

LAWRENCE PROPERTIES UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • AUTUMN 1997

Heaping Helpings: *New York's Diners Serve Up Super Value*

It's a common conversation. "I'm hungry." "Me, too." "Let's go out." "Okay." "What are you in the mood for?" "How about seafood?" "Nah, had that yesterday. Hey, maybe a big juicy burger with onion rings and fries. Yeah, that's what I want." "But I want seafood." "But I don't."

Virtually anywhere else in the United States, this innocent interchange could escalate into gastronomic warfare. But you're lucky. You live in New York City, which, in addition to being the center of culture, the center of finance – let's face it, the

center of the universe – is also the center of the world for diners. So even if your partner wants a gyro but you're in the mood for a well-done T-bone, you can haul your cravings over to your local diner where they'll be more than happy to serve up a piping bowl of matzo ball soup while your companion chows down on a tuna surprise, French toast with Canadian bacon, or any one of hundreds of delectable selections from a menu so long it could be made into a major motion picture.

That's how it is with New York diners, and you won't find anything like them anywhere else. But just what is it about our diners that makes them so unique ... that make them the feeding trough of choice for New Yorkers from all social and economic classes when it comes to satisfying a hunger that just won't be quelled by two specks of filet mignon and an unfamiliar purple vegetable at some

restaurant whose name no one can pronounce?

According to the New York State Restaurant Association, several characteristics distinguish New York metro area diners from every other type of restaurant in the world. And menu is at the top of the list.

While most standard restaurant menus are limited to only about 20 or so specific dishes, go into a diner and you'll find 250 or more items to choose from, including an almost endless list of à la carte and full-course meal selections, and an almost equally endless

offering of side dishes you can mix and match in ways no other eatery would even consider. Not to mention a tantalizing array of desserts, usually baked on the premises and all temptingly displayed, to

rival even the most extravagant Viennese table. And lest you think diner food is any less palatable than any other kind, you might be interested to know that many diners have bona fide chefs in their ever-busy kitchens, creating the recipes and supervising the cooks and the bakers who prepare almost everything fresh and according to your individual taste.

Then, of course, there's the fact that diners can't tell time. Spaghetti with clam sauce at nine AM? No problem. Scrambled eggs and sausage at midnight? You got it. At a New York diner, almost every breakfast, brunch, lunch, and dinner item is always available, whenever you want it and in whatever combination you like.

Plus, you don't need a reservation to find a table at a diner. And you don't have to get all dressed up, either. The relaxed atmosphere, sans tablecloths but many still with the diner's perennial trademark – coin-operated juke boxes at each bench-seating booth – ensures an eating experience defined by casual comfort. And not to worry if you can't finish what's on your plate. Doggie bags are a diner staple, take-out is never a problem, and no one will ever give you a dirty look for putting ketchup on your cottage cheese.

In addition to comfort and convenience,

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JANET GREENBERG ANNOUNCES APARTMENT REGISTRY



Photo: Gregory Demaras

Lawrence Properties is pleased to introduce Janet Greenberg, licensed real estate broker, as our new Vice President - Residential Brokerage Division, and head of LP's new Apartment Registry, our exciting new program exclusively for residents of Lawrence Properties-managed buildings.

Janet brings a varied professional real estate marketing and financial background to our team at a time when the brokerage arena is exploding with possibility. Starting in the early '80s as Executive Assistant to the Chairman of a national investment banking firm, and then promoted to Vice President of Investment Management Sales for the same company, Janet got a license to trade on the Stock Exchange and cultivated a keen grasp of the financial market along with expertise in sales, client service, and staff supervision. In 1991, she opened her own Manhattan-based real estate brokerage firm specializing in the sale of lofts, townhouses, co-ops and condos, and, despite the challenges of the market at the time, succeeded in selling several million dollars worth of property in one year.

