CORPORATE IDENTITY AND SPATIAL FICTION IN SERVICE BUILDING DESIGN: KARS LAND REGISTRY AND CADASTRE DIRECTORATE SERVICE BUILDING SAMPLE

HİZMET BINASI TASARIMINDA KURUMSAL KİMLİK VE MEKANSAL KURGU: KARS TAPU VE KADASTRO MÜDÜRLÜĞÜ HİZMET BİNASI ÖRNEĞİ

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ÖZET

Kamusal alanlar, halkın erişimine açık, halkın istek ve ihtiyaçlarına göre şekillenen, bir kurum tarafından kontrol edilen ve yönetilen ortak ve erişebilir alanlardır. Devlet erki ve hizmet binaları eksenindeki kamusal sorumluluk, kullanıcıların kolektif hafızalarında yer edinerek toplumsal sürdürülebilirliği sağlamaktadır. Kurumsal kimlik ve kurumsal ihtiyaçlar bu yapılarda mimariyi şekillendirmektedir. Tapu ve Kadastro Müdürlüğü Hizmet Binaları, tapu ve kadastro arşivlerindeki mülkiyet bilgilerinin saklandığı, halka hizmet veren ve ofis alanlarını içeren, kamuya açık, erişebilir binalar olmalıdır. Bu çalışmanın kapsamı Kars Tapu ve Kadastro Müdürlüğü Hizmet Binası'nın tasarım ve planlama sürecinin kurumsal kimlik ve mekansal organizasyon ile birlikte anlatılmasıdır. Çalışma, mimari tasarım sürecine odaklanmaktadır. Bu süreci, tasarımı biçimlendiren ve işlevselliği sağlayan gereklilikler ile beraber ele alan bu çalışmanın amacı, benzer nitelikteki kamu hizmet binaları için temel nitelik ve ihtiyaçların tespit edilmesi, aynı zamanda yapı tasarım süreci deneyiminin paylaşılmasıdır. Çalışmanın, benzer yapılar için ihtiyaç programı oluşturulmasında yardımcı olması, mekan kurgusu ve organizasyonu konularında kaynaklık etmesi öngörülen kazançlarıdır.

Anahtar Kelimeler: Mimari tasarım, Mekânsal organizasyon, Mimari proje süreci, Kamu yapıları, Kurumsal kimlik

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ABSTRACT

Public spaces, which are accessible spaces that are formed according to the needs and wishes of the people, managed and controlled by a government agency, are the common space. Public responsibility in the axis of service buildings, which takes place in the collective memories of the users, ensures social sustainability. Corporate identity and institutional needs shape the architecture in these buildings. Land Registry and Cadastre Directorate Service Buildings should be public, accessible buildings that contain office areas and serve the public, where property information in the land registry and cadastre archives is stored. The scope of this study is to describe the design and planning process of the Kars Land Registry and Cadastre Office Building together with its corporate identity and spatial organization. The study focuses on the architectural design process. The aim of this study, which deals with this process together with the requirements that shape the design and provide functionality, is to determine the basic qualities and needs for similar public service buildings, and to share the experience of the building design process. It is expected that the study will help in the creation of a needs program, and will be a source for space setup and organization.

Keywords: Architectural design, Spatial organization, Architectural project process, Public buildings, Corporate Identity

1. INTRODUCTION

Everything that exists in the public realm can be seen and heard by everyone, so it is public. This reality seen and heard has the widest possible limits. Even human subjective feelings and thoughts remain vague and fuzzy if they are not deindividuated and cannot acquire a suitable form that can be presented to the public. The emotional existence of man depends on the existence of a public sphere (Arendt, 1994).

There are different views for the areas that are defined as public in line with the association of the concept of public with the state and administration by taking the society at the center. According to Habermas (2004), the "public sphere" is formed due to the acceptance of power as a public power, and the association of the definition of public and public sphere with the state organs, as today, is due to the state power in the constitutional and social order (Habermas, 2004). Habermas evaluated the position of the state in the definition of

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the public sphere, with the state being responsible to the society. In this case, in the relationship established between the state and society, political management power can be provided in the public sphere, which is controlled by the laws made by considering the benefit and service of the society. States have a responsibility to the public at the point of ensuring publicity. The publicity of the spaces that are in the common property of the society, based on social interaction and accessible can only be mentioned. Jürgen Habermas, while defining publicity, mentions public buildings as follows: "However, even the word "public buildings" means more than the fact that the buildings in question are open to everyone, they do not even have to be open to the public, they house the institutions of the state. and they are public by their very nature" (Habermas, 2010). Public buildings are the buildings where public services are offered to the society. Public building services are carried out for the benefit of the public. Organizations play an active role in the regulation of social relations such as sharing and belonging in society. This role can range from a regional development scale to an office unit. Public buildings perform a wide variety of public services such as government affairs, institutional, public, cultural, etc. (MIQCP, 2010).

Within the scope of the public domain; public administration and service buildings function in relation to society and social issues under the management of political power. Government buildings are also called official building, administration buildings or service buildings. In the State Buildings Operation, Maintenance and Repair Regulation published in the official gazette in 1971, it is defined as "general administration buildings in which official duties are held" (Government Buildings Operation, Maintenance, Repair Regulation, 1971) In this context, public administration buildings are buildings belonging to administrative and official institutions that serve the society, they provide public service. Public service, as quoted from Varlıer (1996), is the continuous and regular activities carried out by the state or other public legal entities to meet the general and common needs of the public. In other words, public service is public activities that are directly and continuously offered to the society by the public power, with political and legal aspects, determined by the authorities of the state, in order to ensure that people in the society live at the level of civilized civilizations and to maintain this (Acar, 2006). Louis Rolland defines the public building as a public service, an enterprise or institution dedicated to meeting the needs of the people under the will of the government (Derbil, 1950).

The General Directorate of Land Registry and Cadastre ensures that the property information of the immovables under the guarantee of the state is kept, updated and put into service, and the policies regarding the immovables are determined and managed (General Directorate of Land Registry and Cadastre, 2022). The Land Registry and Cadastre Directorate Service Buildings also keep the information about the immovables in their archives and provide land registry and cadastre services to the public in the service areas.

The public space is seen as a common ground where functional and ritual activities that connect people to society take place. Public spaces should be accessible, sensitive, democratic and meaningful, and have a visual identity (Carr et al., 1992). Visual identity gains importance at this point. Sandler argues that corporate identity should comprehend the sum total of what needs to be done to define itself to the public and integrate itself with the public, regardless of the form of expression (Okay, 2018). In this context, it is concluded that many parameters have different importance in the formation of corporate identity. When the literature is reviewed, it is seen that elements such as corporate structure, corporate design, corporate behavior, corporate communication, corporate culture and corporate strategy feed the corporate identity structure (Uzoğlu, 2001). Corporate identity consists of the behaviors of employees in an institution or organization, the communication styles of the organization, its philosophy and visual elements (Okay, 2005). At the same time, corporate identity is rooted in graphic design and is synonymous with visual identity (Van Riel & Balmer, 1997). In the context of visual design, corporate identity is the graphic, architectural and spatial indicators that reflect the distinctive features of the institution and provide retention (Karabey, 2000). The architectural features of the institution, as well as the employees in that institution, it affects those who visit the institution and everyone who interacts with the institution visually (Okay, 2005). At the same time, public buildings express themselves physically with their extroverted structures, functions, the meaning

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they express, their location, the way they relate to their environment and public spaces, and they also add originality to the image of the city. They become a source of prestige for their environment and the city they belong to. (Özdemir and Başkaya, 2005; MIQCP, 2010). In this context, in the project that is the subject of the research, the corporate identity studies and their reflections on the space, which were previously prepared by the institution, were used in the project process designed by the author and are examined in this study. The inclusion of the spatial features of the corporate identity in the project will contribute to social sustainability together with the social memory and collective memory, and it is also necessary for the functioning of the space.

