

Pocahontas State Park 10301 State Park Road Chesterfield, VA 23832

POCAHONTAS STATE PARK MASTER PLAN EXECUTIVE SUMMARY

2017 UPDATE

Department of Conservation and RecreationDivision of Planning and Recreation Resources
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POCAHONTAS STATE PARK

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Presented for review at a public meeting on October 6, 2016, then recommended for adoption by the Board of Conservation and Recreation on September 21, 2017, and then reviewed for 30 days by the Virginia General Assembly.

Adopted:

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Clyde E. Cristman, Director
Department of Conservation and Recreation

November 21, 2017 Date



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Park Purpose Statement

"The purpose of Pocahontas State Park is to provide active and passive recreational opportunities to park visitors, while protecting and ensuring continued health of the natural, cultural, and historic resources present in the rapidly growing and changing Richmond metropolitan area."

Introduction

The Pocahontas State Park Master Plan Executive Summary is an update to the official unabridged master plan document adopted on December 27, 1998, by the Department of Conservation and Recreation (DCR) Director David G. Brickley. An updated master plan was approved on December 16, 2004, by DCR Director Joseph H. Maroon. The most recent update to the master plan was approved on March 22, 2011, by DCR Director David A. Johnson. The plan was then amended on October 21, 2013, to develop additional mountain bike facilities and was adopted by DCR Director David A. Johnson. This 2017 executive summary represents the most recent ten-year review described in §10.1-200.1 of the *Code of Virginia*. It outlines the desired future condition for Pocahontas State Park when it is fully developed.

The park was purchased for recreation in 1934 by the National Park Service (NPS) under the Land Program of the Federal Emergency Relief Administration. The area known as the Swift Creek Recreational Demonstration Area was constructed in cooperation with the Virginia Conservation Commission with the understanding that upon completion it would be managed by the Commission. Most of the recreation area was completed during the summer of 1937 by two Civilian Conservation Corps (CCC) companies and a workforce of 300 from the Work Projects Administration (WPA). The park's day-use area was not opened until July 1938. On June 6, 1946, after twelve years of cooperative work between the NPS, the Virginia Conservation Commission and a number of other state agencies, the Swift Creek Recreational Demonstration Area was handed over to the state and became known as Pocahontas State Park. The park is a significant natural and cultural resource in the midst of the highly urbanized and rapidly growing Central Virginia region. With an abundant 7,919.881 acres of park land, Pocahontas is Virginia's largest state park, and it draws visitors from near and far.

Pocahontas State Park is located on Swift Creek in Chesterfield County. The park offers access to nature and a "wilderness experience" within a 45-minute drive from anywhere in the Richmond area.

This master plan executive summary includes information from the park's resource management plan and visitor experience plan, as well as information on park revenues and economic activity. This information guides the future of the park's development and management.

Park Resource Management Plan

The resource management plan consolidates all known resource information for a park and provides management direction for maintaining and enhancing those resources. The plans identify the physical, abiotic, and biotic characteristics of the park, and historic and archaeological resources, as well as a description of the legal constraints and limitations of the property. The park is delineated into undeveloped areas based on the ecosystems found in these areas; unique management areas which are undeveloped areas with a specific purpose or function such as a historic battlefield or open field; and developed areas where park facilities are located yet have natural and cultural resources requiring specific management. The plan has defined management objectives and action recommendations that guide resource management and allow for continuity over time.

The acreage of Pocahontas State Park includes 332 developed acres and 7,588 undeveloped acres. Approximately 3,500 undeveloped acres consist of loblolly pine stands, ranging in age from 22 to approximately 125 years old. The older stands have a significant hardwood component. The undeveloped area that is dominated by hardwoods consists primarily of oak / heath forest, acidic oak-hickory forest, mesic mixed hardwood forest, Coastal Plain / Piedmont bottomland forest, and Coastal Plain / Piedmont acidic seepage swamp.

