

City of Chesapeake Locality License Plate for Beautification and Conservation

Program History

In 1995, City Council Member Alan P. Krasnoff proposed the concept of having specialized City license plates. City Council voted on February 14, 1995 to approve the plates and directed that the funds be used for City beautification projects and for the plates to be promoted and managed by the Chesapeake Environmental Improvement Council (CEIC).

Program Description

Since that time, citizens have had the opportunity to purchase a City of Chesapeake Locality License Plate for Beautification and Conservation at any Virginia Department of Motor Vehicles (DMV) office or online. The plate has an annual cost of \$25 plus the cost of registration and personalization. Of this cost, \$15 will be used to assist in funding various Chesapeake beautification projects. This \$15 portion of the cost may be tax deductible.

Procedures for Requesting Funds for Landscape Improvements to City Property

1. Any resident or employee of the City of Chesapeake, including Chesapeake Environmental Improvement Council (CEIC) members and community/civic organizations, may submit a project request to use license plate funds to beautify City-owned property.
2. Requesters must complete the form below and submit via
 - a. Email to: SpecialPrograms@CityofChesapeake.net
Or
 - b. Mail to:
Chesapeake Parks, Recreation and Tourism
Attention: License Plate Funds
1224 Progressive Drive
Chesapeake, VA 23320

Please include all of the following information:

- a. Name and contact information of the requester.
 - b. Address (or map with location marked) of the project area to be beautified.
 - c. Description of any specific issues (flooding, hazards, etc.) of note.
 - d. Recent photos of the location are encouraged but not mandatory.
 - e. Proposed landscape plan, if provided, or request for City to develop landscape plan.
 - f. Party responsible for sustaining and maintaining area after renovation.
3. Annual deadline for requests to be received by Chesapeake Parks, Recreation and Tourism (PRT) is March 31. Requests received after the March 31 deadline will be considered if funds remain available for the current year, and if not, will be considered for the following year. All requests received will be forwarded to the CEIC's License Plate Fund Committee. The Committee will evaluate the requests based on the criteria below and provide prioritized recommendations to the full CEIC for approval or denial.
 4. If approved by the CEIC, the plan will be forwarded to PRT for their input and approval and subsequent implementation.

Criteria for Selecting Beautification Projects

- Impact on the community - higher priority to high visibility and high traffic spaces and buildings.
- Current state of existing landscaping - age, condition, maintenance cost, value to the environment and wildlife.
- Cost to renovate and availability of funds.
- Feasibility.
- Ongoing maintenance costs and commitment from group responsible for sustaining and maintaining site upon project completion. Please note that the responsible party shall cover the costs to maintain the site after the initial project is complete.
- Future construction plans that could impact landscaping.



License Plate Fund Request Form

Name of Requester:

Full Address of Requester:

Email Address of Requester:

Phone Number of Requester:

**Address or Nearest Intersection
of Proposed Project Area:**

**Description of Issues (i.e.
flooding, hazards):**

Description of Beautification Plan:

Check box if requesting City to
develop plan.

**Name of Party Responsible for
Continued Maintenance, Phone
and Email:**

Date of Submission:

Signature of Requester (type name):

Email completed form with additional photos or documents to SpecialPrograms@CityofChesapeake.net