In this study, the design and planning process of Kars Land Registry and Cadastre Directorate Service Building, which was examined in the context of the information obtained as a result of the literature review, was transformed into academic knowledge. Spatial setup and spatial organization are explained.

Space is more than a void that surrounds us. In addition to its physical properties consisting of some parameters such as space, measure and dimensions, location, light, shape, it also has social features including concepts such as movement in space, human-space relationship, and mixed features such as the reflection of feelings and vital traces on physical objects (Dursun, 2012).

With the influence of the twentieth century, these multi-layered features of the space were emphasized. All human activities formed by culture have begun to be grounded in the interaction between concrete elements and abstract relations. Hiller and Hanson (1997) state that while concrete elements are "what we think about them", relational schemas are "what we think through them". Discursive elements can be seen, named, and known how to talk about. But for non-discursive relational schemas, there is no language to describe them or conceptual schemas to analyze them. The discursive thoughts we think about and the non-discursive thoughts through which we think about them are linked in that they are the basic condition of our cultural existence. Spatial syntax aims to define the relational schemas that make up the structure of non-discursive characteristic forms (Hillier ve Hanson, 1997) The multi-layered and complex structure of the spatial system makes it difficult to understand, analyze and question it. When talking about space, some features of space are not tangible and visible, so it is not clear and unambiguous like discussing physical objects. This situation, where the abstract and the concrete coexist, points to the difficulties faced by spatial analysis in the design, production and use processes of architecture.

Lefebvre's integrative basic premise: "(Social) space is a (social) product." is the proposition (Lefebvre, 2014). Accordingly, the space is immanent to social relations, it incorporates social practices, actions, acts, it produces and is produced continuously with life. Highlighted here; rather than a dead, neutral, static, passive, ideal space, it is a dynamic, relational and live space imagination produced by people in a specific historical and social context.

Yürekli (2004) states that architecture uses 'concrete elements' such as buildings, structures, materials, and 'abstract elements' such as time, environment, space, perception, character, and again, 'measurable factors' such as static, mechanical, electricity, topography; and includes 'exactly unpredictable factors' such as human, nature, use, event (Yürekli, 2004). In this context, architectural design contains very complex problems and a complex network of relations. For the possible solution or solutions of complex problems, the design problem has to meet a set of demands and provide the interactions between these demands by establishing a relationship. This is often related to the actors of many different disciplines involved in design. This also reveals that there is a process management that should bring together different actors/stakeholders in the problematic design process (Karadayı Yenice 2019).

Lawson (2005) made definitions for the definition and process of design: "The design process is endless, there is no accurate design process without errors. The design process requires problem solving as well as problem finding. Design inevitably includes subjective value judgments that include the architect's experiences or intuitions. Design is a rule maker. It's an activity. The design process aims to meet a need." (Lawson, 2005). The architectural design process is defined to be a complex and chaotic process that includes

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many mental and physical activities such as perceiving the problem, reasoning about the problem, analyzing the environment and data that make up the design context, and remembering the past experiences of the designer.

Gedenryd (1998) also describes the design action process as three stages: analyzing the problem, synthesizing the solution of the problem, and evaluating the result (Gedenryd, 1998).

Within the scope of the study, the design and planning process, spatial organization and facade decisions of the Kars Land Registry and Cadastre Directorate New Service Building are explained. It is thought that the findings obtained in the research will contribute to similar project analysis by providing information about the architectural project process. The aim of the study is to define the design process through the Kars Land Registry and Cadastre Service Building project, which is a process design. The method followed is the transformation of the process design into knowledge together with the basic approaches in the design process and space organization, the principles of architectural preliminary and application projects. In this context, it is aimed to create a resource for similar structures at the point of creating a need program and in spatial organizations.

2. SERVICE BUILDING DESIGN

The Kars Land Registry and Cadastre Directorate New Service Building should have an architecture that is expected to serve the public with its administrative, office and social spaces, as well as archive spaces like the directorate buildings in other provinces. The service building, which provides services for which the state is responsible to the society, and which is designed in accordance with the laws by considering the benefit of the society, should be jointly owned by the society and accessible to everyone. Only in this case can the publicity of the building be mentioned.
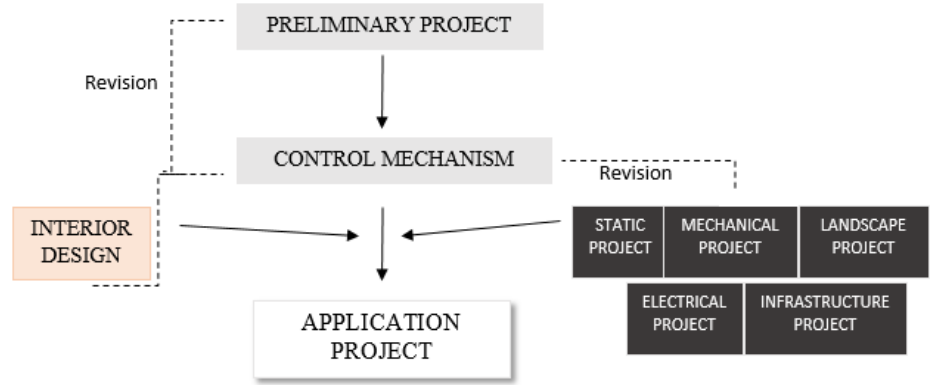
Architectural design and application projects within the scope of the contracted service work "Kars Land Registry and Cadastre Directorate New Service Building Architectural, Static, Mechanical, Electrical, Infrastructure and Landscape Application Projects and Preparation of the Tender File" carried out within the scope of the Public Procurement Law No. 4734 was completed by Tuğçe Çelik in 2021. The project prepared for Kars province is approximately 3000m2 basement floor + ground floor + 3 floors.

The production of the Kars Land Registry and Cadastre Directorate New Service Building architectural application project is the subject of this article. The architectural design process and the spatial organization, which can be described as an architectural product, are described in this study through the example of a service building (Karadayı Yenice, 2019). In the research, the method, the data required for the building design, the corporate identity, the existing public personnel and the space organization and space fiction shaped by the needs program prepared within the framework of relations are defined.

Figure 1. Kars Land Registry and Cadastre Directorate new service building preliminary project steps

PROBLEM DEFINITION → DATA COLLECTION → ANALYSIS → SYNTHESIS

The design process can be explained in four steps as definition, data collection, analysis and synthesis. These steps were followed during the project process of the new service building of the Kars Land Registry and Cadastre Directorate (Figure 1). With the definition of the problem, information that will form the design context such as the zoning status document, plan quota, satellite images, land registry, climate, topography, personnel to work in the building to be built, and the requirement program were collected. Design decisions were shaped in line with the information gathered during the synthesis phase. As a result of these stages, the preliminary project was obtained with the design studies. When a satisfactory result could not be obtained at this point, there were returns to the synthesis phase in the control mechanism as seen in Figure 2 (Çelik, 2022).

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Figure 2. Kars Land Registry and Cadastre Directorate new service building application projects design methodology (adapted from Çelik, 2022)

The project design process includes all the processes including the architectural and engineering projects of the building, from the building layout within the allocation area, and the interior design that proceeds simultaneously with the architectural projects. In this process, actors from different disciplines who make decisions are involved with the stakeholders in the control mechanism. In this study, the design process, its stages, process design and spatial organization and fiction shaped by corporate identity are tried to be explained.

