

STORMWATER PROGRAM NARRATIVE



102 Town Hall Dr., Leland, NC 28451
www.townofleland.com

Public Services Department
Phone 910-371-3390 Fax 910-371-1158

1. Population and Estimated Growth Rate
 - a. Population: 23,544
 - b. Growth Rate: 17.36%

2. Jurisdictional Area
 - a. 20.15 sq. miles

3. Describe Stormwater Conveyance System
 - a. In the original Town limits, stormwater is carried through a mixture of roadside ditches and piping. In most of these areas, stormwater sheet flows across the shoulder into these ditches and drain into smaller tributaries. Newer developments in the Town, under NCDENR stormwater regulations, use curb and gutter with catch basins, grassed swales, retention ponds and other appropriate devices; which are privately owned by the developer or homeowners association. These devices then drain to local tributaries and streams.

4. Estimated Land Use
 - a. Residential = 65%, Commercial = 4%, Institutional = 1%, Open Space = 30%.

5. Identify the Receiving Streams

Receiving Stream Name	Water Classification	Stream Segment	Aquatic Life Use Support Rating	Recreation Use Support Rating	Fish Consumption Use Support Rating
Cape Fear River	SC	18-(71)a	I	S	I
Brunswick River	SC	18-77	I	S	I
Sturgeon Creek	C;Sw	18-77-1	ND	ND	I
Mill Creek	C;Sw	18-77-1-1	ND	ND	I
Banton Branch	C;Sw	18-77-1-1-2	ND	ND	I
Jackeys Creek	C;Sw	18-77-3	ND	ND	I
Piney Branch	C;Sw	18-77-3-1	ND	ND	I
Mallory Creek	C;Sw	18-78	ND	ND	I
Little Mallory Creek (Beaverdam Branch)	C;Sw	18-78-1	ND	ND	I
Town Creek (Rattlesnake Branch)	C;Sw	18-81	S	ND	I
Morgan Branch	C;Sw	18-81-7	ND	ND	I
Bishop Branch	C;Sw	18-81-7-1	ND	ND	I
Goodland Branch	C;Sw	18-81-8	ND	ND	I

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6. Identify TMDLs (if applicable) - None
7. Identify impaired streams, likely sources, and existing programs that address the impairment (if applicable)
 - a. The Cape Fear River [18-(71)a] from upstream mouth of Toomers Creek to Snows Cut: Low Dissolved Oxygen, Low pH
 - b. The Brunswick River [18-77] from source to the Cape Fear River: Low Dissolved Oxygen, Low pH
 - c. Town Creek [18-81] from source to the Cape Fear River: Mercury
8. List any existing water quality programs
 - a. Town of Leland CAMA Land Use Plan: As required by the 1974 CAMA Act, was updated and approved in 1999. The plan presents an analysis of existing conditions and sets policies for growth and development with consideration for the environment and resource protection. The plan is currently in the process of being updated.
 - b. Because Leland is located in a coastal county, it has been under the jurisdiction of NCDENR's stormwater management rules and CAMA's water quality regulations since the late 1980's.
 - c. The Town adopted a Post Construction Stormwater Management Ordinance and an Illicit Discharge Ordinance in 2009
9. Identify and describe any partnerships and/or inter-local agreements
10. Describe any state programs
 - a. The Town relies on the state for implementation of the Construction Site Runoff Erosion Controls.
11. Identify any other entity that the regulated public entity relies on to implement or manage its stormwater program.
 - a. Cape Fear River Watch provides educational programs for the town under a paid contract
12. Identify points of contacts
 - a. Stormwater Administrator:
 - i. Adrianna Weber, Town Engineer Tech.
 - ii. 102 Town Hall Dr.
 - iii. Leland, NC 28451
 - iv. 910-408-3052
 - v. aweber@townofleland.com

