



Regulation Of Advertising Objects in the Development of the Design Code of Historical Cities. (In The Case of the City of Bukhara)

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ABSTRACT

In the article, the topic of the design code is studied and an opinion is discussed about the projects that are expected to be implemented. At present, much attention is being paid to tourism, and the original appearance of buildings in urban areas is being lost, and advertising and information are taking over, and meaningless information is taking the place of historicity.

Keywords:

design code rules, historical cities, advertising objects, streets, urban environment design, landscape, small architectural forms.

Introduction

The design code of the city is a system that allows for the regulation of city streets. At the same time, it is considered a source of stability among pedestrians, drivers and business representatives. With the help of the developed design code, depending on the sources, it will be possible to know how to change the historic streets, remove redundant advertisements, install signs and shops, etc [1-3]. Design code (Dk) is a very broad concept that must be clearly defined for each individual project or building. According to the definition given in the dictionary on the Strelka.mag website, a design code is an illustrated collection of design rules, requirements and recommendations regarding the physical and aesthetic development of a project [4-9]. The graphic and written components of the design code form a detailed and clear design view of the master

plan in the design and development of the facility. In fact, it is a set of rules for city streets. Considering the fact that this rule is expected to fail on many fronts, first of all, it is necessary to advertise the city with an aesthetic taste, and the most important thing is to make the general appearance of the city orderly and understandable for the tourists who use it. If the law is derived from the regulation, the decision on this is given in the regulations, that is, decisions have been made regarding the placement of advertisements and information. Hamda will have to follow it.

Our President Shavkat Mirziyoyev instructed the Ministry of Construction to ensure the development and implementation of the regional "design code" taking into account the urban environment, elements of traditional architecture and culture, as well as natural and climatic conditions [10-14].

A design code is a regulation that governs the design and placement of labels and advertisements. The introduction of the design code reduces "visual noise" - the chaotic and redundant use of graphic materials and objects. Entrepreneurs who believe that size and brightness are better for selling goods and services forget that they become indistinguishable in an endless stream of signs. Therefore, we need general rules that control and create a balance between trade and the city itself, its houses, views and general atmosphere [5-21].

The Ministry of Construction, together with the relevant ministries and agencies, was instructed to ensure the development and implementation of the territorial "design code" by July 1, 2022, taking into account the elements of the urban environment, the target purpose of traditional architecture. Urban culture is also made taking into account the natural and climatic conditions of the area. The introduction of a design code by the city is a natural process, as a result of which entrepreneurs begin to compete not by the size and brightness of their sign, but by the quality of the product.

Analysis

It is not possible to directly place large advertising structures such as billboards on major highways, because they take up too much space and stand out in many ways. At the same time, they are designed for remote reading - such structures are allowed only on streets of the third type, where there are no pedestrians, but there are many cars.

Accordingly, mixed pedestrian and vehicular traffic is assumed to be approximately equal. The design code aims to reduce this noise, restore the visual cleanliness of the city and at the same time attract more pedestrians to the streets. This helps small businesses retain customers and compete. And the city will be able to improve the quality of the environment thanks to the design code, get rid of banners along the street or signs that light up the windows of houses [19-24]. Also, the design code serves to preserve the architectural value of historic buildings that could previously be

hung with advertising signs of various styles and to reduce the displacement of citizens.

The design code includes restrictions on the area of facade used for signs, the number of signs, brackets and signs allowed to tenants, and regulation of sign sizes. However, all of these can ultimately benefit business owners. At the same time, it should be understood that the design code as a set of certain rules is not devoid of diversity at all [25-28].

The Design Code governs materials, parameters, and placement of signs or advertisements. But the places for placing all materials and signs are selected locally. And for each city, its own design codes are being developed to emphasize its identity.

Results and discussion

Today, almost every city in the world has its own rules for placing signs, and sometimes each district or even house has its own rules.

The design code adoption process is very delicate. The city government should initiate this process and involve entrepreneurs, architects and residents in it. And it should be implemented only after the stages of discussion, improvement and adoption of the design code, which should start from the district or streets with the relaxation of requirements for the first participants.

It should be noted that if everything goes as planned, the volume and types of outdoor advertising in Tashkent will be significantly reduced. The proposed project code specifies urban planning parameters for building height and basic volume divisions, as well as material requirements. At the same time, attention was paid to the artistic uniqueness of each building in the Palace of Culture.

Our city as an example is Bukhara, which is considered to be a place that is mainly visited by tourists. We will analyse the places where the design and coding of the historical monuments are located, and make suggestions. Labi Hovuz complex is the most visited tourist destination, and it is not an exaggeration to say that the disorganization and uncertainty of the information and guide cards in the buildings there confuses everyone, and it is not an exaggeration to say that these disorganized

advertising labels are taking over the image of the city as a whole. When you visit the old city of Bukhara, you can see the general lack of harmony in terms of aesthetics and design, as soon as everyone notices the advertising signs, information windows, and meaningless signs in hotels and hostels.

As a result, the overall appearance of the building was damaged. Thus, interpreting the design code as individual elements already establishing a global framework has become a problem. Bukhara suffers from visual noise in

its cities, including various styles of lighting and flashing signs or cluttered advertising that obscures building facades and historic buildings. Because of this visual noise, businesses are not always able to retain customers who prefer a quieter environment. In particular, people do not want to be stuck on the street with excessive advertising. It is required to separate the most basic data and make it in the size corresponding to the building parameters (Fig. 1-2).



Figure 1.

