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August 25, 2010

Re: The Square at West Windsor

Mr. Jonathan Frieder
Garden Commercial Properties
2300 Route 1 North, Building 8
North Brunswick, NJ 08902

Dear Mr. Frieder:

Recently I bicycled from my home to Trader Joe's in The Square at West Windsor, a trip of approximately 20 minutes along quiet roads and paths (Bear Brook Road) as well as roads recently striped to include bicycle lanes (Meadow Road). When I arrived at Trader Joe's, I was disappointed to find no bicycle racks to which I could attach my bicycle, so I used a bench, certainly not an optimal arrangement.

On my ride home, I noticed another woman bicycling along Meadow Road; perhaps she, too, was heading to the shopping center. I know of several others who would regularly ride to the stores (not only Trader Joe's, but Lowe's for small items or when having something delivered). As well, employees of the buildings might be eager to ride their bicycles to the stores now that there are safer routes available.

Employees at Trader Joe's and Dani at your management office told me that you are awaiting permission from West Windsor Township to install racks. Yet today I spoke with Nika in the West Windsor Township zoning office and learned that there has never been an application made by your company for bicycle racks at the Square at West Windsor. It's time to remedy this situation.

Please request permission to install bicycle racks at The Square at West Windsor, buy and install them, and enable your tenants, their employees and customers to help reduce pollution and congestion on the roads as well as improve their health.

The single inverted-U's are the best; I just did a quick search on the Web and found racks at <http://www.cycle-safe.com/BikeRacks.tab.aspx> so that you can see the design I'm recommending (not necessarily the company).

Thank you for your attention. I hope that you and Garden Commercial Properties will help to make West Windsor more bicycle and pedestrian friendly!

I look forward to your reply and action.

Sincerely,

Sandra Shapiro
secretary,
West Windsor Bicycle and Pedestrian Alliance

cc:

Justin Matthews, Manager, Trader Joe's, The Square at West Windsor
Samuel Surtees, West Windsor Township Land Use Manager
Daniel Dobromilsky, West Windsor Township Landscape Architect