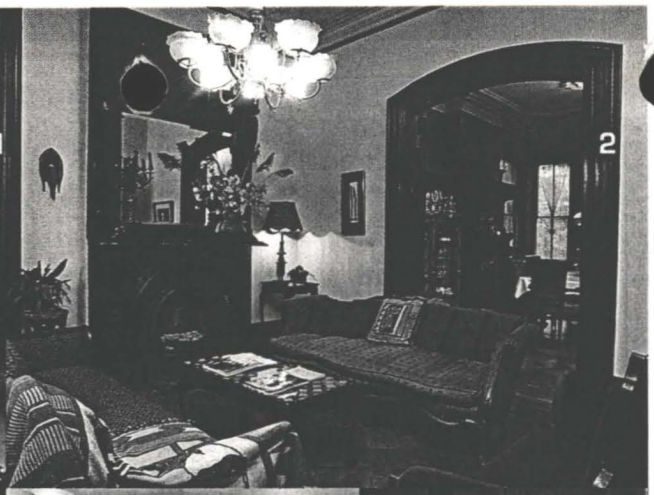
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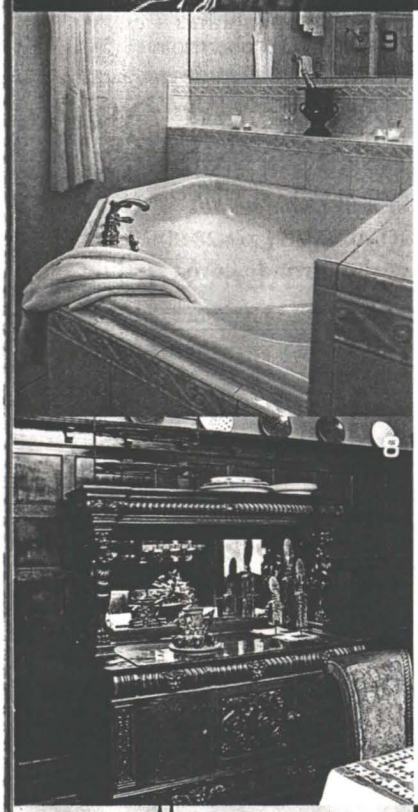

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1 The editor/entrepreneur in her artfully restored pre-Civil War house. **2** African touches—Nigerian fabric on the sofas and a lampshade made of mud cloth from Mali—lend ethnic spice to Victorian formality in the parlor. **3** Guest bathroom niches display African sculptures. **4** A brass radiator with a built-in plate warmer, original to the house, in the dining room. **5** The mirror over the marble fireplace reflects the original brass chandelier in the ballroom. **6** The bridal suite (aka the Jumping the Broom Suite). **7** A treasury of African masks, sculpture and musical instruments. **8** Mahogany wainscoting in the dining room is matched by a finely carved sideboard. **9** A Jacuzzi in the bridal suite's bathroom is surrounded by scented candles to put couples in the mood for love. **10** Prized possession: A recording of "Basin Street Blues" with an image of Louis Armstrong serenading a young lady.

monique greenwood


10

Monique Greenwood, the editor-in-chief of *Essence*, is also the proprietor of the Akwaaba Mansion Bed & Breakfast in Brooklyn's historic black community of Bedford-Stuyvesant. Audrey Edwards visits her in the Italianate mansion she shares with her husband, Glenn Pogue, and their daughter, Glynn.

Doing it all "I'm working really hard now so I can have the lifestyle I want in retirement, one with true freedom of time. I'm forty-one, and I think of the next decade as my building years."

Fatal flaw "Sometimes I forget that not everybody is going to work the way I do, or be as driven as I am."

Turning 40 "I went away by myself to Cape May, New Jersey, checked myself into somebody else's B&B, sipped somebody else's tea and let somebody else make me breakfast."

Mix master "I really think Victorian and African pieces coexist nicely. They both have strong lines and give a warm feeling and a sense of longevity and history."

Shopping trail "I buy locally at the antique shops on Brooklyn's Atlantic Avenue, and when I travel. My antique gardening tools [below] are from Ghana and I bought my dining room chairs in North Carolina."

Staying in the 'hood "My mother birthed me in Washington, D.C., but I feel I was born in Bedford-Stuyvesant. I moved here right after college and just fell in love with the brownstones and the brown people who live in those brownstones."

Guilty pleasures "Buying antiques and doing house tours. I love looking at other people's homes." ■

PHOTOS: SEIJI KARIZAKI.

