

\*\*FOR IMMEDIATE RELEASE



## **CENTRAL PLAZA SHOPPING CENTER TO ADD PAID PARKING FOR NON-SHOPPERS AND FREE VALIDATION FOR SHOPPERS**

**(Burlington, MA; 10/06/2025)** - Linear Retail announced today that they are transitioning to a paid parking system for their private lot behind Central Plaza at 74-102 Central Street (at Cross St & Weston Rd) in downtown Wellesley, MA.

Linear is partnering with Vend Park on this new parking initiative. To guarantee that their customers are not inconvenienced, all Central Plaza retailers will provide complimentary parking validation for their shoppers. This decision comes as part of Linear's efforts to maintain a safe and convenient environment that prioritizes the needs of tenants' shoppers. By implementing this paid parking policy for non-shoppers, Linear aims to protect the accessibility of parking for those visiting Central Plaza to enjoy the diverse shopping and dining options offered. Anyone who parks at Central Plaza but chooses to shop elsewhere will be charged a parking fee. This policy will take effect in late October.

Central Plaza tenants include Shake Shack, MiniLuxe, Wellesley Books, Webster Bank, Alta Strada, Laughing Monk Café, Lockheart Restaurant, JETSET Modern Pilates, Wellness in Motion, and Coldwell Banker.

Joel Kadis, CO-CEO of Linear commented, "Our primary responsibility has always been to take care of our tenants and their customers. We believe this parking policy will ensure that our customers enjoy a convenient, pleasant experience visiting Central Plaza."

### **ABOUT LINEAR RETAIL PROPERTIES, LLC**

Based in Burlington, MA, Linear Retail is a leading acquirer, owner and operator of retail properties in New England. Linear Retail owns 74 retail properties including strip shopping centers, specialty storefront retail in select downtown neighborhoods, smaller, well-located centers in dominant retail destination corridors, net leased single tenant retail properties and urban retail condos. For more information visit [linearretail.com](http://linearretail.com)

**CONTACT:** Julia Brutto | Vice President of Operations | Linear Retail Properties, LLC  
781-202-3531 | [jbrutto@linearretail.com](mailto:jbrutto@linearretail.com) | [www.linearretail.com](http://www.linearretail.com)

## ABOUT VEND PARK

Built with the user experience in mind, Vend makes parking a breeze for drivers. New visitors simply drive up, enter their phone number, and add payment information before leaving. The experience is completely automated for returning visitors using AI-powered vehicle recognition to enable a seamless drive-in and drive-out experience. For more information visit [www.vendpark.io](http://www.vendpark.io)



Central Plaza, 74-102 Central Street, Wellesley, MA

**CONTACT:** Julia Brutto | Vice President of Operations | Linear Retail Properties, LLC  
781-202-3531 | [jbrutto@linearretail.com](mailto:jbrutto@linearretail.com) | [www.linearretail.com](http://www.linearretail.com)