2.1. Needs Program

The needs program (Table 1) prepared by the control mechanism in the support services of the general directorate in line with the personnel information and needs program from the Kars Regional Directorate of Land Registry and Cadastre was clarified as a result of mutual negotiations. In the service building to be constructed, there will be land registry directorate, cadastral directorate, general and technical facilities. The projected total square meter is 3038m2.

SERVICE AREA	2256
Total Area (Excluding Circulation)	1410
Circulation (60%)	846
UNMATCHED AREA	782
General Facilities / Technical Services	390
Circulation (30%)	117
Shelter And Parking Area	275
TOTAL CONSTRUCTION AREA	3038

Table 1. Requirements program summary

In line with the needs program of the building, the space organization and relations are defined at the next stage (Table 2) (Çelik, 2022). The personnel and space needs of the land registry and cadastre directorates are not the same. As can be seen in Figure 3, while administrative spaces and archives are common, there are differences in service and office spaces. While the pre-application and contracting places are important places that directly serve the public in the land registry directorate, there should be spaces for engineers, technicians and technicians belonging to more personnel in the cadastre directorate.

1	INTRODUCTION SECTION
	Login - Standby
	Advice
	Security room
	Bank
	Municipal Unit (It will be arranged with a bank)

Table 2. Needs program

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Cafeteria

2	LAND REGİSTRY

Land Registry Manager

Secretariat: It should be in direct contact with the Land Registry Office.

Deputy Land Registrar

Pre-Application

Deed Service

Contracting Chamber

Workers' Room

Archive Manager

Archive

Tea Center

3	DIRECTORATE OF CADASTRE

Cadastre Manager

Secretariat: Cadastre Director must be in direct contact with his room.

assistant director

Application Room

Waiting room

Accounting and Documentation Room

Engineer

Cadastre Technician

Control Officer

Cadastre Member

Inspector's Room

Workers' Room

Tool Room

Archive Manager

Archive

Driver's Room

4	GENERAL FACILITIES

Dining hall (to allow 25 personnel to eat at the same time)

Kitchen

Meeting room

Male Masjid and Ablution Hall

Female Masjid and ablution room

5	TECHNICAL SERVICES

Heat Center

Water and Fire Tank

Air Conditioning Ventilation Installation Center

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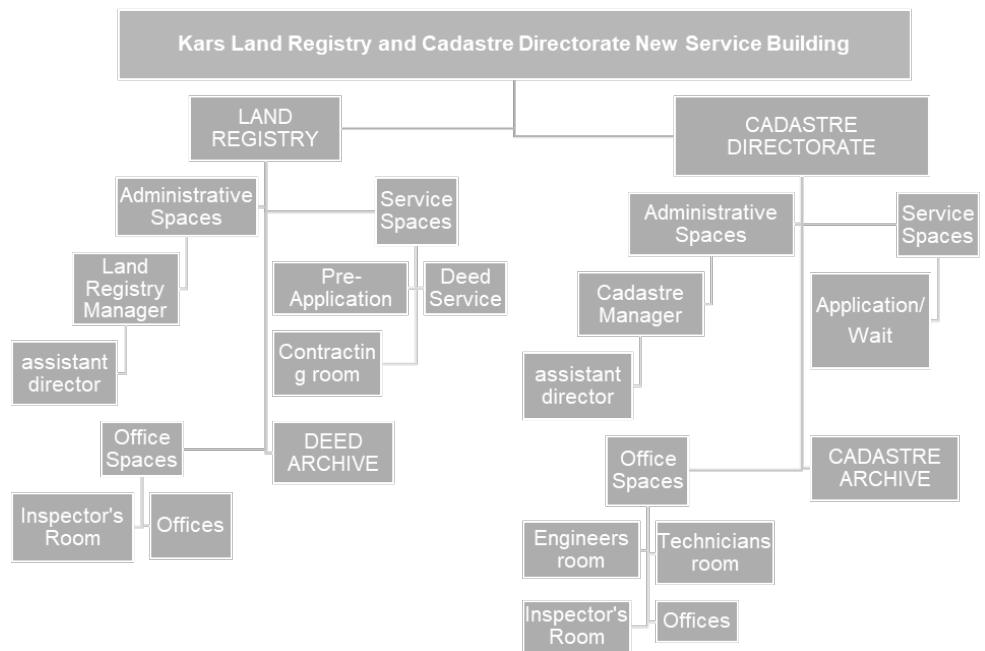| Generator Room |
| --- |
| UPS Room |
| Main Panel Room |
| Weak Current Chamber |
| System Room |
| SHELTER AND PARKING AREA |

6

Shelter

Figure 3. Land Registry and Cadastre Directorate spatial organization chart (adapted from Çelik, 2022)

2.2. Project Area and Layout Decisions

The land allocated for the project (Figure 4, Figure 5) is located in the Yenimahalle neighborhood of the central district of Kars and is referred to as the "official institution area". The land is located in block 222 and parcel 11. The total land area is 940,84m2.

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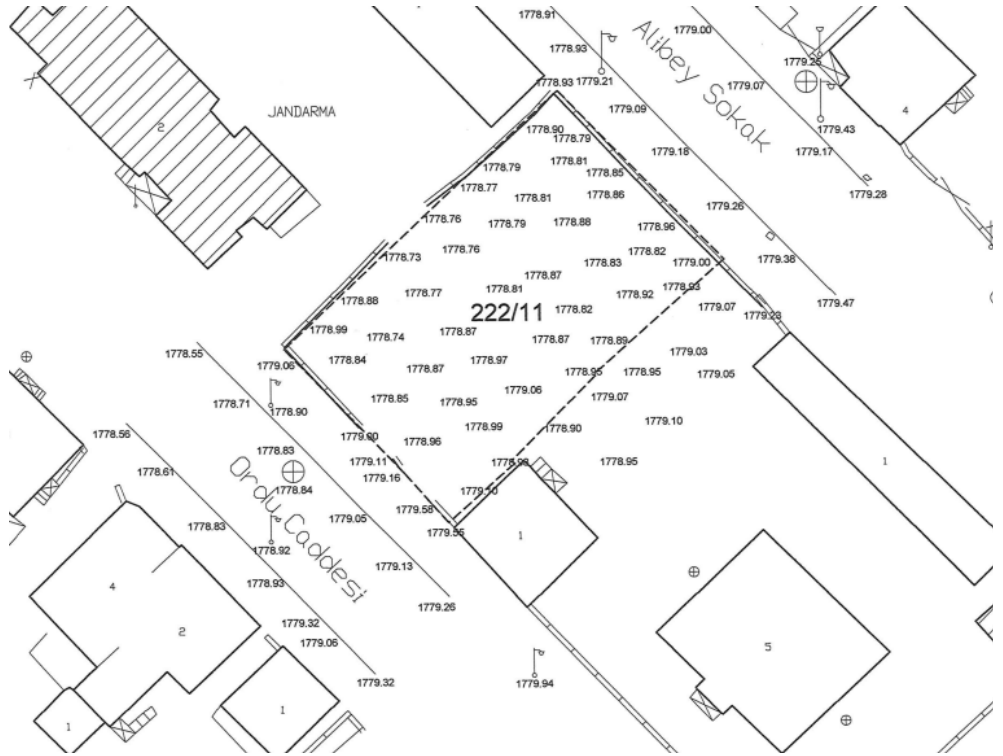
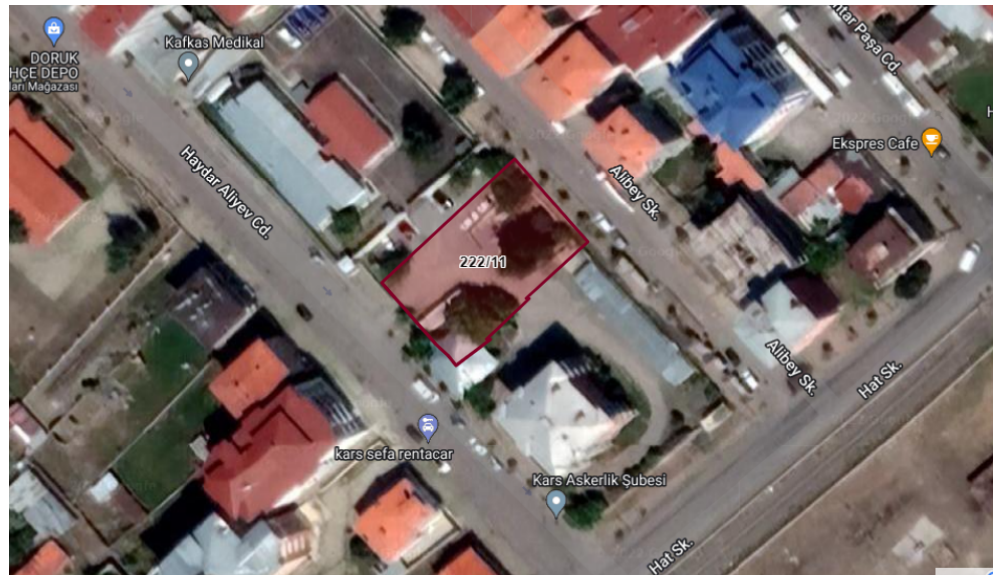**Figure 4.** Base map (Çelik's personal archive)

