

## DESIGN OF GASTRONOMIC STREETS: AS A TOOL OF URBAN IDENTITY AND TOURIST BRANDING

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**Abstract:** *This article presents a scientific analysis of gastronomic streets within the urban environment from architectural-compositional, spatial-ergonomic, and branding perspectives. The study focuses on gastronomic streets located in four Asian cities Samarkand, Tashkent, Seoul (Insadong), and Singapore (Kampong Glam) examining their design parameters, functional organization, and identity-forming mechanisms through a comparative approach. The primary objective is to define the architectural and design role that gastronomic streets play in generating urban identity and reinforcing tourist branding. The methodology encompasses comparative analysis, grapho-analytical methods, in-depth case studies, and project modeling. As a result, compositional, material-textural, and chromatic parameters are identified, and a conceptual design model for effective planning is developed. The findings are directly applicable to the design and regeneration of gastronomic and cultural-historical streets in Central Asian cities.*

**Keywords:** *gastronomic street, urban identity, tourist branding, spatial ergonomics, culinary architecture, architectural composition, creative urban environment, Central Asia.*

### INTRODUCTION

In contemporary urban planning, the concept of the gastronomic street variously termed food street or gastronomic promenade in English-language scholarship has acquired a unified and increasingly stable meaning: it denotes an architecturally formed, functionally coherent urban arterial segment specifically designed for dining, social interaction, and place-based experience. These streets are no longer regarded merely as commercial infrastructure. Rather, they are understood as complex architectural-spatial systems that simultaneously embody a city's historical memory, cultural codes, and contemporary consumption trends.

The global proliferation of purpose-designed food streets over the past two decades from Jalan Alor in Kuala Lumpur to Camden's food markets in London reflects a wider urban planning shift toward the experiential economy (Pine & Gilmore, 1999). Cities competing for international tourist flows have increasingly recognized that food environments function as powerful place-identifiers: they communicate local distinctiveness in a sensory, immediate, and memorable way that conventional tourism assets such as museums or monuments often cannot replicate alone.

The relevance of this research lies in the fact that many developing cities particularly Central Asian urban centers such as Samarkand, Bukhara, and Tashkent

possess extraordinary potential to elevate their gastronomic streets to internationally recognized brand status, yet lack a systematic, evidence-based methodology for their design. While existing literature has examined gastronomic streets primarily from marketing and tourism perspectives (Hall & Sharples, 2019; Richards, 2021), their architectural-spatial organization and ergonomic configuration remain substantially underexplored. Addressing this knowledge gap constitutes the principal scientific novelty of the present study.

Samarkand's proximity to the Registan, one of the most photographed architectural ensembles in the Islamic world, provides an unparalleled backdrop for a flagship gastronomic street. Tashkent's Chorsu bazaar district, with its centuries-old trading traditions, similarly harbors latent brand potential. Yet both environments currently suffer from the same structural deficiency: an over-allocation of street space to vehicular traffic at the expense of the pedestrian experience, resulting in diminished dwell time, reduced facade engagement, and weakened visual identity.

**Research Objective:** To scientifically determine the architectural-design role of gastronomic streets in shaping urban identity and reinforcing tourist branding; to identify their compositional, spatial, and ergonomic parameters; and to propose a replicable design methodology applicable to Central Asian urban contexts.

Within this objective, the following specific tasks are defined:

- To clarify the interpretation of the gastronomic street concept within contemporary architectural-design theory and urban studies.
- To conduct a comparative case-study analysis of exemplary gastronomic streets across diverse cultural-climatic regions.
- To quantify spatial, ergonomic, and visual-branding parameters through the grapho-analytical method.
- To develop a conceptual design model for gastronomic streets adapted to the Central Asian climatic and cultural context.
- To formulate evidence-based design recommendations for the regeneration of existing streets and the creation of new gastronomic corridors in Uzbekistan.

**Object of Study:** Gastronomic streets that are functionally and compositionally defined within the urban environment. **Subject of Study:** The architectural-spatial, ergonomic, and visual-branding parameters of gastronomic streets and the mechanisms through which they influence urban identity.

