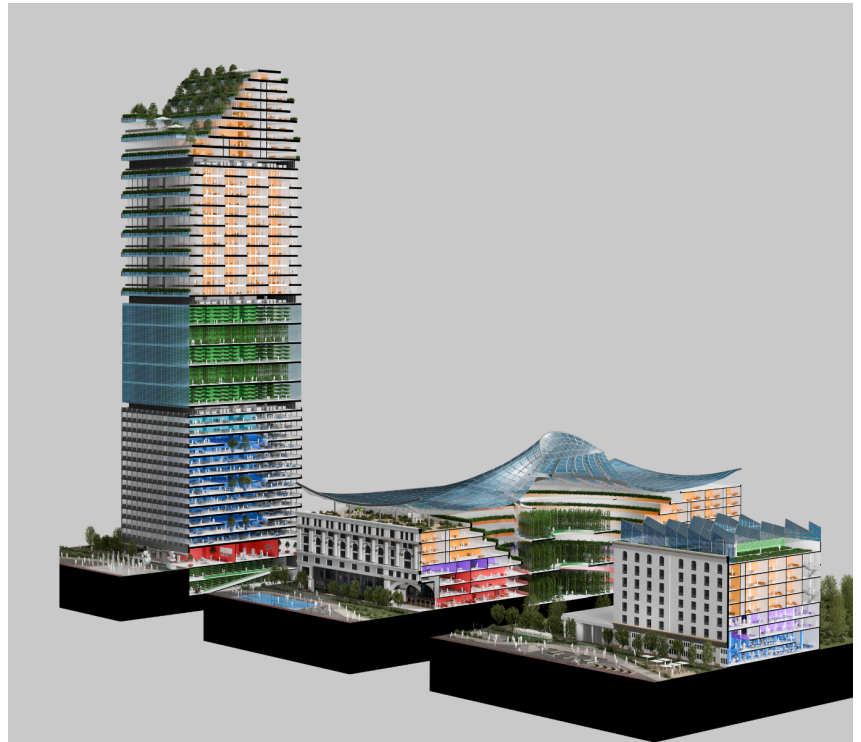


# DIALOG

THE THREE-MINUTE COMMUNITY | IDEA  
COMPETITION

## Market Street redefined: walkable, connected, human- scaled

Mixed-Use Living



### LOCATION

San Francisco, CA

### CLIENT

Urban Land Institute San Francisco,  
Civic Joy Fund

### COMPLETION

2025

### COLLABORATORS

Tango Studio (renderings)

### DIALOG SERVICES

Architecture

City life can be exhilarating, but too often it's also isolating. Personal interactions slip into transactions, and people's social needs go unseen and unaddressed.

But the "Three-Minute Community" brings city life to a human scale. This plan – a competition entry for Market Street Reimagined – draws on Robin Dunbar's theory that humans thrive and form meaningful social ties in groups of around 150 people.

To accomplish this, the plan proposes the development of compact, connected communities where core human needs can be met within a three-minute journey from your front door (roughly 800 feet).

Cities like San Francisco can rethink zoning to allow mixed-use, hyper-local living: co-housing, food production, healthcare, social services, retail, and workplaces all clustered together.

The opportunity to find space for these changes presents itself in one of the city's biggest challenges. Its 33% office building vacancy rate is the worst in the country.

The ripple effects of these vacancies on the surrounding areas are significant: small businesses in decline, squatting on the rise, and drops in both municipal tax revenue and tourism. These challenges show the need for competitions like this one, and the promise of the "Three-Minute Community" to reimagine San Francisco's vacant spaces as flexible, innovation-driven hubs, and cultivate a dynamic ecosystem where tech, co-working, and daily life converge.