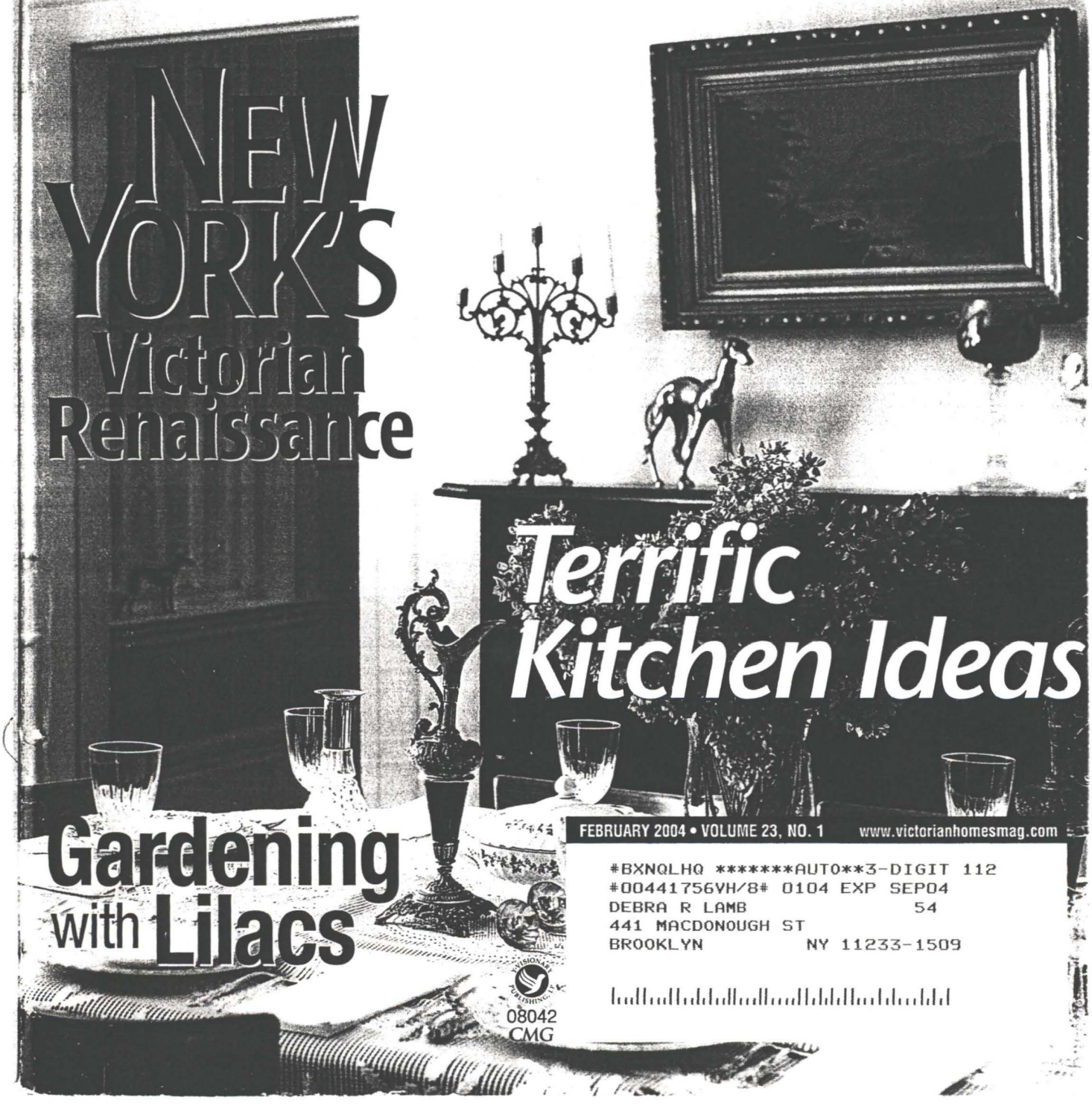


#13

BZA Case No. 17194 Exhibit No. 13

Board of Zoning Adjustment
District of Columbia
CASE NO. 17194
EXHIBIT NO. 13

VICTORIAN HOMES®



New York's Victorian Renaissance

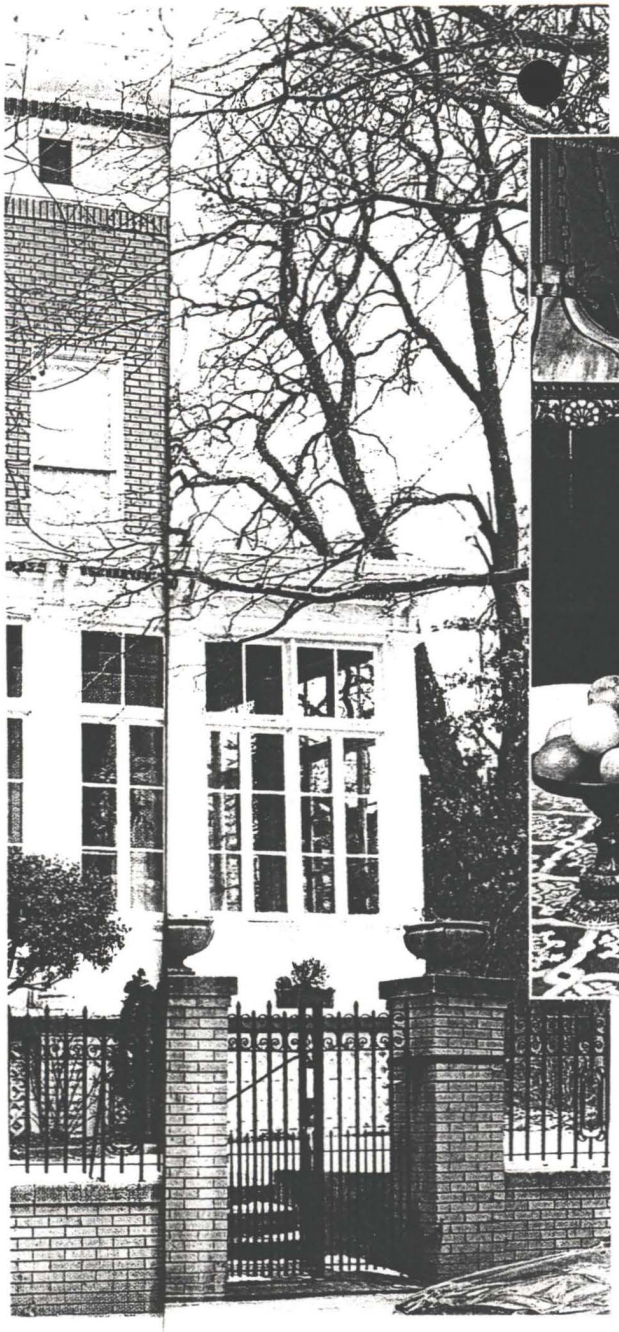
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Above: Monique Greenwood uses a mixture of African and Victorian motifs in the dining room of the Akwaaba Inn. Here the dark wainscoting and Eclectic sideboard contrast with African ceramics ornamenting the plate rail.

Left: This 1860s Italianate mansion was an abandoned ruin when Monique Greenwood and Glenn Pogue undertook its restoration. It opened in 1995 as the Akwaaba Inn.

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the American Revolution, one-third of Brooklyn residents were slaves, who lived among nearly two-thirds of the households.

Because of these legacies, both hopeful and tragic, leaving Bed-Stuy was never a serious alternative for the Johnsons. Family pictures, miraculously salvaged from the cinders, once again surround the fireplace, and Carl Johnson has recompiled the notebooks of family history. Summing up a philosophy that has guided her through life, Evelyn says, "You have to pay tribute to what your family went through."

