

ARR040000 Recertification Notice of Intent for Regulated Small Municipal Separate Storm Sewer Systems (MS4s) General Permit

version 1.17

(Submission #: HQ4-FSK2-F9X3X, version 1)

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Details

AFIN 88-00867
Submission ID HQ4-FSK2-F9X3X
Submission Reason Renewal

Form Input

Permit Information

Recertification Instruction

Please review all fields carefully for typos or inaccurate information. If the information in the corresponding field is incorrect, please update the corresponding field with the correct information by typing over the existing information.

If the Permittee (Legal Name) changes, you will need to also submit a permit transfer form.

The update SWMP must be submitted in accordance with the permit.

Permittee (Legal Name)

The permittee means any person (an individual, association, partnership, corporation, municipality, state, or federal agency) who has the primary management and ultimate decision-making responsibility over the operation of a facility or activity.

Permit No.
ARR040039

AFIN
88-00867

Permittee (Legal Name)
City of White Hall

Site Contact Person

Contact Person Information

First Name Last Name
Jeff May

Title
Deputy Mayor

Phone Type **Number** **Extension**
Business 870-247-2399

Email
Jeff.may@whitehallar.org

Urbanized/Core Areas

Pine Bluff

Receiving Stream

Caney Bayou

Is this MS4 identified on the list of the EPA approved Total Maximum Daily Loads (TMDL)?

NO

From our database, the Responsible Official are listed in the following

Responsible Official First Name

Honorable Noel

Responsible Official Last Name

Foster

Responsible Official Title

Mayor

Did the Responsible Official Change?

No

Please provide the Responsible Official Email Address

noel.foster@whitehallar.org

From our database, the Cognizant Official are listed in the following

Cognizant Official First Name

Honorable Noel

Cognizant Official Last Name

Foster

Cognizant Official Title

Mayor

Did the Cognizant Official Change?

No

Please provide the Cognizant Official Email Address

noel.foster@whitehallar.org

Mailing Address

PO BOX 20100

WHITE HALL, AR 71612

Is the invoice address the same as the mailing address?

Yes

Attach Updated SWMP and Updated Storm Sewer System Map

[Storm Water Mangt. Plan.pdf - 06/18/2024 02:54 PM](#)

[DRAINAGE BASIN MAP.pdf - 06/18/2024 02:55 PM](#)

Comment

NONE PROVIDED

Stormwater Management Plan



*City of White Hall, Arkansas
101 Parkway Drive
P.O. Box 20100
White Hall, AR 71612*

Permit No. AR040039
AFIN No. 88-00867

Revised: November 11, 2024

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Attachment A	SWMP Schedule of Control Measure Activities Chapter 53:
Attachment B	Storm Water Regulations-Ordinance 379
Attachment C	Southeast Arkansas Urban Stormwater Program 2018 Report

I. Introduction

The Stormwater Phase II Final Rule was promulgated by the EPA and became effective in 1999.

II. Program Summary

Polluted Stormwater runoff often finds its way into the storm drain system. These drainage systems, known as Metropolitan Separate Storm Sewer System (MS4s), drain into the local rivers and streams without any treatment. The Phase II Rule established an MS4 stormwater management plan that seeks to improve the water quality in the nation's waterways by reducing the amount of polluted runoff that enters the system, thereby the local waterways. Water picks up pollutants such as motor oil and grease, erosion sediment from construction sites, improperly disposed of trash, lawn pesticides and fertilizers, and even cigarette butts as it moves across the surface of land making its way to the storm drain inlet or drainage ditch. Once this accumulated material makes its way to the local waterways, it has the ability to degrade the waterways, thereby reducing the ecological quality of the water. This may ultimately reduce the waterway's value as a recreational resource or as a source of potential drinking water.

