



Stormwater Narrative

September 2022

Table of Contents

1 Introduction 3
Permitted MS4 Area..... 3
Receiving Streams..... 4
 Total Maximum Daily Loads (TMDLs) 4
Organizational Chart 5
2 Town Stormwater Services 5
Regulatory Enforcement and Stormwater Ordinance 5
 Stormwater Permits 5
 Town Stormwater Ordinance..... 6
 Erosion and Sediment Control 6
Partnerships 6
 Cape Fear River Watch..... 6
 Clean Water Education Partnership..... 6
Town Public Education and Outreach..... 6
 Town Newsletter and Social Media 7
 Town Parks and Recreation Department Events 7
 Hurricane Expo..... 7
 Stormwater Management Webpage and Hotline 7
Inspections Program 7
Operations and Maintenance 7
 Town Owned Stormwater Infrastructure 7
 Privately Owned Stormwater Infrastructure 7
 Street Sweeping 7

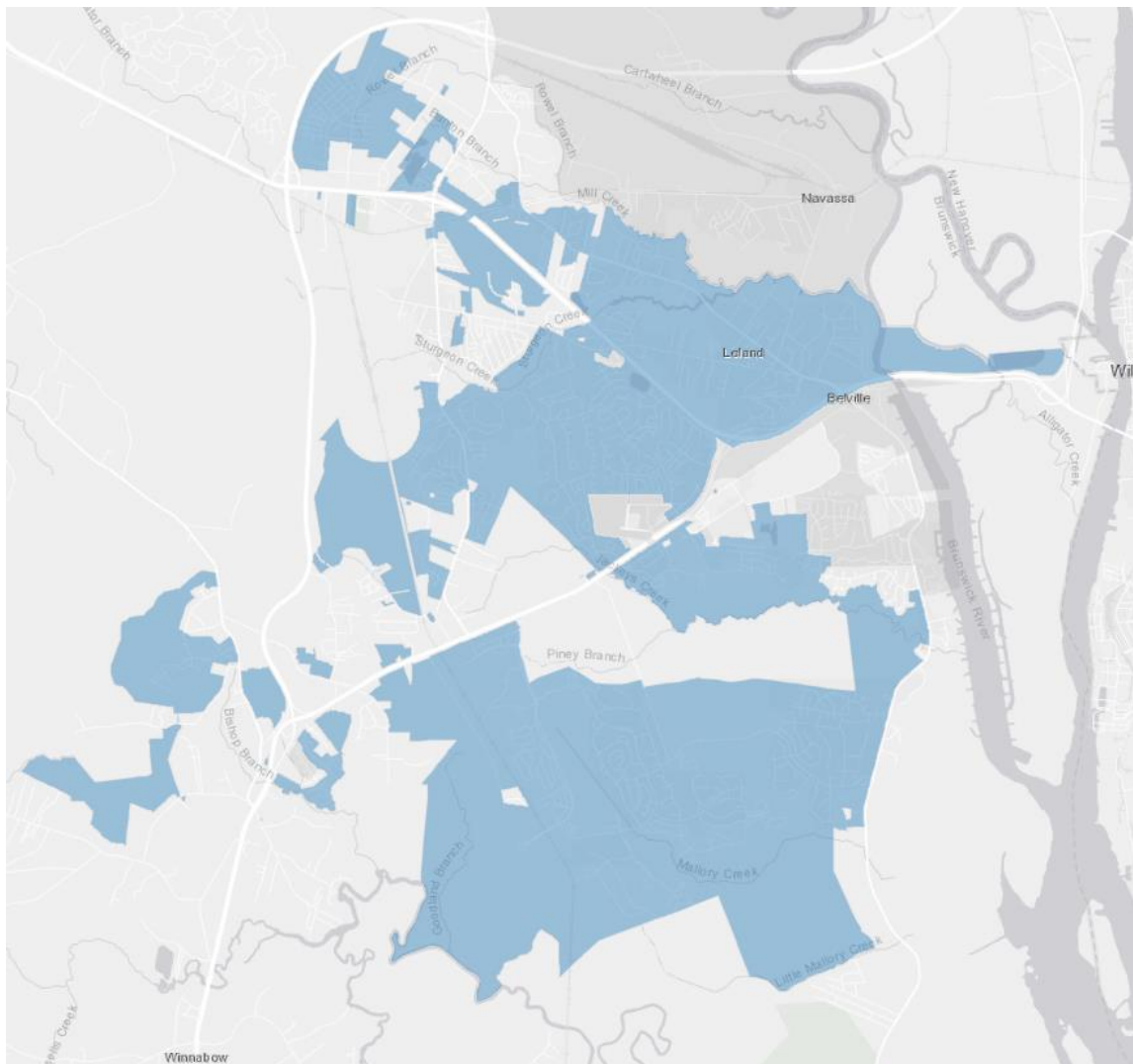
1 Introduction

The Town of Leland (Town) is a permitted North Carolina Department of Environmental Quality (NCDEQ) Phase II Municipal Separate Storm Sewer System (MS4) program. This permit covers activities associated with the discharge of stormwater from the MS4 as owned and operated by the Town and located within the corporate limits of the Town.