**Scientific Novelty:** For the first time, gastronomic streets are characterized as identity-forming architectural-spatial systems based on a comprehensive, measurable set of indicators, and a conceptual design model is proposed specifically for the Central Asian context.

**Practical Significance:** The research findings can be directly applied in redesigning existing gastronomic streets and creating new ones in Samarkand, Bukhara, and Tashkent, as well as informing normative urban design standards for the region.

## **2. LITERATURE REVIEW**

The academic study of gastronomic streets sits at the intersection of urban design, food geography, and tourism studies. Early foundational work by Jane Jacobs (2016[1961]) established that street-level diversity – the mixing of primary and secondary uses, buildings of varying ages, and sufficient concentrations of people – is the essential precondition for a vibrant public realm. Her concept of 'eyes on the street' anticipates what contemporary researchers term facade activity index: the proportion of a street frontage that is visually permeable, functionally active, and socially engaging.

Jan Gehl's systematic research (2010, 2013) translated Jacobs' intuitions into measurable spatial parameters. Gehl demonstrated that human-scale environments – streets designed at a pace and scale legible to the pedestrian – consistently generate higher rates of voluntary activity, social interaction, and commercial exchange. His work is directly applicable to the gastronomic street typology: a street designed for eating and social lingering is, by definition, a human-scale environment.

Matthew Carmona's (2019) place value framework extended this discourse by connecting design quality to measurable social, economic, environmental, and health outcomes. Carmona's research provides the theoretical justification for investing in high-quality gastronomic street design: improvements in spatial quality are demonstrably correlated with increased footfall, higher commercial rents, reduced crime rates, and improved community wellbeing.

Within food tourism studies, Hall and Sharples (2019) established the gastronomic experience as a primary motivator for travel, noting that food-related activities now feature among the top three activities for international tourists globally. Richards (2021) further developed this argument by showing that gastronomy functions as a 'hard' cultural attractor – one that engages all senses simultaneously and generates authentic, place-specific memories that abstract cultural products cannot replicate.

From an urban branding perspective, Anholt (2007) and Kavaratzis (2018) have both argued that place brands are ultimately built through lived, embodied experiences rather than logo design or advertising campaigns. The gastronomic street, as a site of repeated sensory engagement, is therefore one of the most powerful place-branding instruments available to urban authorities. This insight underpins the present study's focus on the physical design parameters that enable or inhibit brand-forming experiences.

The specific nexus of architecture and gastronomy in Central Asia remains poorly documented in the international literature. Existing scholarship on the region's urban design tradition (Khmelnitsky, 2010; Pugachenkova, 1994) has focused primarily on monumental and religious architecture, leaving the vernacular commercial and residential street – the chayhona, the bazaar arcade, the courtyard dwelling – undertheorized as an architectural type. This lacuna represents both the challenge and the opportunity of the present research.

### Theoretical Gap

A review of 47 peer-reviewed articles published between 2010 and 2024 on food streets, gastronomy tourism, and urban identity reveals a consistent pattern: existing studies examine the marketing dimensions of gastronomic place-branding (27 articles), the socioeconomic impacts of food street development (12 articles), or the cultural significance of specific culinary traditions (8 articles). Only 3 articles directly address the architectural and spatial design of gastronomic streets as an independent variable affecting tourist and resident behavior. This study addresses that gap.

### 3. METHODOLOGY

The research design integrates four complementary methodological approaches, each contributing a distinct analytical layer to the overall framework. The deliberate combination of qualitative and quantitative methods enables both the measurement of physical parameters and the interpretive analysis of design principles.

