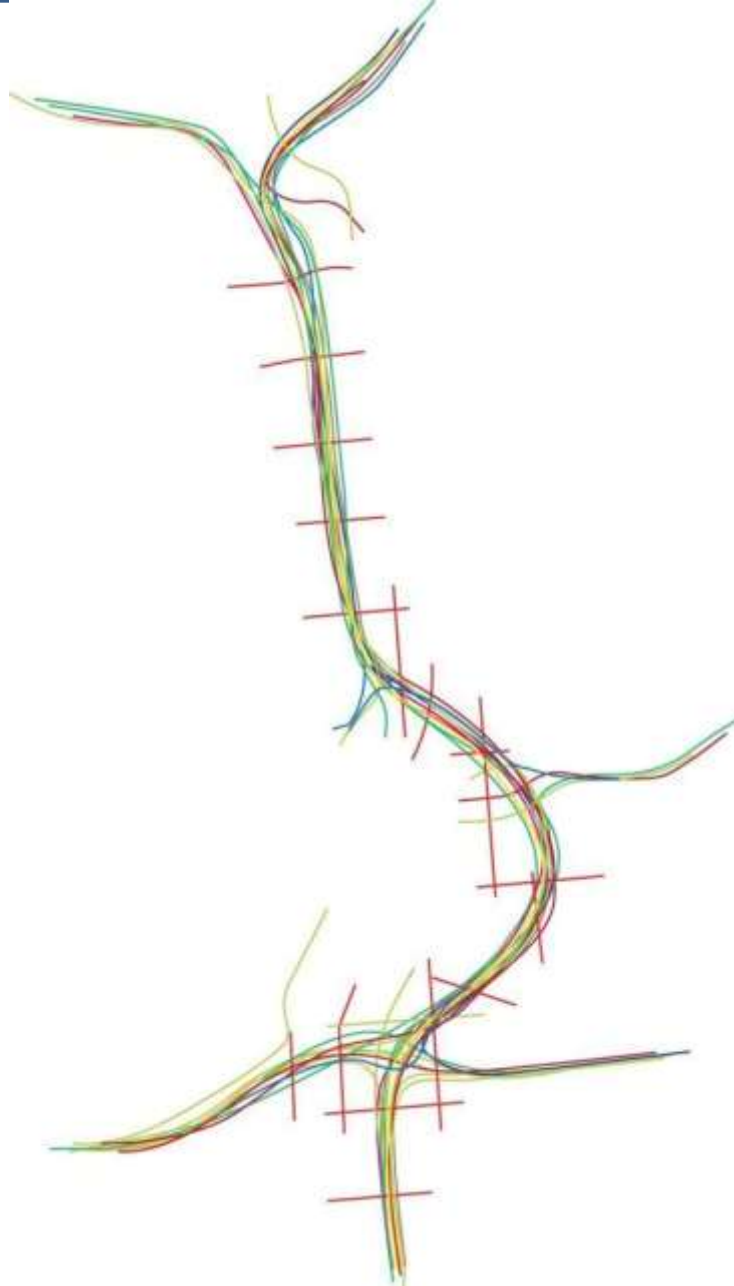
captured and reused storm water,



gave people places to walk, jog, and run,

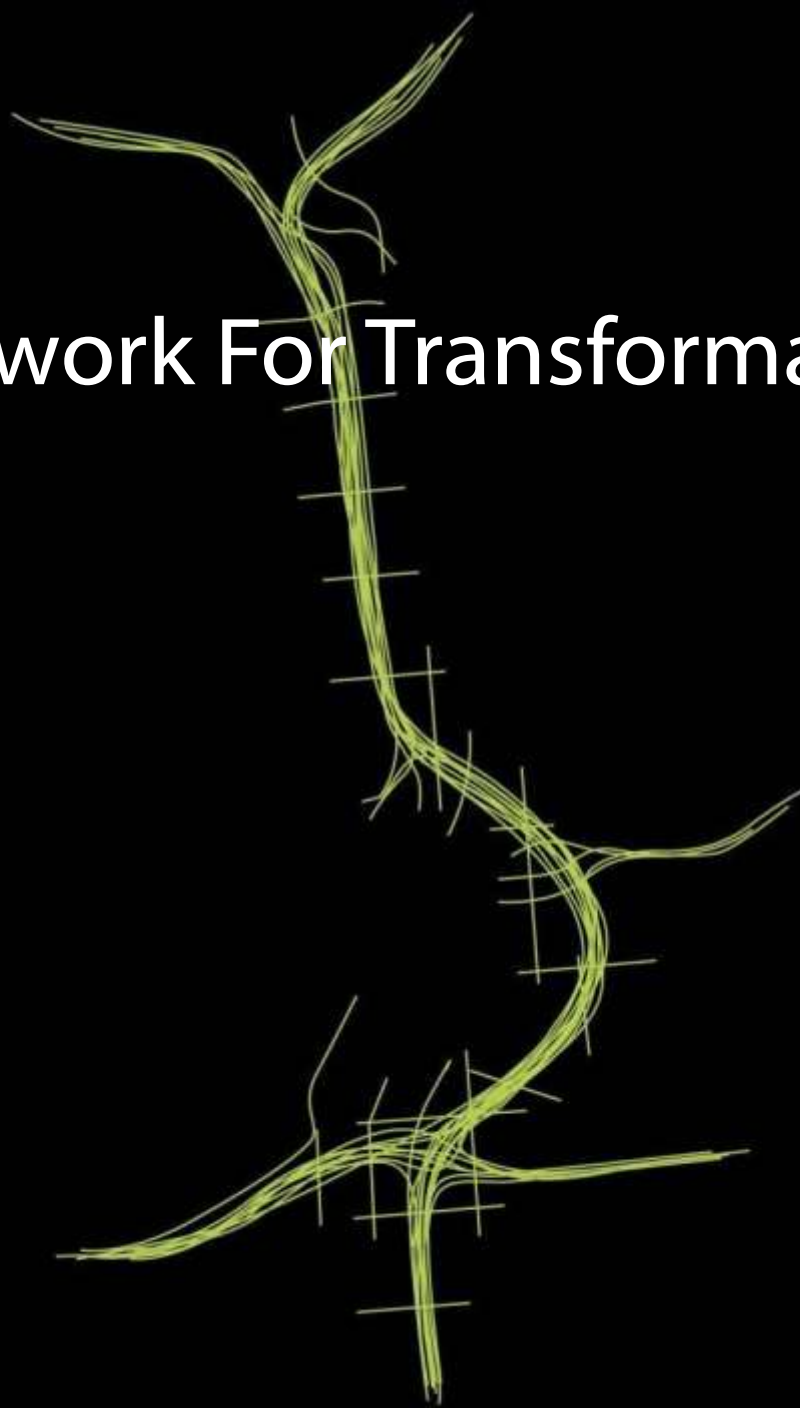


