



Principles of Using Mobile Shopping Facilities in Historical City Environment (On the example of Bukhara)

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ABSTRACT

The article considers the history and stages of development of mobile shopping facilities. The architectural and spatial planning solutions of mobile shopping facilities, stylistic changes that took place in different periods, and the factors of their occurrence are shown. Various aspects of mobile shopping facilities in Uzbekistan are shown, factors affecting their aesthetic impact on the urban environment.

Keywords:

Urban Environment, Kiosk, Shopping Facility, Design Code, Landscaping, Design Styles, Stylistic Solution.

Introduction

Today, work is being carried out on the main directions of necessary and innovative development in the system of modernizing the urban environment, creating a comfortable urban environment for various categories of society and spheres of life. This is demonstrated by many projects adopted in the regions of Uzbekistan, including the active discussion of urban environment problems [1].

Analysis of the Relevant Literature

The theoretical basis of the article is based on the work of researchers in the same field, which reveals some aspects of the study of non-stationary commercial objects in architecture. Along with the works of foreign scientists and researchers Slovenian architect-designer Sasha Mahtig modular kiosk projects, and scientists and researchers such as Shimko V.T., Ellard K., Belyaeva EA, Reyimbayev Sh.S., Adilov Z.X. [2; 3; 4], Saidov A.A. [5], Vetlugina A.V. [6], Aliyeva M.X. [7], Saidkhonova U.Z. [8], have been studied by scholars such as.

In addition, legal and regulatory documents related to the article were studied. Decree of the President of the Republic of Uzbekistan No. PF-6119 of November 17, 2020 "On approval of the Strategy for modernization, accelerated and innovative development of the construction industry of the Republic of Uzbekistan for 2021-2025" [9] allows you to take the work to a new level.

One of the main goals of the decree is to "develop and implement a regional" design code "by July 1, 2022, taking into account the purpose of the elements of the urban environment, traditional architecture and culture, as well as the natural and climatic conditions of the place." can be determined [9,10].

Systematic measures to regulate retail trade activities through mobile sales and vending machines in our country, to attract entrepreneurs to such activities, as well as to create convenience for the population in purchasing necessary goods through the wider introduction of modern information technologies to mobile trade activities. is being implemented.

In Uzbekistan, work is carried out on the basis of the decision No. 485 of August 3, 2021 of the Cabinet of Ministers "On the wider introduction of modern information technologies in mobile trade activities and measures to regulate retail activities through vending machines" [11,12].

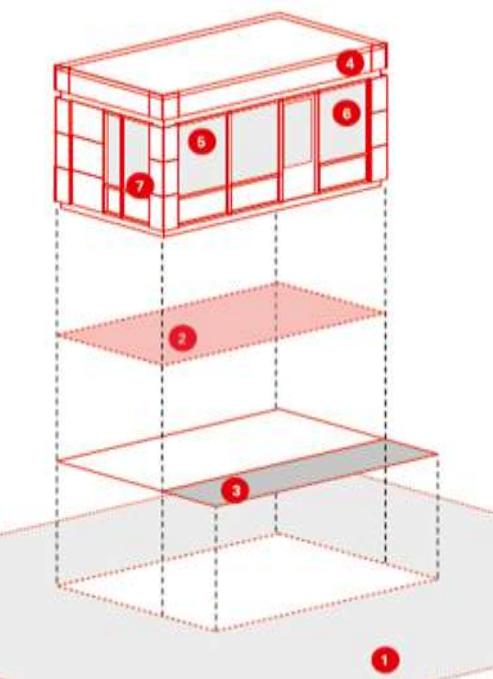


Figure 1. 1) Fixed location area, 2) KSO area, 3) Landscaping area, 4) Main sales facade, 5) Window, 6) Showcase, 7) Temporary decoration.

The requirements and conditions for the implementation of mobile sales have been developed based on the regulations listed in Appendix 1 of the decision.

In the cities of our country, you can find several types of mobile trade facilities. "Movable trade facilities (KSO)" - no more than 100 square meters in area, located on a temporary basis and (or) seasonal in nature, as well as easy to move and assemble at any time. possible mobile trade objects (trays, pallets, shopping carts, counters, auto stores, auto trailers, auto tanks, food trucks, toners, vending machines, mobile containers, light constructions, etc. foreign trade objects) are considered (Fig. 1).

