

## MEDIA RELEASE

### CONTACT:

Sarah Benson  
760-809-7958  
sarah@skylarkcomm.com



P.O. Box 87588  
San Diego, CA 92138  
www.movesandiego.org  
(619) 702-4266



### MOVE Alliance Park Station Panel Members

**Elyse W. Lowe**  
Move San Diego  
Executive Director

**Kathy Breedlove**  
Move Alliance  
Program Chair

**Stephen Haase**  
Move San Diego

**Rich Gustafson**  
CityMark

**Kyle Goedert**  
California Center for  
Sustainable Energy)

**Monique Chen**  
Chen Ryan Mobility

**Leah Ostenberg  
Stender**  
Walk San Diego

**Jim Hare**  
Community Planner

**Diego Velasco**  
Council of Design  
Professionals

## MOVE ALLIANCE ENDORSES LA MESA'S PARK STATION

***Proposed Park Station project from The Kitzman Family  
will offer "Mobility Options Viable for Everyone"***

*San Diego (February 2, 2012)* — Move San Diego announces the first of its MOVE Alliance endorsed projects, Park Station, located in the center of downtown La Mesa between Baltimore Drive and Spring Street. Designed to "support projects that create Mobility Options Viable for Everyone," the MOVE Alliance brings together a team of local experts to review and endorse early stage development projects in the San Diego region for their commitment to transit-oriented development and smart growth principles.

The MOVE Alliance is pleased to provide its endorsement of the proposed Park Station project in recognition of the following smart growth principles:

- Residential density to support existing and planned transit, including the trolley and the planned Bus Rapid Transit Route;
- Mixed use opportunities with plans for commercial, retail and residential;
- Within walking distance of the Village of La Mesa and provides new amenities for La Mesa residents to reduce vehicle miles travelled;
- Proximity to area employment centers (including El Cajon and Grossmont Center);
- Within ¼ mile of existing transit and
- Pedestrian and bike-friendly with new bike lanes and bicycle storage.

Also important to the Alliance's endorsement is the developer's commitment to incorporate a Transportation Demand Management program (TDM) into the management of the site, to include a Transit Information Center; special parking for ride sharing programs, van pools, and fuel efficient vehicles; shared parking strategies; and electric vehicle charging stations. The developer has also proposed a promenade leading from the proposed project to the trolley station, creating a safer and more inviting walk to transit.

*(more)*

“When completed, Park Station will replace the existing auto-oriented property with a smart, walkable community that supports sustainable growth in La Mesa,” says Move San Diego Executive Director Elyse Lowe. “Most importantly, this project offers increased transit-oriented benefits because of its proximity to existing transit, such as three bus routes and a Trolley station, as well as future rapid bus and high frequency local bus service by 2020.”

Park Station is a proposed redevelopment plan by the site’s property owners, the Kitzman family. The planning efforts are being managed by Urban Housing Partners, Inc. Park Station has earned the formal endorsement from the MOVE alliance and in turn, receives permission to use the Alliance’s “seal of approval.” The MOVE Alliance will provide public support for Park Station as an example of a project that successfully aligns transit, walkability, high density housing and other smart growth techniques to increase quality of life in the San Diego region.

Move San Diego continues to seek applications for proposed development projects, like Park Station, that are in the entitlement phase. An application fee of \$2,500 helps support the administration of the program. Partners include Move San Diego, Walk San Diego, Council of Urban Design Professionals and the California Center for Sustainable Energy in addition to local experts on transportation and community planning. To learn more and to download application details, visit [www.movesandiego.org](http://www.movesandiego.org).

**Move San Diego** is the public voice in support of effective and sustainable transportation in the San Diego region. The non-profit organizes and serves a broad collaboration of people and organizations to prioritize, fund, and implement sustainable, healthy, convenient transportation and related land use solutions. Move San Diego raises awareness of the benefits of smart transportation options and how they will result in a more livable and vibrant San Diego.

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