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, health, vitality and economic prosperity, when making decisions 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
- Values our heritage and history
- Seeks to balance the built environment with green spaces
- Promotes community camaraderie and engagement to be inclusive and transparent
- Appreciates the natural beauty and seeks to improve environmental quality
- Promotes safety and security for its residents and visitors
- Reduces automobile traffic volume and congestion by seeking safe efficient multimodal transportation that provides alternatives to the car
- Sustains and supports an quality education system for all ages and career paths

To ensure “Economic Prosperity and Sustainability” that fosters sound fiscal practices that achieves and maintains a high quality level of services and infrastructure, Redondo Beach’s Economic Engine encourages... by creating

- A place to live and a place to work that seeks to match its residents to jobs and promotes a workforce/jobs balance
- A place to play and shop 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 encouraging...

- Walkable and bike friendly interconnected neighborhoods
- Maintain and expand parks, trails, and sports facilities
- Self-sufficient neighborhoods that promote collaborative recreational and commercial uses
- Improved access to open spaces when feasible
- Implementation of Living Streets environments