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[Home](#) > [Design Statements](#) > / [Designer's Guide to Design Statements](#)

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## Why a design statement?

Design statements are an extremely effective communications tool that can be used to illustrate what your proposed design will achieve. They use photographs, maps and diagrams, supported by written descriptions, to show how it integrates with the development site and surroundings.

Design Statements are recognised as **best practice** among the design and development industry and are used extensively within New Zealand and overseas. It's a document you can use many times over - in pre-apps, as a marketing tool, for presentations such as for the Auckland Urban Design Panel and at hearings.

This guide assists design teams to prepare design statements. It consists of three sections:

- What is a design statement?
- What does a design statement contain?
- Design statements and best practice.