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THE INFLUENCE OF URBANISM ON HUMAN LIFE

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In the modern world, urbanization is a global socio-cultural process, and an urbanist is a person who equips the urban environment so that everyone is comfortable in it, become one of the most demanded professions. Today, as it is known, megalopolises are developing quite actively, but the progress of each city, in our opinion, should keep pace with the convenience of its inhabitants.

Such scientists as Barabanov A., Jacobs D., Clark T., Lloyd R., Pautova L., Petrovskaya O., Ugryumova A., Landry C., Wirt L. and others dealt with problems of urban studies.

If an ordinary person looks at the city, then he sees many parks, roads, monuments, buildings and so on. The architect, in turn, can only look at the place and imagine what can be built there. And the urbanist is the one who analyses, mentally projects and decides: "Is this really needed here?" It relies on the wishes, habits of residents, and also takes into account the relevance of any object for the townspeople. An urbanist must be able to imagine how all systems of the city will interact so that it is as practical, aesthetically pleasing and useful as possible for residents. Ugryumova A. notes in her work that the main strategy for creating a comfortable urban environment, in accordance with the principles of creating city architecture, is the ability to competently and logically equip a space for a resident and a tourist [3].

How often do we enjoy the landscape and atmosphere of the city? On the example of Kharkiv, we can say that the city is quite well thought out and well equipped. But there are certain shortcomings in the accessibility of places for leisure activities. In some districts of the city, there are no places for active recreation, except for school basketball and football grounds, which are constantly overcrowded, which negatively affects on emotional state of residents. In addition, insufficient illumination interferes with comfortable living and recreation for the townspeople, and also leads to a worsening of the crime situation in some areas of the city. Petrovskaya O. investigated this problem in her article "Modern theories of the development of urbanism", noting that

American researchers emphasize the need to maintain a certain level of leisure and entertainment in cities that would satisfy the needs of people [2].

Certain conditions are necessary for the successful cultural and economic functioning of the city. Thus, Jacobs J. in his work [4] identifies four basic conditions for the generation of diversity and active social life in large cities. As a first condition, she points to the need for mixed use of streets and areas to maximize the presence of people on the streets at different times. We are talking about a temporary balance in the use of urban space, which can be achieved due to the presence in the same area of various institutions, residential buildings and institutions performing different functions. The second condition for the development of urban space is the need for small neighborhoods to overcome economic and spatial isolation within the city. The third condition is the need for older buildings that can provide commercial diversity. And the last condition is the need for concentration.

Also, researchers Lloyd R., Clark T. in their article note that the city becomes an "entertainment machine" that makes culture determine economic well-being, and not vice versa. The components of urban entertainment infrastructure have themselves become part of strategic economic and political processes. Entertainment is becoming the field of action for many urban merchants [1]. Therefore, in our opinion, it is necessary to pay more attention for developing of the entertainment infrastructure in all districts of the city.

Based on the above, we believe that the importance of improving urban environments should not be underestimated, it is a priority point in the development and expansion of cities and has a significant impact on the emotional state of residents. Therefore, it is so important, in our opinion, to apply interesting and extraordinary ideas in our hometown.

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