III. Phase II Program Requirements

Operations of regulated small MS4s must:

- Apply for National Pollutant Discharge Elimination System (NPDES) permit coverage under general permit number ARR 40000.
- Develop a Stormwater Management Program (SWMP) which includes the six (6) minimum control measures.
- Implement the SWMP using appropriate stormwater management controls, or "best management practices" (BMPs).
- Develop measurable goals for the program.
- Periodically evaluate the effectiveness of the program.

This SWMP seeks to improve the quality of storm runoff before it enters the storm drain system, and thus the local waterways. White Hall recognizes the need to improve water quality as required by the Phase II Rule. However, due to limited financial resources and budget constraints, White Hall may at times not be able to fully meet all annual goals outlined in this SWMP due to unforeseen economic conditions and budget constraints.

IV. The Six Minimum Control Measures

The Phase II Rule outlines a small MS4 stormwater management program which contains six (6) required elements which, when executed together, should significantly reduce the amounts of pollutants which ultimately enter the area waterways. These six (6) elements are described as follows:

1. Public Education and Outreach

Distribute educational materials and perform outreach activities to inform citizens about the negative impacts of polluted stormwater on area waterway quality.

2. Public Participation/Involvement

Provide opportunities for citizens to participate in program development and implementation, including providing effective notice hearing and/or encouraging citizen representatives on a stormwater management panel.

3. Illicit Discharge Detection & Elimination

Develop and implement a plan to detect and eliminate illicit discharges to the storm sewer system (includes the development of a system map and informing the community about hazards associated with illegal discharges and improper disposal of waste).

4. Construction Site Runoff Control

Develop, implement, and enforce when possible, an erosion and sediment control program for construction that disturbs one or more acres of land (controls could include, e.g., silt fences and temporary stormwater detention ponds).

5. Post-Construction Runoff Control

Develop, implement, and enforce when possible, a program to address discharges of post-construction stormwater runoff from new development and redevelopment areas. Applicable controls could include preventative actions such as protecting sensitive areas (e.g. wetlands) or the use of structural BMPs such as grassed swales or porous pavement.

6. Pollution Prevention/Good Housekeeping

Develop and implement a program with the goal of preventing or reducing pollutant runoff from municipal operations. The program must include municipal staff training on pollution prevention measures and techniques (e.g. regular street sweeping, reduction in the use of pesticides or street salt, or frequent catch basin cleaning).

MINIMUM CONTROL MEASURES

1. Public Education and Outreach

BMP's to address Public Education and Outreach in White Hall

- A. **Stormwater Education Material** - The UA Cooperative Extension Service, with assistance from White Hall, will prepare and distribute stormwater information to the general public, public and private schools, and other groups to inform them of stormwater issues.

- B. **Regional Public Education Program** -The City of White Hall will actively participate in maintaining a regional public education and outreach program involving Jefferson County, Pine Bluff, and White Hall in a cooperative manner through a contract with the UA Cooperative Extension Service to develop and implement the program. The methods may include fact sheets, brochures, posters, displays, press releases, PSAs, and/or website postings as appropriate. This effort will also educate the public on pollution prevention activities such use and storage of fertilizers; proper use and storage of pesticides; pet waste management; disposal of household hazardous waste; managing yard debris and composting; water conservation; litter prevention; and many others as well as provide training to construction personnel to reduce pollution.

- C. **Stormwater Education Program** - The UA Cooperative Extension Service, with assistance from White Hall, will develop and present education programs for elementary schools and other targeted groups within the community, such as local area service organizations.

- D. **Business and Industry Program** -The UA Cooperative Extension Service, with assistance from White Hall, will prepare and distribute Best Management Practice (BMP) materials and other informational brochures and fact sheets that businesses and industry can use to better manage their own stormwater-related issues and design and implement plans to reduce pollution into the stormwater system.

- E. **Inter-Agency Outreach Coordination** -The UA Extension Service facilitates an Urban Stormwater Steering Committee. This committee meets at the UA Cooperative Extension Service offices to discuss ongoing efforts, hear progress, and develop new strategies related to the minimum control measures that the UA Cooperative Extension Service staff assist the member agencies with. Committee members include Jefferson County, Pine Bluff, White Hall, and University of Arkansas at Pine Bluff, and the Pine Bluff/Jefferson County Clean & Beautiful Commission.