Helping Hands

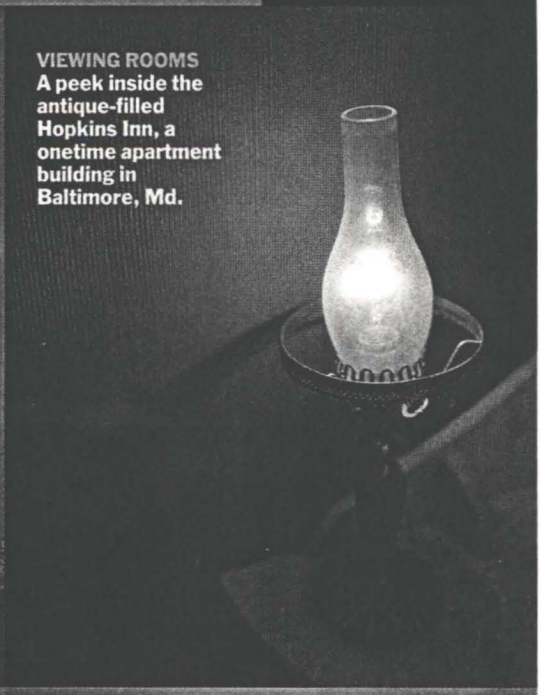
Bedford-Stuyvesant is one of the most misunderstood neighborhoods in Brooklyn. In the 1960s, the place was something of a laboratory for the federal government's "War on Poverty," and critics referred to it as Senator Robert Kennedy's "favorite ghetto." The label stuck, so that for many years Bed-Stuy was considered the purlieu of social workers.

It has, in fact, a strong tradition of architectural preservation, with much of the work being carried out by resident families and private associations. Many also see an important role for the local government. "Homeowners sometimes run into significant difficulties after a neighborhood is landmarked," says Pamela Green, executive director of the Society for the Preservation of Weeksville and Bedford-Stuyvesant History. "Funds should be set aside to help homeowners comply with preservation codes," she says, because old houses are not occupied exclusively by the rich.

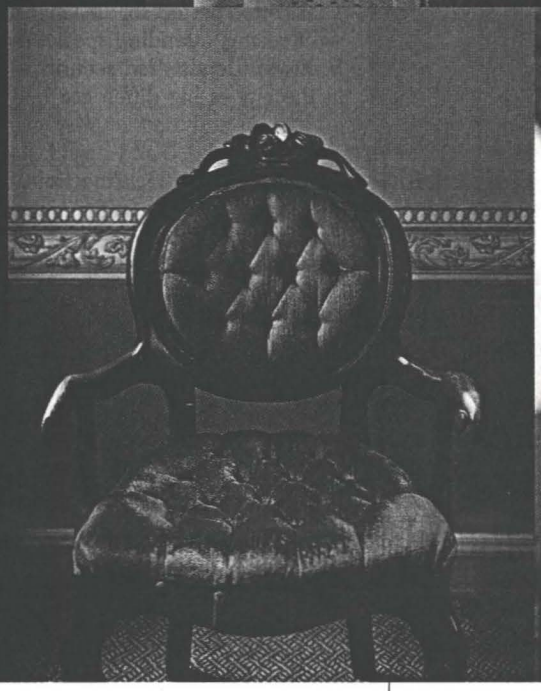
Fostering commercial vitality is another role for the city government. Debra Lamb emphasizes that economic development is not at odds with successful preservation. Grocery stores and doctors' offices are an important lure for new residents, who bring money and talent to a neighborhood. Without these basic services, revitalizing a historic district is practically impossible. —*A.G.*

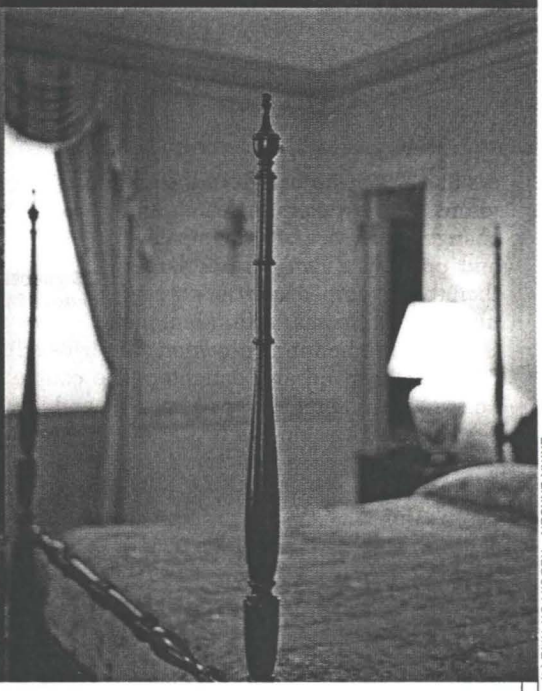
Inn Vogue





VIEWING ROOMS
A peek inside the antique-filled Hopkins Inn, a onetime apartment building in Baltimore, Md.





ERIKA LARSEN—REDUX FOR TIME (4)

For many adventurous vacationers, the urban bed-and-breakfast is the perfect stay

By **LAURA KOSS-FEDER** NEW YORK

EVERY MAY SINCE 1996, Ieola Bakr, her two sisters and their mother have enjoyed a weekend getaway at the Akwaaba Mansion. The four-room inn, in a quaint Italian villa–style home, offers a peaceful retreat where the women talk and relax—they walk in the gardens, soak in the Jacuzzi and savor a Southern breakfast with homemade grits and biscuits. But the Akwaaba isn't burrowed deep in the heart of Dixie or even in some bucolic New England town. The inn, dating to the 1860s, is smack in the middle of Brooklyn, N.Y., just 10 blocks from Bakr's apartment. "Our mom loves the place, so we always go back," Bakr says. "You feel like you're in the country, but you have all the conveniences of the city."

