

Problems and Suggestions on the City Design Code

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Abstract: *This article aims to preserve the unique architectural style of buildings on city streets, to regulate aggressive advertising elements that affect public life, to create a zone free of peaceful visual noise, to increase the economic and cultural efficiency of streets; the creation of Design code models that serve to eliminate the risks that have a negative impact on the life of society. The solution to these problems involves the use of "Design Code" projects and additional proposals.*

Keywords: *Decisions of the President, the effectiveness of the Design Code, the unique street infrastructure, clear and orderly recommendations, comfortable and attractive places.*

Date of Submission: 29-4-2022

Date of Acceptance: 31-5-2022

Introduction. The concept of "Design Code", which has not yet appeared in the architecture and design of the city, has shown itself in developed countries and has begun to give cities a unique order and attractive appearance, unique solutions for convenience. You can see in the cities of the countries where you can apply and see the results.



We also need projects with design solutions that reflect the spirit of convenience and aesthetically pleasing nationalism for the lives of all nationalities, tourists and the population visiting our country, and make a good impression on visitors.

As a result, the decisions of the head of our state are announced, which include the requirements for the timely fulfillment and demonstration of the responsibilities assigned to the representatives of this sphere.

As an example, paragraph 7 of the Decree of the President of the Republic of Uzbekistan No. PF-6119 of November 27, 2020 states: A decision was made to ensure the implementation of the

"development and implementation of a regional" design code ". Much attention was paid to the development of "design-code" projects, taking into account the national architecture of the specific elements of the urban environment and the weather conditions in the area.

Design code is an aesthetic urban planning design, which is a project that takes into account the cultural and historical identity of the city or region, the natural and climatic conditions. It is a set of ideas to limit the waterfall efforts of entrepreneurs to attract customers and provide maximum convenience and safety to people passing through and living in the area. The task of Designers is to keep the architecture of the city in a natural state. To provide visitors and residents of our city with streets that are properly equipped with elements of the city, creating a pleasant impression, free from visual noise. Visitors and residents are provided with all-round convenience, no information interference that interferes with their enjoyment, healthy, environmentally friendly, stable and unique places with high quality design standards are cleaned from various damages from vehicles, and architectural elements are preserved need to feel fit to the style. Design code is a clear, unique and clear set of rules and recommendations for equipment, which should be formed on the basis of a safe aesthetic and comfortable urban environment. The design code ensures the appearance of the urban environment and the attractiveness of the information. The current situation shows that the current challenge is to develop a design code concept for this set of required features.

Based on the experience of countries that have developed and understood the essence of the Design Code and began to see the results, the development and implementation of the design code of the city usually includes countertops, advertisements, posters that can change the appearance of the city. begins with regulation. In the picture below, you can observe the visual interaction and the effect of the Design Code generated by the advertising elements placed by the business entities in a chaotic manner.



Such advertising constructions can fill the roofs, block the windows, hang from the upper floors, disturb people and even have a psychological effect on it.

Unfortunately, you can block and block aggressive and annoying ads on the Internet, but we can't do anything against the ads that we see every step of the way, that we can't escape, that have "design anarchy" and that are blatant. In the absence of uniform requirements and rules for decorating the urban environment, any entrepreneur can grow what he wants based on their tastes. Given the current situation in the cities of Uzbekistan, if you share the views of ordinary citizens about the design code, almost no one understands, and everyone interprets it differently. Because in some streets of our country the model streets regulated by the Design Code are not known to the public. There is a tendency for people to be distracted by cluttered advertisements on the streets and posters and signs on the roof. The picture below shows the well-known addresses of Tashkent.



