Payment for permit renewal shall be due 60 days prior to the expiration of the prior year's permit. Failure to pay the fee by the permit expiration date shall result in assessment of an administrative penalty pursuant to G.S. 130A-22(b) equal to one-half of the fee set forth in G.S. 130A-328. Failure to pay the fee and the administrative penalty within 45 days after permit expiration shall result in an additional administrative penalty of ten dollars ($10.00) per day for each day that the fee and the penalty are not paid.