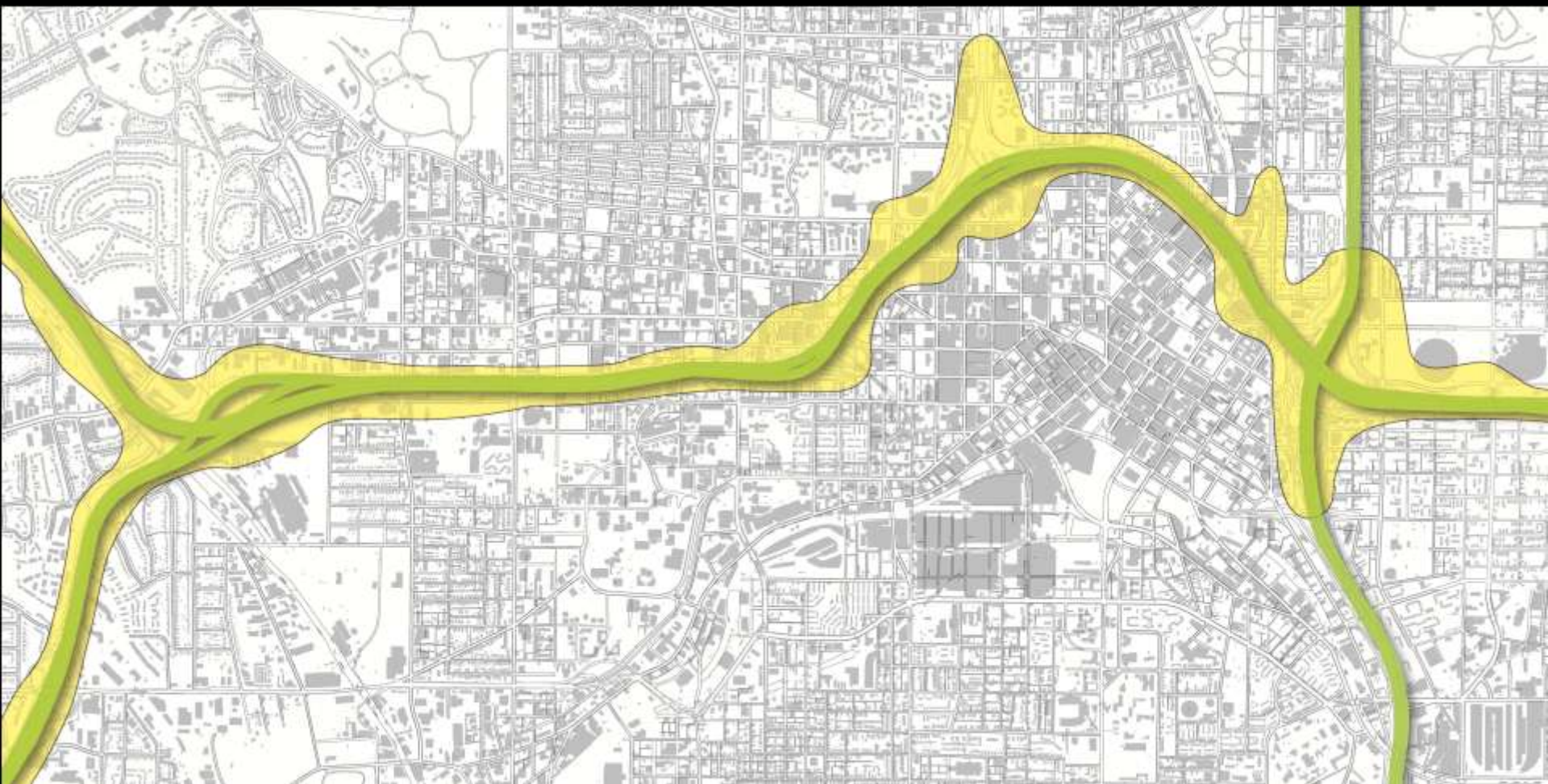
expressed our artistic and cultural side,



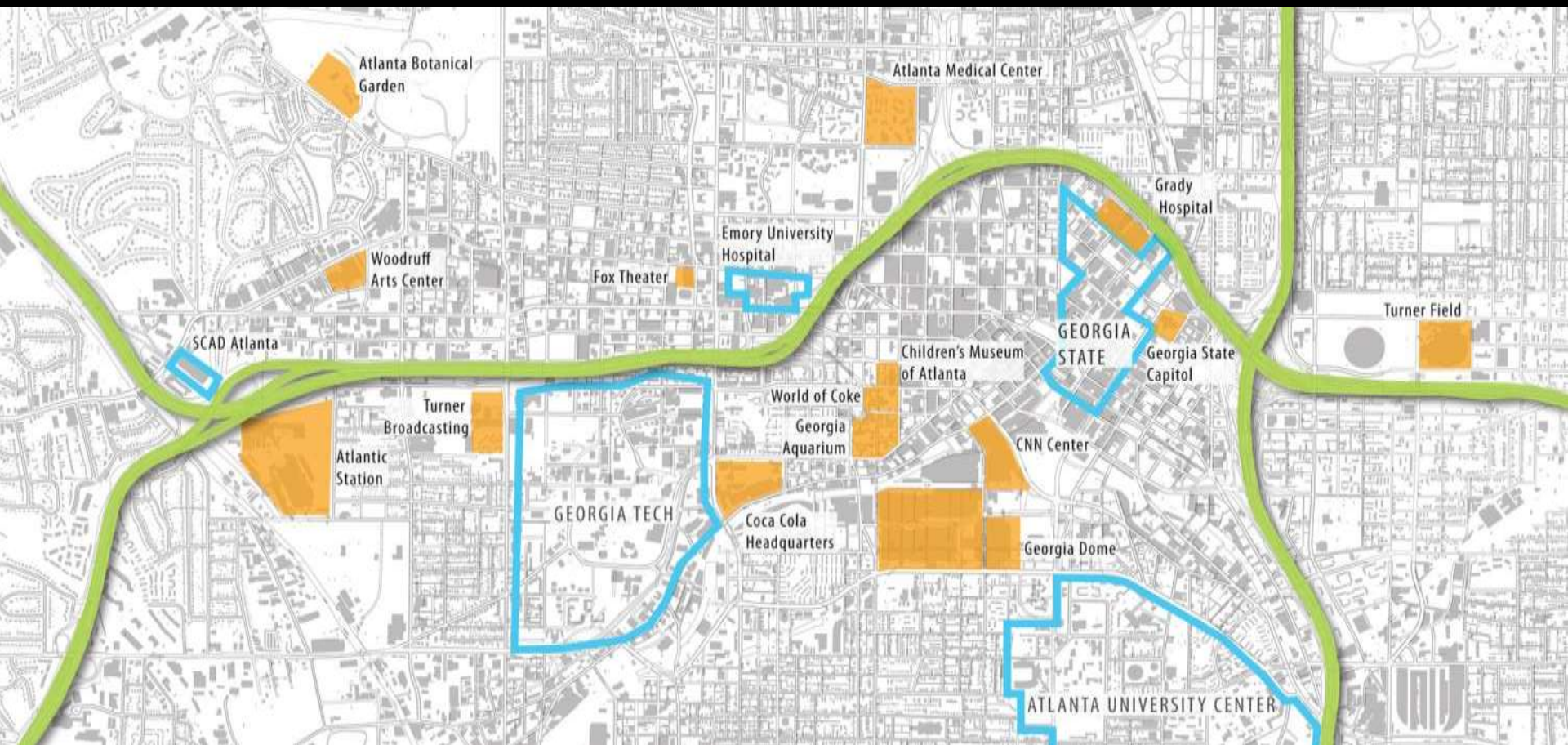
and reconnected the City?