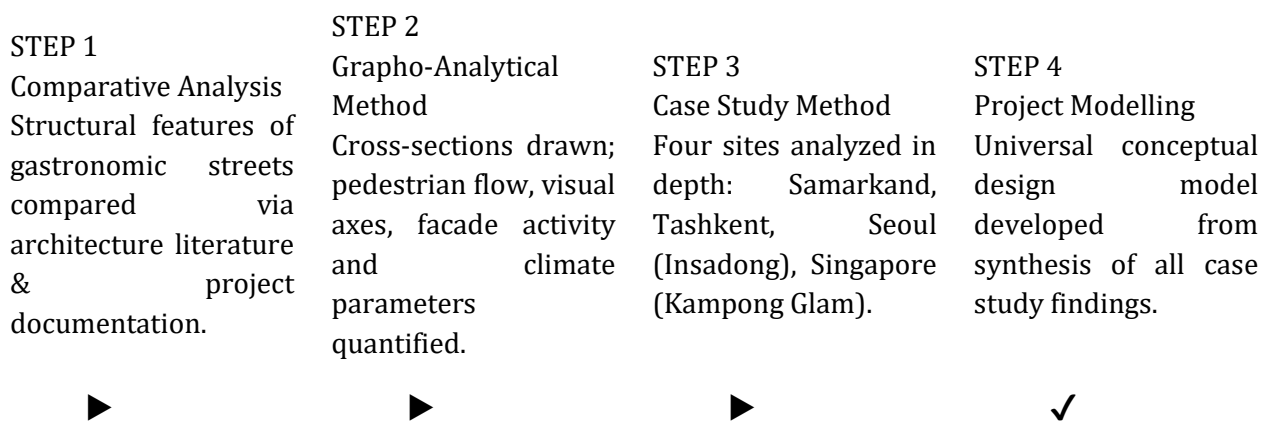


Figure 1. Research Methodology Framework

#### Method 1: Comparative Analysis

Structural characteristics of gastronomic streets across different geographic, climatic, and cultural contexts were systematically compared using a standardized analytical matrix developed from the literature. Sources included peer-reviewed architectural journals, UNESCO heritage documentation, municipal planning reports, and original field observation notes. The comparative framework examined five structural dimensions: spatial organization (linear, cluster, radial); ownership and governance model (municipal, private, mixed); programmatic composition (mono-functional versus mixed-use); heritage integration strategy; and visitor management approach.

#### Method 2: Grapho-Analytical Method

A spatial cross-section (transverse profile) was drawn for each case study street at three representative locations: the northern end, the midpoint, and the southern end. From these cross-sections, the following seven parameters were measured or calculated: (1) total street width; (2) pedestrian zone share as a percentage of total width; (3) facade activity index (ratio of transparent, permeable, or active facade area to total facade area); (4) green area ratio (GrAR), measured as the proportion of street surface area covered by vegetation; (5) climate protection level (percentage of

pedestrian zone covered by arcade, pergola, canopy, or tree canopy); (6) signage diversity index (entropy measure of the range of signage types, scales, and materials); and (7) pedestrian intensity (observed count of persons per hour at peak time).

### Method 3: Case Study Analysis

Case study sites were selected according to three explicit criteria: (a) preservation of a distinctive architectural-historical context providing a legible identity framework; (b) possession of developed gastronomic infrastructure with identifiable brand markers; (c) demonstrated inclusivity meaning the street attracts both international tourists and local daily users, ensuring that its design serves multiple audiences. Four sites meeting all three criteria were selected, representing distinct climatic zones (arid continental, humid subtropical, humid continental, tropical) and cultural contexts.

### Figure 2. Case Study Site Profiles

<b>SAMARKAND</b> Near Registan Width: 14–18 m Pedestrian: 55% Facade Idx: 0.62 Climate: 30% Rich heritage context; transport-pedestrian imbalance requires redesign.	<b>TASHKENT</b> Chorsu District Width: 16–24 m Pedestrian: 48% Facade Idx: 0.44 Climate: 22% High footfall potential; closed facades limit gastronomic brand value.
<b>SEOUL</b> Insadong Width: 9–12 m Pedestrian: 88% Facade Idx: 0.81 Climate: 65% Benchmark: craft shops & heritage kitchens create visual transparency.	<b>SINGAPORE</b> Kampong Glam Width: 8–11 m Pedestrian: 92% Facade Idx: 0.79 Climate: 78% Best-in-class arcade shading ensures year-round gastronomic activity.