Responsible Parties

University of Arkansas Cooperative Extension Service White Hall

Summary of Measurable Goals

UA Cooperative Extension Service Staff may use a combination of public events, periodic neighborhood surveys, and consulting with community and citizen group leaders to obtain public feedback on specific education and outreach efforts. The specific goals identified in the contract agreement will be described in detail in the Extension Service's Annual Report to the City of White Hall, which will be included as an attachment to the City's Annual Report.

Performance Standards. The stormwater public education and outreach program shall include more than one (1) mechanism and target at least five (5) different stormwater themes or messages over the permit term. At a minimum, at least one (1) theme or message shall be targeted to the land development community. For non-traditional MS4s, the land development community refers to landscaping and construction contractors working within its boundaries. The stormwater public education and outreach program shall reach at least fifty (50) percent of the population over the permit term.

2. Public Involvement/Participation

BMP'S to address Public Involvement/Participation in White Hall

- A. **Regional Public Involvement/Participation in White Hall** - White Hall will participate, when possible, in maintaining a regional public involvement/participation program involving Jefferson County, Pine Bluff, and White Hall in a cooperative manner through a contract with the UA Extension Service to provide means to carry out the program. This plan is coordinated by the UA Cooperative Extension Service and is guided by the Urban Stormwater Steering Committee.

As mentioned in the first minimum control measure, this committee coordinates the actions undertaken by its members and the UA Cooperative Extension Service Staff to use the materials and strategies created and identified during the implementation of the first minimum control measure to effectively engender public involvement in the City's stormwater management plan (SWMP) and policy development.

- B. **Public Meetings** -- With the assistance of the UA Cooperative Extension Services, White Hall will conduct public interest meetings to inform the various interest groups about stormwater issues.
- C. **County-Wide Clean Day** -- The UA Cooperative Extension Service will work with White Hall and the Pine Bluff/Jefferson County (PBJC) Clean & Beautiful Commission to establish and implement a fall and spring county-wide program with emphasis placed on cleaning up the stormwater system.

- D. **Public Review of the SWMP**- White Hall has posted a notice in City Hall that states the draft Stormwater Management Plan (SWMP) is available for viewing in the Office of Emergency Management and invites public review and comment on it. The address and telephone number of the office are provided for the public if there are questions and/or comments regarding the plan.

Responsible Parties

University of Arkansas Cooperative Extension Service
City of White Hall
Pine Bluff, Jefferson County Clean & Beautiful Commission

Summary of Measurable Goals

The public will be provided with opportunities to provide their input into the stormwater management program. They have been invited to review and comment on the draft SWMP which has been posted at White Hall City Hall. The University of Arkansas County Extension Service will work with the PB/JC Clean & Beautiful Commission to schedule citizen participation in the annual spring and fall clean-ups in the city.

Performance Standards. The stormwater public involvement/participation program shall include at least five (5) public involvement activities over the permit term.

3. Illicit Discharge Detection & Elimination

- A. **Stormwater Drainage Map** - White Hall currently has a map prepared by McClelland Engineers showing the storm drainage system and targeted outfalls of the existing stormwater drainage system. This map will be analyzed and areas of the city will be characterized by the age of their storm sewer system. This will provide a method of prioritizing where to inspect first. The system map will be used to trace illicit discharges back to their source.
- B. **Locate Problem Areas** - White Hall will identify priority areas for detailed screening of the system based on the likelihood of illicit connections. In addition to older areas, GIS zoning layers identify the industrial areas of the city that may have a higher likelihood of illicit discharges.

Dry Weather Outfall Screening - White Hall will develop the procedures and documentation process needed to perform dry weather screening for storm drainage system outfall mapping and inventory efforts. Each outfall will be screened visually to determine if a dry weather discharge exists or if there is an indication that contaminated discharge existed in the past. Any suspect discharge will be reported to the City of White Hall which will take the appropriate actions to eliminate them. The city may also use wastewater treatment or third-party laboratories for testing samples suspected to be illicit discharges.