Framework For Transformation

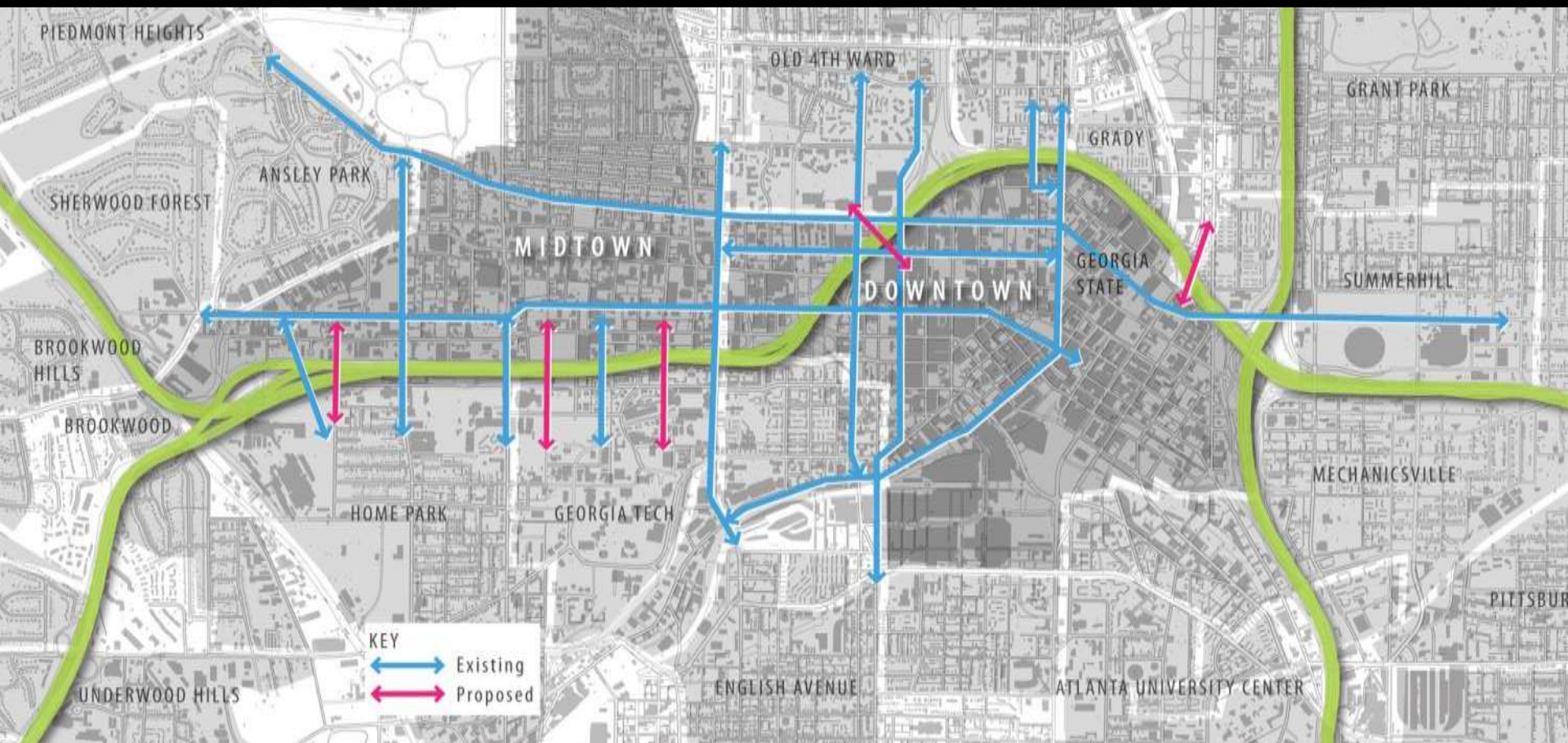




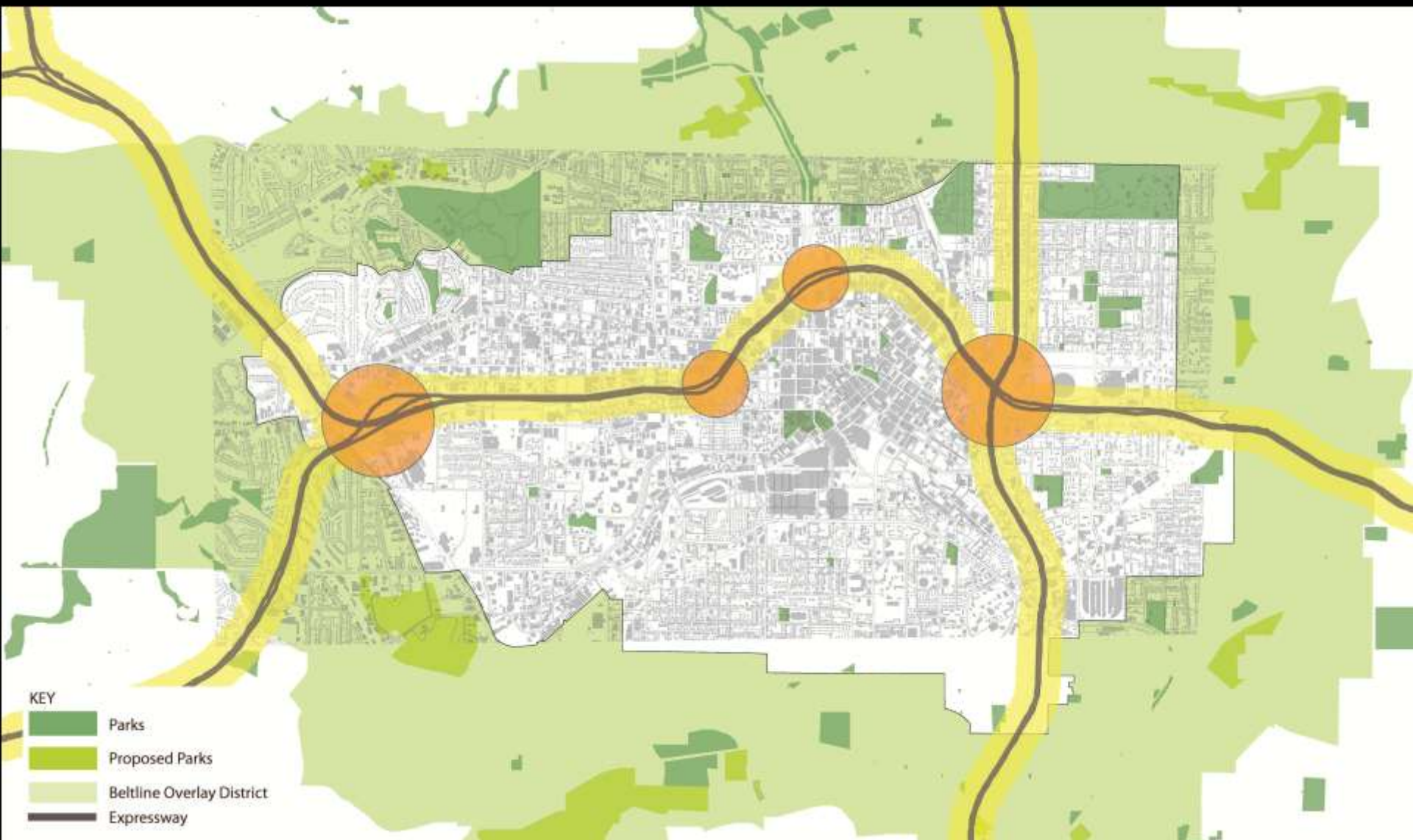
I-75/85 CORRIDOR



INSTITUTIONS



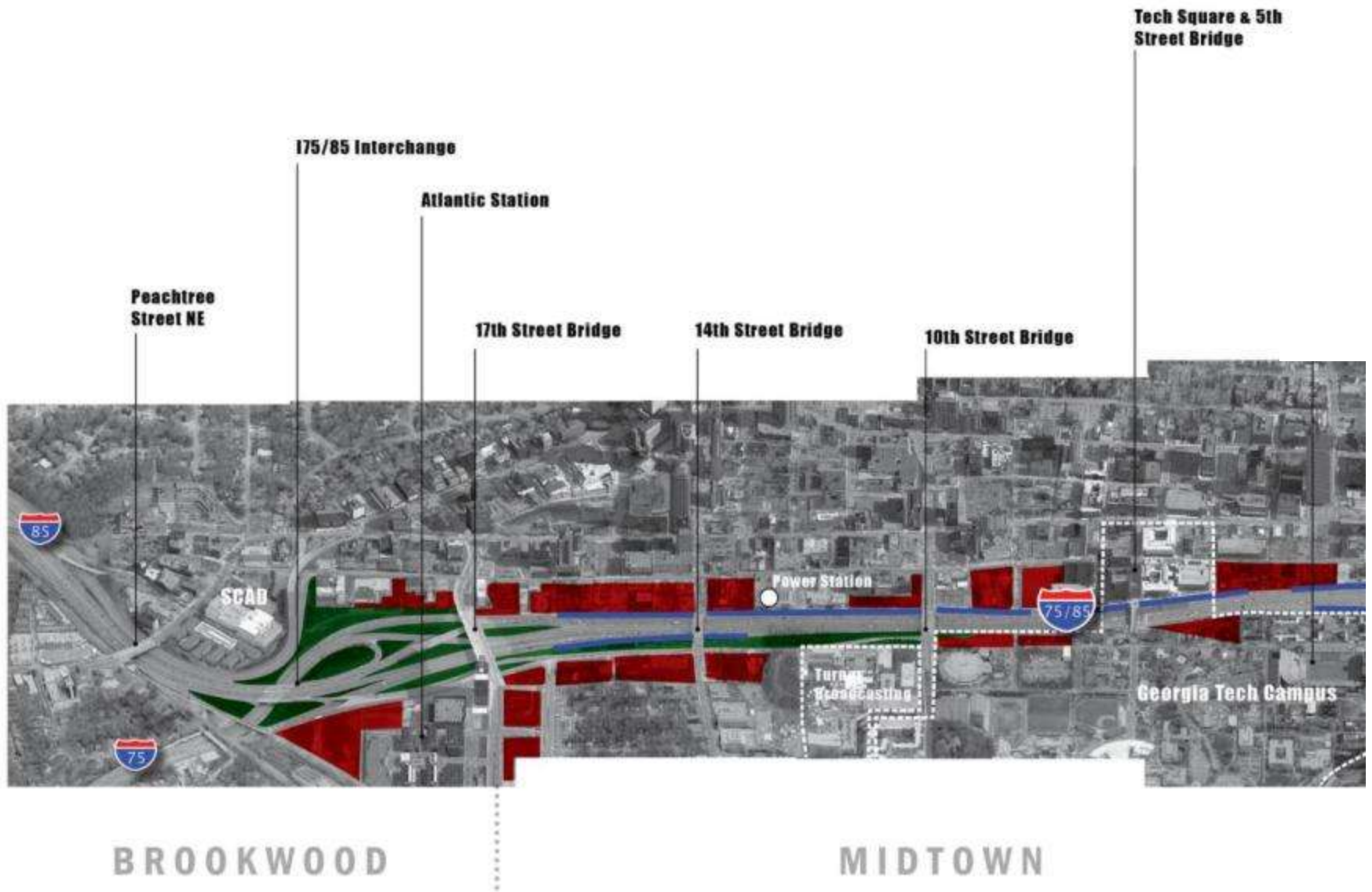
CONNECTIONS



OPEN SPACE



FRAMEWORK



OPPORTUNITIES