About half of the Akwaaba's clientele are baby boom-



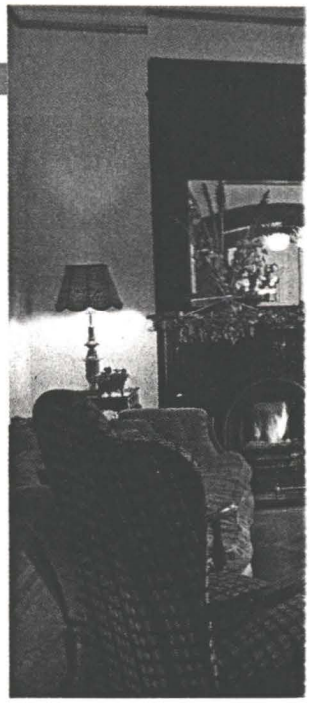
ERIKA LARSEN—REDUX FOR TIME

IN THE FRAY **The Spanish Revival–style Hopkins Inn is one of the larger B&Bs, with 25 guest rooms to choose from**

ers like Bakr who hail from the environs. City dwellers in search of a change of venue, a bit of pampering and possibly a living space larger than their cramped apartments regularly book rooms with Monique Greenwood, the inn's co-owner, who lives on the top floor with her husband and daughter. The couple own similar bed-and-breakfasts in Cape May, N.J., and Washington.

For many travelers, a trip to a B&B is an opportunity to delve into the nooks and crannies of small-town, rural life—to get acquainted with quirky characters, little shops and lively cafés. That's half the fun. For a different set of people, a small town represents something else entirely: a cultural dead end with little to offer beyond the historic walls of the inn where they happen to be trapped. For those folks, who want to enjoy a country-home feel and personalized service but don't want to miss out on museum exhibits and theater tickets, the urban bed-and-breakfast is fast becoming the perfect solution.

Of the 20,000 to 25,000 bed-and-breakfasts in the U.S., 20% are in urban areas, says Pat Hardy, co-founder of the Professional Association of Innkeepers International. They tend to be converted 19th and early 20th century houses, mansions, brownstones and town houses. Popular metropolitan areas for B&Bs include Chicago, New Orleans, San Francisco, Washington and New York. And they appear to be gaining recognition. There has been a 10% to 20% growth annually in the number of urban B&Bs posted on *Placestostay .com*, a travel website, according to Eric Christensen, its president and founder.



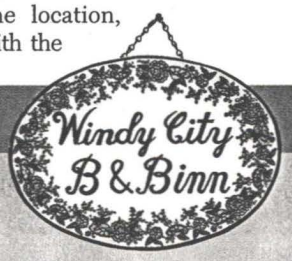
In addition to their warmth and charm, urban B&Bs often offer a more welcoming price, 10% to 20% less than standard hotels with similar services, Hardy says. That price may include such extras as a fireplace in your room and a whirlpool tub. And it's not uncommon to get Internet access, which is especially convenient for business travelers.

Getting work done may not be your top priority, but visitors to a city are usually far busier than the typical country tourist. And city inns reflect that difference. For openers, they tend to be located closer to the attractions that visitors want to see. That's often perfect for an active city tourist, who is likely to be sight-seeing, attending special events or spending time with family or friends. Also, security is a major issue for innkeepers in the city—a big difference between urban inns and their country counterparts. "A rural bed-and-breakfast owner may not even lock the front door. This is not the case in the big cities," Hardy says.

Marc and Linda Ecker of Fountain Valley, Calif., enjoy the Robin's Nest in Houston precisely because it is close to shops, museums and restaurants. They have stayed there several times over the past couple of years while visiting their daughter and son-in-law. The location, coupled with the

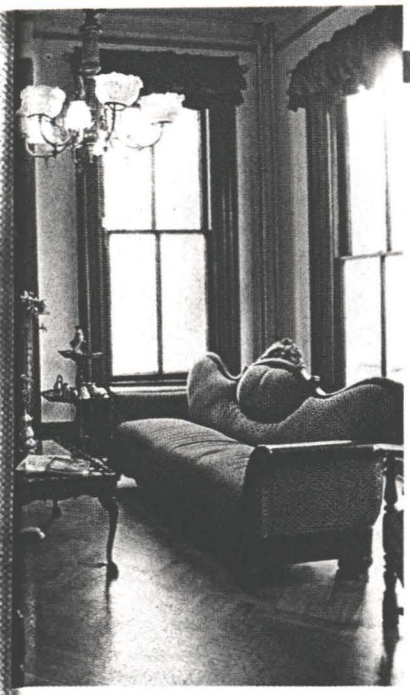


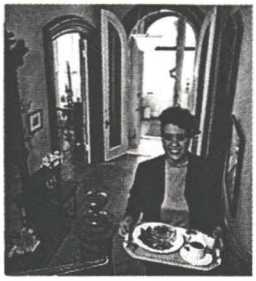
WEB RESOURCES



To find the trendiest B&Bs—in the city or out—check the following websites:

- **WWW.INNBOOK.COM**
This site offers information about 400 properties in the U.S. and Canada. You'll get accurate information about amenities, dining and rates, as well as links to other B&B websites.
- **WWW.BETTERBEDANDBREAKFASTS.COM**
Get the basic stats on B&Bs in the U.S., Canada and Australia. You can see brochures online and e-mail reservation requests to the B&B proprietors.
- **WWW.BEDANDBREAKFAST.COM**
Read up on 27,000 B&Bs worldwide. Special bonus: gift certificates are available, and you can e-mail reservations from the website directly to the property owners.





BREATHING ROOM Locals like to luxuriate in the spacious living room of the Akwaaba Mansion; owner-innkeeper Monique Greenwood, above

