State of Wisconsin
Department of Natural Resources
dnr.wi.gov

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BUREAU OF WATERSHED MGMT

Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075

Form 3400-NNN (R 2/06)

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality **Village Of Kimberly**			
Mailing Address **515 West Kimberly Avenue**	City **Kimberly**	State **WI**	Postal Code **54136**
County(s) in which Applicant is located **Outagamie**	Type of Municipality: (check one) ☐ County ☐ City ☒ Village ☐ Town ☐ Other (specify)		

Section II: Local Contact Information (check one):

Name of Municipal Contact Person **Dave Vander Velden**		Title **Building Inspector**	
Mailing Address **515 West Kimberly Avenue**	City **Kimberly**	State **WI**	Postal Code **54136**
E-mail address **dvandervelden@vokimberly.org**	Telephone Number (include area code) **(920)788-7500**	Fax Number (include area code) **(920)788-9732**	

Section III: Water Quality Concerns

Yes	No	
☐	☒	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
☒	☐	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
☒	☐	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).
(Urbanized Area maps are available on the EPA web site at: http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm)

Total municipal area (in square miles): 1.88 square mile	Total municipal population (in year 2000): 6,134
MS4 service area within Urbanized Area (in square miles): 1.88 square mile	Municipal population within Urbanized Area (in year 2000): 6,134

Section V: Potential Permit Exemption

Yes	No	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
☐	☒	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The Village of Kimberly will develop and implement a public education and outreach program to increase awareness of storm water pollution impacts on waters of the state and encourage changes in human behavior to reduce such impacts. The Village plans to create a Citizens Advisory Board (CAB) within the next 12 months to assist with developing the public education and outreach program and the public involvement and participation program. The CAB will meet two times with Village Staff and/or our consultant, McMahon Associates. McMahon Associates will provide the CAB with an overview of NR 216 storm water regulations, identify available resources, facilitate the discussion, and summarize CAB recommendations. Upon completion, CAB recommendations will be reviewed by Village Staff and approved by the Village Board prior to implementation. The general public will also be invited to participate in program development and implementation during Village Board meetings.

The Village is a member of the Northeast Wisconsin Storm Water Consortium (NEWSC). During 2005, NEWSC developed educational materials, coordinated several public service announcements on WHBY radio, orchestrated an episode of "It's Your Environment" TV program, sponsored a Community-Based Social Marketing Workshop, and conducted a telephone survey of local residents. These NEWSC activities will assist the Village with developing a more effective public education and outreach program.

The public education and outreach plan will (1) promote detection and eliminate of illicit discharges and water quality impacts associated with such discharges, (2) inform and educate the public about proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices, (3) promote the beneficial on-site reuse of leaves and grass, clippings and proper use of lawn and garden fertilizers and pesticides, (4) promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways, (5) promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks, (6) inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices, (7) identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention, and (8) promote environmentally sensitive land development designs by developers and designers.

The Village's immediate goals are to develop and submit the public education and outreach plan to the DNR within 18 months of permit coverage and implement the public education and outreach plan within 24 months of permit coverage. As part of the public education and outreach program planning activities, the Village will develop more detailed measurable goals.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Village of Kimberlly will develop and implement a public involvement and participation program to notify the public of activities required by this permit and encourage input and participation from the public regarding these activities. The Village plans to create a Citizens Advisory Board (CAB) within the next 12 months to assist with developing the public education and outreach program and the public involvement and participation program. The CAB will meet two times with Village Staff and/or our consultant, McMahon Associates. McMahon Associates will provide the CAB with an overview of NR 216 storm water regulations, identify available resources, facilitate the discussion, and summarize CAB recommendations. Upon completion, CAB recommendations will be reviewed by Village Staff and approved by the Village Board prior to implementation. The general public will also be encouraged to participate in program development and implementation during Village Board meetings.