- C. **Review and revise, if necessary, the city's ordinance to reflect current legal requirements** - White Hall will conduct a review of the current city ordinance as it relates to the most current Phase II requirements. Any necessary amendments will be prepared and presented to the City Council for adoption.
- D. **Public Awareness of Hazards Associated with Illicit Discharges** -The University of Arkansas Cooperative Extension Service will proceed with the implementation of its Stormwater Education Program Tasks and Objectives. The BPA recognizes the importance of educational outreach to public employees, businesses, property owners, the general community, and elected officials regarding ways to detect and eliminate illicit discharges. The city executes various efforts such as coordinating volunteers for creek and roadside ditch clean-up efforts regularly during the year. The city works with the UA Cooperative Extension Service to develop and distribute informative brochures explaining the importance of avoiding illegal discharges into the storm sewer system and area waterways.
- E. **Enforcement of Illicit Stormwater Discharge Regulations** - The City of White Hall when possible, will perform inspections on all reported incidents, and violation notices will be issued. The city uses both educational efforts and working with the discharger to resolve the problem. Where necessary, the stormwater ordinance allows for the issuance of citations and fines as a result of continued violations of the illicit discharge ordinance.

Responsible Parties

City of White Hall

UA Cooperative Extension Service

Summary of Measurable Goals

The Annual Report will include the following:

1. Progress report on the production of the stormwater drainage system map.
2. A list of any ordinance changes, with copies of amended ordinances that have been undertaken to comply with Phase II EPA rules regarding stormwater.
3. A list of all illicit discharges were identified.
4. Copies of all violation notices were sent.
5. A list of all illicit discharges eliminated.

Performance Standards. The stormwater illicit discharge detection and elimination program shall include dry-weather screening of all stormwater outfalls located in the MS4's coverage area at the time of this permit coverage over the permit term. Only those outfalls draining undeveloped watersheds do not need to be screened for illicit discharges. The storm sewer system map shall be updated annually as needed for changes occurring in the MS4's coverage area boundaries at the time of permit

coverage.

4. Construction Site Stormwater Runoff Control

- A. **Stormwater Permit Required-** A city permit will be required for construction site activities and those activities associated with excavation, grading, and removal of trees and vegetation. The permit shall be required for only those sites where one (1) acre or more of the land is disturbed. (A copy of the complete ordinance governing stormwater is included in Appendix B of this Plan). The permit will only be issued after a review of the required documents as indicated in the stormwater ordinance.
- B. **Site Plan Review Required -** Construction plans that are submitted for city approval will be reviewed to determine whether or not they will result in the disturbance of one acre or more of land. The stormwater permit shall be required for only those sites where one (1) acre or more of the land is disturbed. The permit application for sites between one (1) acres and five (5) acres shall consist of a copy of the Notice of Intent (NOI) filed with the Arkansas Department of Environmental Quality (ADEQ) and a copy of the Stormwater Pollution Prevention Plan (SWPPP) for the construction site that meets ADEQ and the city's BMPs as determined by the program administrator. The city permit application for sites of five (5) acres or more shall consist of documentation that ADEQ has approved the construction site SWPPP and that a copy of said plan and documentation is submitted to the program administrator along with documentation of complying with the city BMP's practices and procedures as determined by the program administrator.
- C. **Inspection Procedures -** Inspections when possible will be performed on a monthly basis for active construction sites with White Hall Stormwater Permits. Sites in violation will be notified by the program administrator. All inspections will be based on the SWPPP which is on file with the city as a condition for issuance of a stormwater permit. Sites which disturb over five acres in size will be prioritized for inspection.
- D. **Enforcement-** Whenever the program administrator finds that an organization has violated a prohibition or failed to meet a requirement of this article, the program administrator may order compliance by written notice of violation to the responsible person. The notice will describe the steps required to bring the site into compliance.
- E. **Sanctions -** In the event a construction site fails to properly implement the required BMPs as outlined in its SWPPP, the program administrator will contact the responsible party and provide written notice of the deficiencies. Should identified problems remain uncorrected, the program administrator may issue a citation to the responsible party.

