

# The Vision at Monroe Center



## Monroe Center Mission:

To create a vibrant urban environment that encourages and celebrates community, creativity, commerce and art.

## Background

Once a vital manufacturing facility and hub of city activity, by the late 1980s the Levelor Blinds factory in Hoboken, NJ, had closed its doors and fallen into disrepair. The two five-story mill-type buildings, however, remained structurally intact. They also boasted closely spaced columns with floor plates of 17,000 and 19,000 square feet.

It was in these vacant buildings, partners Dil Hoda and Gerry Sadel saw the makings of a vibrant new Arts Center.

In December 1990, they purchased the buildings and put their dream into motion. Over the next several years they supervised all architectural work, interfaced with the building code officials, supervised the construction and began successfully leasing the 197,000-sq-ft-buildings.

By 1999, Monroe Center for the Arts boasted a thriving community of artists and artisans and a 97% building occupancy rate.

During this process, when the City of Hoboken "blighted" (a common city method of initiating redevelopment of an area) the property as well as 19 other city blocks to the north and east of the project site in 1997, Hoda and Sadel took full advantage of the incentives offered by a new zoning ordinance. They aggressively developed a master plan for their property, which included buildings with residences, work/live art spaces, retail stores and restaurants.

In October 2000, the City Council designated Monroe Center Development, LLC as the redeveloper of the property.

