



Principles of Location of Non-Stationary Trade Objects in the Zoning Method

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ABSTRACT

The article examines the types of non-stationary trade facilities, their external decorations, the impact of advertising and information boards on the urban environment and their problems. Architectural-spatial and planning solutions of non-stationary trade facilities, stylistic solutions of application in the territory of architectural facilities characteristic of different periods have been studied. The unique aspects of non-stationary trade facilities in the world and Uzbekistan, their aesthetic impact on the urban environment are analyzed.

Keywords:

Design code, facade, advertising, urban environment, stylistic solution, design styles, shopping facility, landscaping

Introduction

In the process of development, NSOs, unlike other large urban planning objects, began to become complete architectural objects, maintaining their scale with people [1]. This characteristic has put NSOs at the level of small architectural forms in the general architecture of the city, whose architectural-design solutions have continued to develop from the time of the first non-stationary commercial objects to modern objects [2].

Analysis of the Relevant Literature

What is a non-stationary trade object (NSO)? A retail facility is a building, structure, structure or part of them with special equipment for selling goods to customers. Trade facilities can

be stationary, service stations and non-stationary - NSO.

The main difference between a non-stationary commercial object and a stationary one is that the NSO is not fixed to the ground with a foundation. It can be moved, rebuilt or converted to a new location where it will continue to perform its functions.

NSO is a temporary structure without a foundation or with a mobile structure. Engineering and technical networks can even be connected to NSO: electricity, water, heat. But the main thing is that NSO does not have a strong connection with the ground. Thanks to this, such objects can be moved, disassembled and reassembled without damage and without changing their basic properties.

NSO is a kiosk, tent, kvass barrel, fast food or fast food van, ice cream or coffee. Vending machines like lemonade are also NSOs. The types of NSOs will be covered in more detail later in the article.

Non-stationary trade facilities are considered mobile trade in the legislation of our country. The list of types of NSOs of the Cabinet of Ministers of Uzbekistan "On measures to introduce modern information technologies in mobile trade activities and to regulate retail activities through vending machines" No. 485 of August 3, 2021 based on the decision, NSOs include the following [3].

The Main Findings and Results

Based on the tariff specified in the legal document, "Movable commercial objects (KSO)" - no more than 100 square meters in area, placed on a temporary basis and (or) seasonal in nature, as well as easily moved to another place at any time. collapsible and collapsible mobile trade objects (trays, pallets, shopping carts, counters, car shops, trailers, tankers, food trucks, toners, vending machines, mobile containers, light constructions, etc. other similar mobile trade objects) are considered [4-9].

- A car shop, sales van, mobile shop is a complete car or, for example, a car trailers that houses sales equipment and has at least one salesperson.
- Vending machine or vending machine is a technical device that sells goods piecemeal without the presence of a seller.
- Autocisterna is a car shop that uses a special isothermal tank instead of commercial equipment, that is, it maintains the same temperature. It is placed, for example, milk, kvass, live fish, crayfish, crustaceans.
- A trade pavilion is a stand-alone building with a trading floor with at least one vendor.
- A kiosk is a building without a sales floor where one salesperson works.
- A sales tent is an NSO with a counter. The tent is easy to assemble and disassemble, and one or more sellers can work in it, they keep product stocks for one day's sales.

- A field store is a temporary structure that sells seasonal produce such as watermelons or melons. The fall can be a sales tent or just a furnished outdoor area.
- A shopping cart is a wheeled structure that can be driven around and sold individually wrapped products such as crackers, chips, bottled water [10-14].

In addition, depending on the way of life of all regions and regions, there may be other types of NSOs. The external appearance of a non-stationary trade object can be completely different from one another with the color, shape and advertising inscriptions. Sometimes in one area there may be buildings of different styles belonging to the architecture of different periods (Fig. 1. A. Navoi and Saqichman streets, Tashkent city). Therefore, it is recommended to divide the city iNSO regions and choose a suitable style and direction for each street when placing NSOs.



Figure 1. Tashkent city, A. Navoi and Sakichman streets

1. Territory. This is a historical region where historical and cultural heritage objects of different eras have been preserved. This place has a high historical value, it should be unique, different from the rules in practice in other regions. It is necessary to protect non-stationary trade facilities from situations where the rapid development of business and tourism may have a negative impact on the historical image of the area.
2. Territory. Streets leading to houses built in the traditional style of the local population.

3. Territory. The area is mostly built in 1930-1970. Streets where buildings are currently listed as objects of cultural heritage.
4. Territory. The area with new modern high-rise residential and utility buildings. Or it can be divided iNSO streets where administrative buildings are located.

NSOs located in such areas must meet all general provisions of the design code principles applicable to buildings. Materials should be the same for the entire building. It is not recommended to use more than 3 different materials (textures) in decoration. Fragmented repairs are not acceptable. Repair of the facade should be carried out centrally and cover all planes of the entire building. In the repair and design of entrance groups, it is necessary to maintain a single solution in terms of color and material that matches the entire building. It is recommended to include elements of local architectural identity.

The color of the decorative elements should be the same for the entire building. It is recommended to use natural materials such as wood, brick, metal. At the same time, it is not allowed to use materials that imitate natural materials, for example, a metal sheet with a profile with a printed stone pattern. It is prohibited to decorate with bright elements and symbols that are not specific to the region.

