

City of Malden



PARKING VALIDATION PROGRAM

for Downtown Businesses

Reward your customers with
2 hours of FREE parking!

Operated by

LAZ Parking Ltd.
Malden Center
54 Dartmouth Street
Malden, MA 02148

781-324-2090 phone

781-397-7799 fax

www.lazparking.com



Partners in Parking™



City of Malden's Parking Validation Program

for Downtown Businesses



FAQs

It's easy to join!



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 two hours of free parking*** to their customers who park in either of the two participating parking garages:



CBD Parking Garage

170 Centre Street (opposite Walgreens)



Jackson Street Parking Garage

7 Jackson Street (next to the Bank of America Operations Center)

These downtown parking garages are operated by LAZ Parking, Ltd. on behalf of the Malden Redevelopment Authority.

Downtown merchants and businesses are encouraged to participate in the Parking Validation 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 one hour of free parking; customers may receive up to two 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 2 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 LAZ Parking, Ltd. 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 LAZ Parking, Ltd., 54 Dartmouth Street, Malden, Monday through Friday 8:00 a.m. to 3:30 p.m. 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 place of business to alert patrons that you participate in the Parking Validation Program.

MALDEN PARKING VALIDATION COUPONS



Only \$20

for a book of 50

1-Hour FREE Parking validation coupons

How much does it cost?

Each book contains 50 self-adhesive validation coupons, and **each coupon is valid for one hour of free parking** at either the CBD or Jackson Street Garage. Coupon books are sold for \$20 each 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%**

In addition to the Parking Validation Program, LAZ Parking, Ltd. also operates surface lots on Main Street (next to Citizens Bank), on Pleasant Street (next to the Department of Education) and on Dartmouth Street (across from the YMCA) as well as a parking deck on Mountain Avenue. LAZ also offers various discount programs for long-term customers, employees (full and part-time) and business owners.

Call 781-324-2090 for more information



The City of Malden's Off-Street Parking is operated by LAZ Parking, Ltd. on behalf of the Malden Redevelopment Authority.