The park is host to a large number of plant and animal species, including 446 recorded herbaceous plant species, 42 shrub species, 83 tree species, 26 recorded mammal species (including 8 bat species), 109 bird species, 28 reptile species, 23 amphibian species, 73 dragonfly and damselfly species, 150 butterflies and moths, and 411 beetle species. According to the Division of Natural Heritage the park's flora and fauna includes a few rare species, such as red milkweed and the treetop emerald dragonfly. The latter has been found north of Swift Creek Lake (the Swift Creek Tributaries Conservation Site), and its breeding area may consist of the Coastal Plain / Piedmont acidic seepage swamps found in this area. Invasive plants include tree-of-heaven, Japanese stiltgrass, wisteria, Japanese honeysuckle, non-native lespedezas, autumn olive, and princess tree.

The park contains three lakes, which were all created by the Civilian Conservation Corps in the 1930s by damming creeks. These lakes are Swift Creek Lake (103 acres; dam in Swift Creek), Beaver Lake (26 acres; dam in Third Branch Creek), and Group Camp 7 Lake (1.8 acres; dam in First Branch Creek). Thirty fish species are known from the lakes, although this list has not recently been updated. Edens Creek, a Swift Creek tributary in the northwest corner of the park, has been designated as a Stream Conservation Unit due to the presence of a high quality aquatic natural community. Furthermore, from its confluence with Edens Creek to approximately 0.5 miles downstream, the floodplain of Swift Creek has been designated as the Swift Creek Swamps Conservation Site.

Natural resource management at Pocahontas State Parks focuses on ecosystem preservation and restoration, as well as aquatic health. Ecosystem restoration will continue to involve transitioning loblolly pine stands into the appropriate hardwood stands through timber management. It will also continue to include invasive species management. The use of fire as a resource management tool at Pocahontas State Park will need to be explored.

The cultural resource management is primarily focused on the facilities and history of the CCC. The park was listed as Pocahontas State Park Historic District on the Virginia Landmarks Register in June 2015 and on the National Register of Historic Places in February 2016.

Park Visitor Experience Plan

The visitor experience plan provides a park-wide vision for the future of interpretation, education, recreation and other visitor experience opportunities. The plan addresses all elements of a park that affect visitor experiences, including personal services, media, facilities, and landscapes. It is a conceptual document that lays a foundation for subsequent phases of comprehensive interpretive planning: facility and media planning, design and production; and organization of staff and activities into annual visitor experience implementation plans.

Interpretive themes are developed for the park with stakeholder input. The primary theme encompasses the overall park story. It is the single most important message all park guests should receive and remember. Secondary themes are important messages related to the primary theme that should be presented to park guests. Any other sub-themes and topics that may be interpreted at the park should be linked to these secondary themes.

Visitor experience planning is broken into two workshops the foundation workshop and the desired future conditions workshop. The foundation workshop identifies significant park resources, audiences, issues and influences, and park themes. The second, the desired future conditions workshop applies park themes and other information to create a list of desired future actions that will enhance experiences and lend direction to interpretive staff.

A visitor experience plan has not yet been created for Pocahontas State Park.

Master Plan

The Department of Conservation and Recreation Planners and State Park Staff conducted this master plan update in accordance with §10.1-200.1 of the *Code of Virginia*. This plan outlines the desired future condition of the park during a 30-year planning horizon. As required by the *Code of Virginia*, it must be revisited every ten years to ensure that the development objectives outlined in the plan continue to meet the recreational and conservation needs of the citizens of the Commonwealth.

While preparing the original 1998 Pocahontas State Park Master Plan, meetings were held with DCR staff and an advisory committee comprised of area citizens, local government officials, and representatives of interested organizations to assist with the development of the plan. The committee helped formulate a park purpose statement as well as park goals and objectives, which will guide future park operations and development. Public input was solicited at the beginning and at the end of the process to ensure that plan recommendations were understood and accepted by the community. Following the development of the master plan, it was recommended for approval by the Board of Conservation and Recreation and then adopted by the DCR Director.