- F. **Create and/or adopt a Best Management Practices (BMP) manual-** This manual will be developed for the use of contractors in the preparation of their Stormwater Pollution Prevention Plans (SWPPPs) for applicable construction sites. This manual shall include BMPs for the control of construction site waste, concrete truck washouts, chemicals, litter, and sanitary waste.
- G. **Information Submitted by the Public** -The public is provided the opportunity to review stormwater-related information such as the city's Stormwater Ordinance and Stormwater Management Plan (SWMP) that are maintained at the City of White Hall. A telephone number is provided for public inquiries and comments are requested in writing to be sent to the City of White Hall address.

Responsible Parties

City of White Hall

Summary of Measurable Goals

The annual Report will include the following:

1. The number of projects receiving stormwater permits
2. Number and frequency of site inspections
3. Number of violation letters issued
4. An update on the progress of a BMP manual
5. Number of enforcement actions taken
6. Number of complaints received and number inspected
7. Number of Stop Work orders issued
8. Number of Citations issued
9. Include the Stormwater Program Administrator's contact information in the Annual Report

Performance Standards. The construction site stormwater control program shall include pre-construction site plan reviews (reviews of construction site Stormwater Pollution Prevention Plans) of 100 percent of projects from construction activities that NPDES Permit No.: ARR040000 Page 9 of Part 3 results in a land disturbance of greater than or equal to one (≥ 1) acre. These applicable sites shall be inspected at least on a monthly basis to ensure compliance.

5. **Post-Construction Stormwater Management for New Development and Redevelopment**

- A. **Site Plan Review Required** - Screen plan review submittals for those projects that propose disturbance of one acre or more of ground. These projects will be subject to the issuance of a stormwater permit and review for the use of appropriate post-construction BMPs.
- B. **Post-Construction Program** - Develop procedures and/or ordinances where needed to require that all post-development BMPs are installed, maintained, and operated properly. City code and policies will be reviewed with the goal of seeking ways to encourage infill development in areas where infrastructure, including storm sewer systems, is already in place. This review will consider ways to direct development away from various sensitive water bodies that surround White Hall. The post-construction program will require, as part of the pre-construction site plan review for all applicable projects that all required pre-construction controls are installed and that long-term operation and maintenance (O&M) agreements are in place.
- C. **Pre-Construction Enforcement** - Develop and implement an enforcement program to inspect stormwater facilities to ensure compliance. The enforcement will entail physical inspection of BMPs as well as enforcement of all O&M agreements in effect.

Responsible Parties

City of White Hall

Summary of Measurable Goals

The annual Report will include the following:

The MS4 annual report shall document the following: (1) the number of applicable sites in the jurisdiction requiring post-construction controls, (2) the number of pre-construction site plan reviews performed, (3) the number of inspections performed to ensure as built per requirements, (4) compliance rates with MS4 requirements, and (5) number of long-term operation and maintenance (O&M) plans developed and agreements in place.

Performance Standards. The post-construction SWMP shall include a pre-construction site plan review (for compliance with local requirements for post-construction management of stormwater) of 100 percent of projects from construction activities that result in a land disturbance of greater than or equal to one (≥ 1) acre to ensure that required controls are designed per requirements. These applicable sites shall be inspected to ensure that controls are installed per requirements. The program shall NPDES Permit No.: ARR040000 Page 11 of Part 3 also ensures that long-term operation and maintenance (O&M) plans are developed and agreements are in place for all applicable sites.

Low Impact Development. White Hall will evaluate their existing codes and planning procedures to remove impediments to low-impact development and green infrastructure. The Department also encourages municipalities to evaluate proposed developments using green infrastructure for waivers from local requirements in their community planning process. The operator must include information on efforts to identify and remove impediments to LID in the postconstruction program element of the Annual Report covering the 4th year of this renewal permit term.