The Town's Stormwater Narrative states the stormwater services the Town conducts, implements, and enforces as part of the MS4 permit.

Permitted MS4 Area

The map below shows the corporate limits of the Town as of the date of this document, which spans 21.87 miles. Based on 2020 US Census data, Leland's population is 22,908.



Receiving Streams

The Town MS4 is located within the Cape Fear River Basin and discharges directly into receiving waters as listed in Table 1 below.

Table 1: Summary of MS4 Receiving Waters

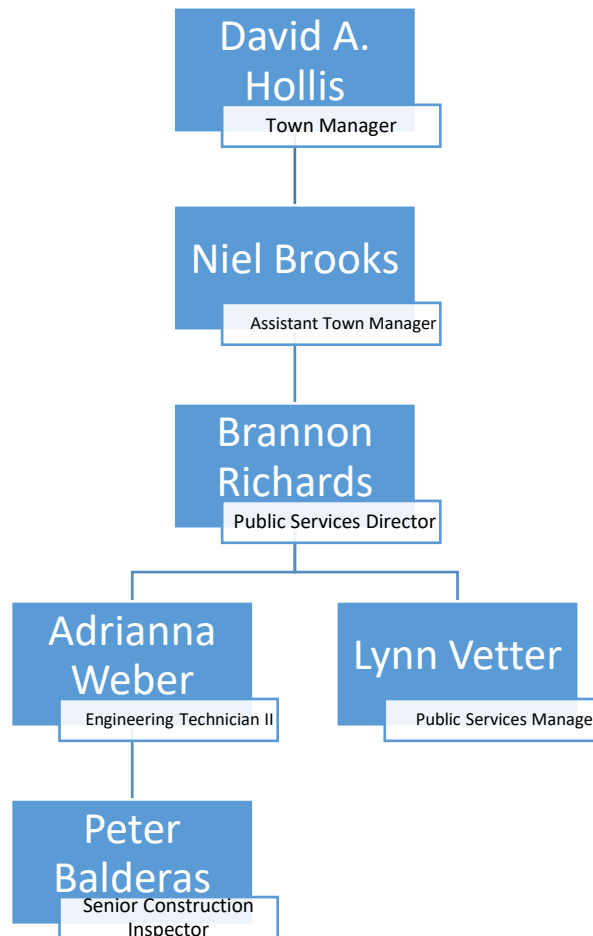
Receiving Water Name	Stream Index / AU Number	Water Quality Classification	303(d) Listed Parameter(s) of Interest
Alligator Branch	18-66-4	C;Sw	
Rowell Branch	18-77-1-1-1	C;Sw	
Banton Branch	18-77-1-1-2	C;Sw	
Mill Creek	18-77-1-1	C;Sw	
Sturgeon Creek	18-77-1	C;Sw	Hexavalent Chromium Fish Tissue Advisory, Arsenic Fish Tissue Advisory
Brunswick River	18-77	SC	Hexavalent Chromium Fish Tissue Advisory, Arsenic Fish Tissue Advisory, Dissolved Oxygen, pH
Jackeys Creek	18-77-3	C;Sw	
Piney Branch	18-77-3-1	C;Sw	
Morgan Branch	18-81-7	C;Sw	
Bishops Branch	18-81-7-1	C;Sw	
Town Creek	18-81	C;Sw	
Goodland Branch	18-81-8	C;Sw	
Mallory Creek	18-78	C;Sw	
Little Mallory Creek	18-78-1	C;Sw	
Beaverdam Swamp	18-81-3	C;Sw	

Total Maximum Daily Loads (TMDLs)

There are no identified TMDLs for the Town MS4 receiving waters.

Organizational Chart

The Town’s MS4 program is administered and enforced by the Public Services Department. The Public Services Department houses the stormwater division, grounds division, streets division, facilities division, and engineering division. The responsible individuals for the Town’s MS4 program are listed below.