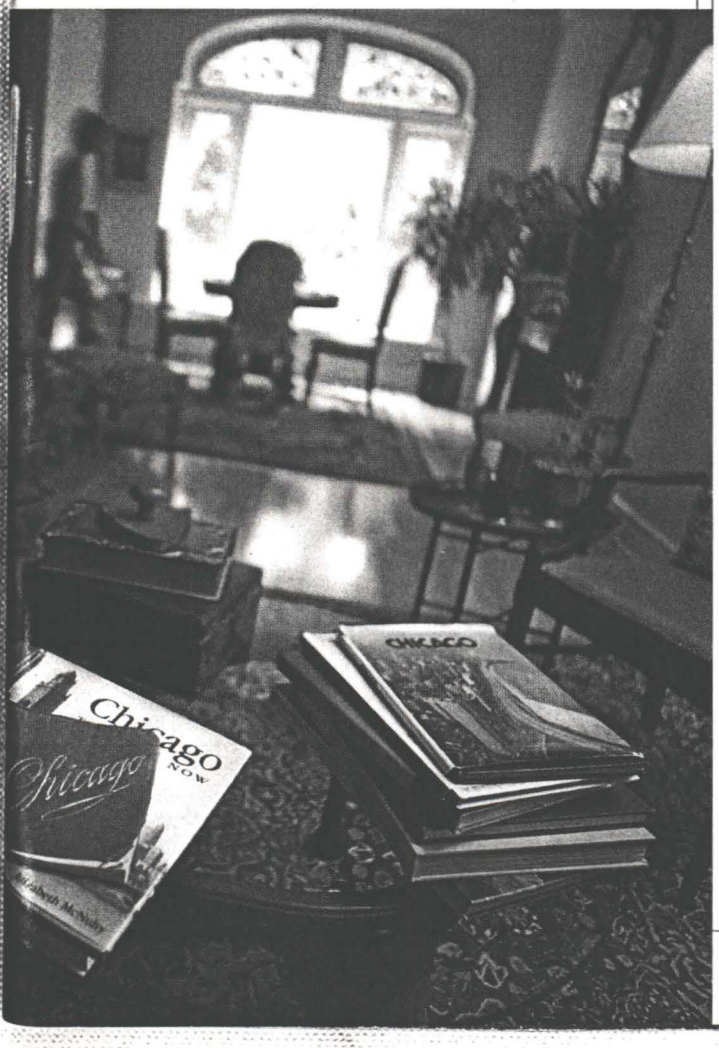
inn's down-home appeal, keeps them coming back. "There's a real neighborhood feeling at this B&B, like you're back in time, sitting and chatting on someone's front porch," says Marc, 54, a school superintendent. "I also appreciate the fact that there is no one with their hand out waiting for a tip because they help you with your luggage or operate the elevator."

A look inside many of these inns reveals not only a more personalized atmosphere but also an homage to the cities in which they are located. The Windy City Urban Inn in Chicago's trendy Lincoln Park features such memorabilia of the city as old photographs and World's Fair items. The inn consists of two separate buildings that date to 1886, with four guest rooms in the main building and three apartments in the coach house. Rates range from $145 to $225 a night, including breakfast, and about 70% of the guests are 50 or older.

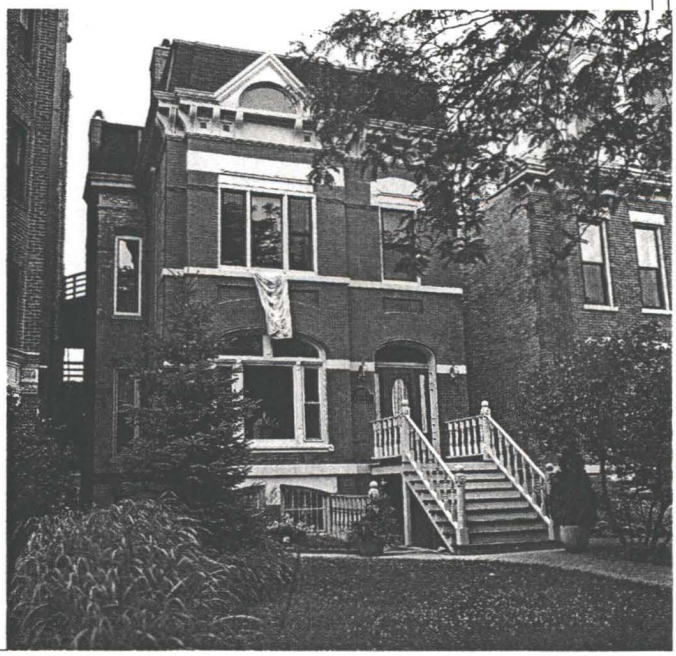
The feel of the Chicago inn was so appealing to Marion and Jack McCartney of Washington that they selected it to accommodate seven family members who were in town for their daughter's wedding in February. "You're in the heart of this big, bustling city, but you feel like you're staying at a friend's house," says Marion, 59, a nurse and midwife.

In some instances, urban B&Bs aren't just small structures with limited numbers of rooms available. The Hopkins Inn in Baltimore, Md., which is a converted Spanish Revival apartment building dating to 1911, features 25 guest rooms, according to Mike Marshall, president of Marshall Management Inc. in Salisbury, Md., which operates the property. A management company called Joie de Vivre runs four B&Bs in San Francisco, ranging in size from 10 rooms to 23 rooms, says Greg Horner, brand marketing manager.