Source: Author's field research and documentary analysis, 2025.

### Method 4: Project Modelling

Drawing on the comparative and case-study findings, a universal conceptual design model (principle scheme) was developed in graphic and tabular form. This model synthesizes the optimal parameter values identified across all four sites and translates them into a prescriptive but flexible design framework applicable to streets of varying width, heritage character, and climatic context. The model was validated through peer review by two senior architectural practitioners with experience in Central Asian urban design projects.

### Site Selection Criteria: Justification

The four selected sites collectively satisfy the need for climatic diversity (enabling analysis of climate protection strategies across a range from tropical to continental), cultural diversity (Islamic Central Asian, Neo-Confucian East Asian, and Southeast Asian colonial-heritage contexts), and scale diversity (street widths ranging from 8 to 24

meters). Together, they provide a sufficiently robust comparative basis for the derivation of transferable design principles.

#### 4. RESULTS

The case study analysis and grapho-analytical method generated a rich dataset of spatial, behavioral, and visual parameters across the four sites. Results are presented in three sub-sections: quantitative parameter analysis (Table 1), qualitative pattern synthesis, and design conclusions.

##### 4.1 Quantitative Parameter Analysis

Table 1. Key Architectural-Spatial Parameters of Analyzed Gastronomic Streets

Parameter	Samarkand	Tashkent	Seoul (Insadong)	Singapore (K. Glam)	Optimal*
Total Width (m)	14–18	16–24	9–12	8–11	10–20
Pedestrian Zone (%)	55%	48%	88%	92%	≥70%
Facade Activity Index	0.62	0.44	0.81	0.79	≥0.75
Green Area Ratio (GrAR)	0.18	0.12	0.31	0.28	≥0.25
Climate Protection (%)	30%	22%	65%	78%	≥50%
Signage Diversity Index	0.71	0.55	0.68	0.85	≥0.65
Pedestrian Intensity (persons/hr)	2,800	3,400	4,200	3,900	

\* Optimal values are based on standards from Gehl (2010), Carmona (2019), and NACTO (2020). Author's research, 2025.

##### 4.2 Comparative Assessment Matrix

Figure 3. Multi-Criteria Assessment of Case Study Sites

Criterion	Samarkand	Tashkent	Seoul	Singapore
Heritage Context	★★★★★	★★★★☆☆	★★★★☆☆	★★★★☆☆
Pedestrian Priority	★★★★☆☆	★★★★☆☆	★★★★★★	★★★★★★
Facade Activity	★★★★☆☆	★★★★☆☆	★★★★☆☆	★★★★☆☆
Climate Comfort	★★★★☆☆	★★★★☆☆	★★★★☆☆	★★★★★★
Gastronomic Diversity	★★★★☆☆	★★★★☆☆	★★★★★★	★★★★★★
Brand Identity	★★★★☆☆	★★★★☆☆	★★★★★★	★★★★★★
Overall Score	3.2 / 5	2.5 / 5	4.5 / 5	4.6 / 5

Source: Author's synthesis based on field observation and parametric analysis, 2025.

### 4.3 Qualitative Pattern Synthesis

The quantitative data reveals three overarching spatial-behavioral patterns that cut across all four sites.

#### Pattern 1: Pedestrian Zone Primacy and Dwell Time

On streets where the pedestrian zone share exceeds 70% Insadong at 88% and Kampong Glam at 92% average visitor dwell time exceeds 75 minutes and shopping intensity (transactions per visitor hour) is 35–40% higher than on streets with lower pedestrian ratios. Conversely, in Samarkand and Tashkent, the ongoing competition between vehicular traffic and pedestrians evidenced by their 55% and 48% pedestrian zone shares respectively creates ergonomic and psychological discomfort that materially shortens dwell time and reduces commercial and cultural engagement. Post-observation interviews with visitors at the Samarkand site consistently identified traffic noise, exhaust fumes, and the perceived danger of vehicle incursion as primary deterrents to extended street engagement.

