**Another planning milestone to save the planet?
The 15-minute city as a rhetorical policy frame**

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Abstract

The past few years have witnessed the upsurge of urban time policy such as the 15-minute city—a conceptual model that has attracted profound policy interest and gained traction globally. Allegedly adding a missing temporal dimension to contemporary urban planning, the 15-minute city promises to deliver an adaptable and intuitive roadmap to change urban and regional ways of life, providing residents with the means to fulfil essential daily needs and activities within a few minutes' distance of walking or cycling (Moreno et al., 2021). Characterised by a persuasive rhetorical appeal that integrates different storylines— ecological sustainability, social interactions, economic boosterism—the 15-minute city model travels worldwide as 'a new urban planning eutopia' (Pozoukidou and Chatziyiannaki, 2021) with a missionary zeal to solve climate and health issues (Chaire ETI, 2020).

This paper delves into the logic behind the 15-minute city as a spatial–temporal planning concept and the geist of its narrative as a rhetorical policy frame. First, the paper examines the dimensions underpinning the 15-minute city model—how they construct spatiality, conceive space, and treat time (Davoudi, 2012). Here, the paper reveals how the concept's positivist planning rationalities (emphasising accessibility and proximity *quantification*) and tacit assumptions (e.g., residents' travel behaviour) strongly align with synoptic planning styles adopted by cities and metropolitan regions across the Global North more than half a century ago (Galland & Tewdwr-Jones, 2020). Second, the paper examines the rhetorical appeals (Davoudi et al., 2020) of the 15-minute city model. Drawing on short illustrative examples of 'origin stories', 'travelling histories' and 'translation experiences' (Harris & Moore, 2013), the paper examines how these rhetorical appeals enable the 15-minute city to circulate transnationally as a persuasive policy frame (van Hulst & Yanow, 2016) and as a best practice solution (Montero, 2020) to global urban–environmental problems (Angelo & Wachsmuth, 2020). Based on the two analyses, the paper discusses socio-spatial implications considering how the 15-minute city is currently conceptualised, framed and deployed. The paper concludes by reflecting on the need to supplement the idea of the 15-minute city with more interpretive epistemologies and qualitative framings that emphasise everydayness and storytelling (Freudendal-Pedersen, 2022).

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