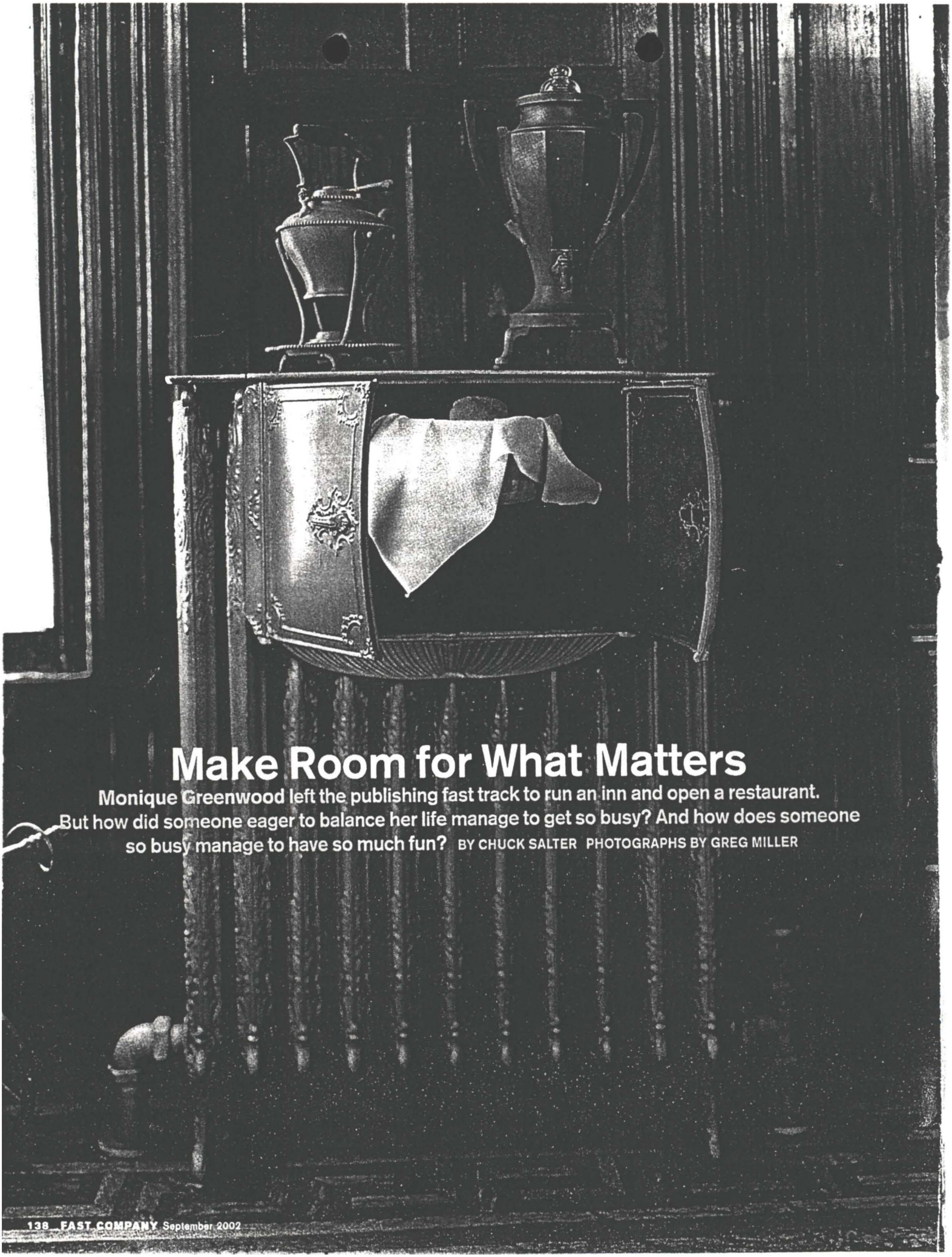
Large or small, urban B&Bs almost always have one thing in common: personal service. An innkeeper can get to know you and over time develop a sense of what you like and don't like. Yes, at a large hotel there is a record of your last visit and whether you lodged a complaint, but that's altogether different from arriving in a city and finding someone who remembers you and your taste in art or food or wine. Barry Knox, 63, a retired investment banker from New Canaan, Conn., says everyone knows him when he walks in the door at the 10-room Jackson Court, one of the four Joie de Vivre inns in San Francisco. He has been back to the property half a dozen times since 1998, paying about $180 a night. "It's a nice feeling when you're on a first-name basis with the staff even though you're in the heart of a big city," Knox says. Giving guests those nice feelings is what urban B&Bs are all about. ■



MY KIND OF TOWN City memorabilia is displayed on a coffee table in the Windy City Urban Inn, left; the exterior of the inn, right

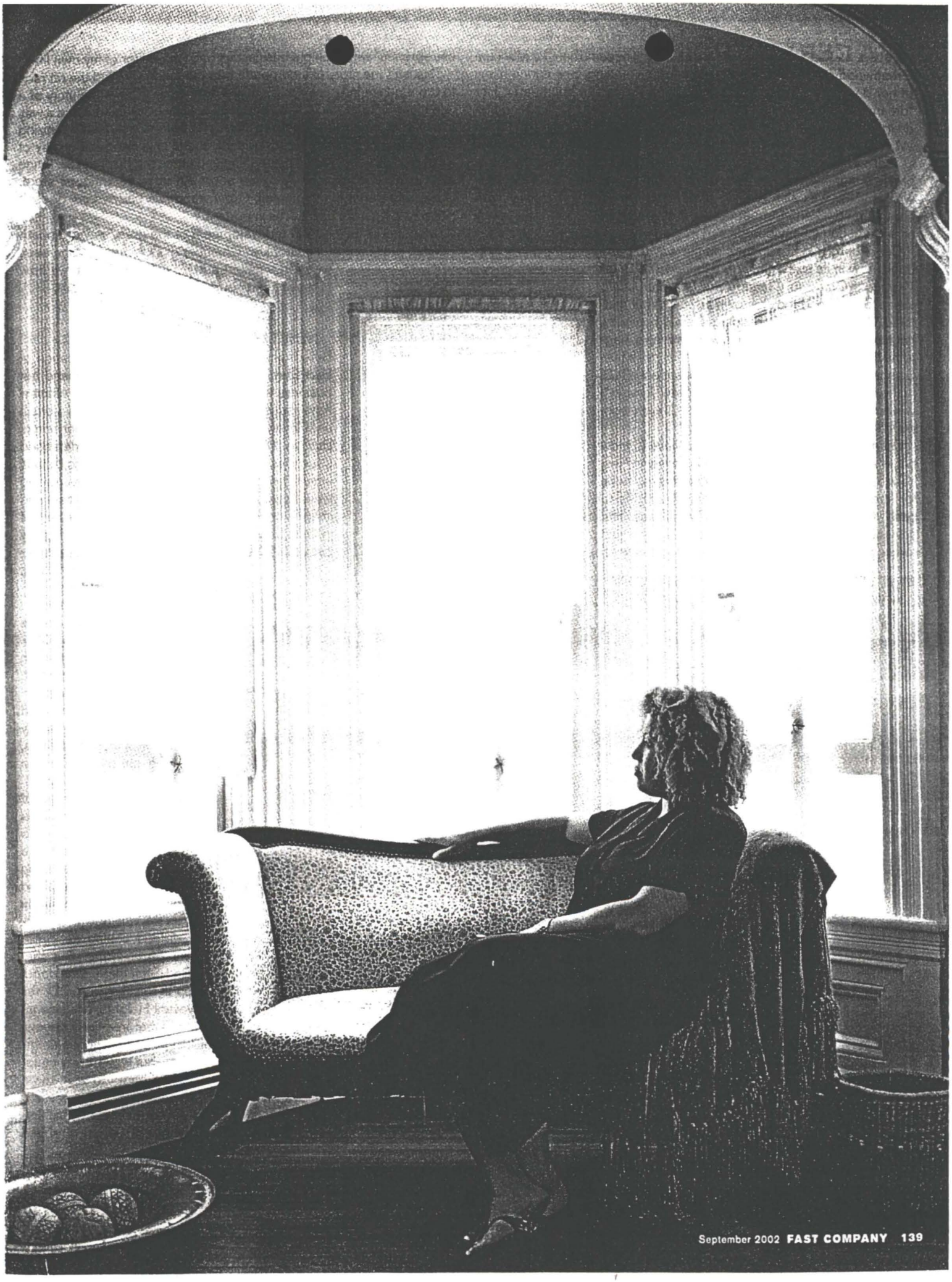


COURTESY OF AKWAABA (2); BELOW: MATTHEW GILSON FOR TIME (3)



