

Analytical Study of Urban Street

Shopping in Lahore

(MM Alam Road *Renovación Urbana*)



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DEDICATED TOO...

My family, as without their continuous support, undertaking and completing this Mastersprogram would not have been possible.

ACKNOWLEDGMENT

I am heartily thankful to my supervisor, Sir M.Ilyas Malik (professor at School of Architecture & Planning - UMT) whose encouragement, guidance and support from initial to final level enabled me to develop sound understanding of the project.

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ABSTRACT

The focus of this research is to study street shopping facilities in the city of Lahore with particular emphasis on MM Alam Road, in comparison to other international shopping areas for the determination of community leisure activities.

The present research also highlights the historical trends of shopping and development of modern shopping perspectives in relation to human leisure. MM Alam Road, Lahore like many other commercial roads was not planned to be a commercial district and contains some inherent limitations that cannot be ignored. Detailed data was collected through surveys of existing conditions, LDA bye-laws and their pros and cons have been discussed, related to upgrading and revamping of MM Alam Road. A comparative analysis of Champs Elysees Street, Paris and MM Alam Road has also been done.

The design and guidelines are proposed to envision a place, where people actually want to be for shopping or dining without any excuse for them to be there. For a good shopping street where people would like to be, should be safe, comfortable, beautiful and interesting with a lot of variety in choices and quality available. The design solutions for key problems like management of traffic, parking and pedestrian facilities have been discussed. Some changes in the LDA bye-laws for this road have also been proposed. A critical analysis of the recent up-gradation and other infrastructure facilities is also included. Proposed revamping of the MM Alam Road aims to develop it compatible to the Champs Elysees Street in possible terms/limits keeping in mind the different regions/cultures of the two cities.

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Table 3 Traffic Count Survey between 5:00 to 6:00pm.....	Error! Bookmark not defined.
Table 4 Traffic Count Survey between 6:00 to 7:00pm.....	Error! Bookmark not defined.
Table 5 Traffic Count Survey between 8:00 to 9:00pm.....	Error! Bookmark not defined.
Table 6 Traffic Count Survey between 9:00 to 10:00pm.....	Error! Bookmark not defined.