Figure 5. The project area (General Directorate of Land Registry and Cadastre)

The existing environment influenced the building layout decision; first of all, a silhouette study was made. There are official institution lodgings on the side parcels of the building to be built and the maximum floor height is 16 m. The building planned to be built at the same time will be adjacent. The silhouette study (Figure 6, Figure 7) has affected the building layout and spatial organization.

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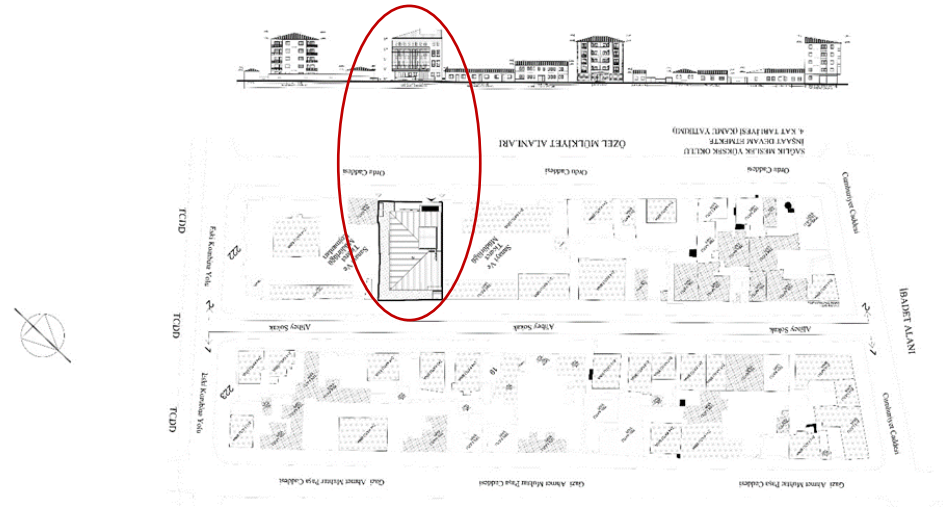
Figure 6. Silhouette work (Çelik's personal archive)

Figure 7. Silhouette work (Çelik's personal archive)

The lack of slope in the land has an active role in the layout of the building (Figure 8); after the settlement was made in line with the settlement decisions, the spatial setup design in accordance with the needs program started within the building.
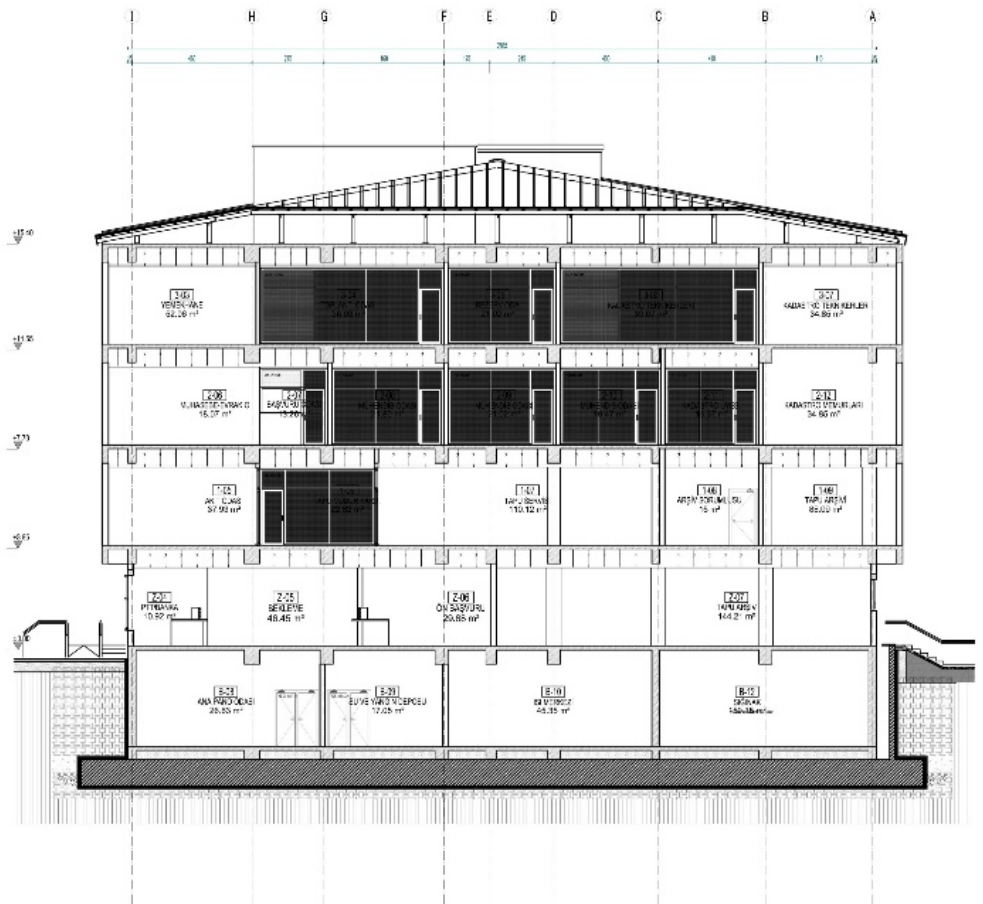
Figure 8. Land-mass settlement relationship, section, application project (Çelik's personal archive)

2.3. Spatial Design

The building consists of a basement, ground floor and three floors; ground floor is accepted as 0.00 level. Floor heights are 3.85m. It is designed as a 45cm basement level; the building

height is 15.40 m compared to the ground floor. One of the main decisions of the design is to provide access to the areas that the public needs and to fulfill the responsibility in this context and to ensure publicity.

Institutional functioning and requirements for spatial organization have been considered. When the exemplary land registry directorate plan (Figure 9) prepared by the General Directorate of Land Registry and Cadastre is examined, it is seen that a common waiting hall is oriented towards preliminary application and contract. Another point to be noted in this plan scheme (Figure 10) is the spatial design of the contract room - assistant manager room - service space. The contracting room should be accessible to the public and should be under the supervision of a deputy director. The land registry service should be accessible to both the contract and the assistant manager and should be used only by the personnel.