Recognizing Janet's talent, her reputation as a knowledgeable and fair broker, and her exciting entrepreneurial vision, Lawrence Properties president Asher Bernstein earlier this year offered Janet the position of Vice President and invited her to steward

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Heaping Helpings (continued)

super value is what New York diners are really all about. The phenomenon started around World War I, just as we were becoming an automotively mobile society. The first diners were old trolley or railroad cars, relics of an era newly gone by, that were hauled to well-trafficked intersections with plenty of land for cars to park. Gutted and retrofitted with a single long counter, typically about 30 feet in length and accommodating 12 to 16 stools (the first diners had no tables, chairs, or booths), from where you sat you could watch the short order cook fry up your order fresh on the exposed grill. Somewhere close to the grill was a huge coffee urn, and, off to the side, a steam table keeping hot foods like roast beef tender and ready to be served. And no self-respecting diner would be without those glass-covered cake plates, strategically placed just at eye level, whetting your appetite for a treat of sweet danish and just one more cup of coffee, always one more cup of coffee, with never a charge for refills.

The forerunner of today's truck stops, the first diners were especially popular with hungry intercity truckers who traveled the new routes between New York and Philadelphia. These hard-working men demanded hot, filling meals at reasonable prices and at every hour, and they quickly came to know that the roadside diner was the place to get them. That's why, even to this day, hungry-man-sized portions at affordable prices are the hallmark of the metro area diner.

It didn't take long for the quality and value of the diner to catch on, and they soon became popular and socially acceptable, especially but not only with the 'working class'. They appeared in rapidly increasing numbers, and with the demand, the new industry of diner manufacturing arose. Companies specializing in the prefabrication of diners sprang up, most of them in New Jersey, offering pre-built diners in two or three unit sections, only slightly larger

than their ancestor trolley and rail cars but able to be 'built' anywhere a foundation could be poured. These visionary manufacturers delivered their products from New York to Pennsylvania, but they couldn't get them over the Allegheny Mountains, which is why you still won't find New York-type diners west of Harrisburg, and why real diners are a unique phenomenon of the Eastern U.S.A.

Today, New York's diners are popular with everybody who appreciates good food value. What's more, they've developed a reputation as community centers of sorts, where waiters and waitresses know the standard orders and preferences of regular patrons, and are often on a first-name basis with their loyal customers.

Still delivered pre-fabricated in seating sections, kitchen sections, and banquet or catering hall sections, and 'installed' over foundations and basements, diners can take just a few weeks from start to finish to be operational. But today, a typical New York diner can seat as many as 300 hungry customers at the counter, at tables, and in booths, and can represent an investment in the millions for its owner. A good investment it is, too. While demographic studies are the order of the day when it comes to contemplating where to locate a gourmet restaurant, anywhere there's a lot of people is the right place for a diner, and it's not unusual to see several successful diners within just a city block of each other. Especially now that so many diners have upgraded their interiors and added such fare as cordon bleu and lobster tails to their menus, the truth is, as long as there's an appetite for good food at a good price and lots of it, diners will continue appeal to just about everyone.

Sure, you can find eating establishments all across the country that call themselves diners. But anywhere out of the extended New York metro area, those places are really just New York diner-wannabes. They don't even come close to what we enjoy right here in our own backyard.

DINERS: The Real McCoys:

Moondance 80 6th Ave. (Grand St.) 226-1191	Westway 614 9th Ave. (43rd St.) 582-7661
Empire (A classic) 210 10th Ave. (22nd St.) 243-2736	Market 572 11th Ave. (43rd St.) 695-0415
Cheyenne 411 9th Ave. (33rd St.) 465-8750	Munson 600 West 49th St. (11th Ave.) 246-0964
River 452 11th Ave. (37th St.) 868-1364	Brooklyn 212 West 57th St. (7th & Broadway) 581-8900
<i>And here are some other diners in spirit and soul if not in facade:</i>	
Aggie's 146 West Houston (MacDougal) 673-8994	Tick Tock 481 8th Ave. (34th St.) 268-8444
Bendix 167 1st Avenue (10th & 11th St.) 260-4220	Comfort 214 East 45th St. (2nd & 3rd Ave.) 867-4555
Mayrose 920 Broadway (21st St.) 533-3663	Route 66 858 9th Ave. (55th and 56th St.) 977-7600
Bright Food Shop 216 8th Ave. (21st St.) 243-4433	Barking Dog 1678 3rd Ave. (94th St.) 831-1800

And speaking of our own backyard, here's a 'short stack' of area diners where you can find the value of yesteryear combined with the excitement of a typically New York anything-you-want-however-you-want-it menu. So order up!

