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

Notice of Intent to Apply for Coverage Under WPDES MS4 General Permit No. WI-S050181-1

Form 3400-191 (R 10/14)

Notice: Pursuant to ss. 283.33 and 283.37, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code, this form is used to apply for coverage under Wisconsin Pollutant Discharge Elimination System (WPDES) Municipal Separate Storm Sewer System (MS4) General Permit No. WI-S050181-1. This form and any required attachments constitute the permit application. Personal information collected will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Public Records Laws (ss. 19.31-19.39, Wis. Stats.).

Instructions: Complete all sections of this permit application. 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 MS4 general permit. Information on the MS4 general permit and the MS4 storm water program are available at: http://dnr.wi.gov/topic/stormwater/municipal/. Section 3 of the MS4 general permit contains the compliance schedule that directs 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 Genoa City			
Mailing Address	**City**	**State**	**ZIP Code**
715 Walworth St / PO Box 428	Genoa City	WI	53128-0428
County(s) in which Applicant is located	**Type of Municipality: (check one)**		
Walworth and Kenosha	☐ County ☐ City ☒ Village ☐ Town ☐ Other (specify)		

Section II: Local Contact Information

Name of Municipal Contact Person		Title	
Todd Schiller		Public Works Superintendent	
Mailing Address	**City**	**State**	**ZIP Code**
715 Walworth St / PO Box 428	Genoa City	WI	53128-0428
Email address	**Phone Number (incl. area code)**	**Website address, if available**	
gcpw@sbcglobal.net	(262) 279-5728	www.genoacity.info	

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? (A list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/topic/surfacewater/orwerw.html)
☐	☒	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/topic/impairedwaters/)

Section IV: 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 municipal storm water permit coverage.
☐	☒	Do you believe that the MS4 may be eligible for this potential exemption as described in s. NR 216.023, Wis. Adm. Code?

If yes, please provide documentation supporting a permit exemption including the following (Attach additional pages if necessary):

Total municipal area in square miles

Total municipal population (2010 U.S. census)

MS4 service area within Urbanized Area in square miles

Municipal population within Urbanized Area (2010 U.S. census)

Additional information supporting an exemption under s. NR 216.023, Wis. Adm. Code

Note: Urbanized Area information is available from the USEPA at:

http://water.epa.gov/polwaste/npdes/stormwater/Urbanized-Area-Maps-for-NPDES-MS4-Phase-II-Stormwater-Permits.cfm

Section V: 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.

See attached description.

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.

See attached description.

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.

See attached description.

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.

See attached description.

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.

See attached description.

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.

See attached description.

Section VI: 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
Todd Schiller	Department of Public Works Superintendent

Signature	Date Signed
	1-23-15
Email address	**Phone Number (incl. area code)**
gcpw@sbcglobal.net	262-279-5728

Return this completed form to: Wisconsin Department of Natural Resources
Storm Water Program – WT/3
PO Box 7921
Madison, WI 53707-7921

Responses to Section V
Notice of Intent to Apply for Coverage under WPDES MS4 General Permit No. WIS050181-1
Village of Genoa City
Walworth and Kenosha Counties

Section V: Summary of Municipal Storm Water Program Activities

Regulated municipalities (MS4s) are required to develop and implement the following six storm water management control program elements or best management practices. Collectively, the implementation of the six elements are expected to result in a reduction of pollutants discharged to waterways from storm water runoff. The Village of Genoa City is required to include each of the six elements in its storm water management program to meet the conditions of the MS4 general permit.

A. Public Education and Outreach

The Village intends to enter into an Intergovernmental Cooperative Agreement with the Walworth County Stormwater Workgroup to develop a partnership to educate and inform residents, businesses, and visitors about their role in in protecting the County's water resources, including Nippersink Creek located with the Village. Walworth County entered into an Urban Storm Water Planning grant agreement with the WDNR to finance these activities that will be developed by the Workgroup. Specific activities will be the development of a formal public information and outreach plan that will include the elements listed in Section 2.1 of the MS4 general permit. Measurable goals will include identifying targeted audiences, messages, and strategic ways to reach residents, businesses, developers, visitors, and youth. The first Workgroup meeting was held on August 20, 2014, at the Walworth County Land Use and Resource Management Department Offices. The next meeting is anticipated to be held in the first quarter of 2015.

Other public education and outreach activities supported by the Village include: distributing educational materials to schools, business owners, and operators; and posting relevant information on the Village's website www.genoacity.info and Facebook page https://www.facebook.com/pages/Genoa-City-Wisconsin/109166315775529.

B. Public Involvement and Participation

The Village will seek volunteer assistance from within the community to perform activities, which may include stream cleanup, wetland plantings, and storm drain stenciling. Volunteers will be recruited by contacting local schools and by posting notices on the community bulletin board and social media.

C. Illicit Discharge Detection and Elimination

As part of the Intergovernmental Agreement with the County, the Village will receive assistance with promulgating rules for the detection and elimination of illicit discharges within its municipal boundary. A model ordinance will be developed and provided to the Village. In turn, the Village will adopt this ordinance, which may include prohibiting new and illicit connections, requiring mandatory inspections of new buildings, allowing entrance into private buildings for the purpose of conducting tests, and field screening requirements of major outfalls. Records will be kept of the number of new buildings

inspected, illegal dump cleanups completed, illicit connections found and repaired/replaced, overflows reported and repaired, and dry weather monitoring activities performed.

D. Construction Site Pollution Control

As part of the Intergovernmental Agreement with the County, the Village will develop an ordinance to address construction site runoff control. Records will be maintained on the number of permits issued, a description of the land disturbing activities permitted, inspections, and the number and description of enforcement actions. Additionally, Village employees will be trained on construction site erosion control and storm water management. This will be accomplished by the County and/or WDNR staff scheduling site inspections with the local erosion control inspectors to perform onsite training. The WDNR has also offered to set up a training day with the Walworth County Stormwater Workgroup. As an alternative to onsite training, NASECA offers erosion control training certification workshops.

E. Post-Construction Site Storm Water Management

As part of the Intergovernmental Agreement with the County, the Village will develop and adopt an ordinance to address post-construction runoff and modify zoning codes that regulate development in accordance with the revised WDNR Model Storm Water Management Ordinance and Act 20. The Village will also develop long-term maintenance procedures. Additionally, Village employees will be trained on storm water management.

F. Pollution Prevention

Pollution prevention and good housekeeping measures will be implemented to ensure the reduction of the type and amount of pollution that collects on municipal roadways, parking lots, open spaces, and storage and vehicle maintenance areas. A storm water pollution prevention program will be formally prepared and adopted to include all of the elements listed in section 2.6 of the MS4 general permit. This program will include:

- Roadway deicing information as required in 2.6.5 of the MS4 general permit.
- Street sweeping methods, locations and schedule.
- Management of leaves and grass clippings.
- Nutrient management practices and recommended adjustments if required to comply with the WDNR Technical Standard for Turf Nutrient Management.
- Education and training of appropriate Village staff to insure good housekeeping and pollution prevention.

Additional WPDES MS4 General Permit Conditions and Requirements

The Village applied for the WDNR Urban Nonpoint Source & Storm Water (UNPS&SW) Program Planning Grant. Genoa City ranked 10 out of 27 applicants, so it is likely that the Village will receive funding for planning activities completed during the years 2015 and 2016. With this funding, the Village will evaluate the condition of Village-owned and operated flood control facilities and prepare an assessment of compliance using WinSLAMM to meet the requirements of section 2.7; and will survey and develop a GIS storm sewer system map and MS4 map to meet the requirements of section 2.8 of the general permit.