At the same time, in the interior design of the building, the corporate identity prepared by the General Directorate of Land Registry and Cadastre should be adhered to. When the pre-application and waiting area (Figure 11) prepared for the corporate identity is examined, the pre-application area separated by the counter and the suspended ceiling material to be used in the waiting area in front of it are also determined. The walls facing the corridor of the contract room (Figure 12) prepared for corporate identity by the General Directorate of Land Registry and Cadastre are designed as glass partition walls. The service area (Figure 13), prepared for the corporate identity, is in an open office layout, as should the technicians' rooms.

Figure 9. Sample Land Registry Directorate spatial design (Archive of the General Directorate of Land Registry and Cadastre)
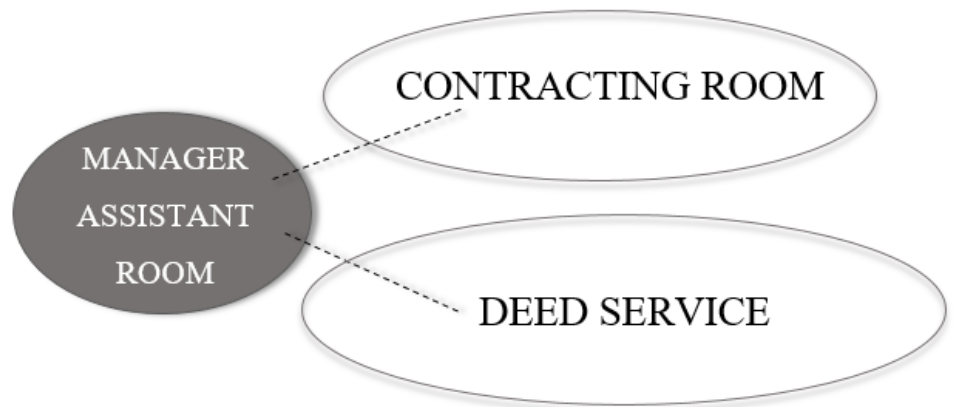

Figure 10. The spatial design of the contract room - assistant manager room – deed service)

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Figure 11. Pre-application and waiting area for corporate identity (Archive of the General Directorate of Land Registry and Cadastre)

Figure 12. Contracting room prepared for corporate identity (Archive of the General Directorate of Land Registry and Cadastre)
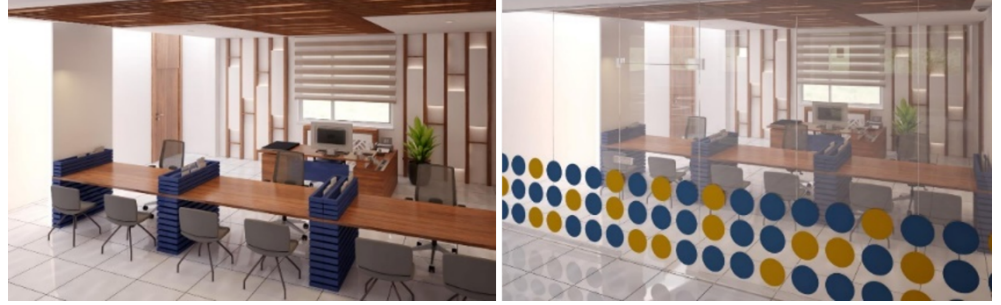
Figure 13. Service space prepared for corporate identity (Archive of the General Directorate of Land Registry and Cadastre)
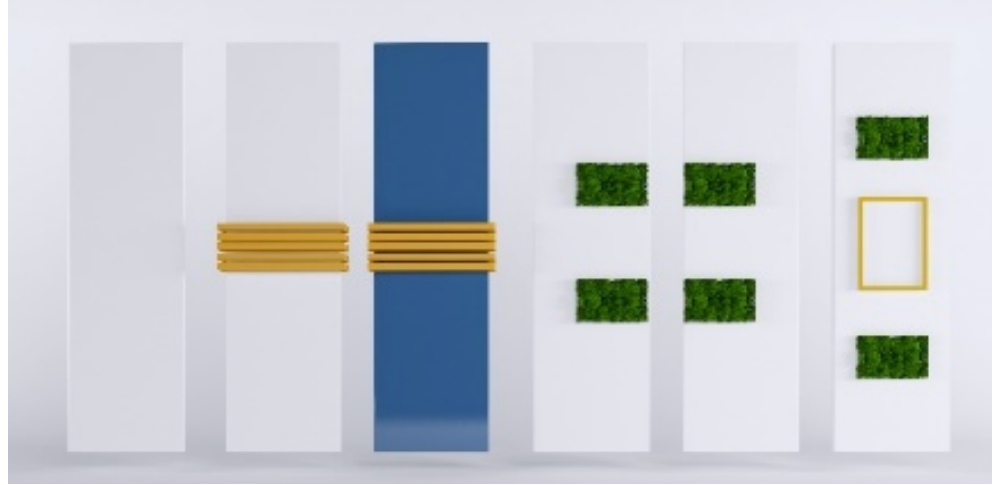
When the exemplary cadastre directorate plan (Figure 14) prepared by the General Directorate of Land Registry and Cadastre is examined, it is seen that the double corridor system is important. While the general corridor can reach places such as application, documents and wet areas that will be used by the public, the personnel corridor can reach the personnel volumes and archive space.

Figure 14. Example spatial design of Directorate of Cadastre (Archive of the General Directorate of Land Registry and Cadastre)

Wall coverings (Figure 15) are also available among the materials prepared for corporate identity. While the office spaces are desired to be glass partition walls, green living walls and wooden slats are foreseen on some walls.

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Figure 15. Wall coverings prepared for corporate identity (Archive of the General Directorate of Land Registry and Cadastre)

Technical volumes, shelters and warehouses were built in the underground basement (Table 3). Direct exit from the heating center to the open area is provided.

On the ground floor (Table 3), which can be considered as the public level, the pre-application and waiting areas, bank and municipal volumes that will serve the public are located on the front. Wet areas on this floor are designed for public use only and access is provided from the common hall. In this elevation, the land registry archive is also located. Archive spaces occupy very large square meters in the land registry and cadastre service buildings. At the same time, the land registry and cadastral archives were solved on different floors in the mass, but overlapping, with the knowledge that larger loads are loaded in the archive areas in static solutions. In this way, the rigidity of the building is aimed. Different disciplines feed each other in architectural design and application project processes; the final product comes out with the feedback.