Tech Square & 5th
Street Bridge

Bobby Dodd Stadium

North Avenue Bridge

Spring Street
Bridges

Atlanta Civic
Center

West Peachtree/
Civic Center Marta

Freedom Parkway Interchange

Decatur Street

MLK

Auburn Pointe

VIEWS OVER DOWNTOWN
Power Station
Georgia State
University

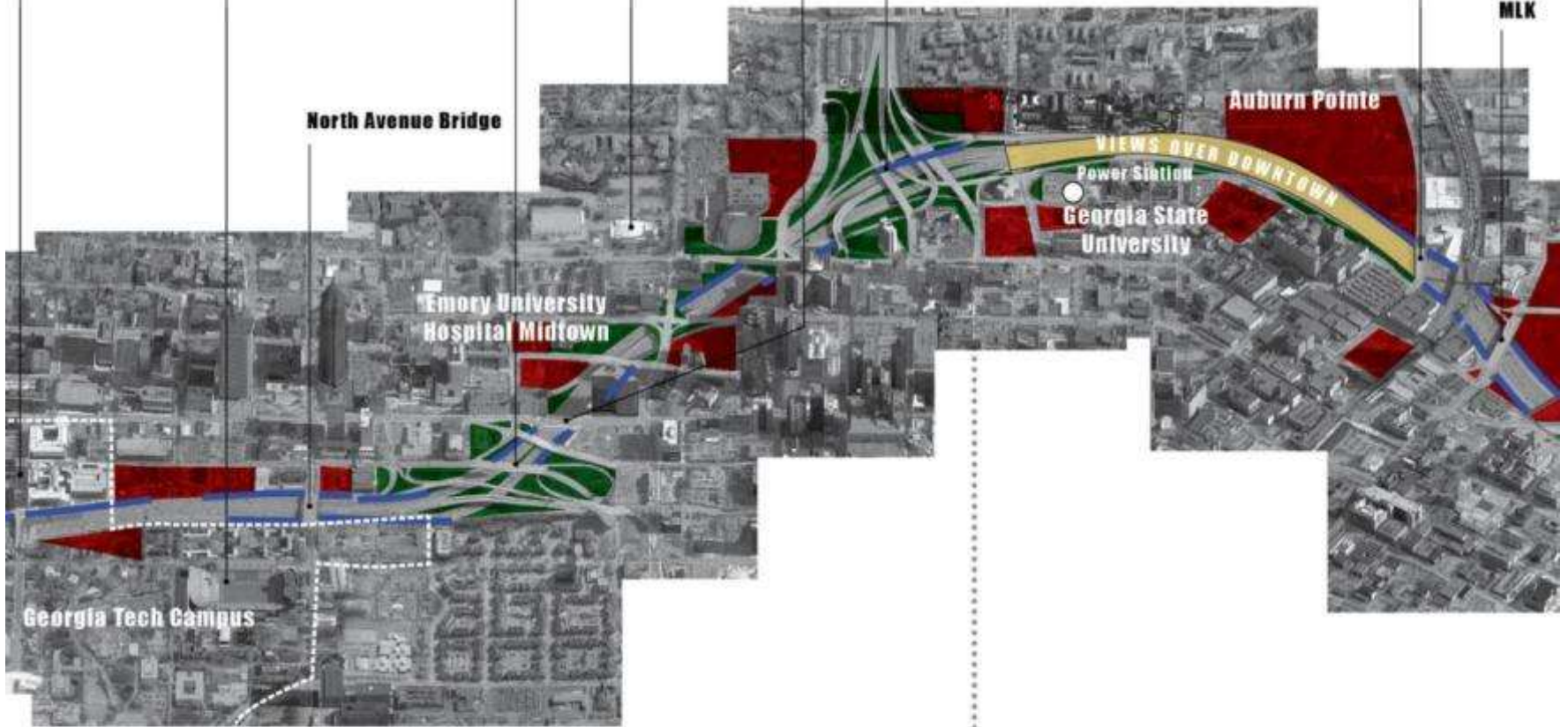
Emory University
Hospital Midtown

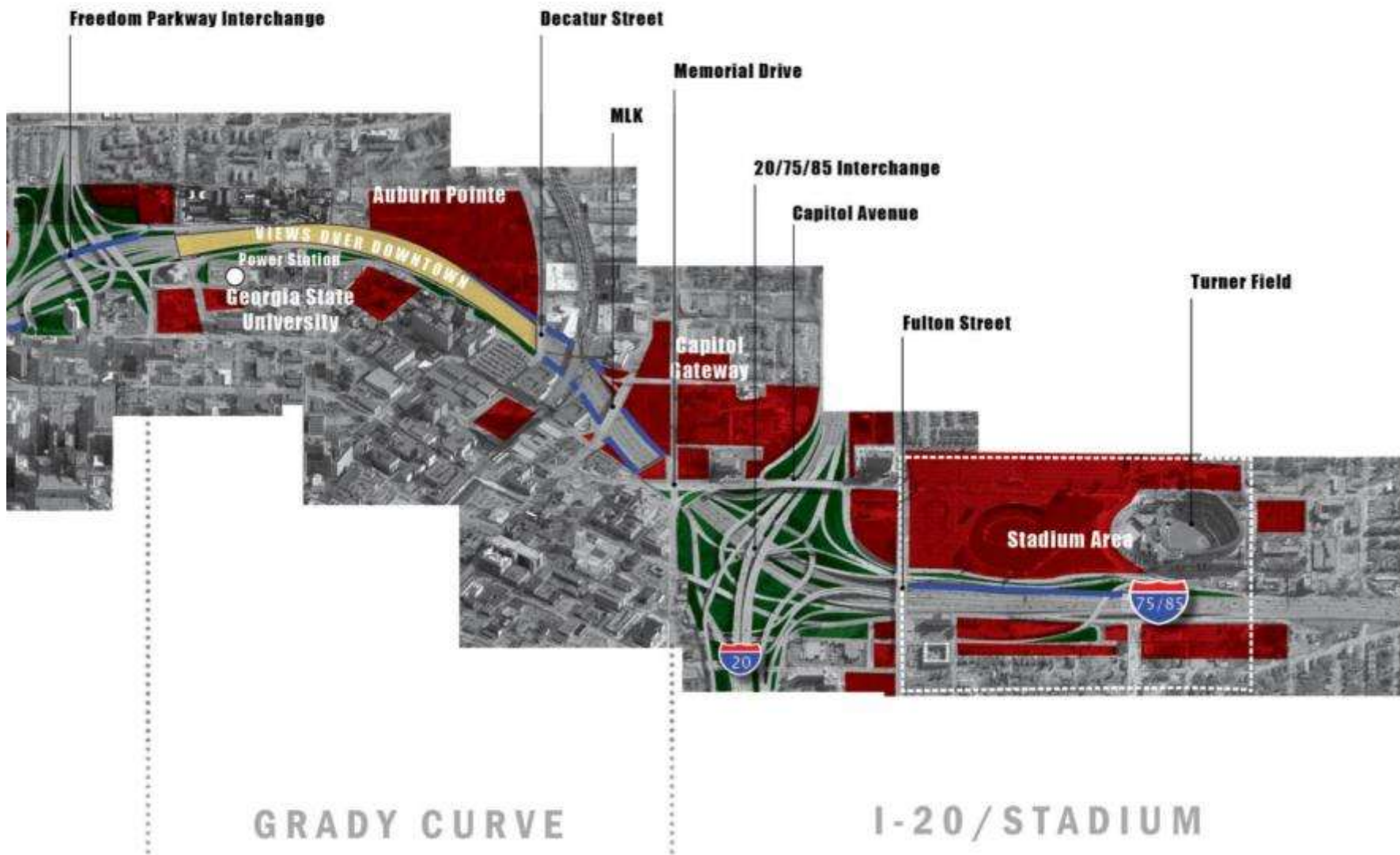
Georgia Tech Campus

SONO

GRADY CURVE

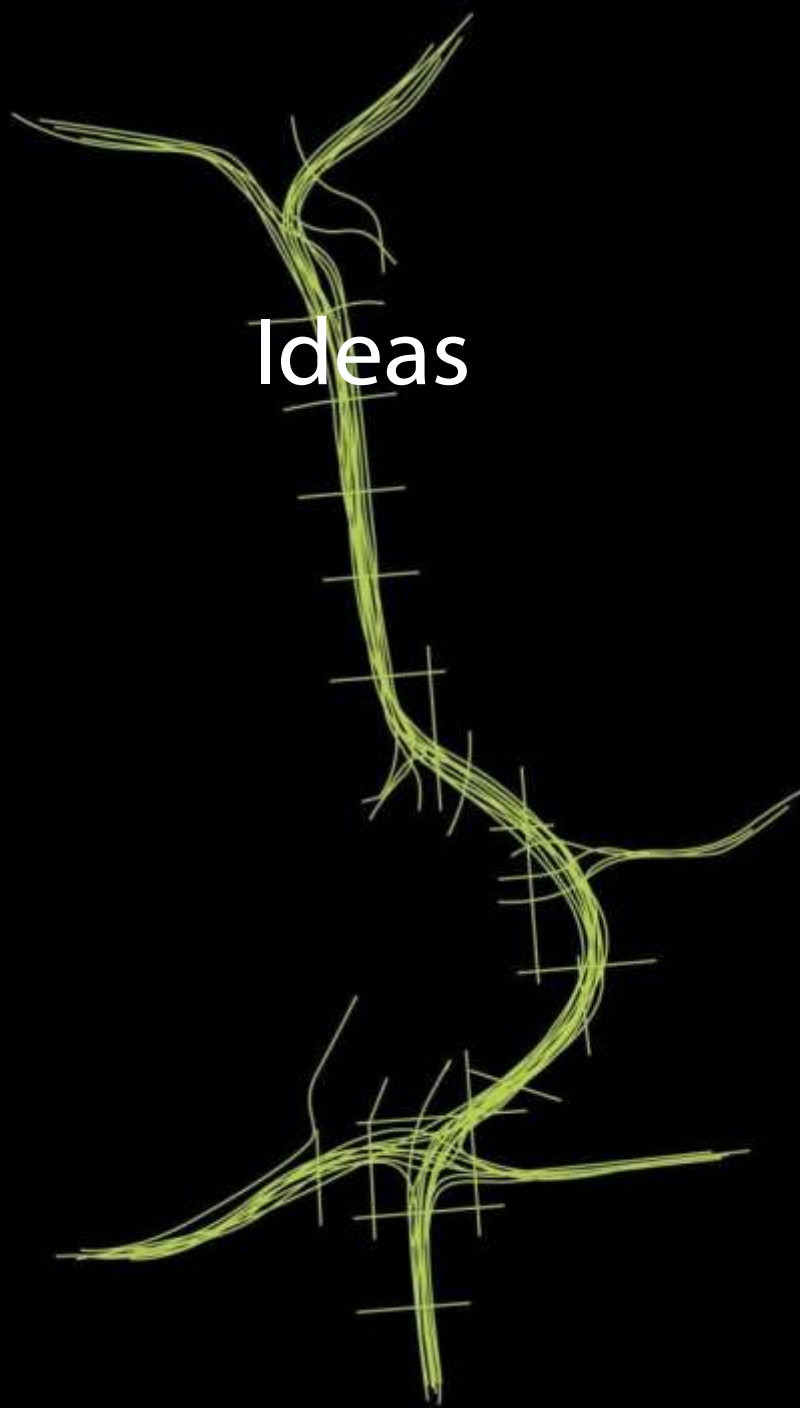