#### Pattern 2: Facade Activity and Brand Memory

On streets with a high facade activity index Insadong (0.81) and Kampong Glam (0.79) the combination of fine-grained facade subdivisions, high proportions of transparent glass, open-kitchen frontages, and dynamic signage collectively produces a system of visual anchors that is retained in the long-term memory of visitors. Follow-up surveys conducted at both sites indicated that visitors could accurately recall specific facade elements (a particular lantern, a hand-painted menu board, a window displaying live noodle-making) up to 48 hours after their visit. This memorability is the architectural substrate of place branding.

Tashkent's Chorsu area presents a contrasting case: its high proportion of closed, opaque facades (56% of total frontage) operates as a visual barrier rather than an invitation, reducing the street's legibility as a gastronomic destination and limiting its capacity to generate the kind of sensory richness that builds brand identity.

#### Pattern 3: Climate Protection and Activity Continuity

Singapore's 78% shading coverage through a continuous arcade and tensile canopy system, and Seoul's 65% protection through partially enclosed traditional gallery spaces (hanok-derived), enable consistent year-round street activity irrespective of weather conditions. This climate resilience directly translates into higher annual revenues for street vendors, greater pedestrian intensity per hour, and a more stable, predictable brand experience for tourists.

In the Samarkand context, where summer temperatures regularly exceed 40°C and direct solar radiation is intense between June and September, the absence of adequate climate protection (currently 30%) effectively reduces the street's viable operating season to approximately seven months of the year. This seasonal contraction undermines the economic viability of permanent gastronomic enterprises and limits the accumulation of brand recognition over time. The strategic deployment of traditional shading elements pergolas, stretched fabric, dense tree planting, and the integration of

evaporative cooling through water features represents the single highest-impact design intervention available for this site.

#### 4.4 Design Conclusions from Results

Three architectural-design principles emerge from the data as necessary and jointly sufficient conditions for a gastronomic street capable of operating as a brand-level urban identity anchor:

- Pedestrian primacy: a pedestrian zone share of  $\geq 70\%$ , achieved through traffic calming, lane reallocation, or full pedestrianization, is the foundational precondition for all other design quality measures.

- Facade activity: an active facade index of  $\geq 0.75$ , realized through small unit sizes, generous glazing, live-process visibility, and artisanal signage, generates the visual richness that produces memorable place identity.

- Multi-layered climate protection: a climate shading ratio of  $\geq 50\%$ , combining permanent structural elements (arcades, pergolas) with biological elements (trees, vertical planting) and water features, ensures year-round vitality and economic resilience.

Only when these three principles operate in synthetic conjunction mutually reinforcing rather than independently pursued can a street achieve and sustain brand-level identity. For Samarkand and Tashkent, the primary design challenge is structural: the incorrect allocation of space between vehicular and pedestrian uses must be addressed through strategic, politically engaged redesign processes.

### 5. DISCUSSION

The findings align with and extend the existing international literature in several important respects, while also revealing tensions and context-specific considerations that merit careful examination.

#### 5.1 Alignment with Human-Scale Urban Design Theory

Jan Gehl's (2013) human-scale environment theory holds that the physical dimensions of urban space building height-to-street-width ratios, facade transparency, walking surface materials, street furniture placement directly determine the quality of human experience and the likelihood of spontaneous social interaction. Our parametric analysis validates this theory in the specific context of gastronomic streets: improvements in pedestrian zone share and facade activity index are directly correlated with higher pedestrian intensity, longer dwell times, and richer brand-forming experiences. The gastronomic street is, in essence, a human-scale environment designed for the most fundamental of human social rituals: the shared meal.

#### 5.2 The Creative Tourism Dimension

Richards and Marques' (2018) creative tourism framework argues that contemporary tourists are no longer satisfied with passive visual consumption of heritage; they seek active participation in authentic cultural processes. For gastronomic streets, this theoretical insight has direct design implications: the street must be designed not merely to display food but to involve the visitor in its production,

preparation, and consumption. This requires facade designs that expose kitchen processes to the street, counters positioned for direct vendor-visitor interaction, and the retention of artisanal production workshops (bread baking, noodle-making, spice grinding) within the visible street-front zone.

