



PARKING VALIDATION PROGRAM for Downtown Businesses

*Reward your customers with
2 hours of FREE parking!*

Operated by



The Parking Validation Program is intended to attract patrons to downtown Malden by making their parking experience stress-free. The program allows downtown businesses to offer up to 2 hours of free parking to their customers who park in either of the two participating downtown parking garages:

CBD Parking Garage

170 Centre Street (*opposite Walgreens*)

Jackson Street Parking Garage

7 Jackson Street (*next to 200 Exchange*)

These parking garages are operated by SP+ Parking on behalf of the Malden Redevelopment Authority.

Downtown merchants and businesses are encouraged to participate in this program to attract, retain and reward customers.

Eligible downtown businesses may purchase books of 50 self-adhesive validated parking coupons – a \$100 value – for the low cost of \$20 per book. Each coupon is valid for 1 hour of free parking and customers may receive up to 2 hours validated parking each time they park in a participating garage.

Who can join the program?

Any business, merchant or commercial enterprise located in the downtown area is eligible to participate in the Parking Validation Program.

How does it work?

Downtown business patrons who park at either of the two participating downtown garages simply present their parking garage ticket to you for validation. You may affix up to two validation coupons to the back of each ticket (maximum 2 hours free parking per ticket). This program is intended solely for patrons – it is not for business owners or their employees.

Call SP+ Parking at 781-324-2090 for information on discount programs available for employees and business owners.

How do I register?

Qualifying businesses can sign up for the Parking Validation Program at SP+ Parking, 54 Dartmouth Street, Malden, Monday through Friday, 8:00 AM to 3:30 PM. Proof of business eligibility is required. Once registered, you will receive a Malden Parking Validation Program Membership Card which must be presented whenever you purchase coupon books. You will also receive a window decal to display at your business to alert patrons that you participate in the program.



How much does it cost?

Each book contains 50 self-adhesive validation coupons and each coupon is valid for 1 hour of free parking at either the CBG Garage or Jackson Street Garage. Coupon books are sold for \$20 to eligible businesses – an 80% discount off the regular hourly parking rate – making it an affordable incentive to offer your customers to keep them coming back!

YOU SAVE 80%