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Mayor Jose “Joey” Torres and Downtown Merchants Announce Parking Validation Program Invites Shoppers to Downtown Paterson’s Spring Open House

For Immediate Release

Paterson, NJ — Mayor Jose “joey” Torres, along with the Downtown Paterson Special Improvement District, and The Paterson Parking Authority announce the Downtown Paterson Spring Open House, an invitational event for shoppers to experience Downtown Paterson’s 150 stores.

Shoppers, who spend a certain amount of money (determined by the individual stores) will receive a parking validation coupon worth the first hour at any of the Downtown Paterson parking lots or garages starting on Thursday, April 10, 2010. A map of the various lots and garages is available at <http://www.shoppaterson.org/merchant.html>

The Downtown Paterson SID, Mayor Torres, and Paterson Parking Authority are giving each store 25 coupons to start the promotion. Stores that wish to continue to participate by offering their customers one free hour of parking may purchase at a discounted rate, parking coupons by contacting the Downtown Paterson SID at 973-881-7300.

Our Downtown has a lot to offer in terms of goods and services, and this program is one more value-added service that I am pleased to offer the shoppers of Downtown Paterson along with our Downtown Paterson SID and Parking Authority,” said Mayor “Jose “joey” Torres.

In addition to this program, The City of Paterson has given each merchant located on Main Street within the Downtown Paterson retail district, who sells heavy items such as appliances and furniture, two loading zone passes.

“Our customers do not have to carry heavy or bulk items down the street to a parking lot or garage any longer. With the use of these customer-loading passes, a retailer is able to put one pass in a customer’s car window as he or she loads their heavy merchandise into their car,” Torres continued. “These are more reasons why it makes sense to shop in Downtown Paterson.”

Once the customer is finished loading their vehicle, the retailer retrieves their loading zone pass for the next customer to use. Police officers, who would normally write a customer a ticket for parking illegally in front of a store on Main Street, will show courtesy to a customer using a customer-loading pass.

“Downtown Paterson merchants and businesses, who are competing every day with suburban shopping malls, where parking is free, appreciate the opportunity to provide their loyal and new shoppers with the amenity of parking for free for their first hour. It’s another reason shopping Downtown Paterson is a great place to shop,” said Sheri Ferreira, executive director, Downtown Paterson Special Improvement District Inc.

About Downtown Paterson

Downtown Paterson, in the heart of the City of Paterson, is the main retail district of the City of Paterson, home to over 150 retailers and over 300 properties. Accessible from the Garden State Parkway, and Route 80, and all forms of mass transit, Downtown is a convenient shopping hub for residents of Passaic County and northern NJ. With it’s proximity to area attractions such as the Great Falls National Park, the Paterson Museum and the new Fabian 8 movie theater, shoppers who stop in one or two shops can also find themselves spending the entire day. For more information about Downtown Paterson: www.shoppaterson.org