As a part of the 2017 master plan process, the original 1998 master plan, as well as the 2004 and 2011 park master plan updates, and the 2013 master plan amendment, were reviewed. Planning staff met with park staff and conducted a site visit to the park to gather information for this plan update. A public meeting was held on October 6, 2016 to share the draft plan and receive public input. Following the public meeting, the phased development plan and estimated costs were revised, as were the staffing and operational costs for the park for each phase of development. The final draft of the executive summary and map were developed.

The draft 2017 executive summary and map were presented to the Board of Conservation and Recreation at their May 5, 2017 meeting and were recommended for adoption. The documents were then placed on the DCR website for a 30-day review by the Virginia General Assembly. Following that review, the updated plan was presented to the DCR Director Clyde E. Cristman for adoption. Following adoption, the updated executive summary and map were placed online http://www.dcr.virginia.gov/recreational-planning/masterplans for the public to access.

Attendance, Economic Impact and Park Revenues

The following table depicts park attendance during the period 2006 to 2015.

Park Visitation – Pocahontas State Park (Calendar Year¹)

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
281,869	353,429	353,320	381,306	386,895	383,520	427,126	1,059,250	1,141,080	1,142,601

¹Note that the calendar year ends 6 months after the fiscal year.

Pocahontas State Park visitation is increasing. The surrounding metropolitan area continues to grow, making the park a key feature for local and regional outdoor recreation as well as providing an anchor of green infrastructure for the region. Historical park attendance from 2006 – 2015 represents a 400% increase in visitation over this nine year time period.

Economic activity is created by the park from three sources: Park visitation, the park operating budget (but only to the extent that it was not funded by park visitor revenues in order to avoid double counting), and park construction projects. The following table summarizes this economic activity for 2015:

Т	otal Economic A	ctivity				
including Visitation, Park				Spending on Park		
Βu	Budget, and Construction			Budget (excluding		State and
	(Adjusted to local		Visitor	portion derived	Spending on Park	Local Taxes
	economy)		Spending	from visitation)*	Construction	Created
	Dollars	Jobs	Dollars	Dollars	Dollars	Dollars
\$	23,100,224	269.4	\$ 18,654,697	\$ 0	\$ 434,530	\$ 1,702,309

^{*}This park generates visitor revenue equal or greater than the park budget

In most parks overnight visitors create the greatest amounts of economic activity but this park does not have typical park cabins so day use accounts for the majority of economic activity. It does have very robust day use visitation to the pool/water park and many day

use events and activities. A majority of the 269.4 jobs that are created by the park's economic activity are local jobs that benefit the local community. It is also notable that this park generates state and local taxes in excess of \$1.7 million and that park visitor revenues exceed the entire annual operating budget. Master plan recommendations designed to increase visitation and improve the visitor experience, once implemented, should have a further positive impact on the region's economic vitality

The following table depicts park revenue in fiscal years 2008 to 2016:

Park Revenues - Pocahontas

2008	2009	2010	2011	2012	2013	2014	2015	2016
\$1,073,075	\$1,101,037	\$1,149,034	\$1,107,593	\$1,214,208	\$1,194,282	\$1,296,925	\$1,364,620	\$1,488,704

In FY 2016, Virginia State Parks generated \$21,233,340 in total revenue, \$11,138,230 from overnight facilities, and \$10,095,110 from other sources. Pocahontas State Park contributed \$1,488,704 to the revenue total, \$564,487 in overnight revenue and \$924,217 from other sources. Revenue generated by Virginia State Parks is reinvested in the state park system to maintain and operate the parks. In FY 2016, 48% of the state park budget came from revenues generated in the parks.

Existing Facilities

Park office

Volunteer storage shed

Contact station

Merchandise storage shed at CCC Field

Staff residences (5) that all have an associated shed/garage

CCC Museum

Amphitheater

Amphitheater ticket booth

Amphitheater concession building

Amphitheater lower restroom

Repeater tower shed

Heritage Center/Nature Center

Swift Creek Camp with banquet hall and 4 lodges, 16 cabins, well shed, nurse's cabin, master naturalist storage shed and 2 bathhouses.

Algonquian Ecology Camp with dining hall, 28 cabins, 2 bathhouses, and 2 sheds.