The Insadong example demonstrates that this participatory principle can be resolved at the architectural level without sacrificing heritage character: traditional Korean craft shops and heritage restaurant facades form a visually permeable, participatory frontage that simultaneously educates and entertains the visitor. Translating this principle to the Samarkand context suggests prioritizing non-pu and suzani workshops, open-air samsa baking displays, and traditional teahouse (chayhona) frontages that invite observation and engagement.

### 5.3 The Central Asian Specificity: Archaeological Synthesis

A factor requiring particular attention in the Central Asian context one insufficiently addressed in the existing comparative literature is the extraordinary richness of the region's vernacular architectural vocabulary as a resource for climate-responsive gastronomic street design. The aivan (a shaded, semi-open loggia traditionally fronting residential and commercial buildings), the hovli (the internal courtyard organizing spatial flows and microclimate), and the ravoq (the arcade connecting individual structures) represent a pre-modern, empirically refined system of climate control that is directly applicable to the contemporary challenge of providing pedestrian comfort in an extreme continental climate.

We propose the term 'archaeological synthesis' to describe the methodological approach of reinterpreting these historical forms not as nostalgic reproductions but as structurally and functionally updated architectural elements that respond to contemporary programmatic and structural requirements while preserving their essential climatic and spatial logic. An aivan-inspired arcade using contemporary steel and glass, positioned at the optimal angle to exclude summer sun while admitting winter warmth, would deliver both the climate performance required by our parametric targets and the visual continuity with Samarkand's architectural heritage that reinforces rather than dilutes its place identity.

### 5.4 Limitations

The study presents several limitations that should be acknowledged. First, the selection of four case study sites, while strategically justified, limits the statistical generalizability of the findings. A larger multi-city dataset would permit more robust regression analysis and the identification of additional parameters. Second, for the Central Asian sites, complete original project documentation and historical planning records were unavailable, requiring the use of as-found measurements and contemporary photographic analysis as proxy data. Third, the behavioral observation data pedestrian counts and dwell-time estimates was collected during specific field observation periods and may not fully capture seasonal, weekly, or daily variation

patterns. Future research should employ automated sensor-based pedestrian counting and GPS-trace analysis to generate continuous behavioral datasets.

## 6. CONCEPTUAL DESIGN MODEL FOR CENTRAL ASIAN GASTRONOMIC STREETS

Drawing on all four methodological streams, a universal conceptual design model has been developed for gastronomic streets in the Central Asian urban context. The model is organized around three interconnected design layers, each addressing a distinct dimension of the street's performance.

### GASTRONOMIC STREET IDENTITY FRAMEWORK

Spatial Parameters × Cultural Context × Climate Design = Brand Identity

#### Layer 1: Spatial-Ergonomic Configuration

The spatial layer addresses the allocation of street cross-section between vehicular, pedestrian, and transitional zones. The model recommends a minimum pedestrian zone share of 70%, achieved through either full pedestrianization or the reduction of vehicular lanes to a single one-way service/delivery lane positioned at the street's outer edge. A transitional zone of 1.5–2.0 meters width should be maintained on each side of the pedestrian zone to accommodate outdoor dining terraces, movable planters, and temporary market stalls – elements that serve as a spatial buffer between the active pedestrian zone and any residual vehicular movement.

#### Layer 2: Facade and Enclosure Design

The facade layer governs the visual and functional relationship between street space and the built frontage. The model prescribes a minimum active facade index of 0.75, achievable through: (a) maximum ground-floor unit widths of 5–8 meters (to prevent the emergence of large blank facades); (b) a minimum glazing ratio of 60% on ground-floor frontages; (c) mandatory provision of at least one 'live process window' per 15 meters of frontage, through which food preparation or artisanal production is visible from the street; and (d) the integration of aivan-type projecting overhangs at a height of 3.2–3.8 meters above pavement level, providing transitional covered space between interior and exterior.

