SFRPC
South Florida Regional Planning Council
Proudly serving Miami-Dade, Broward, and Monroe Counties

NOVEMBER 2026

SFRPC'S Brownfields Cleanup Revolving Loan Fund Project Update – Former Hollywood Incinerator Ash Dump – Broward County, FL



In 2025 & 2026, the South Florida Regional Planning Council (SFRPC) was awarded a combined $3,000,000 in Supplemental Brownfields Revolving Loan Fund (RLF) grants from the U.S. Environmental Protection Agency (EPA) to support the Park Road Development project in Hollywood, Florida. This transformative public-private partnership will convert the former Hollywood Incinerator Ash Dump (HIAD) into a vibrant, mixed-use community anchored by affordable housing, civic space, and neighborhood-serving retail.



The Park Road redevelopment will bring 315 multifamily rental units, 40,000 square feet of grocery-anchored commercial space, and 31,000 square feet of general retail, including a gas station. The project is expected to leverage approximately $71 million in private investment. The redevelopment of the Hollywood Incinerator Ash Dump is a public-private partnership between the City of Hollywood (City) and Park Road Development, LLC (PRD). After an extensive solicitation process, the City selected PRD and its principals, Louis Birdman and Eric Metz, to lead the redevelopment effort. PRD has completed substantial environmental and geotechnical investigations to confirm HIAD's varying site conditions and is pursuing the regulatory approvals required to redevelop the site. Broward County has consulted with both the City and PRD to confirm the regulatory pathway to remediate the site, and the technical process to confirm the mitigation requirements are targeted to be completed in the next 9–12 months (subject to typical approval schedules, hearings, etc.).

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The redevelopment is comprised of approximately ±100,000 SF of City facilities, ±40,000 SF medical office, ±4,500 SF retail with a gas station, and ±630 multifamily units. All of the final uses are subject to definitive approvals with Broward County and the City. This project supports regional goals around affordable housing, economic development, and environmental remediation.



2026 Updates and Next Steps

- Ongoing collaboration among SFRPC, the City of Hollywood (current property owner), Park Road Development, LLC (developer), and Stantec (SFRPC's environmental consultant).
- Total site remediation costs are estimated at $6 million.

As of November 2026:

- The Brownfield Site Rehabilitation Agreement (BSRA) has been approved by FDEP.
- The Remedial Action Plan (RAP) has been approved.
- Submittal of the Site Eligibility Determination to EPA is anticipated in November 2026.





2027 Anticipated Next Steps

- Park Road Development, LLC's property closing is anticipated in January 2027.
- Preparation of the Analysis of Brownfields Cleanup Alternatives (ABCA) for submittal to EPA.
- Preparation of the Community Involvement Plan and coordination of a public meeting prior to remediation activities.
- Implementation of ground improvement/site preparation activities using RLF funding.
- The overall project timeline is estimated at two years.



To learn more about the SFRPC Brownfields Cleanup Revolving Loan Fund or how to get involved, please contact Senior Loan Officer, Jeffrey Tart at 954-924-3653 or jtart@sfrpc.com.