Campground with 131 sites, 6 camping cabins 4 yurts and 4 bathhouses.

Laundry/camp store

District IV office

Forestry shed

State Park logistics and distribution center and sign shop.

Bright Hope Horse Complex

Aquatic recreation center

Boat launch area

Boat house

Boat house storage shed

Playgrounds (2)

Picnic shelters (7)

Oak Hill Picnic Shelter restroom

Trails – 90 miles total

Mountain bike trails - 28 miles

Hiking only trails - 6 miles

Equestrian only trails 0 miles, there are 25 miles of multi-use trail that equestrians can use

Multiuse trails 55 miles.

Maintenance area - 5 buildings total

2 water towers,

Pole barn near District IV office.

Pole barn shed near District IV Office,

Pool complex pump room below slides,

Group camp 7 lake dam,

CCC era kiln,

2 non-functioning pump houses/storage buildings located near CCC Museum.

Swift Creek and Beaver Lake dams.

CCC era structures and infrastructure.

Park infrastructure: park roads, water systems, waste water systems and utilities.

Connectivity

This 2017 update places value on connecting Pocahontas to other resources in the community. National parks in the area include Richmond National Battlefield Park and the Petersburg National Battlefield. Numerous other battlefields are featured on Civil War Trails for the 1862 and 1864 campaigns as well as Lee's Retreat, a driving tour. Dutch Gap Conservation Area and Henricus Historical Park along the James River in Chesterfield are stops along the Captain John Smith Chesapeake National Historic Trail. The James River through Richmond, also a segment of the James River Heritage Trail, offers a spectacular urban white water experience. The Lower Appomattox River is a State Scenic River. Scenic roads include routes 5, 673, 708, 711 and Old Gun Road. Conservation areas nearby with hiking trails include Dutch Gap, the John J. Radcliffe Conservation Area and several others open by appointment. Major long-distance trails nearby include the Virginia Capital Trail (Richmond to Jamestown) the James River Park System in Richmond and the Appomattox River Trail, a trail under development through five jurisdictions. The proposed off-road route of the East Coast Greenway passes through the park, and both U.S. bike routes 1 and 76 pass nearby. The park is a recognized stop on the Virginia Birding and Wildlife Trail. The Pocahontas State Park Regional Connectivity Map is an attachment to the full Master Plan document.

With the addition of the regional bike center, it is important to improve the bicycle and pedestrian connectivity between the park and other destinations. Support is recommended for the further development of the East Coast Greenway, which could provide an on-road connection from Pocahontas State Park to the James River Park system. An eventual off-road connection will encourage bicyclists of all skill levels to commute between parks. Support is also recommended for the further development of multi-purpose trail connections between Pocahontas State Park and Chesterfield County's Linear Parks and Trails Recommendations, a part of its Public Facility Plan, specifically the Government Center Connector Trail, the Central Trail Connector and Swift Creek Linear Park, which will help increase local visitation and promote non-vehicular access to the park and the proposed ride center.

The Virginia Outdoor Plan (VOP) identifies land conservation and outdoor recreation resources. The VOP Mapper http://www.dcr.virginia.gov/recreational-planning/vopmapper identifies these resources both within and around state parks to encourage cross promotion, physical links and other collaborative efforts. The mapper is updated on an annual basis.

Land and Water Conservation Fund

Pocahontas State Park received Federal Land and Water Conservation Funds (LWCF) in 1966, 1978, 1997 and 2001 for facility development. In compliance with the LWCF Act of 1965 and amendments thereto, the Commonwealth of Virginia is required to maintain the park for public outdoor recreation in perpetuity.

Americans With Disabilities Act (ADA)

To the greatest extent possible, Virginia State Parks strives to meet the requirements of the Americans with Disabilities Act (ADA) standards.

Land Acquisition/Viewshed Protection

Additional land acquisition is recommended to enhance park offerings, establish connective trail easements/corridors, buffer the park from inappropriate development and/or protect valued viewsheds. Future land acquisitions will only be negotiated with willing property owners. The placement of conservation easements on adjacent property to preserve the natural resources, cultural landscapes, and scenic resources in close proximity to the park will be encouraged. In working cooperatively with neighboring landowners, the park will be enhanced and protected over time.

