
DESIGN CODE HELPS PRESERVE THE CULTURAL VALUE OF THE CITY

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Abstract

Urban environments are dynamic spaces that reflect the cultural and historical heritage of a city. This article explores how design codes—regulations and guidelines that govern architectural and urban design—play a crucial role in preserving the cultural value of cities. By establishing standards for building aesthetics, materials, and spatial relationships, design codes ensure that new developments harmonize with the existing urban fabric, maintaining the unique identity and historical continuity of urban areas. Through case studies and expert interviews, the article demonstrates how well-crafted design codes can protect heritage sites, promote cultural tourism, and enhance community pride. It also addresses the challenges of balancing modern development needs with preservation efforts, advocating for adaptive and context-sensitive approaches to urban planning. Ultimately, the article argues that design codes are essential tools for safeguarding the cultural integrity and sustainability of cities in the face of rapid urbanization and globalization.

Keywords: Design Codes, Cultural Preservation, Urban Planning, Heritage Sites, Sustainable Development.

A design code is a set of visual and understandable rules in city design, defining recommendations for the creation and placement of signs and advertising structures, retail facilities and building entrances, street design elements, etc [1].

It determines the rules for the improvement of the city, the construction of roads and the design of the facades of residential buildings (windows, balconies, building cornices). Thanks to these rules, it is possible to create a safe, comfortable and stylistically correct - unified urban space. A design code is a regulation that regulates the design and placement of signage and advertising and reduces "visual noise", that is, the irregular and excessive use of graphics and objects [2].

Entrepreneurs who believe that size and brightness in advertising are important 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 the city, its houses, views and overall atmosphere [2].

The city design code is a system that allows you to put the city streets in order. At the same time, a balance is achieved between the interests of pedestrians, drivers and businesses. Using the developed design code, you will be able to learn how to change old streets, remove excess advertising, install signs and storefronts that add to the overall appearance of the building and urban planning. In fact, this is a set of rules that city streets must comply with in order to preserve the culture of the people [3].

The city's introduction of a design code is a natural process, as a result of which entrepreneurs begin to compete not on the size and brightness of their sign, but on the quality of the product. This will benefit not only the efficiency of the population, but also the business.

But the design code is aimed not only at organizing advertising and signage. This also affects the formation of the urban environment, such as street infrastructure: fences, benches, shop windows, trash cans, signs, posters, road signs, flower beds, etc [3].

In conclusion, it should be noted that citizens need a design code in order to move easily and feel comfortable in a big city. We are talking about competent logistics and road safety. These and other aspects should be included in urban design standards. This can also affect the effectiveness of tourism. For city guests - tourists, it is not the atmosphere of the metropolis that is important, but the peculiarities of the culture and history of the city [4].

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