

HILLSBOROUGH COUNTY CONSERVATION AND ENVIRONMENTAL LANDS MASTER PLAN, CURRENT

Barth Associates Role: Lead Consultant, Principal-in-Charge, Parks and Recreation Planners

Project Budget: \$119,700

Project Completion Date: 2017

Barth Associates is leading the development of a twenty-year Conservation and Environmental Lands Master Plan for Hillsborough County, as a framework for decision-making regarding capital improvements, programs, management, staffing, and operations. The Plan proposes to brand and market the County's natural areas as the "Tampa Bay Wilderness Area (TBWA), including Preserves, Conservations Parks, Trails, and Boat Ramps. The TBWA protects water quality and wildlife habitat throughout the County while offering unparalleled opportunities for wildlife viewing, picnicking, canoeing/ kayaking, fishing, hiking, biking, and horseback riding. Close to 3 million residents,

and over 1 million annual visitors, live or stay within an easy drive of the TBWA; the area is facing several challenges including the development of unprotected lands, invasive or exotic species, degradation of water quality and wildlife habitat, and recreational impacts such as litter and erosion. The Master Plan includes descriptions and evaluations of TBWA sites; needs and priorities assessment, including capital improvements, programs, and operations; long range vision and estimated costs; performance measures and a visitor capacity model; and funding, phasing and implementation strategy.



"In 2016, Hillsborough County hired Barth Associates to draft the Conservation and Environmental Lands Management Department's Master Plan. Their performance has been exemplary, especially in the areas of parks facility, operations, and programming assessments. They also conducted a thorough analysis of visitor capacity, park/program fees, and performance measures. Finally, their recommendations for department branding and place-making will be an asset for years to come."

Forest Turbiville, Director

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