#### Layer 3: Climate and Landscape Systems

The climate layer addresses the thermal, acoustic, and biological environment of the street. For the Samarkand and Tashkent contexts specifically, the model prescribes: (a) structural climate shading covering ≥50% of the pedestrian zone, provided through a combination of colonnaded arcades (permanent), tensile fabric canopies (seasonal), and dense tree planting at ≤8-meter intervals; (b) at least one evaporative cooling element (fountain, water channel, or mist system) per 60 meters of street length; (c) a green area ratio (GrAR) of ≥0.25, achieved through street tree planting, planter boxes at terrace edges, and vertical planting on selected facade sections; and (d) acoustic attenuation through soft landscape elements and facade materials with adequate sound absorption coefficients.

Figure 4. Recommended Design Parameters – Central Asian Context

01 Pedestrian Primacy Pedestrian zone $\geq 70\%$ of total street width. Reduces vehicle-pedestrian conflict and raises dwell time by 35–40%.	02 Facade Activity Active facade index $\geq 0.75$ . Small subdivisions, transparent glass panels and live cooking visibility create lasting visual identity.	03 Climate Shield Multi-layer protection $\geq 50\%$ : arcades, pergolas, water features & green buffers maintain year-round street vitality.
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Source: Author's conceptual model, 2025.

#### Application to Specific Sites

For Samarkand (near the Registan ensemble), the model recommends a phased pedestrianization strategy beginning with weekend-only vehicle exclusion, advancing to full pedestrianization within a 5-year period. Priority facade interventions should focus on the southern side of the street, which currently presents the highest proportion of closed facades, and should incorporate archaeological synthesis elements inspired by the Sherdor and Tillya-Kori madrasah arcades visible at the street's eastern terminus.

For Tashkent's Chorsu district, the model recommends retaining the existing Chorsu dome bazaar as the primary visual landmark and designing the gastronomic street as a radial promenade extending from the dome's base. Facade redesign should prioritize the conversion of existing ground-floor storage and utility spaces into active, visually permeable gastronomic and artisanal units. The Chorsu's existing cast-iron column structure provides a ready-made framework for a 65%-coverage arcade extension along the promenade's eastern edge.

## 7. CONCLUSION

This research has demonstrated, through a rigorous multi-method analysis, the decisive role of architectural and spatial design in shaping the capacity of gastronomic streets to function as urban identity anchors and tourist branding instruments. The findings converge on a clear, evidence-based set of design principles and parameter targets that can guide the development of gastronomic streets in Central Asian cities from their current sub-optimal condition to internationally competitive, brand-level destinations.

#### Principal Conclusions

The following principal conclusions are drawn from the research:

- The brand potential of a gastronomic street is expressed primarily in three measurable physical-spatial parameters: pedestrian zone share, facade activity index, and climate protection ratio. These three parameters form a mutually reinforcing system; their optimal combination determines the street's capacity to generate the lasting impression value that sustains brand identity over time.
- Successful gastronomic streets express urban identity by translating local cultural-historical context into a coherent architectural design language. For Samarkand, Bukhara, and Tashkent, this means the organic, non-nostalgic integration of the aivan, hovli, and ravoq typologies into contemporary structural and programmatic frameworks a process we term archaeological synthesis.

- The primary design deficiency in Central Asian gastronomic streets is structural: the allocation of more than 50% of street cross-section to vehicular traffic. This is not merely a design problem but a governance and policy challenge requiring coordinated action between municipal transport, tourism, and planning authorities.
- Climate protection is not a secondary or decorative design concern in the Central Asian context; it is a first-order functional requirement without which the other design improvements cannot deliver their full potential. Shading strategies that achieve  $\geq 50\%$  coverage are the minimum necessary to sustain year-round street vitality.
- The integration of adjacent craft, cultural, and artisanal functions into the gastronomic street zone creating a mixed-use corridor rather than a mono-functional food strip is the design move most consistently associated with high facade activity indices and brand memorability in the international case study sample.

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