

Measure ART

Frequently Asked Questions

This document provides factual information about Measure ART, which appears on the November 3, 2026 ballot. The City of Redondo Beach does not take a position on how residents should vote. We encourage every voter to review the official election materials and make their voice heard.

1. Why did the City Council prepare Measure ART for the November 3 election?

The City Council recently adopted a comprehensive General Plan Update that establishes long-term goals and policies intended to preserve the character of the City while fostering economic development, commercial revitalization and a jobs/housing balance. Commercial and industrial uses are a critical component of the City's tax base and ability to provide essential services to residents. However, these uses are in decline in Redondo Beach and face pressure of being converted to housing through State mandates. The changes proposed in Measure ART are expected to promote investment in the City and help achieve these goals.

2. What "issue" on Artesia and Aviation Boulevards is the City hoping to address through Measure ART?

Artesia and Aviation Boulevards function as north Redondo Beach's primary neighborhood-serving and commuter retail corridor. Its strengths include access to surrounding neighborhoods, high vehicle traffic, and a customer base that prioritizes convenience and repeat visits.

The Artesia and Aviation commercial corridor is an economically depressed area that has seen little business investment and turnover in recent decades. The City has established a goal of improving the corridor and attracting a higher caliber of business, while making it a destination that serves residents and visitors alike.

Measure ART is intended to help support the revitalization and redevelopment of Artesia and Aviation Boulevards through updated and modern development regulations, specifically by making adjustments for floor area, building height, and support of rooftop dining.

3. Why are the zoning changes proposed in Measure ART intended to increase economic development activity?

The development regulations along Artesia and Aviation Boulevards are outdated and restrictive and do not meet the City's current needs. The updated regulations will allow for increased floor area (0.6 to 1.5 FAR) and height (from 2 to 3 stories) for the buildings along Artesia and Aviation Boulevards. The new regulations will provide greater development flexibility for property owners and encourage more repurposing and revitalization of properties along the corridor.

4. How much of Redondo Beach is being rezoned through Measure ART and will it affect my neighborhood?

The vast majority of Redondo Beach is unaffected by the zoning changes contained in Measure ART. The majority of the changes will occur along Artesia and Aviation Boulevards, the industrial district north of Manhattan Beach Boulevard, with a limited number of properties along Pacific Coast Highway and south of the South Bay Galleria Mall.

5. Does Measure ART require additional housing units in Redondo Beach?

No. Measure ART does not modify any commercial or industrial districts to require additional housing units. Allocating space for housing has already been addressed in Redondo Beach's Certified 6th Cycle Housing Element of its General Plan and is not included in Measure ART.