Environmental/Design Guidance

This 2017 master plan update describes both proposed facilities and improvements to existing facilities. New facilities are sited to minimize impact to the park, and in keeping with the prescriptive management areas as defined by the Park Resource Management Plan and the guidelines of the Park Visitor Experience Plan, when available. New facilities at this park should be designed and built with consideration to the original Civilian Conservation Corp (CCC) design and layout of facilities. These facilities will be carefully sited to minimize impacts to the views in the park and of the park from adjacent lands and water bodies. Consideration will be given to eliminate excessive, misdirected or obtrusive artificial light in the park in order to maximize the dark sky effect and encourage astronomy and night-sky viewing.

Building and site design will implement green energy standards using energy-efficient and sustainable materials and process to the greatest extent possible. Green design initiatives will be considered during the design process for park renovations and new construction. Development activities will comply with requirements set forth by the Department of Environmental Quality's best management practices for erosion, sediment control and stormwater management in order to protect water quality. A setback guideline of 100 feet from the shoreline has been established by DCR, and trails and water dependent facilities such as fishing stations, piers and other water access facilities will be the only developments permitted within the 100-foot setback.

There are potential challenges of overuse and crowded conditions, which may require management actions to protect the resources and the quality of the park experience. Issues related to resource carrying capacity and social carrying capacity should be evaluated prior to developing new facilities.

Special Issue: Virginia State Parks Logistics Support Center and Sign Shop

Pocahontas State Park is unique in that it is home to the statewide logistics support center and sign shop. Both of these facilities are recommended to be relocated and constructed at another site within the park. The cost estimate for these structures is included in Phase 1B of the park's Phased Development Plan.

The current logistics support center (LSC) was built in 1980 to provide goods and services to approximately 20 state parks that were operational and open to the public at that time. The purpose of the LSC has always been to procure, distribute, warehouse, ship and deliver most all of the janitorial supplies, office supplies, safety supplies, outdoor metal (picnic table frames, grills, lantern posts) for day use and campgrounds; and cabin amenities (kitchen supplies, lamps, alarm clocks, etc) to support the day to day operation of our state parks. The LSC facilitates inbound and outbound deliveries and must support deliverables by tractor trailer and box trucks. In summary the new LSC should be at a minimum 10000 square feet with climate control throughout with a loading dock/bay door and a separate ground level entry bay for a 24' box truck. Outdoor parking space for this facility has to accommodate up to 25 vehicles and allow access for inbound deliveries by 54' tractor trailers.

The Virginia State Parks Sign Shop is a wide-format print production shop within DCR. It is in charge of designing, manufacturing and packaging/shipping all state park signs, promotional banners, plastic nametags, law enforcement vehicle graphics, promotional stickers, real estate boards, and a variety of other small special project items. The sign shop is home to seven pieces of equipment and three workstations. The proposed sign shop should be at a minimum of 6500 square feet configured for production and storage to include a break room/conference area, restroom facilities and an anticipated OSHA required rinse shower and 3 offices for design work. The building must include a loading dock/bay door for deliveries and a separate ground level entry bay for vehicle decaling. Parking is needed for up to 10-15 vehicles and access for 54' tractor trailers and 24' box trucks should be accommodated.

Phased Development Plan

Proposed developments for the Park are presented in priority order. Completion of all of the projects in this list will represent total build-out (completion of the master plan), and covers a 30-year timeframe. The phasing costs are based on 2017 cost estimates.

Phase 1A

Construct ride center with parking (100 spaces), shelter, bathhouse, staging area, and mountain bike trails.

Construct 20 cabins with support facilities and access road.

Renovate cabins, lodges and support buildings at Swift Creek and Ecology Camps.

Replace bathrooms (4) at Swift Creek and Ecology Camps.

Replace substandard comfort stations in picnic area

Pool facility upgrades

Park office/welcome center with park store

Connect to public water near Beach Road

Single and multi-use trail improvements and additions for hiking, biking and equestrian.