David J. Zweig Teaches at NYU

This Fall term, Lawrence Properties Director of Management David J. Zweig, CPM, will serve as an instructor in New York University's Real Estate Institute, long recognized as the New York area's best resource for Continuing Education in real estate. Through an educational series program sponsored by *The New York Cooperator* newspaper, Mr. Zweig will teach the course, *Everything Salespersons and Brokers Need to Know About Co-ops and Condos*.

"The proper marketing of co-ops and condos is essential to all parties: buyers, sellers, and, of course, brokers and salespeople," says Mr. Zweig. "Sharing what I know about the financial, technical, and political aspects of building management helps salespeople see their professional role in the context of a larger residential picture. I'm pleased to have been asked to be part of this outstanding program."

Mark Weiner: Bureaucracy Buster

Lawrence Properties is pleased to welcome Mark Weiner as our new Management Executive. Mark brings to his new position a decade of professional residential real estate management and development experience, and a unique ability to navigate the complicated workings of the City's agencies, including but not limited to Landlord/Tenant Court, the Department of Buildings, the Water Department, and the Environmental Control Board. His abilities to 'cut through the red tape' and gain immediate cooperation from the clerks, supervisors, and decision-makers in these vital agencies allow him to expedite inquiries and other activities with speed and accuracy — just one of his many talents that make Mark an invaluable member of the Lawrence Properties team.

"I'm very impressed with the Lawrence Properties commitment to service," says Mark. "This company has all the key areas of professional residential management covered, and I'm glad to be here."

SUCH INTERESTING PEOPLE

Such interesting people live in Lawrence Properties-managed buildings. We thought you might like to meet some of them, so each issue we introduce someone we think you'd like to know. This issue, meet,

Nancy Weber:

*Writer of All Things
Whimsical and Wonderful*



In the universe of literature, it's called foreshadowing — the portent, early on, of what is yet to come. And so it was foreshadowed for author/writer Nancy Weber, when, as a second grader, her innocent, eight-line poem about Spring was published in the sixth grade magazine.

Writing ever since, Nancy has authored more than 20 full-length books, novels, and personal adventure stories, and hundreds of other works, penned over the course of a prolific career that began with stints as Editorial Assistant of The New York Post Drama Desk, Managing Editor of Lifestyle magazine, and Assistant Managing Editor of the radical 1960's publication, Scanlan's Monthly. But it was the publication in the late '60's of an unsolicited submission to Cosmopolitan magazine that Nancy considers to have been her 'big break,' introducing her to the sphere of fiction and ushering her into the world of publishing, where she has found a comfortable and welcoming home. "I was stunned," Nancy recalls of her Cosmopolitan acceptance, "because by that time, I had had poems and short stories rejected by all the places I imagined I belonged in."

Today, there can be no question that Nancy belongs among the ranks of the literati. For the adult fiction audience, she has written *Star Fever*, a study of the groupie phenomenon; *\$500*; and *Brokenhearted*, among others. For young adults, her books include *Two Turtle Doves*, and *Gemini Hearts*. And for the teen fiction market, she was commissioned to write two in the Sweet Valley University series and one in the Nancy Drew series.

Also among her many volumes is a library of romance novels written under the pen name Jennifer Rose, including such titles as *Out of a Dream*, *Twilight Embrace*, *A Taste of Heaven*, and *Kisses Sweeter Than Wine*. She has written more than 100 plots for the Canadian daytime TV shows *Magistrate's Court* and *Marriage Confidential*; she wrote the commissioned novella *A Mother's Secret* for *Redbook* magazine; and she is the author of the movie novelization of H.G. Wells' *Empire of the Ants*.

