



California Regional Water Quality Control Board

San Diego Region



Linda S. Adams
Secretary for
Environmental Protection

Over 50 Years Serving San Diego, Orange, and Riverside Counties
Recipient of the 2004 Environmental Award for Outstanding Achievement from USEPA

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[http:// www.waterboards.ca.gov/sandiego](http://www.waterboards.ca.gov/sandiego)

Edmund G. Brown, Jr.
Governor

July 5, 2011

Certified Mail – Return Receipt Request
7009 1410 0002 2347 4961

Mr. Robert Zack, Owner
Palm Avenue Recycling
Prev: American Recycling
1705 Palm Avenue
San Diego, CA 92154

In reply refer to:
Application ID: 416842

Dear Mr. Zack:

**Subject: Requirement to Enroll Under Industrial Storm Water General Permit,
Palm Avenue Recycling**

Pursuant to California Water Code (CWC) Section 13399.30, you are hereby notified that Palm Avenue Recycling is required to enroll under Order No. 97-03-DWQ, National Pollutant Discharge Elimination System (NPDES) General Permit No. CAS000001, *Waste Discharge Requirements (WDRs) For Discharges of Storm Water Associated with Industrial Activities Excluding Construction Activities*. Order No. 97-03-DWQ (Industrial Storm Water General Permit) was issued by the State Water Resources Control Board on April 17, 1997 and is enforced locally by the California Regional Water Quality Control Board, San Diego Region (San Diego Water Board). Our records indicate that coverage under the Industrial Storm Water General Permit for your facility located at 1705 Palm Avenue in San Diego is mandatory (SIC 5093). On June 23, 2011, a San Diego Water Board inspector and a City of San Diego Storm Water inspector visited your facility and confirmed that coverage is required.

The Industrial Storm Water General Permit is an NPDES permit that regulates discharges associated with 10 broad categories of industrial activities. This permit requires the implementation of management measures that will achieve the performance standard of best available technology economically achievable (BAT) and best conventional pollutant control technology (BCT). The Industrial Storm Water General Permit also requires the development of a Storm Water Pollution Prevention Plan (SWPPP) and a water quality monitoring plan. Through the SWPPP, sources of pollutants are to be identified and the means to manage the sources to reduce storm water pollution are described. The permit requires that an annual report be submitted each July 1.

For more information regarding the Industrial Storm Water General Permit, please see our website:

http://www.waterboards.ca.gov/water_issues/programs/stormwater/industrial.shtml

California Environmental Protection Agency

Enclosed with this letter please find a copy of the Industrial Storm Water General Permit and associated forms. To apply for coverage under the permit, you must submit a Notice of Intent (NOI), which is included in the packet. Within thirty days, please submit a completed NOI, a site map of the facility, and the application fee of \$1008 made payable to "State Water Resources Control Board." All materials must be sent to the following address:

State Water Resources Control Board
Division of Water Quality
Attn: Storm Water Section
P.O. Box 1977
Sacramento, CA 95812-1977

Failure to seek coverage could result in a mandatory minimum penalty of not less than \$5000 per year of noncompliance pursuant to CWC sections 13399.30 and 13399.33.

In the subject line of any response, please include the requested "In reply refer to:" information located in the heading of this letter. For questions pertaining to the subject matter, please contact Ms. Whitney Ghoram at (858) 467-2967 or wghoram@waterboards.ca.gov.

Respectfully,



DAVID T. BARKER, P.E.
Supervising Water Resource Control Engineer
Surface Waters Basins Branch

DTB:esb:wjg
Enclosures:

1. Order No. 97-03-DWQ (Industrial Storm Water General Permit)

Cc via email: (w/o encl.)

Mr. Vincent Barnese, Storm Water Inspector II, Enforcement & Inspection Section, Storm Water Department, 9370 Chesapeake Drive, Suite 100, MS1900, San Diego, CA 92123

SMARTS Entries:

Tech Staff Info & Use	
Application ID.	416842
NPDES No.	CAS000001
WDID	9371N601164