Considering the situation in this picture as an example, it is not difficult for any person to understand the subject matter. In the buyer, the location order of the reference windows in two cases, the colour composition, harmony with each other and the compatibility with the facade of the building are brought out. This disorganization causes people to be distracted. Such examples can be given a lot. The lack of grid arrangement of boards indicating road stops, restaurants, cafes, hotels and markets

prevents them from being read as a whole building composition. Different types of writing boards, both in terms of size and material, the type of fonts and the design of the wall, and the location of the wall can be arranged in the bottom part or the top side. You can even see advertising banners that are very old and unusable. In some sense, this is considered a factor that spoils the appearance of monuments (Fig. 2).



Figure 2.

In addition, service-providing restaurants, cafes, hotels, stores, pharmacies, ATM branches should also be taken into account. It is

considered urgent to develop design codes for each side. For example, an ATM booth located in the old city street (Fig. 3).



Figure 3. As an example, the procedure for placing records.

Here, the color and style of each side are not compatible with the composition of the general street. In this way, many places can be listed. We know that in our historical cities there are a lot of shops for sale, and they are considered as a source of income for the people there. The entrances around these branches should be named in order to give a beautiful integrity to

the general condition of the buildings and to make them convenient for tourists. In the city, one of the main objects is small architectural complexes, i.e. benches, lighting, urns (garbage bins), informational and the location of the area. the indicators are of great importance and need to be developed again.



Figure 4. The status of the records currently placed in the building.

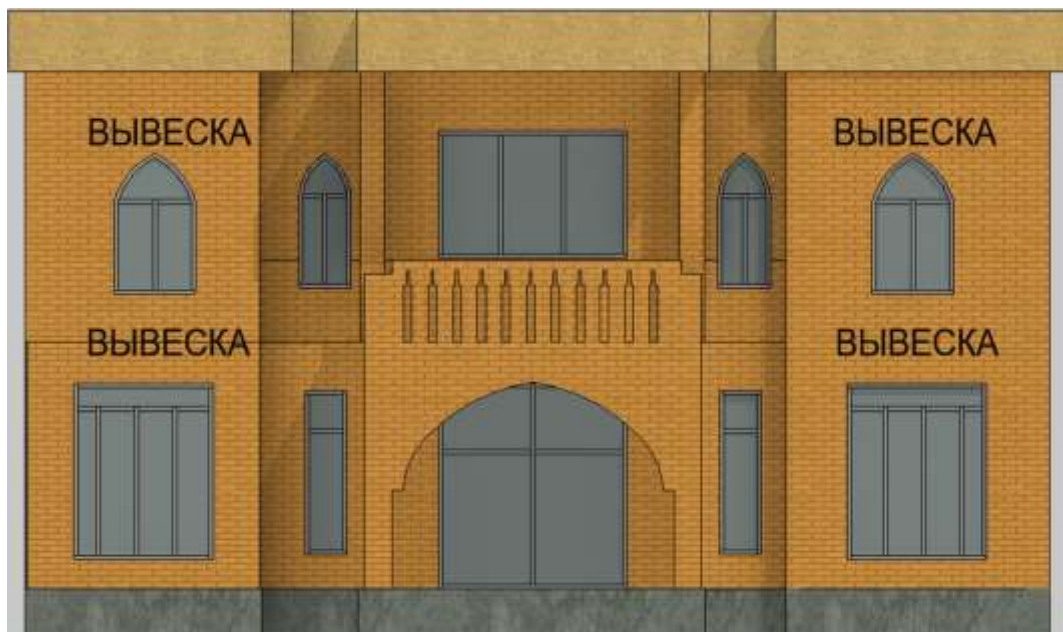


Figure 5. The proposed project is a sample.

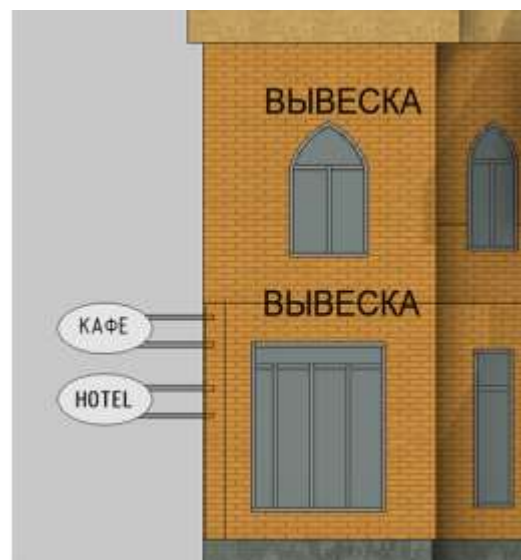


Figure 6. Existing condition of the building and proposed project**Figure 7. Existing condition of the building.****Figure 8. Proposal project.**

Conclusion

In conclusion, it should be said that the design code is designed for free and its implementation is included. In order to make our country more beautiful and to give taste and aesthetic pleasure, the style allows us to make a general overall accuracy, while disturbing the order. It is self-evident that this arrangement should be approached from the side of style and design, and the contribution of designers will be great. Together with them, a solution to this problem will be found. Design proposals are given to each street, while preserving the generality of the building.

Design codes are developed and applied to each building based on the requirements.

It is developed separately without leaving out small elements. The layout of the information banners and directions, which are easy to read for both pedestrians and car drivers, is taken into account. There are opportunities to use small architectural forms, which are regulated by the rules of the Design Code, while ensuring architectural harmony. By correctly and effectively using small architectural forms, opportunities to attract more tourists and create amenities will open up in our historical cities. As a rule, it should be noted that when placing small architectural forms in public

areas, it is necessary to adapt to the rules of the Design Code, which is now being implemented in Uzbekistan, and take into account that its elements do not block or disturb the movement. To leave a warm impression of our country on young and old representatives, to improve service in our city. Design - code qoidalari juda foydali bo'libgina qolmay xam manfaatli xamdr.

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