

IN DEFENSE OF PETER LUGER

Dear Peter Luger

As born and bred New Yorkers, we've grown up with Peter Luger. As we busily transform the historic Dime Savings Bank of Williamsburg into The Dime, a classic building with a super-modern tower for office, retail and residential tenants, we visit you, our neighbor, often. And like most New Yorkers, we love Peter Luger's steak. It's still the best in town.

So we take issue with what Pete Wells wrote about you in *The New York Times* on October 29th. We understand that grand institutions must be held to the highest standards, so we appreciate Mr. Wells' attempt to provide a wake-up call, but we

just don't agree with his assessment. You are iconic for your presence and for your food. Neighbor, we've got your back!

In addition, you were the one who put a flag in the ground long ago in South Williamsburg - before Misi's incredible pasta, before Danny Meyer's tasty tacos, and before Mr. Tarlow showed us his amazing vision. You have defined the swagger and energy that is palpable in our streets and has drawn so many artists and so much culture.

As Wells decried Peter Luger, he ignored how increasingly important it is for us as New Yorkers to celebrate our

institutions. As we mourn so many of our local retail treasures, from Carnegie Deli, Coffee Shop and City Bakery to Barney's, Henri Bendel, and Lord & Taylor - we need to appreciate and support the ones we are still lucky enough to have among us.

Like you, we have deep roots in Williamsburg.

Peter Luger was built in 1884, the Williamsburg Bridge in 1903 and The Dime bank building in 1908. All three intertwined well over a hundred

years ago, connecting Brooklyn to Manhattan and bringing a new crowd across the East River. These three iconic treasures continue to draw 21st century crowds to Brooklyn.

With an eye to the future, we want to encourage our fellow New Yorkers to create and hold new institutions to be celebrated, while always remembering, supporting and respecting our history. As for you, keep up the great steak!

And why should a great institution have to get with *The Times*?

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