Make Room for What Matters

Monique Greenwood left the publishing fast track to run an inn and open a restaurant. But how did someone eager to balance her life manage to get so busy? And how does someone so busy manage to have so much fun? BY CHUCK SALTER PHOTOGRAPHS BY GREG MILLER



AT A CERTAIN POINT became hard for Monique Greenwood not to question the life she was leading. She ended many of her days at 1 AM, only to begin the next one five hours later. Her "dream job" was robbing her of virtually any time with her husband and daughter. Meanwhile, she was writing a self-help book called *Having What Matters*—so how could she not ask, "What matters to me?"

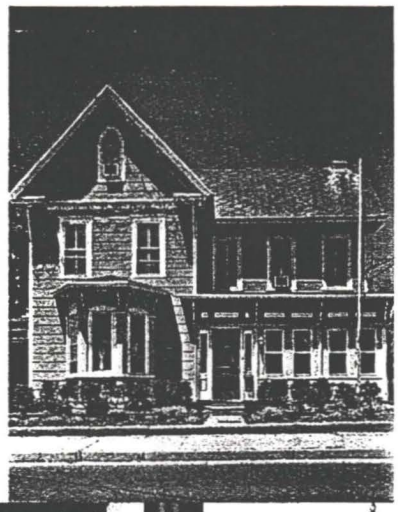
That was a couple of years ago, when Greenwood was the high-profile editor in chief of *Essence*, the health-and-beauty bible for black women. She was also running a bed-and-breakfast in Brooklyn with her husband, Glenn Pogue; raising their young daughter; and serving on several community boards.

But a funny thing happened on the way to publishing the hot-selling book (now in its sixth printing), subtitled *The Black Woman's Guide to Creating the Life You Really Want*. Greenwood took her own advice. What mattered, she decided, was building a family business, not having the clout that comes with running a magazine that sells more than 1 million copies per issue. So she quit *Essence* and opened her second B&B, in the seaside resort of Cape May, New Jersey. "I wanted to have more of a life," says Greenwood, 43. "Something had to be sacrificed."

Friends and colleagues couldn't believe it. How could she turn her back on a 20-year career in New York media? How could she choose making beds for strangers over putting a national magazine to bed? Greenwood's response: It was easy. Her professional passions hadn't changed; she just redesigned how she spent her time. She's now an entrepreneur with multiple businesses and "the editor of my own life."

This isn't the story of a corporate burnout case who fled the rat race to run a quaint inn, never to be heard from again. This is the story of a relentless woman who left the business establishment and found a way to make her impact more focused than it was before. Instead of agonizing over covers or pitching to advertisers, she is improving the quality of life in Bedford-Stuyvesant by opening and attracting businesses. A fine restaurant. A bookstore. A coffee shop. An upscale antiques store. Creating a better life for herself, Greenwood has discovered, doesn't mean leading a life that is less important.

"Monique is leading the redevelopment of the area," says Kennett Adams, president of the Brooklyn Chamber of Commerce. "She sees where the neighborhood can go and knows how to make it happen."



NEW LIFE ON LEWIS AVENUE

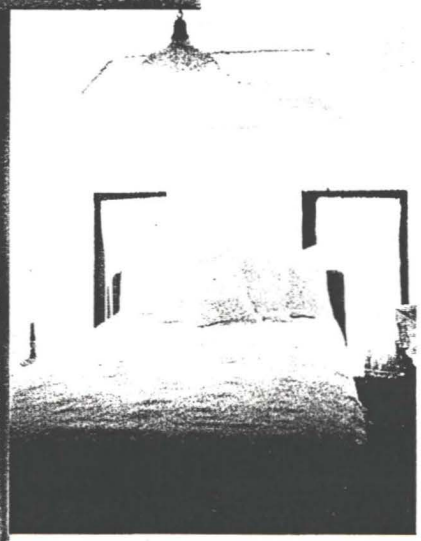
Before she helped spearhead the revitalization of Bed-Stuy, and before she decided to expand her business to Cape May (becoming the first African-American innkeeper there), Greenwood had a crush on a lovely but neglected mansion near her home. Built in 1860, it was one of the few detached structures in the Stuyvesant Heights historic district where brownstones are the norm. Greenwood would pass it on her way to work in Manhattan and imagine converting it into a luxurious B&B—the first in Bed-Stuy. "I saw it as a way of combining my passions," she says. "I love entertaining, I love meeting people, I love decorating and I love architecture."

When the mansion finally did go on the market, the couple bought it for just $225,000—then spent almost that much upgrading and furnishing it. Pogue, an actor and television broadcast engineer, trusted his wife's vision: "I'm usually the one with more questions but Monique usually has the answers. She can do it all."

There was no shortage of naysayers who said the idea would never work—if for no other reason than that the Bed-Stuy area is hardly a big tourist destination. They had a point. The area is perhaps best known as the run-down, volatile and racially divided setting for Spike Lee's *Do the Right Thing*. But that wasn't the Bed-Stuy that Greenwood, who grew up in Washington, DC, fell for. In Stuyvesant Heights, she saw an unappreciated area: tree-lined streets, historic buildings, and gorgeous architecture, just minutes from downtown Brooklyn—but without any major hotels or nice B&Bs. "When family and friends came to visit, there was nowhere to stay in Brooklyn," she says. Between relatives visiting for weddings, funerals, and holidays, and out-of-town clergy visiting the countless churches, she figured she wouldn't have a problem "putting heads in the beds."

