



## RESEARCH ROAD ATLAS

# HOLLAND AVENUE

A strategy for collecting and analysing information relevant to the roaduser's experience.

*Holland Avenue* declares the intent to consider the motorway, not solely as a tool to go from A to B, but as an environment that is in itself a place to be.

The Dutch ministry of Transport, Public Works and Water Management seeks a vision of tomorrow's road based upon a road-user viewpoint. *Holland Avenue* takes the motorways linking the Randstad cities as its case study.

*Holland Avenue* was conceived, designed and produced by Mecanoo: Francine Houben, Magnus Weightman, Berthe Jongejan, Anthony Hoete and Joost Verlaan in conjunction with the Rijkswaterstaat, Wegen naar de Toekomst, Wegdek Pilots team: Marcel Koeleman and Ton Maagdenberg





**HOLLAND AVENUE**

REYKJAVIK

## IN (BRIEF)

### A ROAD TO THE FUTURE

The Dutch Water and Highways Board (Rijkswaterstaat or RWS) seeks a vision of tomorrow's road based upon a 'behind-the-wheel' experience - a road user viewpoint. The vision should be aimed at the roaduser, including road designers, planners and decision makers.

### INFRASTRUCTURE

The RWS recognised certain highway events might provide useful mechanisms through which driving experiences could be enhanced including:

- driving through agricultural / natural OR densely-built landscapes
- driving through tunnels / junctions
- driving past services and information points

## OUT (HOLLAND AVENUE)

In response to the question posed by RWS, "what constitutes an interesting driving experience?" the Research Atlas introduces a strategy for collecting and analysing information relevant to the roaduser's experience. Information is categorised as belonging to either 'HARD INFO', the empirical and objective world of facts and figures, or 'SOFT INFO', the subjective recording of a moving roaduser's visual intake. This recording, done by video-ed observation, is notated and mapped to create a visual representation of the roaduser's experience which is then analysed through an observation and questioning process. This process informs the ensuing design section of the study.

The Design Atlas introduces and examines design terms, tools and strategies that relate to the roadusers' experience. A categorisation of three spatial conditions, road, verge and field, is made and the design potential of each is explored. Representation of the designs is made through roaduser perspectives and accompanying diagrams.

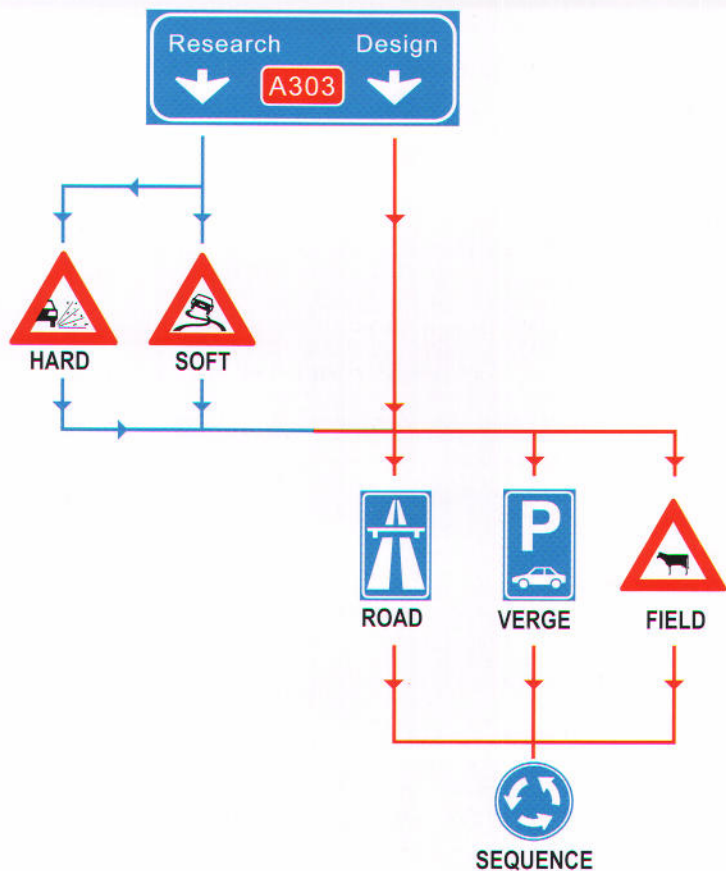
The term '*Holland Avenue*' declares the intent to consider the motorway, not solely as a tool to go from A to B, but as an environment that is in itself a place to be.

### CASE STUDY

In order to understand road culture a case study was chosen. Known locally as the Rondje Randstad, this 'road' is unlike the conventional ring road which circumnavigates and serves a single metropole. The Rondje Randstad is perceived as a *metroloop* uniting six different roads (A2, A12, A20, A13, A4, A10) into one continuous loop road and thereby connecting the four largest Dutch cities to each other. The ring road as networker.

### PROJECT TEAM

The road atlas forms part of the Mecanoo Architecten A303 project. The Road Atlas was conceived, designed and produced by the A303 project team: Francine Houben, Berthe Jongejan, Magnus Weightman, Anthony Hoete and Joost Verlaan in conjunction with the Rijkswaterstaat Wegen naar de Toekomst, Wegdek Pilots team: Marcel Koeleman and Ton Maagdenberg.



## PROJECT PARAMETERS

A303

FIELD OF STUDY - road - ring road - ringroad comparisons	03 - 08
ROADUSER - road user factors - road user of the future	09 - 12
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## HARD INFO



DEMOGRAPHICS - spread - wealth	17 - 18
ROAD- length - responsibility - regulations, policies	19 - 24
CAR - number, ownership - cars cv other modes of transport - motive - distance	25 - 28
ON THE ROAD - duration - speed - intensity - pollution - safety	29 - 31
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## SOFT INFO



FIELD OF STUDY	37
RONDJE RANDSTAD - odometer	41
CAR AS CAMERA - EYES OF THE ROADUSER	45
RAW DATA	47
CARCAM / FRONT - number of lanes - designated speed - interior access service stations - perceived crossings (super)	49 - 71
CARCAM LEFT / CARCAM RIGHT - perceived crossings (sub) - depth of field - programme - programme and depth of field - signage/advertising	73 - 93
ALL CAMS - recognition and landmarks	95
LINEAR MAPS	97
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Field of Study

Scale 1:1,000,000

Source: Europa Toeristische

Wegenatlas, Michelin, 2001