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URBAN PLANNING ANALYSIS OF SMALL ARCHITECTURAL ELEMENTS AND ADVERTISING STANDS IN THE HISTORICAL PART OF THE CITY OF BUKHARA

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Abstract. The article analyzes the influence of small architectural elements and advertising billboards located in the historical part of Bukhara on the urban environment. The study will examine issues of preserving the architectural integrity of buildings located in the historic center, the placement of modern advertising media adapted to the visual environment, as well as their aesthetic and functional aspects. The harmony of small architectural forms (lampposts, benches, signs, umbrellas, market stalls, etc.) with the historical landscape is also analyzed. The article provides proposals and recommendations for preserving the national architectural traditions of the city of Bukhara while simultaneously introducing modern design elements. The results of the study will contribute to the regulation of urban planning requirements in historic areas, the preservation of cultural heritage and the enhancement of tourism potential.

Keywords: Historic center, small architectural forms, advertising billboard, urban planning analysis, architectural environment, visual harmony, national traditions, design elements, cultural heritage, landscape architecture, tourism.

Introduction. Bukhara is one of the most ancient and unique cities in the world. It embodies 2,500 years of rich history and examples of ancient civilization. This unique region, located in the lower reaches of the Zarafshan River, has been a center of settled life, irrigated agriculture, science, and development since ancient times, and is rightfully recognized in world history as one of the cultural cradles of humanity.

Today, in the reconstruction and modernization of cities around the world, preserving the structure of historical territories, conducting extensive and in-depth research on tangible cultural heritage sites, passing on architectural monuments to future generations in their original state, conducting reconstruction and restoration based on scientific study of architectural composition and urban planning requirements in their creation, and using them for modern purposes are among the urgent problems in the world.

Research methodology. The city of Bukhara is one of the most ancient and cultural centers of Uzbekistan, and its historical part contains a complex of world-famous architectural monuments. Small architectural elements and advertising billboards in the city center are taking on a new look in the process of modern urbanization. Therefore, the location of such elements in historical areas, their aesthetic suitability, and architectural harmony require significant scientific analysis.

In a historic setting, small architectural elements are details that enrich the architectural ensemble but do not compete with the main structures. Among them, benches, light poles, information signs, umbrellas, retail outlets, awnings, and billboards play an important role. In the historical center of Bukhara, such elements should be in harmony with ancient structures. Otherwise, they will negatively affect the historical appearance.

The role of small architectural forms in organizing landscape design in any landscape designer's territory is very important. Minor architectural forms are small-sized elements for use in exterior design. They are considered auxiliary compared to the main structures. Small architectural forms include benches, benches, trash cans, fountains, small shops, and various other elements.

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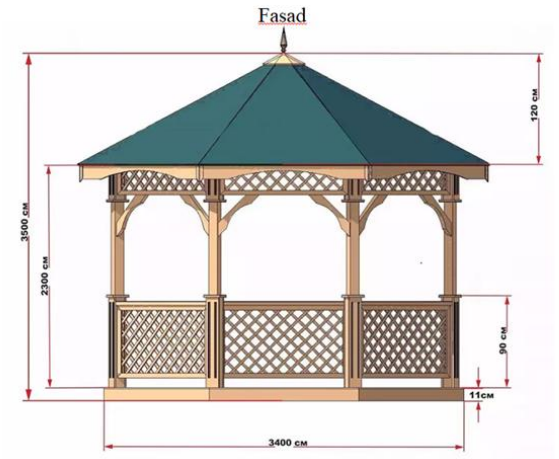


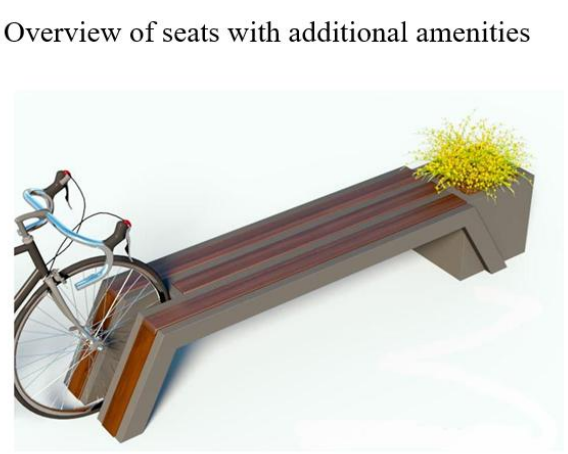


Figure 1. Proposal for a recreation area (pergola) in the historical center of Bukhara

Small architectural forms are architectural structures that have practical and decorative purposes and are used to organize space to ensure comfortable living and recreation. It is impossible to create a practical and beautiful landscape without plants and small architectural forms. These designs decorate the surrounding space. Along with the aesthetic component, they have a practical value, complementing the urban environment or local area. The production of modern small architectural forms involves the production of any product according to a standard design or together with the customer.