The total estimated cost for Phase 1A development is \$33,791,536

Phase 1B

Construct statewide logistics center

Construct statewide sign shop.

The total estimated cost for Phase 1B development is \$7,032,090

Phase 2

Construct Discovery Center

Improve park entrance (turning lanes) add traffic lane from entrance to contact station

Repurpose existing logistics center for park maintenance

Add pedestrian cross walk on Beach Road (2 potential sites identified)

Stabilize water towers and develop interpretive signage.

Upgrade boat ramp area with a new canoe launch, addition parking and fishing nodes

Upgrade bathhouses (2) at northern campground loop

Upgrade park roads (3.0 miles)

Increase dump station capacity (add an additional station)

Single and multi-use trail improvements and additions for hiking, biking and equestrian.

Upgrade picnic shelters 4-7, construct additional parking, better access and a playground.

The total estimated cost for Phase 2 development is \$9,848,172

Phase 3

Construct hand cycling training center and contact station at ride center.

Renovate district IV office

Playground (large) at Amphitheater

Renovate amphitheater

Comfort station at Beaver Lake

Bright Hope Horse Complex

- Large shelter, bleachers, enlarged show ring, picnic area, and improved access

Staff residence

Replace bathhouses (2) at southern campground loop

Develop new hiking and jogging/fitness trails (3.5 miles)

Single and multi-use trail improvements and additions for hiking, biking and equestrian

The total estimated cost for Phase 3 development is \$7,200,638

The total cost to bring Pocahontas State Park to its desired future condition is \$57,872,436

Staffing and Operations

Staffing and operational costs at Pocahontas State Park are presently budgeted at \$1,542,000 annually, including salaries for 9 staff positions. With the current facilities and operational requirements, the park has an identified need for 8 additional positions and \$564,000 in funding. At complete build out of the proposed 3 phases of development, 10 additional staff will be needed and an additional \$1,086,000 in operating funds. In order for the park to operate effectively and efficiently at full build out, the park must be provided the projected staffing and operating cost identified as "existing additional needs" and the costs for the 3 development phases. The total budget for Pocahontas at full build out is projected to be \$3,192,000 with 27 staff positions.

Pocahontas State Park – Staffing and Operations

EXISTING (FY 17)	EXISTING ADDITIONAL NEEDS**	PHASE 1	PHASE 2	PHASE 3	FULL BUILD OUT
STAFFING					STAFFING
Park Manager					Park Manager
Assistant Park Mgr	Assistant Park Mgr				Assistant Park Mgr (2)
Chief Ranger (2)					Chief Ranger (2)
Office Manager					Office Manager
Park Ranger (3)	Park Ranger (4)	Park Ranger	Park Ranger (2)	Park Ranger (2)	Park Ranger (12)
Educ. Specialist	Educ. Specialist		Educ. Specialist		Educ. Specialist (3)
	Housekeeper	Housekeeper (2)			Housekeeper (3)
	Prog Support Tech.	Prog Support Tech.		Prog Support Tech.	Prog Support Tech. (3)
SALARY TOTAL*					SALARY TOTAL
\$614,000	\$428,000	\$204,000	\$155,000	\$153,000	\$1,554,000
WAGE TOTAL					WAGE TOTAL
\$504,000	\$126,000	\$160,000	\$31,000	\$40,000	\$861,000
OTPS TOTAL					OTPS TOTAL
\$424,000	\$10,000	\$237,000	\$84,000	\$22,000	\$777,000
TOTAL BUDGET (FY17 dollars)					TOTAL BUDGET (FY17 dollars)
\$1,542,000	\$564,000	\$601,000	\$270,000	\$215,000	\$3,192,000

 ${
m NOTE-All\ costs}$ (salary, wage, OTPS (Other than Personnel Services)) are based on FY17 budget projections.

^{*} Salary estimates include associated personnel costs.

^{**} Existing additional needs represents staff positions and operating costs not fully funded due to prior state wide budget reductions.

