For Immediate Release:
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Mayor Announces Free Parking on Main Street (Zone 6 & Zone 2) for the Holiday Season

GLOUCESTER — Mayor Greg Verga is pleased to announce that beginning Thursday, November 27, 2025, the City of Gloucester will offer free 2-hour parking on Main Street in Zone 6 and Zone 2 through Wednesday, December 31, 2025. The initiative is designed to encourage visitors and residents alike to shop, dine and stroll the downtown corridor during the holidays, while supporting our local businesses and fostering a vibrant community environment.

Key Details

- Free parking will apply in the two-hour metered spaces on Main Street within Zone 6 and Zone 2 from November 27 through December 31.
- Even though parking fees are waived, vehicles must still register their license plate number and time either at the on-street kiosk or via the Flowbird Parking app.
- The free two-hour session is limited to once per day per vehicle.
- The two-hour time limit will be strictly enforced. Vehicles parked longer than two hours will be subject to standard enforcement procedures.
- At the kiosks, users will press the check mark to start, enter their vehicle's license plate number, press the check mark to continue, and finally press the check mark to activate the two-hour session (no payment is required/accepted). The app functions in a similar fashion: you log in, select the Main Street zone, enter your plate and confirm to activate the two-hour session.
- The City asks all parkers to comply with the time-limit and registration process to ensure fairness and availability of spaces for all visitors and residents.

Why This Matters

This free-parking offer is part of the City's broader holiday activation plan: by reducing the barrier to access downtown, the City is supporting Main Street-area merchants, restaurants and galleries and encouraging foot traffic in the heart of Gloucester. At the same time, the enforcement of the two-hour limit protects turnover, ensuring that parking remains accessible through the busy season.

Additional Reminders

- The registration of your license plate and time is still required—even though payment is waived. Failure to register may result in a violation.

- While Sundays and legal holidays already enjoy free parking across all zones (under normal conditions) in Gloucester, this Main Street waiver is an additional convenience for the holiday period.
- A free 20-minute session remains available in all other zones and parking regulations will continue to be enforced in these areas.
- Please always check the posted signs in the area to confirm the applicable zone and pay/registration requirements—these remain part of the daily regulation system.

“We want everyone to enjoy the spirit of the season and support our downtown businesses. By offering free parking along Main Street and maintaining the two-hour limit, we strike the right balance between convenience for visitors and continuing turnover so our Main Street remains vibrant and accessible,” said Mayor Verga. “I encourage all of our residents and guests to plan their visits, register their plate and time, and enjoy a holiday season filled with local culture, shopping, and community.”

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About The City of Gloucester, Massachusetts

America's oldest seaport, the City of Gloucester, is known throughout the world as an authentic, working waterfront community, a place of spectacular natural beauty, and home to a diverse population of approximately 30,000 residents. Its sharp focus on economic development has helped build its reputation as the ideal location to live, work, and play. An important center for the fishing industry, Gloucester is also proud of its vibrant cultural life and rich art heritage. Gloucester is a destination for thousands of visitors who visit the harbor and its beaches during the summer months. For more information, please visit www.gloucester-ma.gov.