The Village is a member of NEWSC. NEWSC is a local stakeholders group comprised of municipal staff, elected officials, DNR staff, UW-Extension Staff, consulting engineers, and vendors. The group's mission is to facilitate efficient implementation of local storm water programs by: fostering parnterships, sharing information, seeking administrative efficiencies, and pooling finanical resources. During 2005, NEWSC solicited public involvement by conducting a

telephone survey of residents located within Northeast Wisconsin to evaluate public awareness of storm water issues and gather information about local behaviors. These NEWSC activities will assist the Village with developing a more effective public involvement and participation program.

The public involvement and participation program will comply with applicable state and local public notice requirements. The Village's immediate goals are to develop and submit the public involvement and participation plan to the DNR within 18 months of permit coverage and implement the public involvement and participation plan within 24 months of permit coverage. As part of the public involvement and participation program planning activities, the Village will develop more detailed measurable goals.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The Village of Kimberly will develop, implement and enforce an illicit discharge detection and elimination program to detect and remove illicit connections and discharges to the MS4. Village Staff and our consultant, McMahon Associates, will be developing the initial illicit discharge detection and elimination program over the next 24 months. The program will likely be developed in phases, starting with the ordinance or other regulatory authority. The Village is a member of NEWSC which is a local stakeholders organization. The Village will likely use the NEWSC Illicit Discharge Detection and Elimination Ordinance as a model ordinance. The illicit discharge detection and elimination program will be reviewed by Village Staff and approved by the Village Board prior to implementation. The general public will also be encouraged to participate in program development, implementation and enforcement during public hearings and Village Board meetings.

The illicit discharge detection and elimination program will consist of (1) an ordinance or other regulatory mechanism to prevent and eliminate illicit discharges and connections to the MS4, (2) initial field screening at all major outfalls during dry weather periods, (3) on-going dry weather field screening of outfalls during the term of the permit, (4) procedures for responding to known or suspected illicit discharges, (5) actions to remove illicit discharges from its MS4 system as soon as possible, (6) notification procedures to notify downstream municipalities of any illicit discharges within one working day, and (7) name, title and phone number of the individual(s) responsible for responding to reports of illicit discharges and spills.

The Village's immediate goals are to (1) develop and submit an illicit discharge detection and elimination ordinance to the DNR within 24 months of permit coverage and adopt the ordinance within 30 months of permit coverage, (2) develop and submit illicit discharge response procedures to the DNR within 24 months of permit coverage and implement the procedures within 30 months of permit coverage, (3) complete initial field screening within 36 months of permit coverage, and (4) develop and submit an on-going field screening program to the DNR within 36 months of permit coverage and implement the program within 48 months of permit coverage. As part of the illicit discharge detection and elimination program activities, the Village will develop more detailed measurable goals.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The Village of Kimberly will develop, implement and enforce a construction site pollutant control program to reduce the discharge of sediment and construction materials from construction sites. Village Staff and our consultant, McMahon Associates, Inc., will be developing the construction site pollutant control program over the next 18 months. The program will likely be developed in phases, starting with the ordinance or other regulatory authority. The Village is a member of NEWSC which is a local stakeholders organization. The Village will likely use the NEWSC Construction Site Erosion Control Ordinance as a model ordinance. The construction site pollutant control program will be reviewed by Village Staff and approved by the Village Board prior to implementation. The general public will also be encouraged to particpate in program development, implementation and enforcement during public hearings and Village Board meetings.

The construction site pollutant control program will consist of (1) an ordinance or other regulatory mechanism to require erosion and sediment control at construction sites and establish sanctions to ensure compliance, (2) procedures for construction site inspection and enforcement of erosion and sediment control measures, and (3) procedures for receipt and consideration of information submitted by the public.

