

1.1 General Plan Vision 2050 and Guiding Principles

What we aspire to be and what we value as a community

The Vision and Guiding Principles for the Redondo Beach General Plan serve as the framework to express the community's desired future. They define expectations for what Redondo Beach will be like 25 to 30 years from now, defining its: role in the region, physical character, quality of life, diversity of residents, housing options and businesses, and other indicators such as the economy, health and safety, environment, sustainability, and mobility. These expectations are based on the things Redondo Beach residents and businesses value as important today and which should be retained in the future, as well as how the community should evolve and change in response to critical issues that arise that may challenge these values.

The Vision and Guiding Principles were informed by community feedback and formally drafted by the City's General Plan Advisory Committee Members after evaluating extensive community input and were approved by the City Council. However, they can be modified in the future if a principle that may not have been previously considered (or was not a priority at the time) is identified as critical for the future of Redondo Beach.

All goals, policies and implementation actions included in the accompanying General Plan elements are intended to serve as the guideposts and have been drafted with the intent of making continued progress toward realizing the General Plan Vision 2050 and Guiding Principles.

It is not unusual for new information to become available during the life of a General Plan. In addition, the vision for the community may change over time, and as a result, General Plans are periodically reviewed and updated to reflect the community's changing needs.

1.1.1 GENERAL PLAN VISION 2050

Purpose of the Vision

The City's vision statement is intended to confirm the overall direction of the General Plan. As such, it is more complex and longer than generalized "mission statements" or "mottos" used by communities and businesses. It highlights broad topics that Redondo Beach must develop goals and policies to address through state-mandates, and also applies to the City's optional General Plan elements. The Redondo Beach General Plan Vision 2050:

- Is an articulation of the core values and desires of the community as they relate to the General Plan.
- Guides and informs the development of more specific policies later in the planning process.
- Articulates an image of the future the community wishes to create.
- Contains a succinct description of the things that the community values.

The Vision

A Portrait of Redondo Beach in 2050

Redondo Beach offers the **excitement and opportunity** of a large city combined with the **charm, beauty and attitude** of a small town.

We are a **seaside city** with an active and casual beach culture and a high quality of life. Our beaches, waterfront and harbor, aerospace industry and regional mall serve to frame our neighborhoods with award winning schools.

Redondo Beach is **safe, family-friendly** and a **highly desirable place to live**. Our residents and businesses have strong community ties and are invested in the future of our City. Our city and public safety services serve our community as if it were a small town—providing neighborhood service rooted in earlier traditions.

Sustainability is important as the community changes and evolves. We want to adapt in an environmentally, economically, and fiscally responsible way.

Our City has a **variety of housing** that appeals to the lifestyles and affordability needs of all our residents.

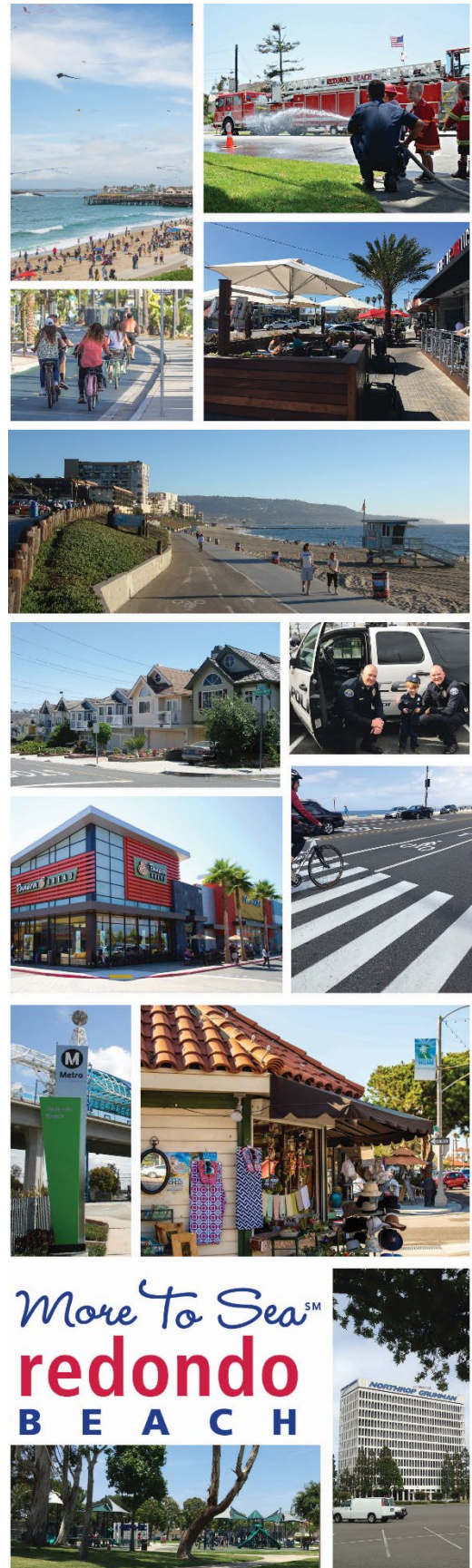
We are an **active, health-oriented community** that enjoys outdoor living. Our substantial parks and open space amenities and programs are vital components of our community.

