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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			
City of Platteville			
Mailing Address	City	State	ZIP Code
75 N. Bonson Street PO Box 780	Platteville	WI	53818-0780
County(s) in which Applicant is located	Type of Municipality: (check one) ☐ County ☒ City ☐ Village ☐ Town ☐ Other (specify)		
Grant			

Section II: Local Contact Information

Name of Municipal Contact Person		Title	
Howard B. Crofoot, P.E.		Director of Public Works	
Mailing Address	City	State	ZIP Code
75 N. Bonson Street PO Box 780	Platteville	WI	53818-0780
Email address	Phone Number (incl. area code)	Website address, if available	
crofooth@platteville.org	608-348-9741 x 2240	www.platteville.org	

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):

RECEIVED

Total municipal area in square miles

Total municipal population (2010 U.S. census)

JAN 28 2015

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. Co

WT/3 - WY/3 - OGL/3

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 Pages reference Section 2.1

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 Pages reference Section 2.2

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 Pages reference Section 2.3

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 Pages reference Section 2.4

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 Pages reference Section 2.5

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 Pages reference Section 2.6

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
Larry Bierke	City Manager
Signature: Larry Bierke	Date Signed: 1-26-15
Email address: citymanager@platteville.org	Phone Number (incl. area code): 608-348-9741 x2222

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

Additional Pages for DNR Form 3400-191

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Section V: Summary of Municipal Storm Water Program Activities

All activities below assume that the Start Date identified in Table 1 Compliance Schedule of WPDES Permit No. WI-S050181-1 is March 1, 2015. If the Start Date is earlier than March 1, 2015, the dates shall be adjusted accordingly.

A. Public Education and Outreach (Section 2.1): The City of Platteville shall submit a public education and outreach plan to the WI DNR by August 31, 2016 and implement no later than February 28, 2017. The City of Platteville works closely with the University of Wisconsin - Platteville in many areas. According to the 2010 census, the City has over 50% of its housing units as rental units - primarily for University students. We intend to collaborate with the University to place educational materials on both the City and University websites, social media and other public outlets including the local public access cable TV channel. In the past we have used students to assist with promotional flyers on storm water. We intend to re-use those flyers and insert them in water bills at least annually. In conjunction with the University, we intend to hold public information sessions at City Hall and at the University on storm water.

B. Public Involvement and Participation (Section 2.2): The City of Platteville shall submit a public involvement and participation plan to the WI DNR by August 31, 2016 and implement no later than February 28, 2017. The City of Platteville works closely with the University of Wisconsin - Platteville in many areas. University and public school children in the past have stenciled storm drains in different areas of the City. We will encourage groups to continue these activities. The University Senior Civil Engineering design groups have done storm water related projects in the past and will be encouraged to continue such efforts in the future. The Platteville Common Council has semi-monthly meetings. At each meeting there is an Agenda item where members of the public are encouraged to provide comments on topics related to City government. This is an excellent way for any citizen to comment on storm water related topics. During the budget process, the Common Council holds a number of worksessions

prior to holding a Public Hearing on the budget. Storm water management activities will be explained and budgeted for the upcoming calendar year and the public has the opportunity to provide input to the process.

C. Illicit Discharge Detection and Elimination (Section 2.3):

a. Illicit Discharge Ordinance: The City of Platteville shall develop and submit to DNR for approval an Ordinance based on the DNR sample Ordinance no later than February 28, 2017 and begin enforcement of the Ordinance by August 31, 2017.
b. Illicit Discharge initial field screening: As part of implementing a GIS, the City of Platteville shall submit a MS4 map under Section 2.8 no later than February 28, 2017. The City will use this map to make its initial field screening of all outfalls no later than February 28, 2018.
c. Illicit Discharge on-going field screening: The City of Platteville shall perform ongoing field screenings annually in accordance with DNR requirements beginning on February 28, 2019.
d. Illicit Discharge response procedures: The City of Platteville shall develop illicit discharge response procedures for approval by the DNR no later than February 28, 2017 and implement the procedures no later than August 31, 2017.

D. Construction Site Pollution Control (Section 2.4):

a. Construction Site Pollutant Control Ordinance: The City of Platteville currently has a Construction Site Pollutant Control Ordinance. The City shall review the current Ordinance and update as necessary to meet the newest version of sample DNR ordinances. The reviewed and revised Ordinance shall be submitted to DNR for approval no later than August 31, 2016. Implementation shall be effective no later than February 28, 2017.
b. Construction Site Pollutant Control Site Inspection and Enforcement Procedures: The Building Inspector currently performs the inspection and enforcement procedures for the City of Platteville. The City of Platteville shall review current site inspection and enforcement procedures, make changes if needed and submit to the DNR for approval no later than August 31, 2016. Implementation shall be effective no later than February 28, 2017.

E. Post-Construction Site Storm Water Management (Section 2.5):

a. Post-Construction Site Storm Water Management Ordinance: The City of Platteville shall develop and submit to DNR for approval an Ordinance based on the DNR sample Ordinance no later than August 31, 2016. Implementation shall be effective no later than February 28, 2017.
b. Post-Construction Site Storm Water Management Long Term Maintenance Procedures: The City of Platteville shall develop procedures for the inspection and maintenance of storm water management facilities and submit to the DNR for approval no later than August 31, 2016. Implementation shall be effective no later than February 28, 2017.

F. Pollution Prevention (Section 2.6): The City of Platteville shall develop a pollution prevention program for all municipally owned facilities and submit to DNR for approval no later than February 28, 2017. Implementation shall be effective no later than August 31, 2017.