A writer with the soul of a spiritual seeker and the unusual vision of one embraced by whimsy — "Fortunately," says Nancy, "whimsical and weird sells," — her favorite work is *The Life Swap*, a book based on her experiences 'swapping' lives for a week with another woman. She is also particularly fond of her book *The Playgroup*, about a group of magical three year olds, and of her co-authored pictorial book *A Passion for Red*, about the color red and all its cultural, emotional, and psychological connections.

Along the same colorful lines, Nancy is currently working on a cookbook that includes all-red dinners for lovers, a palatial picnic of purple, and other such culinarily chromatic tidbits. She is also engrossed in a collaborative project with a dozen other writers, all of whom communicate exclusively online, she is Pop Fiction Reviewer for *Publisher's Weekly*, and she continues to make contributions to such publications as *GQ*, *Family Circle*, *The New York Times Book Review*, and others. "Really," says Nancy, "I want to write one of everything."

Vibrantly alive and socially conscious, in addition to raising her two teenage children, Nancy also finds time to serve on the Board of the FROST'D, a foundation dedicated to AIDS activism and outreach. She has been a *New Yorker* for more than three decades, having made another foreshadowed decision to live in Greenwich Village when she was 11 and visited the Village from her native Connecticut. "I went to Sarah Lawrence College, studied philosophy and ethics, and spent my junior and senior years living here. My first pad," she says, "was in the Village, and I've really never left."

Indeed, it is here in the city that Nancy continues to find the inspiration that fuels her ever-fertile and productive imagination. "I love the city. I love the neon and the mercury vapor lights. It's never dark here," says Nancy. "It's always alive."

Nancy Weber. Such interesting people.

NEW APARTMENT REGISTRY

(continued from page 1)

LP's new Apartment Registry Program.

THE UNIQUE ADVANTAGE OF LAWRENCE PROPERTIES' NEW APARTMENT REGISTRY PROGRAM

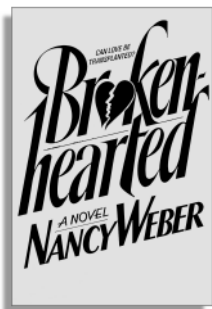
If you live in a Lawrence Properties-managed building and are looking to buy, sell, or sublet, you now have a unique advantage. You are already part of the 'LP Inner Circle' that includes more than 75 quality properties comprising over 5,000 residential units throughout the City — all available to you through the LP Apartment Registry.

The Apartment Registry is an active databank dedicated to matching buyers, sellers, and renters with the perfect residential unit for their individual needs. Coordinated by the LP Brokerage Division and supervised by Vice President of Brokerage Janet Greenberg, the Apartment Registry gives you the 'inside track' on available units and interested buyers and renters within the Lawrence Properties universe, all cross-referenced based on our intimate knowledge of these properties' unique policies, procedures, and rules. What's more, our familiarity with the systems within each building enables Lawrence Properties to expedite paperwork and applications, making transactions smooth, efficient, and free of unpleasant surprises. And even if you're currently in the middle of selling your apartment, Lawrence Properties will co-broke with your broker to expedite your sale to everyone's best advantage.

"I'm very excited about my new position and the opportunity to steward Lawrence Properties' exciting new Apartment Registry," says Janet, who came aboard in March. "These two terrific challenges let me use all my skills and develop new ones in an environment that provides all the technical and professional support my clients' needs. Here at Lawrence Properties, new ideas are encouraged and performance is rewarded, and that's exactly the kind of atmosphere where I do my best work.

"The market is clearly back, and with the addition of the Apartment Registry, Lawrence Properties is fast becoming a major player. **I invite all unit owners and shareholders to call me for a free, no-obligation consultation to discuss the market and to learn how Lawrence Properties can be of service to them.**"

Readers interested in selling, renting, or subletting and/or listing with LP's new Apartment Registry are invited to contact Janet at (212) 868-8320, extension 224.



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UPDATE
LAWRENCE PROPERTIES

Brokerage Report

Our Brokerage Department is pleased to report on the following activity. If you wish to rent, sublet, buy or sell, call Janet Greenberg at 212-868-8320, ext. 224.