Placement of decorative elements (murals, artwork on facades, etc.) is coordinated according to the established procedure. It is not recommended to install air conditioners, antennas and other engineering devices on the front facades. It is recommended to install them on secondary facades, for example, on the side of the yard. When reconstructing the end of the building, it is necessary to maintain a single solution in terms of color and material that matches the entire building [16-19]. Taking iNSO account the requirements of the general design code for the building facade, it is necessary to take iNSO account the NSO. In addition, it is appropriate to use special requirements for NGOs. It is recommended to develop a single design for all objects. For zone 1, a design should be created that preserves the historical appearance of the area, while in zone 3, a more urbanized design with references to the history of the place can be used. The object itself and the service area should not interfere with the passage of pedestrians. Non-stationary facilities are buildings or structures that are not permanent. It is recommended not to place objects at a distance of less than 10 m from public buildings and at a distance of less than 30 m from residential buildings. Natural stone and wooden bricks, building blocks, slabs and materials can be used.

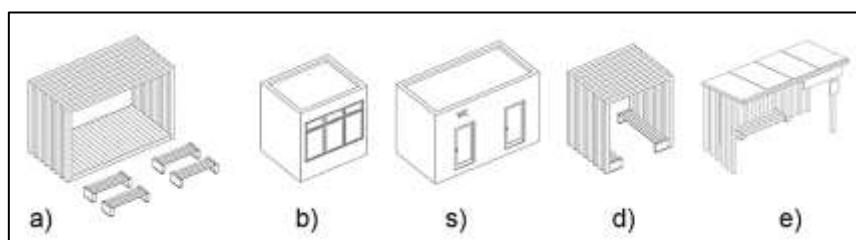


Figure 2. Types of non-stationary objects. a) Stage, b) Trade object, c) Toilet, d) Gazebo, e) Station.

Table 1. Recommended materials for non-stationary commercial facilities

	Concrete	Brick	Wood	Iron	Plastic	Mirror
1 zone	+	+	+	+	-	-
2 zone	+	+	+	+	-	-
3 zone	+	+	+	+	-	-
4 zone	+	-	+	+	-	+

It is necessary to take into account the requirements related to rags in the appearance of non-stationary trade facilities.

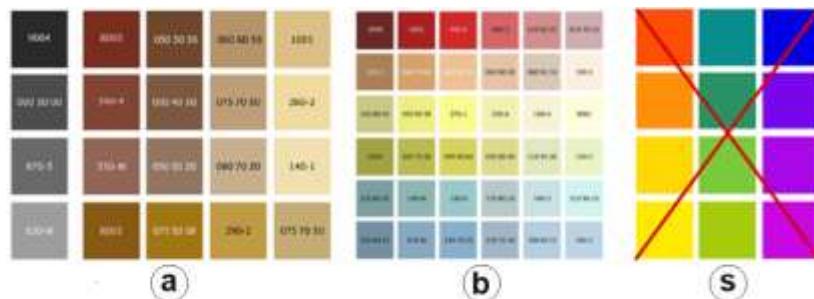


Figure 3. A) for use in places with historical buildings, B) for use in accordance with the color solution of the area, C) not recommended color gamut



Figure 4. NSOs that do not match the historical area in terms of color and style

Non-stationary trade facilities in Uzbekistan are mainly located near bus stops. A common feature of commercial objects is the desire for compactness and modularity for convenient location in urban conditions.

According to the stylistic solution, excessive advertising information placed on the facades of commercial objects since the development of the printing industry is visible. In European countries, problems related to planning and spatial resolution of kiosks and pavilions are more pronounced than in Uzbekistan, because their number is several times greater [17-22].

Results

1. Recommended dimensions for independent retail outlets are 3x3 m
2. It is recommended to place single NSOs at a distance of at least 30 m.
3. Nearby NSOs are placed at a distance of no more than 40 cm from each other.

Except for food trucks and tents, the space between them must be lined.

4. Neighboring NSOs must have one design.
5. The distance from NSO to the intersection should be at least 10 m.
6. The design of the NSO should not differ from other non-stationary objects in terms of color and materials. In addition, it should also meet the requirements of "Architecture".
7. sometimes modular side-by-side NSOs can be placed only for temporary seasonal. They should all be prepared in the same style.

Rules for placement of information and advertising structures in NSO.

- The panels are aligned along the axis of the front door or in the center of the frieze.
- Information boards are placed on a free wall next to the front door at a height of at least 0.8 m above the lower level of the entrance. If there is no closed wall, then it is recommended to place the information on the transparent elements of the access group (*Figure 4*).



Figure 5. Advertising and record placement scheme

- If there is no space in the frieze, the sign is installed flush with the front of the NSO.
- The company logo can be placed under the showcase.
- Information plates are located near the exit window, at a distance of at least 0.2 m from it. The information is easy to read, but placed at a level not lower than 0.8 m. Food trucks, trailers, stalls and other facilities may be covered with branding or promotional materials up to 15%. It is not recommended to place characters on the sides. Food trucks, trailers, stalls and other facilities may be covered with branding or promotional materials up to 15%. It is not recommended to place characters on the sides.

Conclusion

Thus, the use of NSO in the placement of zones, which prevents the destruction of the urban environment. Another advantage of zoning is that it makes it easier to choose colors, materials, and styles. Prevents cluttered placement of advertisements and information.

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