Figure 2. Seat offer draft

World-famous architectural complexes, historical castles, ensembles, pedestrian streets, commercial buildings, towers, and architectural monuments located in such historical regions that have survived to our time are integral and integral components of the architectural environment of those historical cities. The architectural forms and compositions of this traditional historical environment, located side by side and adjacent to architectural ensembles, form a harmonious structural system.



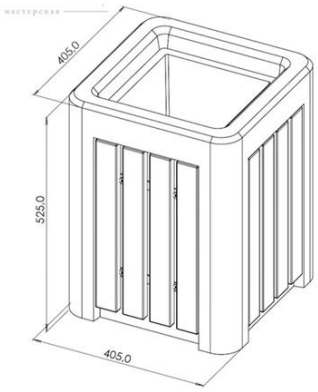


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In the historic center, the urban environment consists not only of monumental buildings, but also of small architectural elements located between them. Such elements include benches, lighting poles, signs, fountains, umbrellas, walkways, decorative panels, and other small architectural forms. They not only provide convenience for people, but also enrich the aesthetic appearance of the city. In a historic environment, the location, size, and material of these elements must be chosen with particular care.

Small architectural forms are architectural elements that are directly related to human life but do not compete with large structures. They are an integral part of the urban landscape and perform functions such as creating convenience, providing direction, recreation, and providing information in people's daily activities.

General appearance and dimensions of the waste storage (bin)



General view of the urn designed in the historical part of Bukhara



Figure 3. Trash can (bin)

proposal projecti

The main requirement when designing small architectural forms in historic areas is to harmonize them with the existing architectural ensemble. It is traditional in Bukhara to use natural materials such as brick, ceramic, wood, metal, and stone. For example, the benches around the Lyabi Pool complex are made of wood, and their shapes are decorated with ancient patterns. These elements add natural harmony to the pool area. Modern elements made of metal and plastic contrast sharply with the historical background and therefore should be placed with care.

Small architectural elements are not only aesthetically important, but also functionally important. They perform the following main tasks:

No.	Element type	Main function
1	Seats	A place for relaxation, a social space
2	Lighting poles	Night lighting, ensuring safety
3	Signs and information banners	Providing directions and historical information to tourists
4	Umbrellas and pavilions	Sun protection, convenience for sales stands
5	Fountains	Aesthetic decoration, improvement of microclimate
6	Decorative panels	Strengthening the region's national artistic expression

Requirements for installing advertising billboards:

Advertising billboards installed near historical monuments should not violate the ancient architectural style and should be balanced in color and shape. Bright, conspicuous modern structures should not be used.

Billboards should be small in size, and the height and width of the billboard should not obstruct the historic view of the streets. Small, building-mounted formats are usually recommended.

It is advisable to use natural materials (wood, metal, fabric). Countertops made of plastic and bright LED lighting should be banned or strictly limited.

Purpose of the advertising counter: In the historic area, advertising media is mainly focused on providing information about national handicraft shops, gastronomic establishments, and tourist services. The main goal is to enrich the tourist environment without damaging the city's cultural heritage.

Although modern billboards are an integral part of the city's economic life, they must be placed with special care in historic settings. This issue is relevant in the city of Bukhara, where it is observed that the size, material, and color of many billboards do not match the historical landscape. Therefore, urban planning policy requires working on the basis of regulatory documents that maintain aesthetic balance.



Figure 4. Current state of advertising billboards in the historical center of Bukhara

The city of Bukhara is one of the international tourism centers. Therefore, the appearance of the city, especially the small architectural forms in historical areas, is a means of making a first impression on tourists. Well-planned seating, signage, information stands, and lighting systems play an important role in managing tourist traffic and shaping the perception of the city.

Conclusion. An urban planning analysis of small architectural elements and advertising billboards in the historical part of Bukhara shows that these elements should be seen as an integral part of the historical environment. Their placement should take into account national architectural traditions, the harmony of materials, and the overall composition of the urban landscape. By regulating advertising billboards in historical areas, it is possible to preserve the historical and aesthetic appearance of Bukhara, further increase its tourism potential, and culturally enrich the urban environment. Small architectural elements in the historical part of Bukhara are an integral part of the city's architectural appearance. Their aesthetic harmony, functional efficiency, and material choice directly impact the overall appearance of the urban landscape.

When placing modern elements in a historical environment, it is necessary to adhere to the principles of preserving the integrity of the architectural ensemble, national traditions, and cultural heritage. This will allow us to preserve the ancient appearance of the city of Bukhara while combining it with the requirements of a modern urban environment.

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