Mobile container - lightweight compact stores that can be easily moved and assembled to another place at any time;

vehicle - a device designed to transport people, goods or perform special work;

trailer - a vehicle intended for movement as part of a mechanical vehicle and not equipped with an engine, including semi-trailers and extended trailers;

light structure - a device built using compact metal or wooden structures without damaging

the upper layer of the soil, which can be dismantled (removed) and moved (assembled); **small kitchen** - an enterprise that organizes quick service to consumers with easy-to-prepare meals and snacks, hot and cold drinks. According to the type of products sold, small kitchens can specialize in the following: kebab shop, pilaf shop, somsa shop, sausage shop, dumpling shop, cheburek shop, pie shop, blinchik shop, etc [13,14,15].

A characteristic feature is that initially various types of goods were sold in mobile trade facilities in Uzbekistan. In Uzbekistan, non-stationary commercial objects designed for the sale of periodicals are designed for the sale of advertising and other types of products (books, magazines, water, etc.) with rectangular windows on three sides

The Main Findings and Results

The active development of street trade in the urban environment led people to the need to create architectural structures for convenient and safe realization of various goods and services. The historical development of non-stationary commercial objects (NSO) initially began with the appearance of simple open or suspended structures of human proportions, which served as specific showcases or places for placing commercial products (tents, booths, carts, etc.). At the same time, these structures should not become large-scale architectural

objects with their own characteristics and various influencing factors [16-19].

Small architectural forms represented by objects of this type play an important role in the formation of the urban environment in relation to the general architectural ensemble of city streets, as well as in the general planning and spatial resolution of urban areas. The importance of NSOs (Non-stationary trade object) is determined by their number (increasing with the development of the trade market and various goods) and the high utility coefficient that automatically appears when there is a great opportunity for them. It provides the residents of the city with the necessary products. Despite the fact that NSOs are small architectural forms compared to large-scale architectural objects, they are a symbol of urban street spaces, and are considered by city residents as first-class architectural objects and create the main image of the urban environment [20-22].

The document regulates the placement of KSOs taking into account the classification of urban spaces and in relation to buildings, advertising structures and other objects, while also defining the types of mobile trade facilities.

When KSOs intended for providing various services are placed in the historical city or in front of memorial monuments, it is necessary to ensure harmony with the environment (Fig. 2).



**Figure 2. a) the territory of Bahauddin Naqshband historical architectural complex,
b) Sitorai Mohi-Hosa, Bukhara**

Based on this, it formulates recommendations, and also considers a number of basic prohibitions - they apply to all types of objects

located in any public place. It is prohibited to leave the area around the KSO uncleaned and unrepaired. The entrepreneur must provide

sidewalks and other improvements. After the mobile trade facilities finish their temporary task, the entrepreneur must remove the garbage from the area [5].

It is forbidden to block the facade of the building when placing KSO in the regions. Ticket offices, cash desks or ATMs and other types of mobile trade facilities located in the area of historical monuments should be compatible with the general appearance of the area. In turn, it is necessary to take into account several factors to determine the compatibility of the object with the general appearance of the area. We will consider the research in this regard on the example of the historical monuments and streets of Bukhara, one of the historical cities of Uzbekistan. Bukhara is one of the ancient cities of the Republic of Uzbekistan, the administrative, economic and cultural center of the Bukhara region. It was one of the major commercial centers on the Great Silk Road. It is located in the south-west of Uzbekistan, in the lower reaches of the Zarafshan River. The city of Bukhara is one of the famous ancient cities of the East. According to archaeological data, Bukhara was founded in the 6th century BC. Today, 7 cultural monuments in Bukhara are Ismail Somani Mausoleum, Chor Bakr,

Bahouddin Naqshband Complexes, Mag'oki Attar Mosque, Poi-Kalon Ensemble, Remains of the Ancient City of Poykent and Toshsaray Madrasahs of the Islamic World Educational, Scientific and Cultural Organization (ICESCO). was included in the list of Islamic World Heritage [16-23].

So, when designing mobile trade facilities and placing them in the city, it is necessary to take into account the following:

- Climate conditions of the region;
- Proportion to the area located in the historical site;
- Convenience, Scalability;
- Quick and easy construction and relocation;
- Binonig decorative and architectural elements;
- Color solution;
- Suitability of the form and design elements used in KSO to the area;
- Used materials (durability, lightness, meeting safety requirements);
- Place of advertising and information presentation (organization of faces, logos, banners);
- Impact on the environment;
- Impact on pedestrian traffic (Figure 3);
- Do not disturb traffic (Fig. 4).