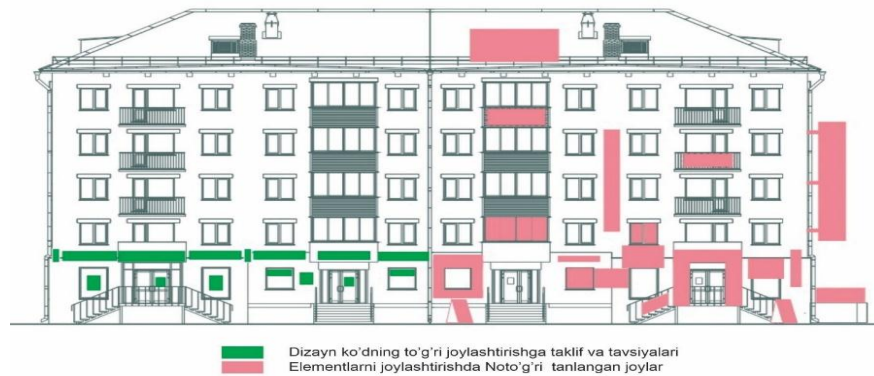
Figure 1 shows the residential building near the Great Silk Road metro. Figure 2 shows the Samarkand Darvaza Complex. Figure 3 shows the building next to the Minar metro. Figure 4 shows the state of the Tashkent Business Center.

It will soon be difficult to understand the style and essence of the image from the general appearance of the building from the media hanging on the facade of the newly built building. In the current urban development, the declining green areas in front of the building, the reduction of trees will lead to a sharp deterioration of the urban climate. These circumstances further lead to the chaotic unpleasant formation of the city.

Everyone is looking for a way to escape from such an area, which leaves a feeling of fatigue. The main purpose of the design code is to solve such problems and create a zone of free and safe movement of the population, free from visual interference. In order to attract their customers, businesses will not be able to inflict any kind of emotional pain on society as a whole, and the introduction of standard restrictions will help to develop the culture of urban planning in our country.

But the design code is not only for the arrangement of advertisements and counters, it can also be called a unique street infrastructure: benches, magazines, fences, signs, billboards, posters, road signs, devices for flowers, traffic lights and many other things that make up the urban environment represent the "design code". Therefore, standard pilot projects that increase the prestige of developing Uzbekistan in the world and directly contribute to the further development of urban planning are of great importance.

Suggestions for implementing design code. The new design code aims to restore the city and its neighborhoods to their historic appearance, and therefore involves the demolition of all incompatible superstructures and the dismantling of buildings that basically spoil the appearance to a new standard.



The picture above provides an example of clear and systematic recommendations on how to place advertising elements in a building. If these recommendations are implemented as a rule of law and applied in the regions, they will begin to have a positive effect. Also, when entrepreneurs create advertising elements to attract their customers, Designers turn to designers and they study the current situation in the placement and develop a custom brand design pattern appropriate to the location, which would prevent various annoyances and clutter. As a result, the flow of customers and prestige among competitors will increase significantly. The brand is becoming more recognizable among customers.



In the photo: offers for placement of existing entrepreneurs operating in a residential building near the Great Silk Road metro in Tashkent.

Urban design norms can create meaningful, comfortable, and attractive spaces, primarily by coordinating the actions of private and public entities through urban construction companies. The development of design codes should be linked to closing the gaps between entrepreneurs and people who create places of social significance. Building profiles and the width of roads that create a pleasant pedestrian environment, focusing people on street design from car priorities, clear spatial hierarchies that guide people, and carefully considered city landscapes can lead to a more pleasing City view. Sample design defines the initial standard of project quality and practice. Businesses are seldom willing to agree to the introduction of a design code as a rule. Entrepreneurs may worry that if their businesses are less visible, profits will decline. In fact, everything happens the other way around. Researchers often note the positive economic effect of introducing general rules for designing elements of street space. An example of this is a businessman from Tyumen in the Russian newspaper Novaya Gazeta. "After a single design code was created for the commercial building signs, the number of visitors doubled, according to the entrepreneur."

Therefore, the Design Code benefits not only society, but also businesses. Using the experience of developed countries, urban planners from each region, district and city of the country set themselves the task to create a unique "design code" based on climatic conditions, national values, crafts and architecture. If not, urban culture will enter a new phase. Of course, as a result, each city of our

country will be uniquely attractive. We would have avoided the rude and cascading attitude towards the city.

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