6. Pollution Prevention/Good Housekeeping for Municipal Operations - BMPs

- A. **City Operations Assessment** - Conduct an evaluation of city operations, where applicable, to determine what improvements can be made to reduce illicit stormwater discharges. Such discharges could include detergents and other cleansers in car or truck washing operations, fertilizer or pesticides from landscape maintenance functions, and oil, gasoline, antifreeze, and other products associated with vehicle maintenance functions.
- B. **Annual Employee Training**- With UA Extension Service assistance, employees will be provided with training to make them aware of methods for improving City operations to reduce illicit stormwater discharges. In other words, they will be instructed in best management practices (BMPs) relevant to their work functions. Training will be conducted on an annual basis.
- C. **Roadway Operations and Maintenance Program** - The City of White Hall Public Works oversees the cleaning out of ditches to remove sediment and debris in order to maintain their proper functioning. They also manage the cleaning and maintenance of city streets.

Responsible Parties

City of White Hall Cooperative
Extension Service

Summary of Measurable Goals

The annual Report will include the following:

1. Report on review of department operations policies and procedures
2. Manuals when they become available
3. Records of annual employee training sessions regarding best management practices (BMPS) applicable to departmental operations.

Performance Standards. The pollution prevention/good housekeeping program shall include, at a minimum, an annual employee training for all eligible employees. An eligible employee is a new or veteran employee whose day-to-day work activities have the potential to impact stormwater quality. MS4s shall evaluate all current municipal-owned facilities to ensure that industrial general stormwater permit coverage (ARR000000), if needed, is obtained. This evaluation shall be included in the first annual report. Annual inspections for all municipal facilities not requiring industrial

stormwater permit coverage are required for municipal facilities performing maintenance activities on mechanical equipment, facilities with fueling stations, facilities involved in waste storage, transfer, or recycling, and facilities with material NPDES Permit No.: ARR040000 Page 13 of Part 3 stockpiles, and facilities storing fertilizers or pesticides. The operation and maintenance program shall include appropriate procedures, controls, maintenance schedules, and recordkeeping to address Part 3.2.6.3.3 of this permit.

Low Impact Development. White Hall will evaluate their existing codes and planning procedures to remove impediments to low-impact development and green infrastructure. The Department also encourages municipalities to evaluate proposed developments using green infrastructure for waivers from local requirements in their community planning process. The operator must include information on efforts to identify and remove impediments to LID in the postconstruction program element of the Annual Report covering the 4th year of this renewal permit term.

Floodplain Management: White Hall will evaluate floodplain management projects and incorporate any necessary additional water quality protection measures. White Hall will ensure that new flood management projects are assessed for impacts on water quality.

V. Legal Authority

City of White Hall Ordinance No. 379

White Hall Storm Water Ordinance

This ordinance shall only apply to the incorporated area of White Hall that is located in the Pine Bluff-White Hall Urbanized Area as defined by the U.S. Census Bureau's 2000 Census (see attached map). The purpose of this ordinance is to regulate discharges to the stormwater drainage system in the City of White Hall's incorporated urbanized area as required by federal and state law. This ordinance establishes methods for controlling the introduction of pollutants into the separate storm sewer system (MS4) in order to comply with the requirements of the National Pollutant Discharge Elimination System (NPDES) Phase II permit process. The objective of this ordinance is:

- a) To regulate the contribution of pollutants to the separate storm sewer system by stormwater discharges by any user.
- b) To regulate dust, silt and other construction site-point pollution.
- c) To prohibit illicit connections and discharges to the separate stormwater system.
- d) To establish legal authority and penitent fee to carry out inspections, surveillance and monitoring procedures necessary to ensure compliance with this ordinance.
- e) To establish and collect fees for services provided for education, maintenance and construction of the city's stormwater systems.