2 Town Stormwater Services

Within Town limits, stormwater runoff flows through an interconnected system of pipes, ditches, creeks, and other natural and man-made features before making its way to the Brunswick River and Cape Fear River. The Town’s MS4 program aims to reduce pollution in stormwater runoff through a variety of focus areas: public education, public involvement, illicit discharge detection and prevention, construction site runoff, post construction best management practices, and pollution prevention.

Regulatory Enforcement and Stormwater Ordinance

Stormwater Permits

Throughout Leland’s corporate limits, the Town and the State issue stormwater permits to developments. To determine which entity issued the stormwater permit, reference the [Town Active Stormwater Permits Map](#).

The entity who issued the permit has the jurisdiction and authority to ensure compliance with the issued permit. Below is the contact information for both entities.

Town

Adrianna Weber
Engineering Technician II
aweber@townofleland.com
910-408-3052

North Carolina Department of Environmental Quality – Wilmington Region

Christine Hall, PE
Wilmington Regional Stormwater Program Supervisor
christine.hall@ncdenr.gov
910-796-7339

Town Stormwater Ordinance

[Chapter 26 Article III](#) of the Town Code of Ordinances outlines the water quality and quantity regulations to meet the requirements of state and federal law regarding control of stormwater runoff and discharge.

Erosion and Sediment Control

The Town relies on the State for implementation of the Construction Site Runoff Erosion and Sediment Control. Contact the State regarding all erosion and sediment control concerns.

North Carolina Department of Environmental Quality – Wilmington Region

Rhonda Hall
Assistant Regional Engineer
Rhonda.hall@ncdenr.gov
910-796-7312

Partnerships

The Town partners with local organizations to promote stormwater education through public education and outreach.

Cape Fear River Watch

The Town contracts annually with [Cape Fear River Watch \(CFRW\)](#) to hold stormwater related events and conduct water quality testing of waterways impacted by the Town. CFRW is a nonprofit organization focused on protecting and improving the water quality of the Cape Fear River Basin.

Clean Water Education Partnership

Triangle J Council of Governments' [Clean Water Education Partnership \(CWEP\)](#), of which the Town is a member an active participant, protects North Carolina's waterways from stormwater pollution through public education and outreach.

Town Public Education and Outreach

In addition to stormwater education and outreach through the Town's Partnerships, the Town provides public education and involvement for its residents and staff.

Town Newsletter and Social Media

Each month, the Town includes a #LelandPrepares segment providing information related to stormwater management, flooding, and natural disasters. Sign up to receive the Town Newsletter [here](#).

In addition, the Town regularly posts on its social media platforms preparedness tidbits and information.

Town Parks and Recreation Department Events

The Town's Parks and Recreation Department hosts several stormwater events and classes for residents and staff, including Leland Green Sweeps, gardening classes, and kid's educational programs. View all events and classes [here](#).

Hurricane Expo

Every second Saturday of June, the Town hosts a Hurricane Expo to ensure residents are ready should a hurricane impact the region by offering a one stop shop for emergency resources and to answer all their hurricane and storm-related questions. At this event, the Town conducts a presentation on stormwater management and how to ensure the stormwater system is prepared for storm events.

Stormwater Management Webpage and Hotline

The Town manages a [Stormwater Management webpage](#) that contains stormwater education materials, stormwater outreach and events, the Town's stormwater design standards, and permitting forms and documents.

The Town maintains a Stormwater Hotline for any resident to report a stormwater issue. If you see a stormwater problem, please call the Stormwater Hotline at (910) 408-3052!

Inspections Program

The Town conducts regular inspections of stormwater infrastructure within the Town's corporate limits. These inspections include stormwater control measures, stormwater conveyance systems and outfalls, and illicit discharges. Any corrective item identified during the inspection will be sent to the owner/permittee to correct and ensure compliance with the approved plans and Town ordinances.

Operations and Maintenance

Town Owned Stormwater Infrastructure

The Town operates and maintains Town owned stormwater control measures and stormwater conveyance systems. If you notice any Town owned and maintained areas that need attention, you can enter the issue or item at the [Leland 311 website](#).

Privately Owned Stormwater Infrastructure

Privately owned stormwater control measures and stormwater conveyance systems must be maintained in accordance with the operation and maintenance agreement, issued stormwater permit, approved plans, and Town ordinances. If you notice concerns regarding privately maintained stormwater infrastructure, contact the owner of the property.

Street Sweeping

The Town regularly assesses the needs and performs street sweeping or contracts with a street sweeping company to conduct street sweeping of the roadways throughout Leland as needed.