Greenwood was right, but for the wrong reasons. When she and Pogue opened Akwaaba Mansion Bed & Breakfast in 1995, they





Rooms at the inn: In Brooklyn (left) and in Cape May (top and right), Monique Greenwood offers rooms with a (point of) view.



Glenn Pogue and Monique Greenwood

HAVING WHAT MATTERS

A book editor suggested that Monique Greenwood write a self-help title for black women on the 20th anniversary of Helen Gurley Brown's best-seller *Having It All: Love, Success, Sex, Money, Even If You're Starting With Nothing*. The problem was that Greenwood thought that much of what Brown had to say was no longer relevant. It's far more fulfilling, not to mention more realistic, she argues, to focus instead on having what matters. Here are a few of her tips on doing that.

Write it down. Greenwood's big breakthrough—the realization that she needed to leave *Essence* and run her own businesses—came through writing her book. But a daily journal will do. The point is to make a habit of quiet reflection in which you express your thoughts and feelings, free of inhibition. Your priorities will emerge.

Learn to say no. This continues to be a hard one for Greenwood, who admits that she suffers from "the disease to please." First, be honest about "the things that don't give you joy and that drain you," she says. Then be tenacious. Once you get over the hump of saying no and accept the fact that it might disappoint others, it gets easier.

Follow your intuition, but do your homework. Greenwood did not draw up a traditional business plan before opening her first B&B, but she did prepare herself. She attended Inn Deep, a weeklong course in Cape May, and visited dozens of B&Bs. Greenwood discovered for herself what made a positive impression (journals in every guest room, innkeepers who remembered your name) and what undermined a visit (too many family photos, so that it felt as though you were invading someone's home).

Decide on your personal definition of success. There's no right answer, no matter what friends, parents, and colleagues tell you. Greenwood came to realize that success for her meant being her own boss. So she made a point of opening each of her businesses on the Fourth of July, as "a declaration of my personal independence."

discovered that many of their guests lived in the tristate area. They were looking for a convenient getaway. What they found was an elegant 18-room mansion outfitted with whirlpool baths, Victorian antiques upholstered in African prints, and chocolates from Ghana. (*Akwaaba* means "Welcome" in Ghanese.)

It didn't take long for word to get out about the black-owned inn, which remains a rarity among the 17,000 inns across the country. At first, the couple, who lived with their daughter, Glynn, in the apartment on the top floor, opened the inn only on weekends, since they were both still working. But as the business grew, they began squeezing in midweek guests. "Here in Bed-Stuy was a B&B you'd expect to see in Charleston," Greenwood says. "It was like a tree growing in Brooklyn."

The next opportunity was obvious: a restaurant for Akwaaba guests and Bed-Stuy residents. Greenwood and Pogue bought a short block of buildings around the corner, on Lewis Avenue, and three years after launching the inn, they opened Akwaaba Café. Two years later, in 2000, they introduced Mirrors, a cozy coffee shop—another first for Bed-Stuy. "All of my businesses are things that I felt we deserved to have in our neighborhood—somewhere nice to stay, to eat, to run into friends," Greenwood says. "I never had a business plan. If I had researched it a lot, I would probably have been too afraid to try it."

As it turns out, the neighborhood was on the rebound. Between 1993 and 2001, overall crime dropped about 60% in the three precincts that include Bed-Stuy. Meanwhile, between 1989 and last year, the number of households earning over $100,000 nearly tripled. But because it lacked businesses meeting the most basic needs, Bedford-Stuyvesant remained a "dormitory community," says Adams, the Brooklyn Chamber president. Residents earned their money elsewhere and spent it elsewhere.

Because of Greenwood, that has begun to change. In addition to creating her own businesses, she encourages other entrepreneurs. Crystal and Walston Bobb-Semple were living in San Francisco and feeling homesick for Bed-Stuy when Greenwood called a few years ago. Before long, Walston quit his job at Charles Schwab and the couple was back, opening a bookstore and an antiques shop. "Monique is a doer," says Crystal. "She doesn't let an opportunity pass."

These days, Lewis Avenue is starting to look more like Park Slope, Brooklyn's hottest neighborhood. There are book signings, a children's story hour, and book-club meetings at Brownstone Books. There are jazz jam sessions at Akwaaba Café on Wednesday nights along with a $15 seafood buffet ($5 if you perform). And every morning at Mirrors, there are fresh pastries and copies of the *New York Times*, which wasn't previously available. "You now have the sort of stores we didn't have before," says Jacqui Williams-Foy, a longtime resident and the former director of economic development for the Brooklyn Chamber. "It creates more pride in this community."

UNDER NEW MANAGEMENT

This year, for the first time, Greenwood and her husband are operating two B&Bs through the summer. In two different towns. Three hours apart. The pace is definitely hectic. But more often than not, Greenwood finds that it's a good sort of hectic: "I love my life now, even when it gets crazy."

In some ways, Greenwood hasn't slowed down that much, despite trying to delegate more and micromanage less. True, she did bring in one of her energetic and entrepreneurial tenants, Monroe Shannon, to operate the restaurant. But Greenwood continues to juggle speaking engagements, book signings, and her multiple businesses.

Greenwood still relies on the hand-written to-do list she composes each night. It easily fills the page, not to mention an entire day. Today's list: family breakfast at 7 AM. Breakfast for the inn's guests at 8:30 AM. Then calls about everything from flood insurance to a catering business that she might buy. Of course, her list doesn't include the unexpected items that pop up. A leaky bathroom faucet. A broken light fixture. On it goes.

But as busy as she is, Greenwood continues to follow her own advice and reflect. Tonight, on a breezy summer evening at Akwaaba by the Sea, here's what matters to her: spending July with her daughter in Cape May. Knowing that her husband has time to sneak in a golf game before check-in tomorrow. Getting to know today's guests, honeymooners who regaled her with the story (and video) of their wedding. And identifying her next project. She's considering a line of Akwaaba home décor and a day spa. There's also a new book. The working title is *Life Under New Management: How to Fire Your Job and Become Your Own Boss.*

If it all sounds a bit overwhelming, Greenwood insists that it's not—at least not to her. "I probably still do more than the average person, but it's not nearly as much as I used to," she says. "I'm getting better."

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