OPPORTUNITIES





OPPORTUNITIES

Ideas

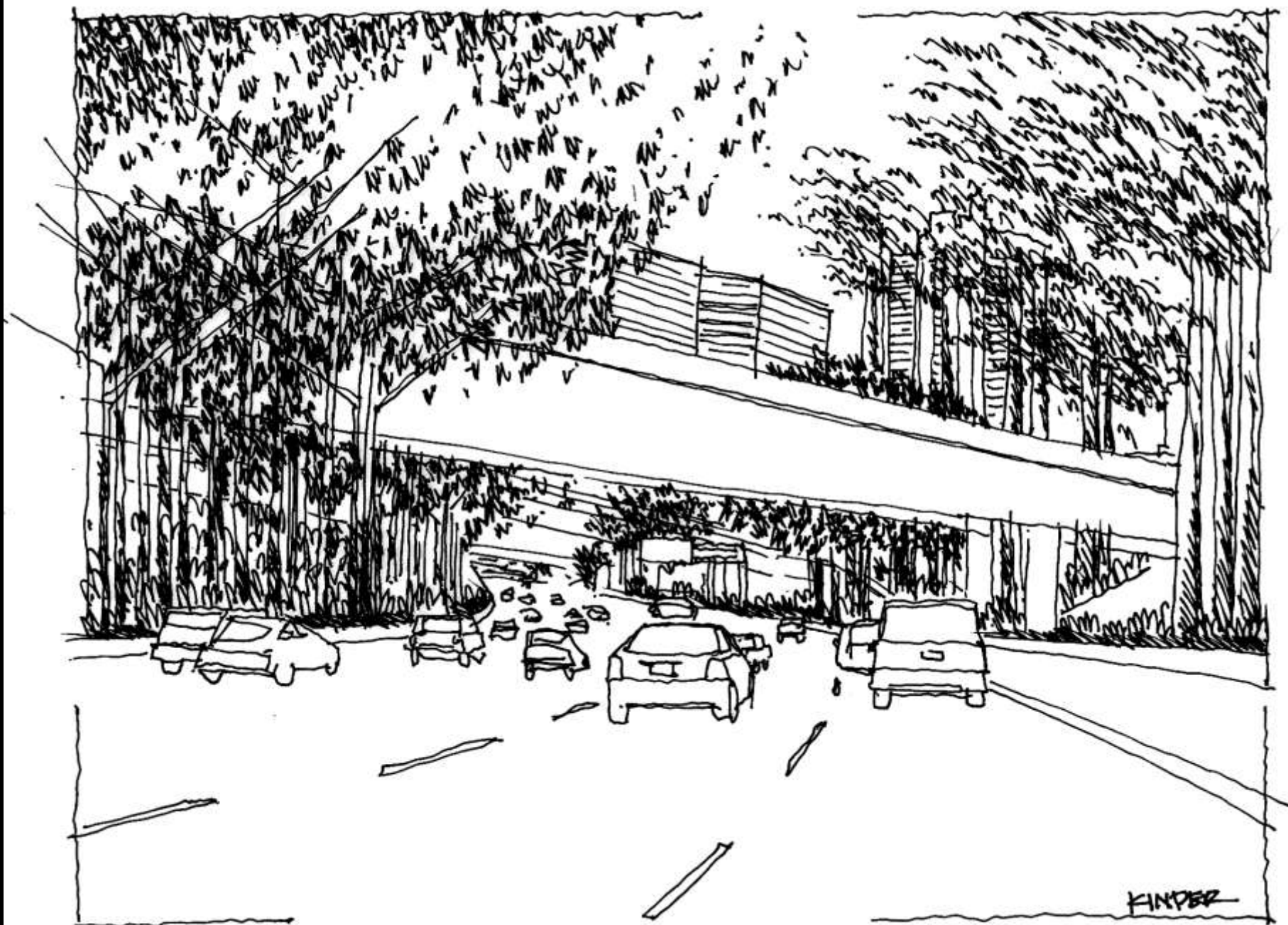




URBAN FOREST











VERTICAL GREENING

HOV LANE EXITS
EDGEMOOR ST 2
HILLCROFT TRANSIT CENTER 6
VIA WESTWOOD 12

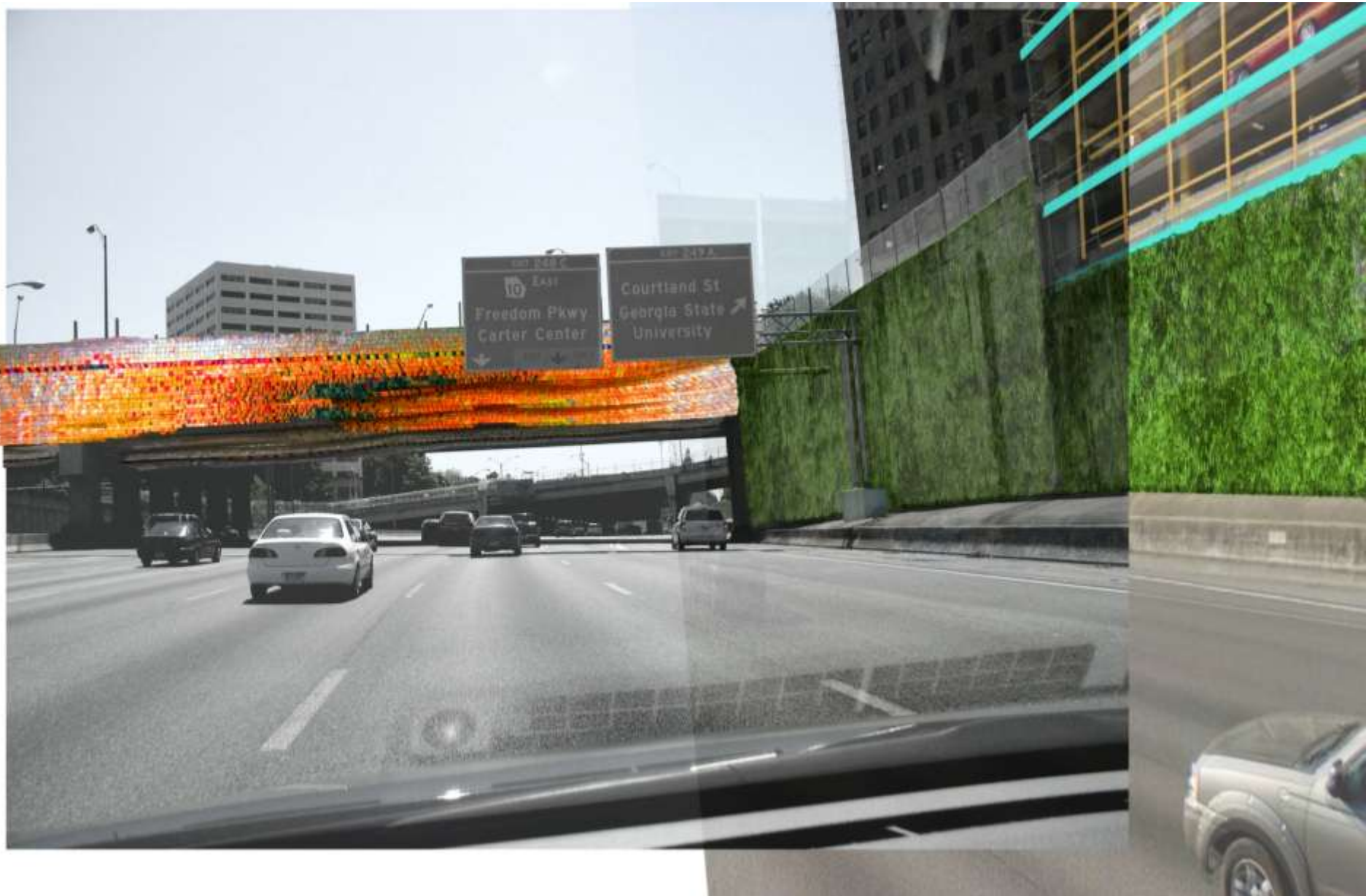
