



Natick Center Cultural District  
20 Main St. Suite 208  
Natick, MA 01760  
508.650.8848  
[www.natickcenter.org](http://www.natickcenter.org)

October 24, 2019

Natick Board of Selectmen  
Natick Town Hall  
13 East Central Street  
Natick, MA 01760

RE: 2-Hour Free Holiday Parking beginning October 31, 2019

Dear Natick Board of Selectmen,

The downtown merchants have been experiencing a downturn in customer traffic due to the extreme vigilance of the current parking officer's ticketing procedures. The officers appear to be waiting for people's meters to expire so they may ticket cars immediately. Shop owners have been distressed in the downtown due to this current situation and have threatened to leave Natick Center since their customer base has significantly decreased in alarming numbers due to the extreme ticketing situation.

Natick Center Associates (NCA) is asking that the Town of Natick consider offering free 2-hour parking from October 31 – January 2020. Each year the Town of Natick generously offers this from Small Business Saturday through the first of the new year, and we ask that this year due to the current circumstances this be extended until an equilibrium within the parking realm be attained.

NCA has been working with Chief Hicks, Lt. Lauzon, Selectman Jennett, and John Townsend on selecting and implementing an online parking application. We will use the time between October 31 and January 2 to create an implementation and marketing plan for the parking application. We believe that the parking application will help with parking utilization.

Thank you for your consideration in this matter and your continued support of the Natick Center Cultural District.

Sincerely,

A handwritten signature in blue ink, reading "Athena Pandolf".

Athena Pandolf  
Executive Director  
Natick Center Cultural District  
20 Main St., Suite 208  
Natick, MA 01760