



Methods of Correct Placement of Counters and Information Boards in Historical Monuments

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ABSTRACT

The article reveals the problem of "visual noise" in the architectural appearance of the building caused by irregular placement of information signs. Requirements regulating the installation and maintenance of such information stands, as well as the main provisions of legal documents regulating the field are analyzed. Today, foreign experiments on preservation of the appearance of architectural monuments have been studied. The article contains recommendations on the correct placement of counters and information boards currently installed in architectural monuments.

Keywords:

Historical city, urban planning, advertising, outdoor advertising, information board, Design code, facade, design styles, poster.

Introduction

Preservation of the architectural heritage accumulated in the historical center of the city cannot be achieved only by the restoration of cultural heritage objects, the development of a change management concept is required to create a holistic historical and urban environment. The problem of creating an integrated urban environment of the historical center is considered from the point of view of a systemic-structural approach [1]. In order to preserve the architectural appearance of the historical-urban environment and existing buildings, it is necessary to take a complex approach, not just restoration works. Therefore, it is necessary to correctly place the signs used on the facade of the historical building in accordance with the environment.

In order to preserve the historical-urban planning environment and the architectural appearance of the existing buildings of districts (cities), control the regulation of the installation of advertising structures and their use, and the formation of principles and conditions that ensure equal rights for all participants in the field of outdoor advertising, as well as , Urban Planning Code, "On Advertising" and "On Local State Power" of the Cabinet of Ministers of the Republic of Uzbekistan dated 20.02.2020 No. 104 "On Regulation of the Outdoor Advertising Market" work will be conducted according to the decision

Analysis of the relevant literature

Work is carried out in accordance with the regulation on the procedure for building outdoor advertising objects (structures). This Regulation specifies the general placement of outdoor advertising objects (constructions), including the order of installation on the exterior of buildings, as well as the types and appearances of advertising objects (constructions) to be installed taking into account the social activity of the city or region, historical and cultural value, determines the dimensions of design solutions and advertising objects (constructions) [2]. It should be noted that advertising is not allowed in historical monuments. In historical towns and buildings, information boards and a map of the area can be placed on the counter.

Non-advertising bulletin board;

Information and advertising structures on the facade - the name of the organization (company name), its separate subdivision, last name, first name, patronymic (for individual entrepreneurs), the procedure for its work, placement of no more than one information in the information field (mailing) specially designed and used technical means installed on the building (structure) next to the entrance or door to the building (structure) where the relevant organization operates;

counter (*Табличка*)- an information structure in front of or outside buildings and structures, only at the address where the enterprise is located and (or) carries out its activities, information about the enterprise is recorded; an information display is a self-contained, small-format advertising structure used to place information about the name and location of the object;

information space - the surface of a technical tool that can be used to enter information (moving image) that is not considered advertising;

roof construction is a surface advertising structure in the form of large and discrete symbols (letters, numbers, art elements, logos) allowed to be placed completely on the eaves of buildings and structures carried out within a single project, and will consist of fasteners, a frame and an information space. The size of the information field is calculated. The dimensions of the information space of the ad structure are defined as the sum of all its edges.







The following basic concepts are used in outdoor advertising:

The urban area (the periphery of a settlement or other areas) is defined by the boundaries of an administrative-territorial unit, is an environment for the living and working of the population, and includes production, social, engineering, transport infrastructure, the above. contains ground and underground material objects and has commercial significance for the placement of outdoor advertising objects (constructions);

"Advertising - private information about legal entities or individuals, products, including trademarks, service marks and technologies, for the purpose of direct or indirect profit (revenue) distributed in any form and by any means in accordance with the law";

The design code regulates the rules for placing 5 types of information and advertising structures on the facade (Table 1).

Table 1. Classification of information and advertising structures.

1.	<i>Signage - A structure with brief information about the business or information about several businesses located near the facility entrance.</i>	
2.	Main symbol (viveska) A design with a set of symbols and/or logos. It is installed on the plane of the facade. This type includes pedestal signage, pedestal signage and light box.	
3.	The panel is placed perpendicular to the console-Facade plane and a set of symbols and (or) a logo on the substrate, or a device consisting of	
4.	Roof structure - there was no room for the main sign on the facade signs to be placed on the roof.	
5.	Transparent structure- In windows, windows, stained glass and glass. The gates are designed for data embedding.	
Other methods of sending information (banners, video screens, etc.) etc.) is prohibited.		

The following rules apply to all information and advertising structures on the façade, regardless of type, location and area.

The main findings and results



Figure 1. Buxoro shahridagi tarixiy obidalarida o'rnatilgan ma'lumot taxtalari

The analysis of modern urban advertising practice reveals many negative aspects that

create an imbalance in the perception of the architectural image of buildings and

complexes, especially architectural monuments. In the design of the architectural environment, it is necessary to find ways and means of optimal coexistence of advertising (some of which are presented in this article), because the visible urban environment is an important environmental factor [3].