RENTALS

GREENWICH VILLAGE

333 Bleecker St.	1 Bed	\$1,700/mo
341 Bleecker St.	Studio	\$1,200/mo
91 Christopher	1 Bed	\$1,350/mo
25 Cornelia St.	1 Bed	\$1,500/mo
26 Horatio St.	2 Bed	\$1,800/mo
120 Thompson	1 Bed	\$1,300/mo

CHELSEA

101 West 23rd St.	Studio	\$1,250/mo
430 West 34th St.	Studio	\$1,275/mo

GRAMERCY PARK

49 Irving Pl.	Studio	\$1,500/mo
160 East 26th	1 Bed	\$1,450/mo
175 Lexington	2 Bed	\$2,250/mo

MIDTOWN WEST

346 West 56th St	1 Bed	\$1,600/mo
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UPPER WEST SIDE

310 West 79th St.	2 Bed	\$2,500/mo
131 West 85th St.	1 Bed	\$1,650/mo
207 West 98th St.	1 Bed	\$1,300/mo
2790 Broadway	2 Bed	\$1,700/mo

UPPER EAST SIDE

352 East 51st St.	Studio	\$1,200/mo
300 East 62nd St.	Studio	\$1,500/mo

SALES

SOHO

136 Grand St.	Loft	\$775,000
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GREENWICH VILLAGE

292 West 4th St.	Twnhse	\$1,350,000
170 Second Ave	Penthouse	\$450,000
39 East 12th St.	Loft studio	\$145,000

CHELSEA

250 West 15th St.	Studio	\$ 84,000
360 West 22nd St.	1 Bed	\$122,500
101 West 23rd St.	Studio	\$ 84,000
254 West 25th St.	1 Bed	\$137,500

UPPER WEST SIDE

11 Riverside Dr.	1 Bed	\$205,000
60 Riverside Dr.	Studio	\$ 80,000
186 Riverside Dr.	1 Bed	\$200,000
741 West End Ave.	Studio	\$ 90,000

UPPER EAST SIDE

171 East 84th St.	1 Bed	\$227,000
417 East 90th St.	Studio	\$ 50,500

EXCLUSIVES FOR SALE

GREENWICH VILLAGE

232 East 6th St.	1 Bed	\$ 85,000
2 Cornelia St.	1 Bed	\$375,000
39 East 12th St.	Loft studio	\$150,000

CHELSEA

250 West 15th St.	Studio	\$ 85,000
250 West 15th St.	1 Bed	\$149,000

MIDTOWN

372 Fifth Ave.	Loft	\$300,000
430 West 34th St.	Studio	\$ 75,000
333 East 43rd St.	1 Bed	\$154,000
301 East 45th St.	1 Bed	\$240,000
145 East 48th St.	1 Bed	\$260,000
212 East 48th St.	1 Bed	\$155,000
25 West 54th St.	1 Bed	\$239,000
420 East 58th St.	1 Bed	\$265,000

UPPER EAST SIDE

401 East 74th St.	1 Bed	\$145,000
311 East 84th St.	Studio	\$ 90,000
170 East 88th St.	1 Bed	\$190,000

UPPER WEST SIDE

201 West 89th St.	2 Bed	\$180,000
207 West 98th St.	1 Bed	\$110,000
741 West End	Studio	\$ 82,500

Lawrence Properties Welcomes Our New Management Assignments:

EXECUTIVE PLAZA CONDOMINIUM
440 unit luxury condominium
with health club

**761-779 SEVENTH AVENUE
CONDOMINIUM**
Master Condominium Association

**5400 FIELDSTON AVENUE,
RIVERDALE, N.Y.**
125 units

**3900 GREYSTONE AVENUE,
RIVERDALE, N.Y.**
125 units

**165 SEAMAN AVENUE,
NEW YORK, N.Y.**
71 units

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**ASK ABOUT OUR EXCLUSIVE NEW APARTMENT REGISTRY
CALL 212-868-8320, Ext. 224**