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- b. Signing Official
 - i. David Hollis, Town Manager
 - ii. 102 Town Hall Dr.
 - iii. Leland, NC 28451
 - iv. 910-371-0148
 - v. dhollis@townofleland.com
13. Describe the public education and outreach program
- a. The target audience for the public outreach program includes general citizenry, homeowner associations, commercial and industrial entities, schools, developers and recreational operations. These groups were chosen because of the land use percentages in the Town, population makeup, visual observations, monitoring records and surrounding community programs.
 - b. The target pollutant sources the program will address are pet waste, septic and sanitary sewer, lawn care practices, vehicle maintenance, and construction site runoff. Other sources will be addressed as needed.
 - c. A webpage and printed educational materials will be maintained to circulate stormwater information and gain support. These will be readily available at various locations and distributed through the mail and will be tailored to audiences identified. A stormwater newsletter section will be distributed as well as other materials identified. The public will be involved by a stormwater advisory committee, an annual workshop, stream and street cleanings, storm drain marking, and tree giveaways. Presentations will be given at various community groups. It is the goal of the program to reach at least 70% of the Town.
14. Describe the public involvement and participation program.
- a. Materials will be distributed without regard for economic or social status. Targeted groups will be the general citizenry, homeowner associations, commercial and industrial entities, schools, developers and recreational operations. Educational materials may be developed to include a Spanish version.
 - b. The public will be involved in the program through a stormwater advisory committee, an annual workshop, stream and street cleanings, storm drain marking, stream restorations, and tree giveaways. Presentations will be given at various community groups. All events and meetings will be advertised. It is the goal of the program to reach at least 70% of the Town.

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15. Describe the Illicit Discharge Detection and Elimination Program.
 - a. An ordinance has been adopted to regulate illicit discharges no later than permit. This ordinance will be reviewed by the stormwater committee, stakeholders, and the Town Council but will be based on the NCDENR model ordinance.
 - b. Enforcement will be handled by the Stormwater Manager and include a schedule of fines and fees as well as procedures for illicit discharges. Routine inspections, monitoring, and complaints will be the main avenues for detection.
 - c. Priority areas will be determined using the Storm Sewer System Map, field observations, business privilege licenses, development permits, complaints, water samples, and any other available information. Procedures for the detection of illicit discharges will be based on the Illicit Discharge Detection and Elimination Manual developed by the Center for Watershed Protection and the University of Alabama in October 2004. Legal procedures for the elimination of these discharges is outlined in the ordinance. Specific elimination technical procedures will be determined on an individual basis.
 - d. Non-stormwater discharges as identified in the permit not to have significant effects on water quality are exempt from the illicit discharge ordinance.

16. Describe the post-construction stormwater program
 - a. The post construction stormwater ordinance was adopted in 2009 and is modeled after the States Model Stormwater Ordinance. Permits are issued pursuant to this ordinance.

17. Describe practices to inspect and maintain municipally-owned facilities
 - a. Facility maintenance staff routinely inspects town facilities for leaks, spills, erosion, and other issues that may affect the environment.
 - b. Any issues are scheduled for repair as soon as practical.

18. Describe practices to inspect and maintain structural stormwater control devices
 - a. Town owned structural stormwater controls are inspected after rain events. Any deficiencies are scheduled for repair as soon as practical.

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19. Describe practices to reduce polluted stormwater runoff from municipally-owned streets, roads, and public parking lots, piped and vegetative conveyances, manholes, cleanouts, drop inlets, and drainage structures.
 - a. The Town contracts for routine street sweeping of the main road in Town.
 - b. Parking lots are routinely blown off.
 - c. Piped and vegetative conveyances are routinely monitored for blockages, erosion, or other issues and scheduled for repair as soon as practical.
 - d. Vegetative conveyances are mowed on a routine basis.
 - e. Public education is provided to reduce pollution of streets and conveyances.

20. Describe any training programs for municipal staff.
 - a. Staff tasked with stormwater management attend training and certification courses routinely.
 - b. Stormwater related workshops are held occasionally for other staff.

21. Describe spill response procedures for those at Municipally Owned and/or Operated Facilities as well as those in the public right-of-way.
 - a. Staff that may encounter spills receive training to respond appropriately.
 - b. Spill kits and supplies are available at facilities where a spill is likely to occur.
 - c. Public Services staff have spill kits in their work vehicles.
 - d. The Town of Leland Fire Department takes the lead role spill cleanups along right of ways.
 - e. Spills that require reporting are recorded and reported to the appropriate regulatory agency.