59 SOUTH
Victoria

Shepherd Dr
Greenbriar Dr
3/4 MILE
EXIT ONLY









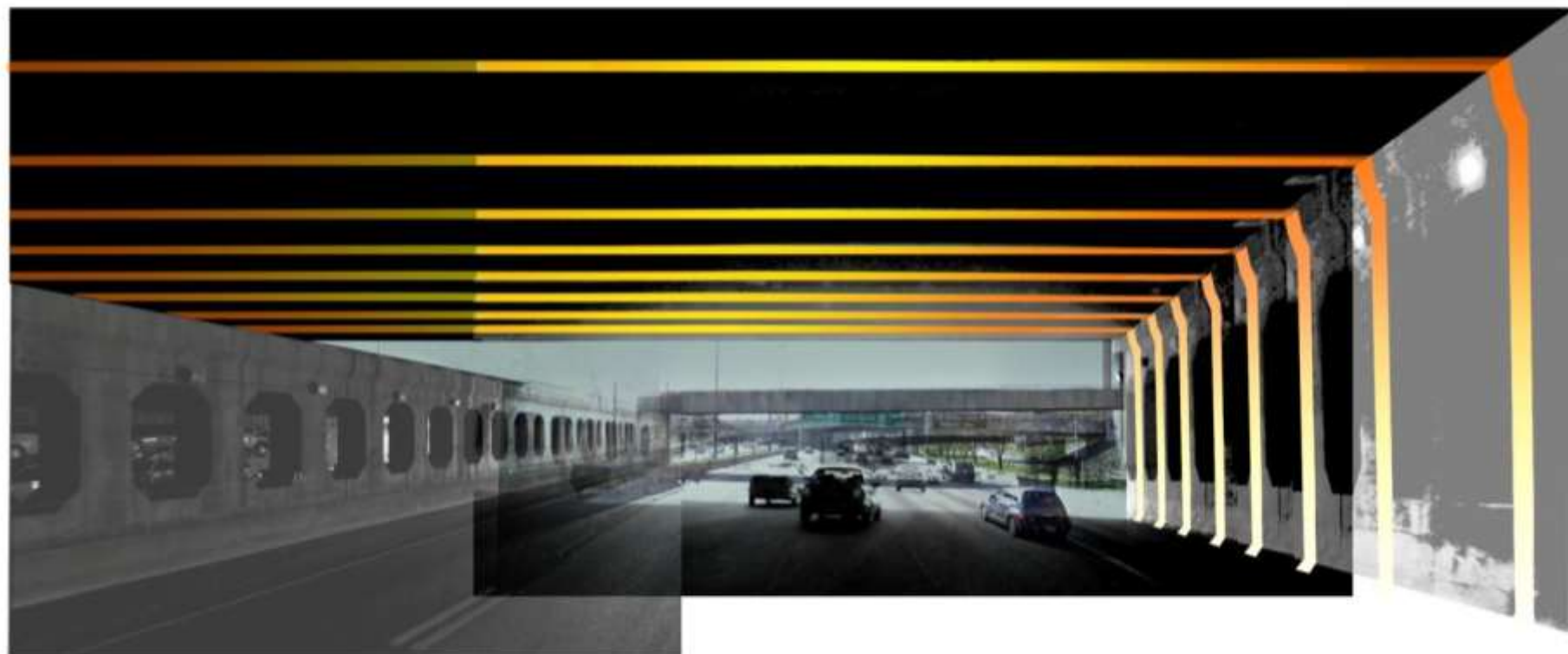


LIGHTING





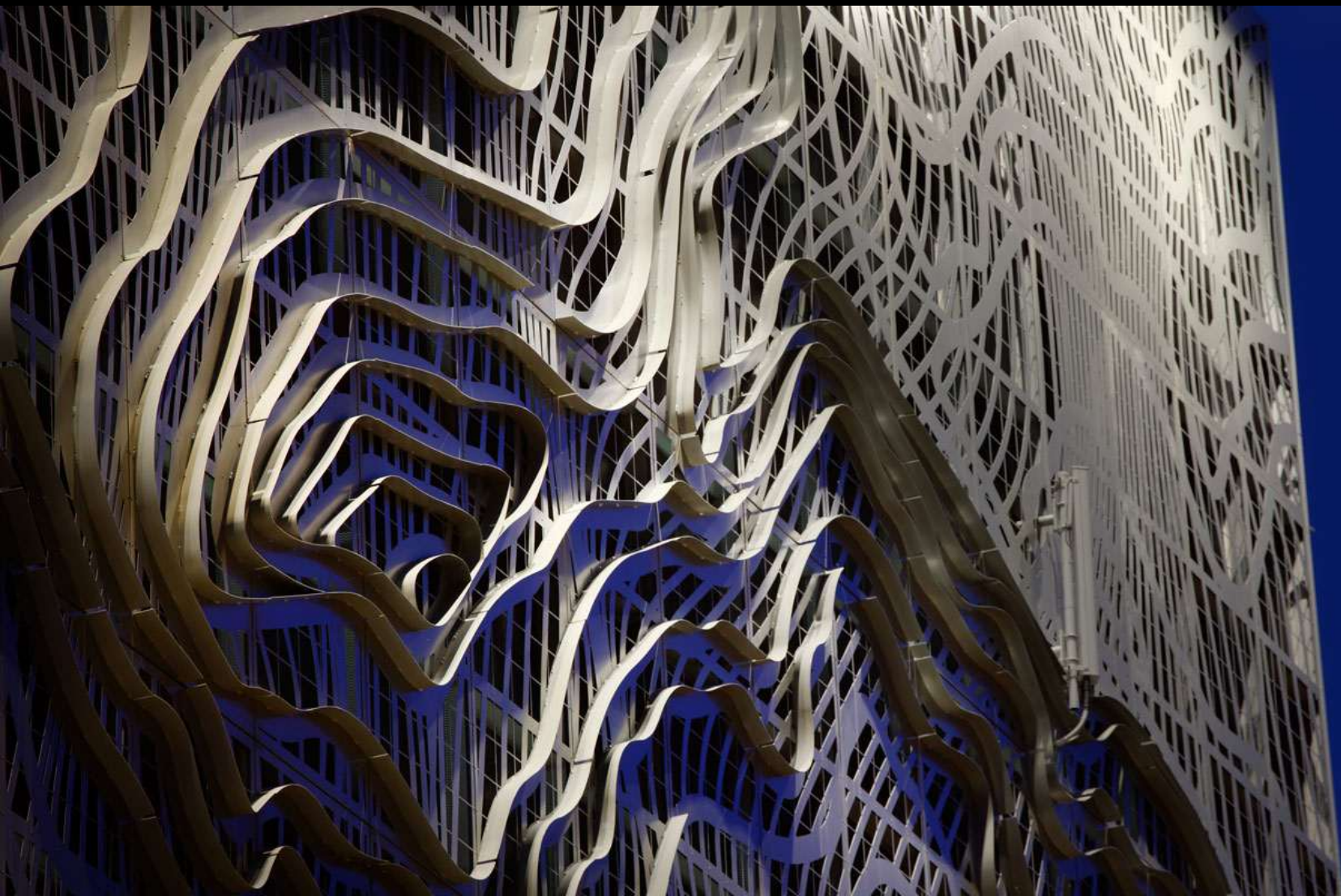






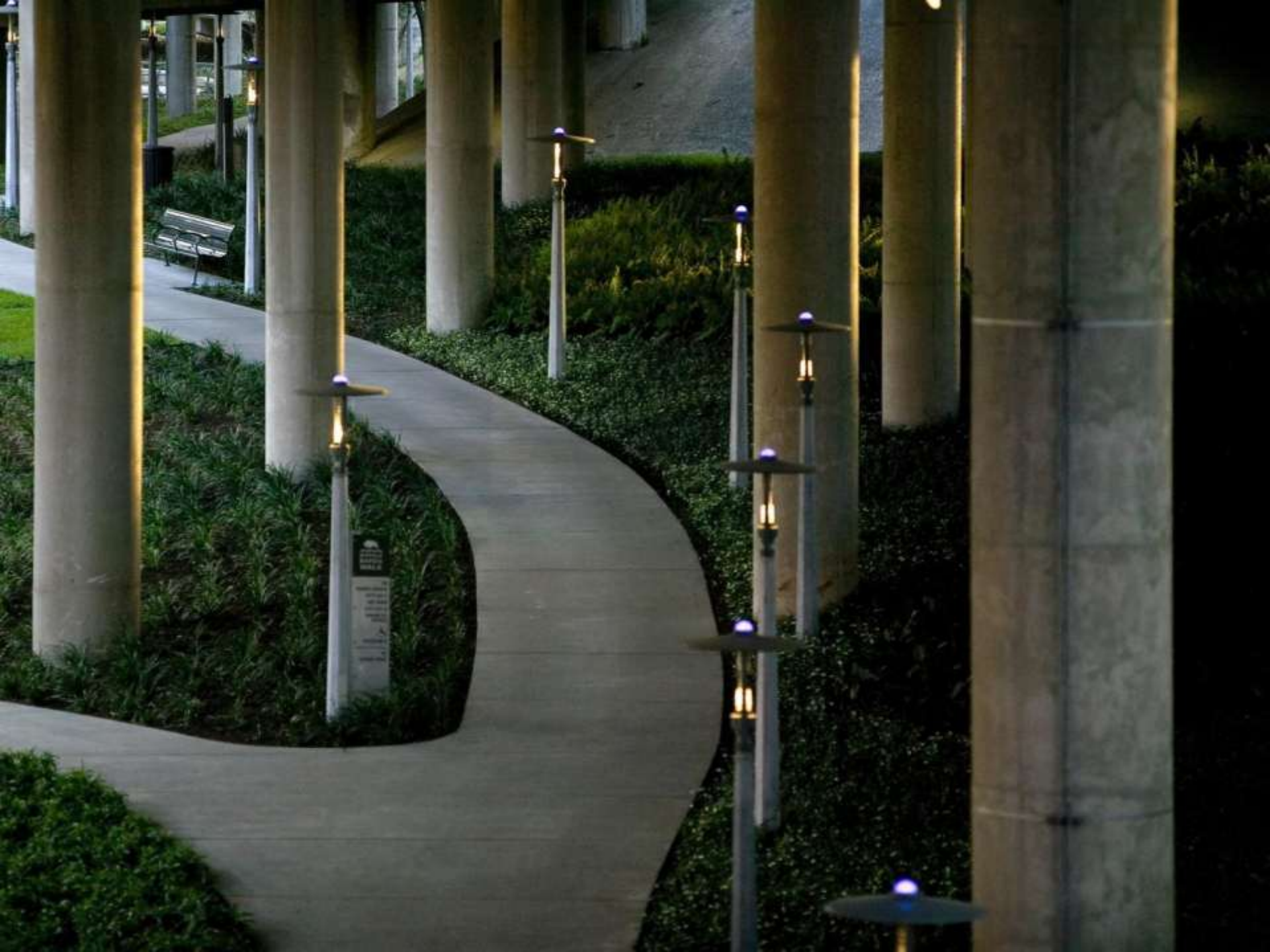
CONTEMPORARY ART







TRAILS & CONNECTIONS







What are your ideas to enhance the
I-75/85 Connector?

Provide your thoughts on our Facebook page
Atlanta Connector Project

and visit www.midtownalliance.org or
www.atlantadowntown.com for more
information and updates