The first floor (Table 3) is the floor where the administrative spaces, offices and service volumes of the land registry office are located. Contract - assistant manager - deed service (Figure 16) are also designed on this floor. According to the functioning of the institution; there is a direct connection from the service to the contract room or from the assistant manager's room. The double aisle, which is a functional necessity, and the wet area and the tea room are placed in such a way that only personnel can use it (Figure 17). Along with a part of the land registry archive, the archive manager is on the first floor at the back. In these places, the operation and requirements of the institution were applied in the design, at the same time, furnishings and materials suitable for the corporate identity prepared by the institution were used; for example, a "buffle suspended ceiling" was designed in the contracting room and waiting areas.
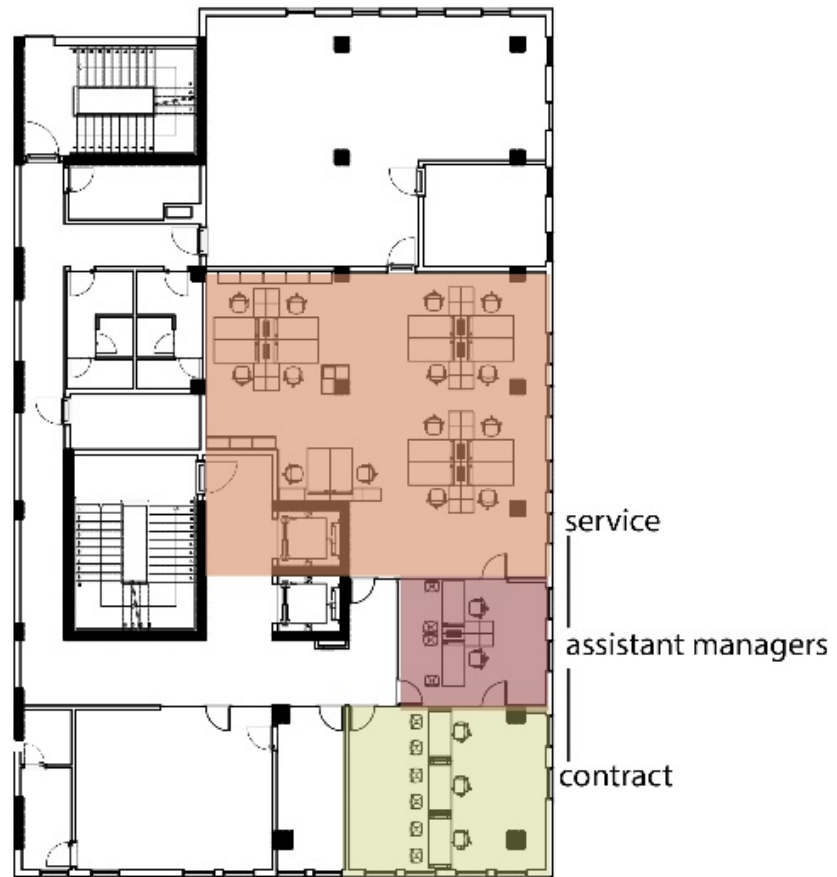
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Figure 16. Contract - assistant manager - deed service relationship
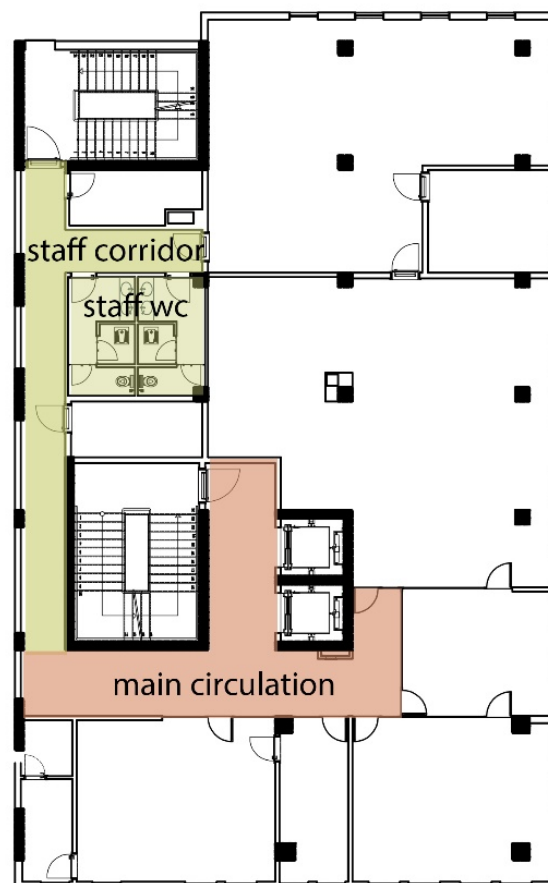
Figure 17. Main circulation – staff corridor relationship

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After the ground floor, on the first floor and on the other front and back facades, 1m. cantalever is designed. This decision, which had positive results in terms of space sizes, also provided movement in the mass. As in all floors, the corridor widths on this floor are designed as 180cm, supported by the choice of 60x60cm ceramic material. Adhering to the dimensions of the material, this design decision has been taken with the request of clean clarity in order not to see half or missing parts. While making architectural decisions in architectural design processes, spatial relations, spatial fiction, interior design and materials used play a role as well as the requirements of other disciplines.

The Cadastre directorate was built on the second (Table 3) and third (Table 3) floors. On the second floor, the cadastral director's room and the deputy director's room are located in the direction of the front facade, which meets the vertical circulation. On this floor, there is an application room to be used by the public and a document room related to the application. Cadastre member, engineer rooms and cadastral officers are also on the second floor. A part of the cadastral archive is designed to be above the land registry archives. On this floor, the double corridor system has been preserved and the WC unit used by the personnel has been solved in a way that the public cannot reach as on the land registry floor.

