

## **ABSTRACT**

In developing countries, poor traffic system is most common phenomenon as they are not able to fully utilize their resources. Same is the case in most populated city of Pakistan, Lahore which is highly dependent on motorization. This study highlighted the traffic problems of one of the busiest roads of Lahore, named as Mall road. Reconnaissance survey and passenger occupancy rate survey were conducted to get the increasing number of vehicles at peak hours, identified for the study area. Results showed that heavy traffic jams took place at peak hours due to constriction of road and insufficient availability of signal free corridors. Study found that three main chowks of study area namely G.P.O chowk, Chearing Cross chowk and Davis road chowk were the most congested points, which cause long queues all over the road. Main reason of heavy traffic generation was found that all of the intersections of study area were surrounded by commercial focal points. Results showed the continuous increase in number of transport modes and their passenger, which can create alarming situation of traffic congestion at mall road Lahore. Results showed that busiest hourly trend of traffic flow for GPO chowk, Chearing Crossing and Davis chowk at peak hours. Study calculated highest ratio of vehicle ownership. Under the observation each motor cycle was occupied by 1 to 3 persons. Each rickshaw was occupied by 1 to 4 people. And cars/vans were occupied by 1 to 5 people relatively buses were occupied by 50 to 60 passengers. The growing usage of vehicles and the increasing diversity of vehicle type holdings have thoughtful policy inferences for traffic congestion and consequently air pollution. Study area is home to some significant buildings including many high profile universities, schools, national assembly hall, general post services, city's high court, five star hotels, great pieces of historical architecture such, museum and WAPDA office. Due to its accumulation of multiple services it had been and would remain subject to traffic congestion. After analyzing the data, study suggested that study area should be made as signal free corridor to curb the high rising traffic congestion.