

BROADVIEW HOTEL

East St. Louis



“With the extension of the RERZ historic tax credit and success of the New Broadview, we believe that more investors and developers will see the great opportunities in East St. Louis. The New Broadview is just a first step toward the city’s downtown revitalization.”

YAPHETT EL-AMIN

PRESIDENT, EFFICACY CONSULTING & DEVELOPMENT



BROADVIEW HOTEL



Yaphett El-Amin in front of the Broadview Hotel.

LOCATION

411 E. Broadway
East St. Louis, St. Clair County

YEAR BUILT

1927

ARCHITECT

Arthur J. Widmer, Widmer Engineering Company

CURRENT OWNER

City of East St. Louis

WHY IT'S ENDANGERED

The National Register-listed former Broadview Hotel was once East St. Louis' largest and most prominent hotel but has been vacant and deteriorating since 2004. A plan has surfaced to convert the unused building into 110 senior housing units. However, unless the Illinois legislature passes an extension of the River Edge Redevelopment Zone (RERZ) Historic Tax

Credit, the project – known locally as “New Broadview” – will not have the necessary financing to take place. The RERZ Historic Tax Credit is set to expire December 31, 2021. Without an extension, this much-needed \$34 million investment in downtown East St. Louis will not move forward.

Currently, there is legislation in both the Illinois House of Representatives and Senate to extend the program for an additional five years. [Senate Bill 0157](#), sponsored by Senator Linda Holmes, passed out of the Senate and is currently in the Illinois House with Representative Jehan Gordon-Booth as the chief House sponsor. Supporters of this legislation include East St. Louis Mayor Robert Eastern III, former Illinois Senate Majority Leader James Clayborne, Jr., and a coalition of mayors, architects, developers and community activists across the state.

In the five RERZ communities (Aurora, East St. Louis, Elgin, Peoria and Rockford), \$325 million in preservation projects are currently underway or in the planning phases. This is precisely the type of investment needed in Illinois following construction delays caused by the COVID-19 pandemic. Unless the Illinois legislature acts to keep the effective RERZ Historic Tax Credit program in place, the New Broadview and many other rehabilitation projects, and the jobs they create, won't happen.

HISTORIC SIGNIFICANCE & BACKGROUND



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The Broadview Hotel opened in 1927 as part of a movement supporting political, cultural and architectural modernization in the growing Illinois city of East St. Louis. The seven-story, Classical Revival building was the largest and most luxurious hotel in the city. The downtown building included a restaurant, rooftop garden, ball room, multiple meeting rooms and each suite had its own bathroom and air conditioning. The building even hosted the first radio station for the city, WIL (later WTMV).

The downtown location provided the hotel the benefit of being a central civic center. Various fraternal and labor organizations used rooms for meetings and events. It was designed to be gathering space for residents and a welcoming center for travelers. Outside organizations, such as the Jewish Federation of Southern Illinois, used the Broadview as its meeting place for 1,150 attendees in 1942.



Despite the intentions of the Broadview Hotel as a hub of economic activity, two years after it opened, the Great Depression shocked the country and plagued the building with financial troubles. The building was sold at auction in 1931 and again in 1935. The hotel was able to supplement revenue in the late 1940s and 1950s by renting rooms as apartments. With the nation shifting away from downtown lodging, the Broadview Hotel began leasing the second floor to Southern Illinois University in 1957. By 1978, the



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Members of the development team and local and state partners stand in front of the vacant hotel in early April.

university owned the entire building, adapting it for university use. Legendary dancer, choreographer and scholar Katherine Dunham operated the Performing Arts Training Center in the former hotel building from 1971 through the late 1980s.

Southern Illinois University left the building in 2004, and it has sat vacant since. In 2012, the Illinois legislature passed the River Edge Redevelopment Zone (RERZ) Historic Tax Credit, which provides a tax credit on state income taxes equal to 25% of the qualified cost of a historic rehabilitation project in the five river communities of Aurora, East St. Louis, Elgin, Peoria, and Rockford. Because of this program, areas that previously saw little to no investment became attractive to developers. To date, 32 projects representing over \$295 million in investment have been completed because of this program, with an additional \$325 million of projects in planning phases or underway. While the RERZ Historic Tax Credit has attracted developers, especially in Rockford and Peoria, the Broadview Hotel would be the first East St. Louis project completed through the program.

Current plans to reuse the historic Broadview Hotel are led by Yaphett El-Amin of Efficacy Consulting & Development. The redevelopment proposal leverages both affordable and historic tax credits to create 110 senior housing units. The project also features 10% of the units set aside for veterans and more than 20,000 square feet of commercial community space. While the \$34 million Broadview Hotel project would offer significant job creation and economic activity for the downtown, the development team sees the project as just the first step toward a larger downtown East St. Louis revitalization.

HOW YOU CAN HELP

- [Contact](#) your State Representative and urge them to co-sponsor [SB0157](#) to extend the RERZ Historic Tax Credit, allowing the Broadview Hotel project and other reinvestment projects to move forward.

FURTHER READING

- [Broadview Hotel](#)
Preservation Research Office



BROADVIEW HOTEL

- [Future uncertain for the Broadview, tax buyer could take ownership shuttered hotel](#)
The Register-Mail, March 14, 2021
- [Broadview Hotel project in East St. Louis in line for \\$1.5 million grant](#)
Illinois Business Journal, February 26, 2021
- [Broadview Hotel, National Register of Historic Places listing](#)