On the third floor (Table 3), the inspector's room required by the cadastral directorate, cadastral technicians and the remaining square footage of the archive are located. Glass partition wall systems have been used on the floors of both the land registry and cadastre directorates, and on the corridor walls of the office spaces (engineer rooms, technician rooms, manager rooms) in accordance with the corporate identity, as seen in the plans. Technician rooms are designed as open offices in line with the corporate identity. This floor is also the floor where the dining hall and the kitchen attached to it are located as a general facility in the needs program. The dining hall is located at the front facade.
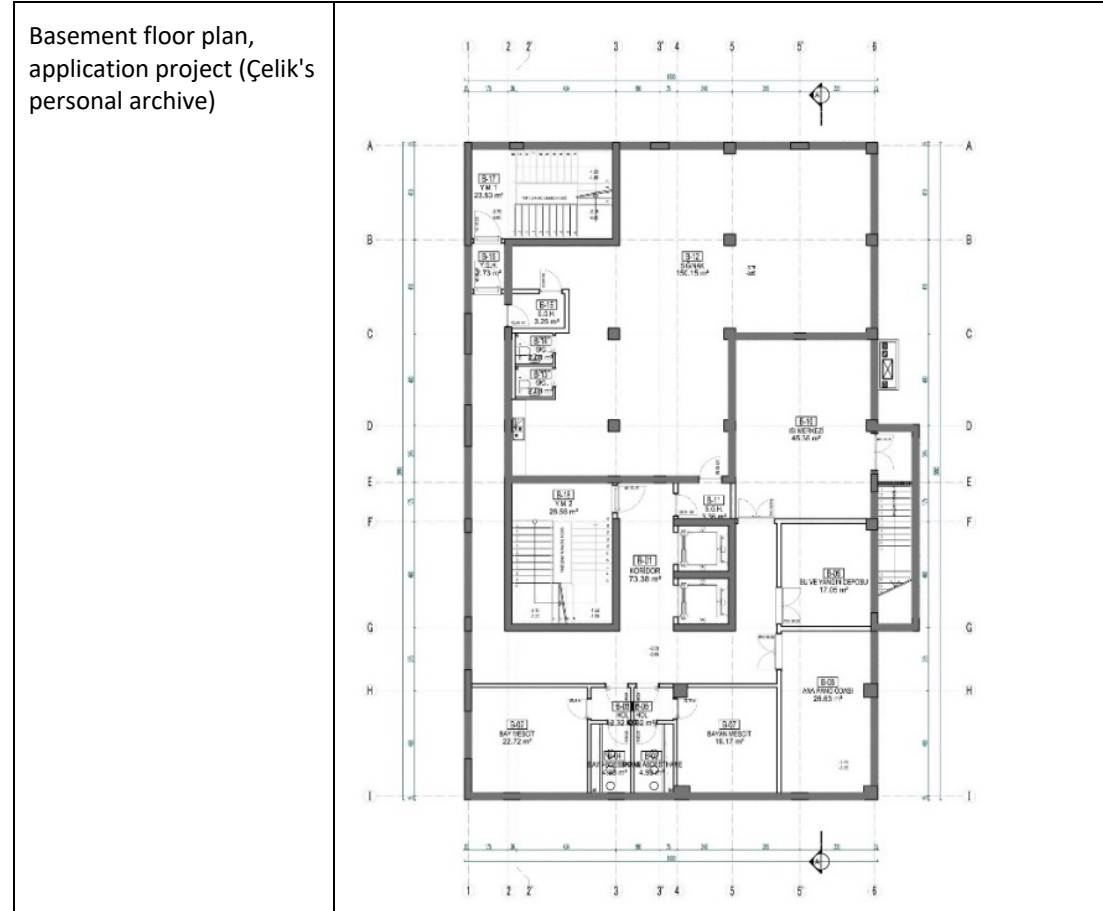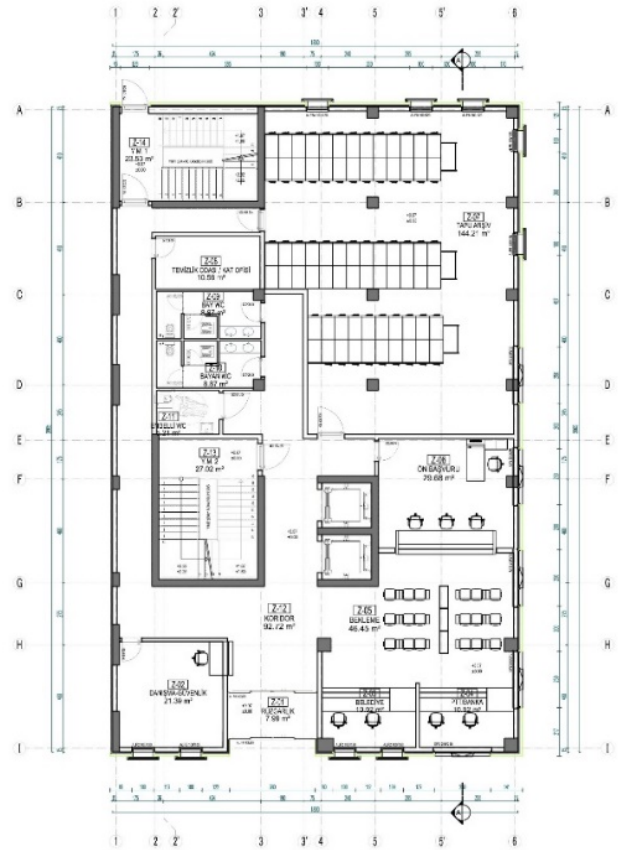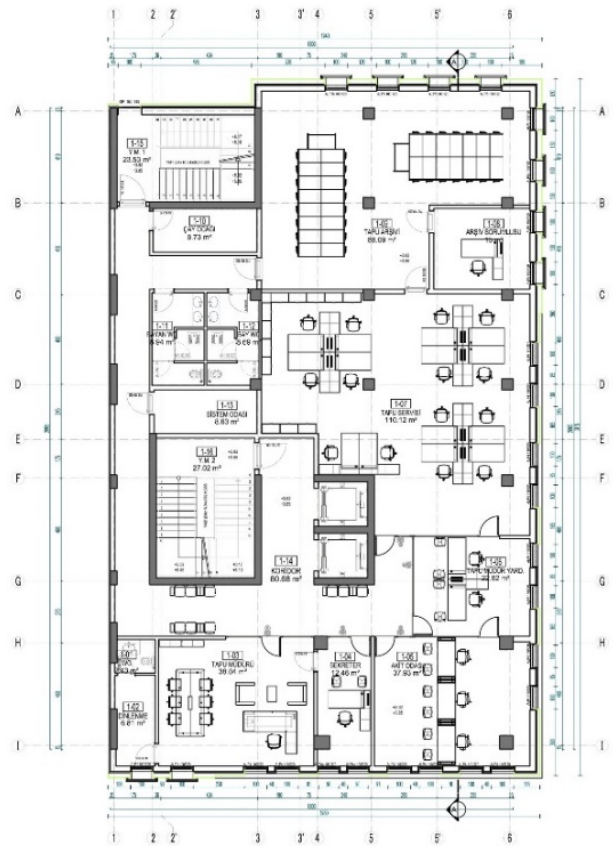
Basement floor plan, application project (Çelik's personal archive)	

Table 3. Floor plans

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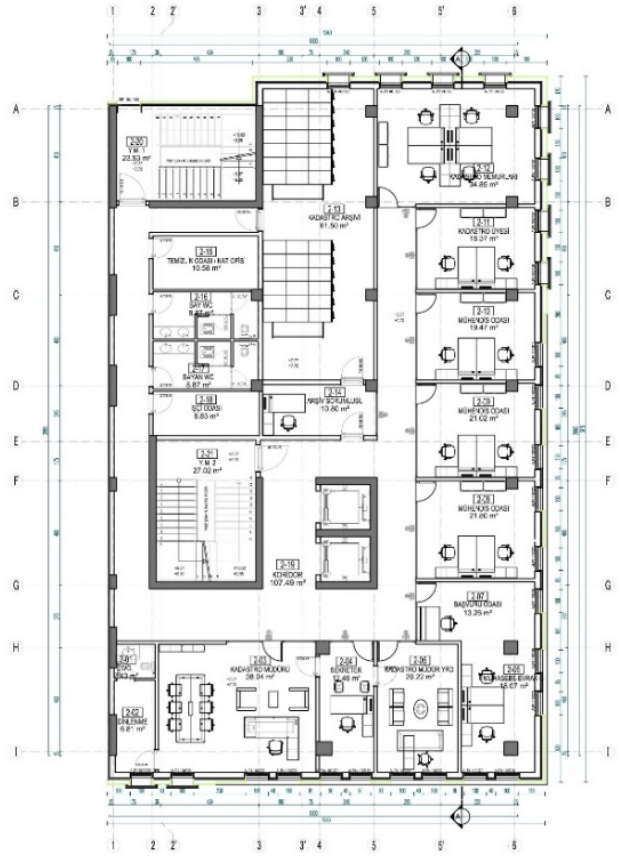Registry And Cadastre Directorate Service Building Sample

| Ground floor plan, application project (Çelik's personal archive) | |
| First floor plan, application project (Çelik's personal archive) | |

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Second floor plan, application project (Çelik's personal archive)	
Third floor plan, application project (Çelik's personal archive)	
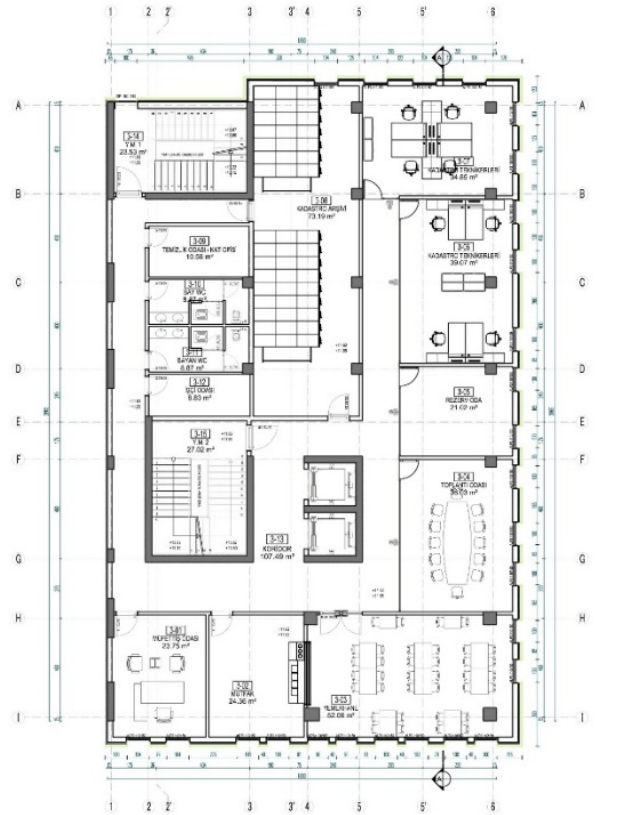
2.4. Façade Decisions

When the existing structures in the region where the project area is located, it was observed that no common language was established. For this reason, while making facade decisions,

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the adjacent building was evaluated as a whole in itself; at the same time, the vernacular materials of the province to be built were investigated.