The Village's immediate goals are to (1) develop and submit a construction site pollutant control ordinance to the DNR within 18 months of permit coverage and adopt the ordinance within 24 months of permit coverage, and (2) develop and submit construction site inspection and enforcement procedures to the DNR within 18 months of permit coverage and implement the procedures within 24 months of permit coverage. As part of the construction site pollutant control program planning activities, the Village will develop more detailed measurable goals.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The Village of Kimberly will develop, implement and enforce a post-construction site storm water management program to require control of the quality of discharges from areas of new development and redevelopment, after construction is completed. Village Staff and our consultant, McMahon Associates, will be developing the post-construction storm water management program over the next 18 months. The program will likely be developed in phases, starting with the ordinance or other regulatory authority. The Village is a member of NEWSC which is a local stakeholders organization. The Village will likely use the NEWSC Post-Construction Site Storm Water Management Ordinance as a model ordinance. The post-construction site storm water management program will be reviewed by Village Staff and be approved by the Village Board prior to implementation. The general public will also be encouraged to participate in program development, implementation and enforcement during public hearings and Village Board meetings.

The post-construction storm water management program will consist of (1) an ordinance or other regulatory mechanism to regulate post-construction storm water discharges from new development and redevelopment, and (2) procedures that will be used to ensure long-term maintenance of storm water management facilities.

The Village's immediate goals are to (1) develolp and submit a post-construction site storm water management ordinance to the DNR within 18 months of permit coverage and adopt the ordinance within 24 hours of permit coverage, and (2) develop and submit long-term maintenance procedures to the DNR within 18 months of permit coverage and implement the procedures within 24 months of permit coverage. As part of the post-construction site storm water management program planning activities, the Village will develop more detailed measurable goals.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The Village of Kimberly will develop and implement a pollution prevention program. Village Staff and our consultant, McMahon Associates, will be developing the municipal prevention program over the next 24 months. The program will likely be developed in phases, starting with the MS4 storm sewer system map. The Village is a member of NEWSC which is a local stakeholders organization. The Village will likely use various pollution prevention materials developed by NEWSC, particularly training and educational materials. The pollution prevention program will be reviewed by Village Staff and approved by the Village Board prior to implementation. The general public will also be encouraged to participate in program development and implementation during Village Board meetings.

The pollution prevention program will consist of (1) routine inspection and maintenance of municipally owned or opereated structural storm water management facilities, (2) routine street sweeping and cleaning of catch basins with sumps where appropriate, (3) proper disposal of street sweeping and catch basin cleaning waste, (4) road salt or other deicer applications only as necessary to maintain public safety, (5) proper management of leaves and grass clippings, which may include on-site beneficial reuse as opposed to collection, (6) storm water pollution prevention planning for municipal garages, storage areas and other sources of pollution from municipal facilities, (7) application of lawn and garden fertilizers on municipally controlled property, with pervious surfaces over 5 acres each, in accordance with a site-specific nutrient application schedule based on appropriate soil tests, (8) education of municipal and other personnel involved in implementing this program, (9) measures to reduce municipal sources of storm water contamination within source water protection areas, (10) develop and implement a storm water management plan to achieve a 20% and 40% reduction in total suspended solids discharging from the MS4 by March 10, 2008 and March 10, 2013, respectively, (11) evaluation of municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase total suspended solids removal from runoff, (12) assessment of compliance by conducting a pollutant loading analysis using a model such as SLAMM, P8 or equivalent methodology, and (13) develop and maintain a MS4 storm sewer system map.

The Village's immediate goals are to (1) develop and submit a pollution prevention program to the DNR within 24 months of permit coverage and implement the program within 30 months of permit coverage, (2) complete and submit an evaluation of flood control structures / assessment of compliance to the DNR by March 10, 2008 or within 24 months of permit coverage, and (3) develop and submit an MS4 Storm Sewer System Map to the DNR within 24 months of permit coverage. As part of the pollution prevention program planning activities, the Village will develop more detailed measurable goals.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name		Title	
Dave Vander Velden		**Building Inspector**	
Signature			Date Signed 8-16-06
E-mail address **dvandervelden@vokimberly.org**	Telephone Number (include area code) **(920)788-7500**		Fax Number (include area code) **(920)788-9732**

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921