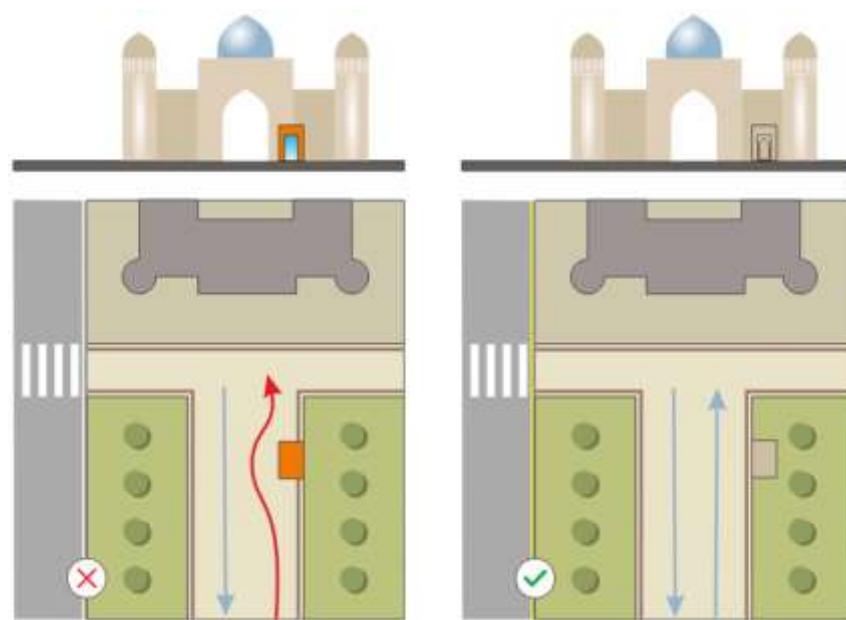


Figure 3. Impact on pedestrian traffic.

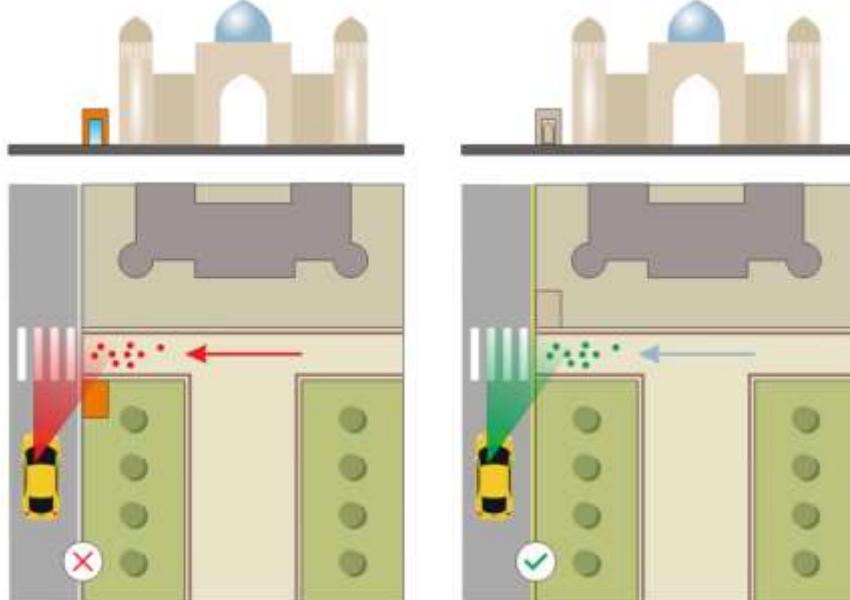


Figure 4. Impact on traffic

Conclusion

Location of mobile trade facilities in the city is of great importance. On the one hand, small trading points allow local residents to be supplied with necessary goods, and on the other hand, they undoubtedly have an impact on the external urban environment and landscape. If you look at it from the other side, it affects traffic and pedestrian traffic. It is recommended to carefully study the principles of the area design code before placing mobile trade objects in the historical city areas.

But the developers of the infrastructure schemes that define the places of sale of goods can take these aspects and place them on the basis of a design made in accordance with the urban environment. As a rule, the provision of mobile commercial objects is carried out in anticipation of future architectural development. When placing mobile trade objects, it is necessary to place them in accordance with the rules of urban planning. The change of the image of the city as a result of the location of shopping centers was also taken into account. The fact is that non-stationary objects are not always distinguished by their aesthetic appeal, taking into account this factor, the appearance, design elements, and color of mobile trade objects should be selected in accordance with the environment.

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