According to the silhouette of the layout and the zoning notes, the plan scheme is reflected in the mass in the building, which is planned as basement + ground + 3 floors, in a compact structure. The entrance area was left transparent and designed within the framework of two concepts, "functionality and accessibility" (Figure 18). With this, it is thought that an "inviting" perception will be provided for the public in the building. A glass curtain wall is used in the staircase to benefit from natural light and to be read from the outside. Archive spaces have been designed more closed to the outside and window sizes have been reduced in these spaces. At the same time, instead of the travertine stone facade used throughout the building, this space has been completely differentiated by using wooden materials on its facades. In this way, while aiming to read the plan diagram from the mass, it was tried to provide movement in the mass. At the same time, to animate the mass, overhangs were made on the ground floor and floor moldings were emphasized. Basalt Kars stone, which is also a vernacular material, was used in the floor moldings.

While the horizontal emphasis is dominant on the facade, vertical axes have been created in the window layouts for the vertical-horizontal balance (Table 4).

A structure that is a synthesis of traditional and modern was considered; while overhangs and floor moldings form its traditional side, anthracite aluminum joinery, glass and sun shading (Figure 19) and curtain wall systems provide a modern approach.

Figure 18. Kars Land Registry and Cadastre Directorate New Service Building (Çelik's personal archive)

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Front view, application project (Çelik's personal archive)	
Right front, application project (Çelik's personal archive)	

Table 4. Facade drawings

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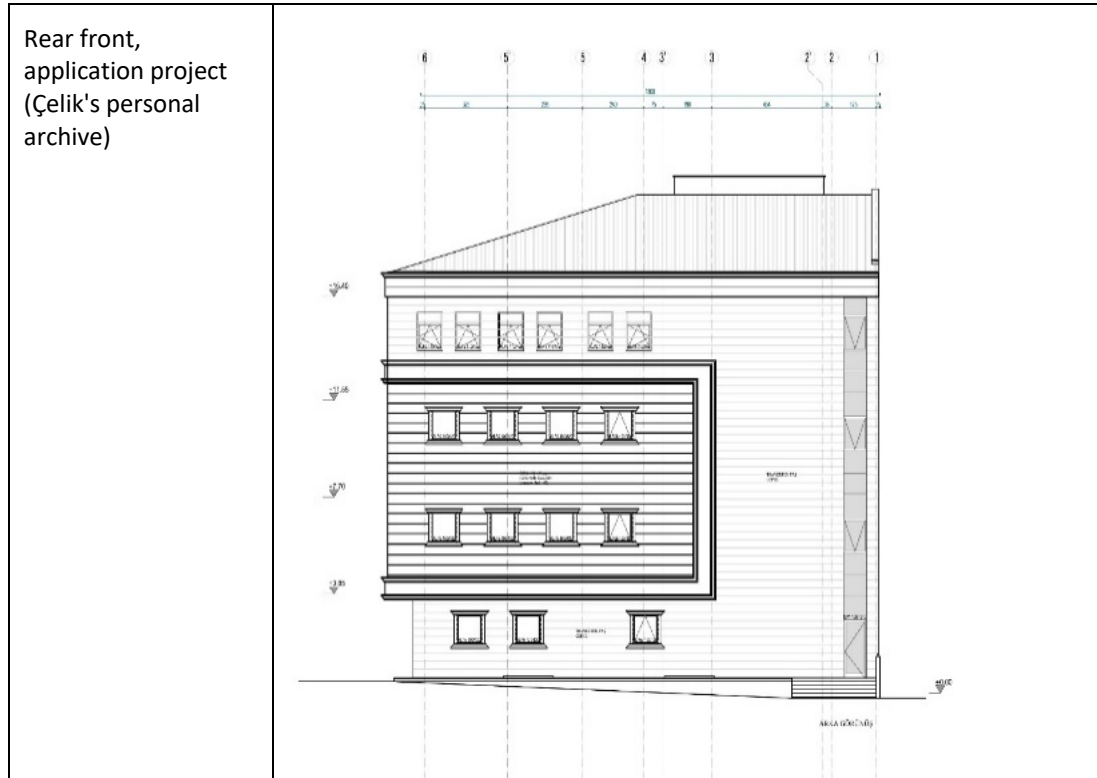| Rear front, application project (Çelik's personal archive)	

Figure 19. Kars Land Registry and Cadastre Directorate New Service Building (Çelik's personal archive)

3. CONCLUSIONS

The service buildings, an example of which is examined in the study, should respond to different functional requirements, in this context, spatial planning and installation are required. In the study, spatial fiction and organization are clarified by explaining how these requirements shape the design.

The starting point of this study is the motivation to bring the design process to academic knowledge through the Kars Land Registry and Cadastre Service Building project. The study considered the design process as the steps of discovery, creation and evaluation. Architectural design started with the definition of the problem and was shaped by the representation of the images formed in the mind and based on the needs program with the spatial and user requests with the analysis of the collected information. It is thought that the study, in which the design process and architectural project principles are explained, can be considered as an example of constructing the conceptual approach relationship of design with spatial organization, which is the basis of spatial needs and relations. In the study, the spatial setup and organization are explained by explaining how the requirements

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that provide functionality and arise in line with the demands of the institution, the limitations of the data obtained as a result of the analysis, and how the corporate identity shapes the designIn this context, the aim of this study, which deals with the architectural design process together with the space setup, is to create a needs program for similar public service buildings, to provide the definition of space setup, space organization and requirements.

Public buildings are important structures that are in common use by all people in the city and that also give the city identity and meaning. For this reason, there are some factors in the formation of public structures. It is explained that the design of the public service building, which is the sample of the study, was made in line with these factors in the architectural design process. As a public structure, the design of the Kars Land Registry and Cadastre Service Building was started in the context of urban planning, considering both the institutional area and the proportions of the surrounding structures. In the architectural and functional approach, the corporate identity and visual images that the institution had prepared before were taken into consideration. The functionality of the service spaces serving the public of the building, which is a service building, is prioritized. The study provides the opportunity to examine corporate identity through architectural design; it is possible to read how the public structures that take place in the collective memory are shaped within the framework of corporate identity. With the building, which is the subject of the study, it is aimed to contribute to the memory and identity of the city by making facade decisions such as using the local materials of Kars on the facade, abstracting the architectural traditions and using today's systems in relation to the surrounding structures due to the fact that the project is in the conservation area, and interpreting the architectural past. With the study, the buildings of the land registry and cadastre directorate will be examined, and their place in the social memory will be investigated by considering social and architectural sustainability in the context of the period heritage. The continuity of corporate identity will be ensured by the continuity of architectural qualities.

Architectural structures that we can consider as symbols of the country, especially public buildings built as the state to respond to the needs of the society and provide the necessary services, allow the structure of the society and the history of the state to be read through architectural identity by reflecting the phases of the society. In this context, social and architectural sustainability will be ensured by the continuity of architectural designs shaped by corporate identity.

Acknowledgement

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