In all periods of national history, socio-historical and cultural experience played an important social role. Until now, it serves to form respect not only for the history of the country, the motherland, but also for ancient universal human values. Historical experience of mankind is reflected in objects of historical and cultural heritage, including architectural and urban planning monuments, sculptures, works of art and memorial plaques [4-11].

Based on the analysis of the existing problem situation and the analysis of the positions of other cities, we propose to solve this problem. For the installation and use of information and advertising structures, it is necessary to take into account several factors, including that they should not affect the load-bearing elements of the building and structure. Structures must be safe, designed and installed. It must be in accordance with the building codes and regulations, as well as regulatory legal documents, which include the requirements for the appropriate type of structures.

If the design of information or advertising does not meet the requirements of the design code, it is necessary to dismantle the installed frame or information. During installation work and dismantling of information structures, all measures should be taken to ensure personal safety of people and traffic safety, as well as safety of buildings, structures, citizens. Facades damaged during the installation of information and advertising structures must be repaired. Any information and advertising structures should be designed taking into account wind and snow loads.

The use of banner PVC fabric, video screens and working panels as the front of the information and advertising structure is

prohibited. The use of flashing elements is prohibited. It is recommended to use only the national language in information and advertising structures, repeating information in English if necessary. In this case, the font of the text in English should be reduced by 2 times compared to the font in the national language. The use of other languages, especially other writing systems, is not recommended. However, as an exception, it should be noted that considering the presence of mausoleums, madrassas and mosques of many Islamic scholars and statesmen in our country, it is recommended to use Arabic writing in historical monuments as well [12-5].

It is desirable not to allow the use of inscriptions and pictures directly on the surface of the facades of buildings. General rules for placing information and advertising on the facade. These requirements apply to all information and advertising structures, regardless of their type and location [16-27].

Conclusion

In order to preserve the historical appearance of the city, along with the restoration works, the information boards installed on them are of great importance. In order to create a holistic historical and urban environment, the article studied several experiences of using information boards, and considered the requirements from the legal side. Based on this, recommendations on the use of information boards on the facades of historical monuments were developed. When placing the information boards used on the facades, it is recommended to place them taking into account the principles of the design code. When placing information sources, it is recommended to use them in accordance with the rules of design and placement. It is necessary to prevent the ornamentation of design elements on the facade of the building. The following must be taken into account when installing information and information boards (Fig. 2):

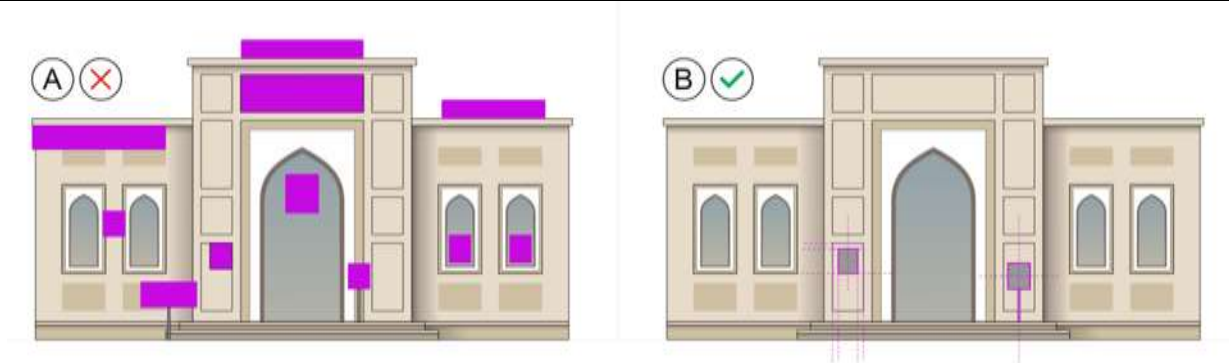


Figure 2. A) Ma'lumot taxtalari noto'g'ri joylashtirilgan holatlarga misol. B) Tog'ri joylashtirishga misol va tavsiyalar

It is impossible to repeat the same information on the plane of the facade and window openings;

- It is not recommended that structures protrude beyond the plane of the facade;
- Information and advertising structures should be aligned with respect to the central vertical axes of doors and windows, otherwise the information will look chaotic as in Figure 3;



Figure 3. smarqand shahri tarixiy obidalar atrofida malumot taxtalari

- Partial or complete closing of window openings is prohibited;
- Covering decorative elements (platbands, cornices, etc.) is prohibited;
- Placement of information and advertising structures on closed facades is prohibited;
- It is recommended that these rules apply to all information and advertising structures on the facade, regardless of their type and location.

Through this, it is possible to form an attitude of respect for the objects of historical and cultural heritage and to minimize the cases of vandalism and damage to the objects.

So we can conclude that there are problems with the information boards. Some additions to the regulation of the historic district of the

city should be considered, and perhaps the need to separate information boards from other objects within the city. Because it was not possible to fully understand how to install it, every historical monument has its own composition and stylistic solutions typical of different periods. We believe that holding all of the above events not only solves the problem of protection and preservation of historical and cultural heritage objects, but also serves to increase the interest of the modern generation and youth in the history and heritage of their homeland.

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