Business and technology are important in Redondo Beach. We **embrace creativity, innovation, and technological advances** to attract businesses that are on the cutting edge of their industries. We have **reimagined and revitalized our corridors, the waterfront, our regional mall, and all commercial and industrial sectors** to create more quality jobs and unique destinations for residents, employers, and visitors, while protecting our neighborhoods and preserving our public space.

We continue to **support new modes of transportation** — reducing our reliance on personal automobiles.

Our location along the Green Line **connects our residents** to regional employment centers and cultural destinations throughout the region.

Our **City leaders foster meaningful civic engagement** to ensure their decisions related to the future of our community are informed, transparent and reflective of our citizens' views.



1.1.2 GUIDING PRINCIPLES

Purpose of the Guiding Principles

Guiding principles are a list of highly regarded and expected principles set by an organization. The term “guiding” refers to the fact that these values are established to lead the organization in any situation that may arise. They provide a common path forward to guide an organization’s next steps, even in the case of potential changes in City leadership or management and staff. They should be effectively communicated to every member of the community and staff member in the organization to make a clear connection to the fundamental rationale for the duties and activities they perform (the “why” we are doing this, and why it’s important). Similar to the General Plan Vision 2050, no future decision made by staff, appointed committees or decision makers should contradict any of these principles.

The Guiding Principles

The City of Redondo Beach shall achieve its vision by applying the following Guiding Principles that prioritize quality of life and embody our community’s character, transparency, health, vitality, and economic prosperity, when making decision and taking actions.

To enhance our **COMMUNITY CHARACTER AND LIVABILITY**, Redondo Beach seeks to preserve our beach town character that...

- Is vibrant, diverse, welcoming and energetic
- Preserves our heritage and history
- Seeks to balance the built environment with green spaces
- Promotes community camaraderie and engagement to be inclusive
- Appreciates the natural beauty and improves environmental quality
- Promotes safety and security for its residents and visitors
- Reduces automobile traffic volume and congestion
- Provides safe, efficient, multimodal transportation that offers alternatives to the car
- Sustains and supports the highest quality education system for all ages and career paths

To ensure **ECONOMIC PROSPERITY AND SUSTAINABILITY** that fosters sound fiscal practices, achieves and maintains a high-quality level of services and infrastructure by creating ...

- A place to live and work that seeks to match its residents to jobs and promotes a workforce/job balance
- A place for recreation and commerce for residents and visitors alike
- Entrepreneurial spirit that fosters and facilitates hometown business creation and sustainability
- Responsible economic development opportunities that balance the needs of residents and business investing in our community

To achieve greater **HEALTH AND VITALITY** throughout our community by preserving and expanding open space for active and passive recreational opportunities. Redondo Beach seeks a healthy work-life balance, and active lifestyle for all age groups by providing...

- Walkable and bike friendly interconnected neighborhoods
- Maintenance and expansion of parkland, trails, and sports facilities
- Self-sufficient neighborhoods that promote collaborative recreational and commercial uses
- Improved access to open spaces