



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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PRESS RELEASE

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BROOKDALE LODGE RENOVATIONS MOVE FORWARD

The County of Santa Cruz is pleased to announce that local hotelier Pravin Patel has been cleared to begin restoration of the hotel, lobby and retail spaces at the historic Brookdale Lodge.

Patel purchased the property in 2015, envisioning returning the Lodge to its former glory as a regional destination and source of community pride in the San Lorenzo Valley. Working closely with the Santa Cruz County Office for Economic Development, Patel was recently issued permits allowing him to perform the work necessary to reopen the hotel and several shops serving the residents of Brookdale and the surrounding area.

“I have looked forward to this day, and I know the community has as well. While we have been making progress in other areas on the site, these permits allow us to finally begin work on the main lodge and eventually re-open our doors to the public,” Patel said.

“People in the San Lorenzo Valley and far beyond have been eagerly looking forward to the re-opening of this beloved landmark. We fully support Pravin Patel’s endeavor, and I personally can’t wait to visit once the project is completed,” said Board of Supervisors Chair Bruce McPherson, who represents the San Lorenzo Valley.

McPherson and the Office for Economic Development are strong supporters of the project.

Work is currently underway to renovate 46 rooms separate from the main lodge, and a rear apartment section damaged in a 2009 fire has been removed. Patel foresees the return of a coffee shop, grocery store and other service-oriented businesses to the hotel, which had previously offered the few retail options available to Brookdale residents.



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The 19th century resort was once a destination for Hollywood's jet set and other famous historical figures, from President Herbert Hoover to Al Capone. The famous Brook Room, with a creek running through the middle of several dining levels, remains intact and will be subject to a later phase of renovation, as will the former Grover Lumber Mill lodge building and the cabins located east of Highway 9.

Patel also hopes to reestablish the lodge as a destination for weddings, church groups, reunions and more. He is asking those with personal photos of the exterior or the interior to post them on social media (Facebook, Twitter, Instagram etc.) with the hashtag #BrookdaleMemories.