



Courier-News photo by Kenny Pang

Paramus developer William Krame says he believes any concerns with a project should be dealt with directly.

Retail developer won't duck a fight

By LUTHER TURMELLE
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It's Tuesday night, and William Krame has a date in the belly of the beast.

The Paramus developer is in Somerset County for a meeting with residents of Bridgewater's Finderne section. Many of those he'll meet this night oppose the 700,000-square-foot shopping center his company wants to build off Main Street and Route 28 in the township.

It is the largest retail project that Krame Development has ever built; it's nearly twice the size of the largest office complex the company has developed. It's tied to plans for a minor-league ballpark on adjacent land.

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Although Krame won't return to the Bridgewater Planning Board until he has the results of a full-scale traffic study in several months, residents aren't happy.

Their chief concern: The retail center — just 200,000 square feet smaller than the Bridgewater Commons mall — will worsen traffic congestion in the neighborhood.

Most developers try to avoid face-to-face meetings with angry residents, outside of the forum that Planning Board hearings provide. But by many accounts, Krame isn't your typical developer.

"At this point, I have no reason

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