

City of Chesapeake Locality License Plate for Beautification and Conservation

Program History

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

Program Description

A City of Chesapeake Locality License Plate for Beautification and Conservation can be purchased 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 fund 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 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 at
Chesapeake Parks, Recreation and Tourism
Attention: License Plate Funds
1224 Progressive Drive
Chesapeake, VA 23320 and

Please include the following information:

- a. Name and contact information of the requester
 - b. Address (or map with location marked) of 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 maintaining area after renovation
3. Annual deadline for requests to be received by Chesapeake Parks, Recreation and Tourism (PRT) is April 30. Requests received after the April 30 deadline will be considered 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. Approved projects will be funded for a fall planting.
 4. If approved by the CEIC, the plan will be forwarded to PRT for their input and approval and subsequent guidance.

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 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



Chesapeake
VIRGINIA
Parks, Recreation & Tourism

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
guidance.

**Estimate of Cost, Including Plants,
Non-planting Materials, Labor,
Etc.**

Project Reimbursement:

Check box if your group
cannot accommodate
reimbursement of funds upon
completion of project.

**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